

Free first chapter download! To purchase the whole
book, visit majorstreet.com.au

INTO THE SPOTLIGHT

NICOLA MORAS



PRAISE FOR *INTO THE SPOTLIGHT*

Into the Spotlight is powerful, forceful, honest, reassuring and creates a belief that 'I can do this'. Nicola Moras has broken everything down into achievable steps and makes it all feel possible.

Kim Fullager | Boss Lady at The Mind Master

Nicola Moras chooses to write her own story and unapologetically walk – or should I say swagger – full pelt into it. Unlike so many with an online following, brand, or influence, who show up as a confident bad-ass of sorts, Nicola is one of the few who bares her soul and is consistently unafraid to show up.

It is extraordinarily rare to find a person so deeply dedicated to walking their true path, and guiding others to do the same so successfully.

You absolutely can and *must* step into the spotlight and do the work you were born to do. This book gives you the opportunity to learn from Nicola. It just might change your life.

Katrina Ruth | Kicking the Ass of the 1% Within the 1% at The Katrina Ruth Show

This is a must-read book for anyone who knows that they need to create a powerful personal brand. Stepping *Into the Spotlight* has never been more important than it is today. In order to cut through the noise online and be seen as different, you really do need to follow everything Nicola says and just do it! It should be required reading for all business owners.

Gerda Muller | Clinical psychologist and private practice success business coach and mentor

If you are in the business of helping other people you need to be visible, and in order to be visible, you have to step into the spotlight. What I love about what Nicola teaches is the importance of being YOU while you're doing this. Nicola makes it easy for you to reach more of the people you love working with, in a way that is ethical, powerful and and makes you shine.

Jo Muirhead | Chief Life Changer at JoMuirhead.com and PurpleCo

Nicola is a walking, talking advertisement for how business owners need to step into the spotlight and be visible. She doesn't mince words and only shares the things that work! *Into the Spotlight* is a manual for how to get out of your own way and own your piece of the internet. If you want to reach more people in a way that is authentic, real and with no BS, then you must read this book.

Tess Crawley | CEO The Crawley Clinic, psychologist and business coach

I love how Nicola makes it simple for you to see the importance of stepping into your own spotlight. She teaches you step by step, holding your hand the whole way. I highly recommend everyone read this book!

Rachael O'Connor | Clinical director and principal psychologist BSc (Psych) Grad Dip (Psych), MAPS, STAP

ACKNOWLEDGEMENTS

I wanted to start my book by acknowledging YOU! Without you, the entrepreneur who wants to change the world, this book would not be possible. I want to acknowledge your bravery, your tenacity and your persistence in making your business work through your marketing and visibility. The world truly needs more people like you who are willing to put themselves out there, to be vulnerable and show their awesomeness to the world. You rock, my friend!

They say it takes a village to raise a child, and I have to share with you that it's the same to grow a business – and write a book, of course! I'd love it if you would join me in celebrating the following RAD humans who have made it possible for this book to come to life and, honestly, for helping me stay somewhat sane since 2010 when I started this business.

I want to say a huge thank you to my parents, my grandparents and my aunties for modelling entrepreneurship to me for as long as I can remember. You have always shown an active interest in personal and professional growth, coaching and looking for ways to make the world better. To Mum and Dad for showing me and my brother, while we were growing up, that when you are tenacious and relentless in your pursuit of living the best possible life, it's all possible. Thank you for your love and support and for tirelessly cheering me on.

INTO THE SPOTLIGHT

A big hug of gratitude has to go to Jo Muirhead, my bestie, cheerleader, butt kicker, advocate and truth slayer! This woman has shown endless grace and grit, humility and humour since I have known her. This woman is the poster child for resilience and it's such a pleasure and joy to be her friend! Thank you, Jo, for a-l-w-a-y-s being there for me at my lowest of lows and highest of highs, and everywhere in between. I don't think I'd still be in business if it weren't for you.

I am endlessly grateful to both my current personal mentors and other mentors over the years – from my first mentor Amber McLean, to Leela Cosgrove and Gulliver Giles, to Kevin Nations, Toby Alexander, Janine Garner, Kelly Irving and Katrina Ruth. I am grateful to all the people who have written books over the years who have helped inform, educate, motivate and inspire me. Without you all, I would not be where I am. Thank you.

Please put your hands together for my clients! You all rock! I am so grateful to be a part of your worlds and witness to your growth, courage, vulnerability and trust. I love seeing you show up in the world in the most amazing ways, helping, inspiring and motivating so many people. I am in awe of you.

Thanks to Major Street – in particular Lesley – for picking up this book. I am so excited to see what happens with this! To the editors, designers, book layout geniuses, thank you! To my publicist extraordinaire Scott Eathorne for introducing us – what a team.

To my children Tiana, Ezrie and Jake. Thank you for being my amazing 'little' humans! I love you all more than I can put into words and I hope I do you proud. I imagine it's not

ACKNOWLEDGEMENTS

easy being the children of someone who strives every day to grow. But heck, would you rather a ‘boring’ life?

Last, but far the least, to my husband Dom. Gosh, what a ride, Babe! Thank you for being so damn happy (most of the time) to support me and ride beside me during this ‘Crazy Little Thing Called Love’! There have been so many twists and turns and I couldn’t ask for someone to do any more than you have done! I love you, truly, madly deeply (with a nod to Savage Garden, naturally).

Finally, back to you, the reader. Thank you! Without you, there’d be no book. The world really does need you, your awesomeness, your brilliance, your wit, your sass, your knowledge, your fire, your passion and your personality.

It’s time to step into the spotlight, my friend.

You rock. I can’t wait to see you shine.

First published in 2020 by Major Street Publishing Pty Ltd
PO Box 106, Highett, Vic. 3190
E | info@majorstreet.com.au
W | majorstreet.com.au
M | +61 421 707 983

© Nicola Moras 2020

The moral rights of the author have been asserted.



A catalogue record for this
book is available from the
National Library of Australia

ISBN: 978-0-6487963-2-9

All rights reserved. Except as permitted under *The Australian Copyright Act 1968* (for example, a fair dealing for the purposes of study, research, criticism or review), no part of this book may be reproduced, stored in a retrieval system, communicated or transmitted in any form or by any means without prior written permission. All inquiries should be made to the publisher.

Cover design by Tess McCabe

Internal design by Production Works

Printed in Australia by Ovato, an Accredited ISO AS/NZS 14001:2004

Environmental Management System Printer.

10 9 8 7 6 5 4 3 2 1

Disclaimer: The material in this publication is in the nature of general comment only, and neither purports nor intends to be advice. Readers should not act on the basis of any matter in this publication without considering (and if appropriate taking) professional advice with due regard to their own particular circumstances. The author and publisher expressly disclaim all and any liability to any person, whether a purchaser of this publication or not, in respect of anything and the consequences of anything done or omitted to be done by any such person in reliance, whether whole or partial, upon the whole or any part of the contents of this publication.

CONTENTS

FOREWORD BY JANINE GARNER	1
PREFACE	5
ONE THE TIME IS NOW	11
TWO IT'S TIME TO MAKE AN IMPACT	23
THREE UNCONFORM	39
FOUR TIME TO GET OUT OF THE SHOWER	49
FIVE HOT COAL CLIENTS™	79
SIX BE THE ROCK STAR	111
SEVEN WHERE ROCK STARS HANG OUT	135
EIGHT EXPANDING YOUR INFLUENCE	159
NINE LIGHTS, CAMERA, ACTION	185
AFTERWORD	211
EXPRESS REVIEW	217
RESOURCES AND REFERENCES	225
ABOUT THE AUTHOR AND CONTACT US	229

FOREWORD

BY JANINE GARNER

Eight years ago, I was sitting in a café, across from a small business owner. I listened carefully as this business owner shared her journey from starting out in her own front room to now having three skincare clinics in her town. There was no doubt she was doing well and had already achieved great results. There was equally no doubt in my mind that she could see the possibility of a new frontier of brilliance that would involve playing a bigger game, but her inner voices of doubt were creeping in. *'I'm not sure I can, Janine.'* *'Do you really think it's possible?'* *'Am I good enough?'*

'Yes, Yes, Yes', I kept saying.

It was time to take action. With lunch ordered, a sneaky glass of bubbles on the side and pens and paper everywhere, we mapped out the landscape, the strategic plan, the long-term vision versus the quick wins and a connection and communication strategy that would increase her visibility and help her scale her business and reach new levels.

A year later, she launched her first clinic interstate, embarked on a profile-building marketing campaign and went on to become a Telstra Award-winning business owner. I've remained connected to her over the years and watched

INTO THE SPOTLIGHT

from the sidelines as her business and profile grew, as she sold the business and as she evolved into the next stage of her personal journey. When I asked her about her learnings, she said, *'I have learnt two key things: firstly reciprocity, to share knowledge freely and expect nothing in return, and secondly to stand out – be brave and bold'*.

Ultimately, we all have to get better at being ourselves, at finding the courage to step into our brilliance to shine. My own journey, like many, has been one of significant highs and horrendous lows; of high-five moments and days when I wanted to hide under the doona. I've tackled the ongoing, exhausting battle between striving for more and proving I was good enough, of battling self-doubt and the voices telling me I wasn't smart enough, savvy enough, brave enough or good enough.

Instead of staying invisible, I rose to the challenge, I faced fear and pushed through. I surrounded myself with an inner circle of confidantes who believed in me and pushed me to become more, and I knew that the only way I could achieve my dreams was to own them, to take the right action and to be courageous and brave enough to stand in my spotlight and shine.

Since then, I've risen through the ranks corporately for some of the world's best brands, built and sold my own business, launched a not-for-profit and raised thousands of dollars to help disadvantaged women and kids in our own backyard. I've written three books, received an Honorary Doctorate of Science and I now travel the world speaking and training individuals in organisations to unleash their own brilliance in how they connect, collaborate and lead.

FOREWORD BY JANINE GARNER

Remaining invisible isn't being brilliant.

Doing nothing isn't being brilliant.

Taking action and choosing to own your uniquely individual spotlight is brilliant. It will take you to a place where you are noticed for the work you are doing, fired up to do more. It is what will take you from dreaming a dream to living your dream.

The world needs you to be your exceptional self. It needs you to step up and trust that in that amazing body and mind of yours exists your inner brilliance.

You have all you need.

It's up to you to decide if you are ready.

In this book, Nicola Moras is going to take you through why it's so important for you to step in to and own your spotlight. Not only that, you'll learn how to do that with gusto and confidence, so the whole world gets to see you, your brilliance and your mastery. As she says, *'The world is ready for your brand of awesome'*.

It's time to jump in.

Janine Garner

Best-selling author and international keynote speaker

PREFACE

Imagine for a moment that you're backstage at the 1985 Live Aid concert. You're about to go on stage and do what you do best, in front of tens of thousands of people (not to mention the millions who are watching on television).

You have a moment before you set out on stage, when you remember back to where you started. You've worked so hard to get to this point. There was a time when you could only dream of the exposure that you would have: the following, the influence, the thousands of people who could speak your words as if they were you. You pinch yourself. How did you get so lucky? You can hear, see and feel the energy of the audience, even though you're not on stage yet. It feels like magic. Your arms are goose-pimplly. Your senses are heightened and you know you are ready.

You look back and do a quick stocktake of all that you've done. You're so proud of yourself, for working through the trials and tribulations, for learning how to make your dreams happen.

If the eighties weren't your decade, you could imagine that Lady Gaga must have felt like this before stepping on to multiple stages to receive her many awards, while standing up for those who had been bullied, abused, downtrodden and made to feel worthless.

INTO THE SPOTLIGHT

Or you could imagine that this is how Jennifer Lopez felt, waiting under the stage, ready to be hoisted up on the rising platform at the 2020 Super Bowl.

Imagine being able to have that level of impact, to have a voice that could reach millions of people globally.

We all know of Freddie Mercury, the original lead singer of Queen. Whether you like Queen as a band or not, you have to admit that they have had a massive influence in the music industry with their innovative and uncompromising sound. They've played their message through their music.

Queen's commitment to their own style and way of doing things led to their music still being enjoyed in the 2020s by fans of all ages – from 11-year-olds to those in their seventies and eighties. Movies have been made about them, books written about them and even a stadium tour created in their honour in 2020, with Adam Lambert as lead singer. They still have 'it'. Imagine being able to fill stadiums with fans, five decades into your career?

Queen embraced their uniqueness. They embraced their points of difference. They decided that they would just be themselves and that people could either get on board or not.

You may not have the reach yet, nor the notoriety, to pull off the equivalent of your own Live Aid performance, but that doesn't mean it can't or won't happen. You have to get past your own limiting beliefs about what you can and can't do. You have to stop worrying whether people will like you. (Yes, that's a thing.)

PREFACE

**Truth bomb: many people won't like you! Sorry (not sorry).
It's a fact.**

You can do everything 'right' and there will still be people who don't like you.

So, you need to be clear on how you can step into your own spotlight, and reach the audience(s) who do want to hear from you and learn from you. Then you get on with the job at hand *without* being boring and generic – because that will keep you hidden.

WHY YOU NEED TO STEP INTO THE SPOTLIGHT

Being visible in the online world today is crucial if you want to make it in business or in your career. More and more business owners are embracing social media and starting to rely heavily on the unique leverage that it offers. But most of them don't have the confidence to step into their spotlight. Let's be honest, social media is noisy and, quite frankly, it can seem futile to think about populating the platforms with even more content. I mean, who's going to pay attention?

Many people suffer from 'imposter syndrome'. This is when they have qualifications coming out of their ears, and a whole lot of life experience, but they still feel like a fraud. I've seen people with more than 20 legitimate qualifications and they think they don't know enough – until they go through what I'm going to share with you in this book, of course!

You don't want your business to be under threat in the same way that a lot of brick-and-mortar businesses are right now. We've all witnessed major stores going into liquidation. Big brands we thought would be around forever and stand the test

INTO THE SPOTLIGHT

of time are gone – primarily because they couldn't remain competitive in the online world. Don't be one of them!

Although becoming visible is not a quick fix or magic pill to business prosperity and longevity, there is a process to it. I see it as a four-step Entrepreneurs Quest for Visibility. The process takes you from:

1. singing in the shower, being afraid of anyone hearing you and seeing you; to
2. busking at any venue that will book you, then becoming clear about where you want to be heard and by whom; to
3. owning your inner rock star; to
4. nailing it and moving on to your version of Live Aid.

After step 4, you are creating *influence*. You get to do what you want, where you want and how you want to do it, in a way that leverages you and your unique message, skills and talents.

In this book, I guide you through the four steps showing you how to:

- ▶ gain **confidence**
- ▶ find your **hot coal clients**TM
- ▶ develop your **uniqueness**, voice and positioning
- ▶ become **visible** and make your business **thrive**.

If you don't go through these four stages, you run the risk of staying stuck singing in the shower forever, and nobody will know who the heck you are. In fact, do you even exist if you're not online? (Just kidding.)

PREFACE

You don't want to be busking out there at every venue, every night of the week, either. In the online world, this looks like trying to spend time, money and energy on every single platform and it leads to exhaustion and confusion, and most people throw in the towel declaring it a big fat waste of time.

You cannot afford to be on every platform all the time, trying to build connections and conversations with everyone. It takes a superhuman effort and, as a business owner, you are time poor. You've got a family, animals, friends, sports, book clubs and champagne nights (oh wait, maybe that's just me!). The point is, you've got other shit to do and you don't want (or need) to be spending more time than necessary online. You have to be super-specific about *who* you're talking to, *where* you're talking to them and *how* you're talking to them, so that you are heard. Your audience wants to feel valued, to know you understand them and what they're going through – and that you can help.

In this book I teach you how to:

- ▶ stand out in the crowd;
- ▶ own your point of difference; and
- ▶ articulate that in a way that makes sense to your audience, your people, your fans and followers (and, oh, how they will love you for it).

From there you're going to work through how to create influence and have that reach far and wide so that no matter where you are, people will connect with you, listen to you and take action on what you have to say.

'Oh, but Nicola, how the heck do I do all of this?' I hear you ask.

INTO THE SPOTLIGHT

Don't worry, I've got your back! We're going to work through this step by step (à la NKOTB for my homies who were around in the eighties and nineties!) to make sure that you get all your magic out of your head and into an actionable plan.

Then, it's up to you to implement said plan and do the work – to show up and step into your spotlight. You'll take charge of the future that you want to create for yourself, your family, your friends and your audience.

I'm going to make the plan super-simple for you to action. But, as with anything and everything, knowledge without action is great for the brain but it won't produce results. Without action, you'll be left singing in the metaphorical shower or busking for the entire business journey that you've embarked on and, honestly, that would be devastating. Nobody wants to own a Chanel bag and have it sit in the cupboard never to see the light of day.

The world needs you. They are ready for you. They are ready for your brand of awesomeness.

Shall we get stuck into it?



**ONE
THE TIME
IS NOW**

IMAGINE FOR A MOMENT you are Freddie Mercury at the start of the movie *Bohemian Rhapsody*, standing in the bar, watching the band perform on stage. You know in your heart of hearts that it should be you up there on that stage performing. You stand against the wall and breathe in the familiar old-time bar smells of beer, wine and wood.

You smile to yourself as you watch the band play. It's a bit of a double-edged sword being in the audience there in that moment. You're enjoying what you're listening to but, at the same time, you're also imagining yourself up there performing, having fun, doing your thing. You imagine what you'd do differently. You've known since you were a child that you're different, special; that you were going to make it and live a life less ordinary.

As your thoughts drift from scenario to scenario, you imagine what it must be like out there in the spotlight, with all eyes on you. People are watching you and singing along to *your* songs. You look around the room and see smiles on people's faces as they sing, dance and connect with the musicians on stage as well as with each other. It's as if everyone is moving as one big, connected organism.

You snap out of it for a moment and wonder if you'll ever truly make it into the spotlight – and what that would entail.

The set finishes. You make your way out through the back of the bar to the laneway to discover the band has lost its lead singer. You pitch to the band members on why you should sing for them... and you're in! You're on your way. Yes, you

INTO THE SPOTLIGHT

have your doubts: *‘What if it doesn’t work? What if I can’t get along with the other band members? What if it all fails? What if the audience doesn’t like me and prefers the other guy? Have I got enough experience? I’m flamboyant, what if they don’t get it?’*

I am certain that these thoughts would have been going through Freddie’s head, but as they say ‘the rest is history’ – well, for Freddie, anyway!

EMBRACE YOUR FEAR

When most people think about putting themselves ‘out there’ on social media they get caught up with doubt and fear. They worry about public perception. They stress about what to say and when. They want to make sure that they’re not about to undermine the credibility and the goodwill they’ve created already when they start to do more online. *‘Is it worth it? Am I worth it? What if I screw it all up?’*

But, like Freddie, you have to embrace the fear and do it anyway. Approach the band and see if they want a new lead singer! Imagine that band is your online audience and you are the lead singer. You are the person who’s going to be front and centre, come hell or high water – owning it! You are the personality; the rock star.

I’m sure there were other people in that bar who were also imagining themselves up on the stage, being the lead singer or the drummer or the guitarist. Musicians and singers have a way of making their performances look so easy, and this inspires audiences to want to be up there in their place. It’s the reason live concerts sell out. It’s why some people show up dressed as the artist they’re about to see, or wearing the

THE TIME IS NOW

band's t-shirts. They feel inspired by them and want to be part of the magic that the artists bring to the table.

Everyone in business these days is looking for a way to stand out. They're looking to cut through the noise: to be seen and heard.

In the digital world, the last thing anyone wants to be doing is fighting for the scraps. The people who are in the spotlight will get the attention and, honestly, you simply cannot afford to ignore this and be left behind.

It's a little like being the best singer in the world but only singing in the shower. (I talk about this more in chapter 4.) Singing in the shower carries no risk. There's nothing to be afraid of because nobody other than your family can hear your fabulous voice. But, if it's amazing – like that of an angel – it deserves to be out there and unleashed on the world! If not, you'll remain the world's best-kept secret.

I'm not talking about you pretending to be Freddie Mercury, or anyone else. I'm talking about you stepping into the spotlight and claiming your rightful place online – in your own way, with your own sense of flair and personality.

Why? Because your future depends on it.

You need to stand out and be seen by those who should be working with you. Being visible online by creating – and stepping into – your own spotlight means that your potential clients will see you. They will get to know you; they'll learn to like you and they'll definitely trust you. Trust paves the way for you to grow your client base and business beyond anything you've ever dreamed of.

BE YOURSELF – EVERYONE ELSE IS TAKEN

You're going to show up online in all of your glory, showcasing *you*, your personality and your knowledge, which will meet your clients' needs and improve their lives.

I loved the scene in *Bohemian Rhapsody* where Queen met with their first manager; they told him that they create music for the 'weirdos' in the corner, because they, too, are weirdos and misfits. They wanted to create a sense of belonging and community – a way to share the experience with others so they didn't feel so damn alone.

People like me and you don't want to be or feel ordinary. We never have and we never will. We've always felt a bit weird, as if we don't belong. But, guess what? The more we talk about this – the more we share our 'not-belonging-ness' – the more others will admit that they feel the same way. That's when we start to create a community and a place for all of us who are odd to be odd together! It's liberating and helps us feel as if we have somewhere we belong.

Humans have a basic need to belong and to connect with each other. But, many people online are feeling more and more disconnected on a daily basis, which is incredibly ironic given that social media and digital platforms are the very things trying to build connection. People are slower to trust these days because there are too many fakes, frauds and people selling snake oil online.

What are you supposed to do? You know you need to use social media to grow your businesses. You know you need to connect with your people. The most important and powerful thing that you can ever do is to be yourself online.

THE TIME IS NOW

It's crucial you show up and help people to see you, and to see that you are a truth teller; that you are the leader that they have been hoping to find. They are silently begging to find someone they can relate to and connect with; they want a real human on the other side of their screens who they feel they can trust.

It's definitely going to take some work on your part to become this trusted person online. The digital space is like a crowded stadium, where everyone's voices are drowning out everyone else's. You have to find a way to stand out. You have to become the rock star of your own industry.

THE EVOLUTION OF A STAR

To become that trusted online presence – to be visible and claim your rightful rock star status – is an evolutionary, seven-step process.



I'm going to work through this process with you, step by step.

Step 1 – Embrace that call

The first step is to embrace the call to be brave and vulnerable; to show up online, to be you, to step into the spotlight.

You're in the shower and your partner tells you that you're the best singer. On this occasion you choose to believe them. They mention that there's an audition for *The Voice* coming up and you should apply. You vomit in your mouth a little and say 'okay', because you know it's time. This is what you were born for.

Step 2 – Enter the unknown

So many people just don't do this because they're deathly afraid of the what-ifs: from the haters on the internet to things not working out. Well, I've got news for you, honey: the what-ifs rarely happen. The unknown is more exciting than ever! Jump in with both feet.

You've applied for *The Voice* and you're excited because you've had a call back. You have no idea what the process is from here. Your biggest fear is looking like an idiot, but you want this dream to come true. You want to be up there on that stage. You want to do this for the rest of your life. You embrace the fact that you have zero idea about what's going to happen and you say 'yes' when they call back.

Step 3 – Embrace the discomfort

Nothing good comes from staying in your comfort zone. It's when you're out of your comfort zone that the magic happens.

At *The Voice* auditions you are super-scared. You've never sung in front of an audience before (the bathroom towels don't count!). You feel nervous, you have butterflies in your stomach, but you remind yourself that you've got this. You *can* do this. And you change your self-talk to being supportive... of yourself!

Step 4 – Emerge from the shadows

I know it can feel safe in the shadows, but nothing grows in the dark except moss and mould. You don't want that. It's time to emerge from the shadows and step into the light – your spotlight.

You're backstage at the first live auditions for *The Voice*. You're standing there, sweaty and nervous, wondering if the microphone is going to slide out of your hands. They call your name and you take a deep breath. You walk out onto the stage and into the spotlight. And you sing as if your life depends on it.

Step 5 – Expand your horizons

This is where you start to look at what you're doing with an open mind. In order to get to somewhere you've never been, you have to do things you've never done.

You've made it through the entire competition and you're in the final eight. You're feeling as if this is all a

INTO THE SPOTLIGHT

dream! You're so excited but, again, you find yourself in a space where you have no idea what's going to happen or how! You know you're doing your very best – as is everyone else. The thing that you're beginning to realise is that so many more opportunities have started to make themselves known to you. You realise that no matter the outcome of the show, you'll be great and you'll find a way to do what you love.

Step 6 – Elevate your influence

At this point, you're able to share your own thoughts and opinions on pretty much anything and everything and people are listening. You've built up a following and that's really exciting! You have people who love you!

The Voice is over and you won! You're so grateful that you got through and that the audience out there has backed you. You know that there are genuine people who love your voice. You are now able to really start singing your own music and playing your own tunes. This means that you can start to sing more of the songs that mean something to you, and to your audience.

Step 7 – Evolve into a star

When you get to this stage, you have turned from a caterpillar into a butterfly and you're finally owning the star quality that you have within.

When you truly become a star, you know that you can put on an event or a concert and people will come to see you as the headline act. You have stepped *fully* into the spotlight – your spotlight. You realise that, no matter

THE TIME IS NOW

what, you are amazing – and what you have to say will be heard by those who need to hear it.

When you have evolved through these seven steps, you are going to be *visible*. You are going to stand in your own spotlight and be recognised as someone who has something to say and something to contribute.

You'll automatically stand out from the crowd, because you're concerned only with being you; sharing your voice, leveraging your unique gifts, talents and knowledge to inspire, educate and entertain your audience. This creates recognition and you become famous for what you do professionally.

You've embraced your voice and you are exactly who you are. There's no faking it till you make it for you, my lovely! You're about to *rock it out!*

CASE STUDY: Jeromy and Kim

Jeromy and Kim started out with no audience online and very few sales. They were relying solely on referrals for their business, which helped to 'rewire children's brains for better learning'. They attended a workshop with me in 2014 as a 'last-ditch effort' to try to use Facebook for their business.

They had a string of 'failed' businesses behind them and their confidence had dwindled. They were starting to lose their passion for their business, and were tempted to give up on their dream to leave their day jobs and work together in their business full time.

They worked through the evolution of a star process and they now have tens of thousands of people who follow them and watch their content. Their audience – their hot coal clients – love them. (I'll tell you more about hot coal clients in chapter 5.)

THE POWER OF THE SPOTLIGHT

Social media is growing at a rapid rate, and you must embrace it if you want to grow your business. Facebook alone has an audience of 2.61 billion people, and half of those are on the platform daily and on mobile.

We've seen people with influence use their platforms on social media to great effect. For example, Australian comedian Celeste Barber rallied the support of her online community at home and overseas to raise funds for those who really needed it during the devastating bushfires in late 2019 and early 2020. She was able to raise millions of dollars because she had built a powerful online profile by just being herself.

When you have stepped into the spotlight, you can influence those around you to your way of thinking. By educating and entertaining them, you help them to see that they, too, can be themselves.

By stepping into your spotlight, you naturally inspire others to step into theirs.

CHAPTER SUMMARY

THE TIME IS NOW.

EMBRACE YOUR FEAR.

BE YOURSELF.