

Joanna Denton

“Share your brilliance with the universe!”

After suffering two work-related burnouts, Joanna Denton became a business mentor, helping others who are experiencing struggles at work. Each month Joanna will use her expertise to help you with any business-related problems you may be experiencing in these uncertain times.



The Beauty Salon Owner

Dear Joanna,

I own a salon in Belfast and my business has been impacted badly by COVID-19, like so many others. I have managed to hang on and keep going these last months, but it has been really, really tough.

For the last couple of months, I have been working on the idea of starting a series of Facebook lives talking about different treatments that people can do at home. I figure if enough people watch I can end up getting lots of advertising revenue and secure my business.

But here's the thing. I have never done this before. I am so scared of messing it all up, that people will laugh at me, not take me seriously, so much so that I have been working on the idea for months and I haven't actually started. It feels like I only have one shot at getting it right, getting it perfect, and if I mess it up, there is no going back or do over. I also get really scared about speaking in public.

However, if I keep waiting, I will miss the boat completely.

What can I do?

Yours,
Jenny



Dear Jenny,

Thank you for sharing all that is going on for you at the moment.

I really understand what it is like to have a great idea for the business, but then to worry about it needing to be perfect first time.

And you know what. That's okay. Take a deep breath, we got this.

It can be so tempting to think that everything is riding on this one idea and we have to get everything perfect the first time. As women, in particular, society tells us that we have to have it all worked out – and as business owners, our staff and our customers are looking to us to be strong.

The challenge comes when our desire to be perfect means that we don't even start.

So, sometimes it's better to start ugly, than not at all.

What could you learn?

What if you saw this idea not as an all or nothing experience, but rather a laboratory to experiment and find out something?

What if you took the pressure off? No longer think of it as a big all or nothing plan to secure your business.

Instead, you asked yourself a question, like:

“I have never done a Facebook live before; I wonder how it works? Can I do a two-minute Facebook live and talk about three reasons why I love my favourite product?”

And then just do that.

And then see what you learn.

Remember – if you hate it, you can easily delete the video. No one need ever see it.

And if you love it – you can come up with a new question for the next one.

What question would you want to answer in such an experiment?

Your brilliance needs to be in the universe, even if it's not pretty.

I am a regular salon goer, but during the shutdowns all my regular visits have gone out the window. My hair is now a grey streaked bob, my eyebrows have gone crazy, and my legs are like sandpaper.

However, there are things I would be willing to do for myself at home, but I just don't know how.

Think of everyone out there like me that you could be helping with these videos, that are left high and dry because you are not sharing what you know. Better that your brilliance be out in the universe, even if it's not pretty, almost selfish to do otherwise, right?

Imagine you are sitting down for a cuppa with a client.

Finally, one thing I suggest to my speaking clients for the nerves about speaking online – imagine that behind that camera is your most favourite client.

If it was just her you were talking to, and you knew she would love whatever you say, what would you say to her?

Picture her face, and just talk to her. No one else matters.

I hope this has been helpful. Remember, sometimes it takes those five seconds of courage to press “go live.” Good luck with this, and do let me know how it goes.

Joanna Denton

JD Speaking and Strategy Ltd
River House | 48-60 High Street | Belfast | BT1 2BE
T: +44 (0)7795085297 | E: joanna@joannadenton.com

For further information check out
www.joannadenton.com