

— Step Out of Fear —

Transformative Storytelling

# Workbook


• for the heart-centered entrepreneur •  
[www.danacroy.com](http://www.danacroy.com)

# The Elevator Speech:

## What Is It?

Typically a 30-second intro to you and your work. It is YOUR commercial. The length can vary. 30 seconds is the “norm”, but who wants to be normal? The 30-second rule is geared more toward business professionals at a career fair or at a networking function at a bar. But, we are spiritual beings and have a lot to say. Your speech can last as long as a 1-minute, but, keep in mind that the clock is ticking! As you creep from 30 second to a minute you run the risk of losing your audience.

**You CAN tell your story in 30-seconds!**



You have 45-seconds (max) to share your gifts with someone you only just met. What does 45-seconds (max) look like when telling your story? Below is MY commercial that I have crafted. It shifts and changes slightly depending on who I am speaking with but it is an example of where to begin.

*I'm Dana Croy also known as Feng Shui Mama. I'm a certified Feng Shui Practitioner and Reiki Master Teacher. My professional background is in non-profit fundraising and retail management and after years of working for others I decided to combine my professional and spiritual paths to open my own consulting company. I support clients in clearing the way for their best life through clutter clearing and organizing, space clearing and supporting heart-centered businesses through web design and client engagement. Here's my business card.*

# Brainstorm Time!

One of the greatest challenges for people when thinking of what to share is taking a comprehensive look at their life experiences and pulling out the most valuable items to share. And, for folks in the traditional business world, there is a hesitancy to share their spiritual gifts and for folks who have taken the road less traveled, there is often a hesitancy in sharing what they learned from their business life.

There is rarely a day that goes by that I do not use tools from my retail or non-profit days in some aspect of my business and that goes for how I support and teach my clients as well. And, you better believe that my retail experience has taught me how to close a sale!

Below, I want you to list 10 tools you bring to the table when approaching your work or supporting your clients. These can be as simple (ha!) as effective time-management when you were the executive assistant to the CEO or as complex as the license you now hold after finishing massage school. Now, GO!

- 
- 1.
  - 2.
  - 3.
  - 4.
  - 5.
  - 6.
  - 7.
  - 8.
  - 9.
  - 10.

If you don't have 10, don't worry, we'll work on pulling more out. More than 10? Good for you! But, don't overdo it. We'll begin to focus on what is important.

# CONFIDENT BELIEVABLE AUTHENTIC

# SINCERE TRUTHFUL AUTHORITATIVE

Do you remember that I told you to be all of the things above when telling your story? As we walk through this process, keep these words in mind. Now, it's getting fun and a little more challenging, which is healthy!



We've listed the tools and the credentials that you bring to the table. Now, let's get a little deeper.

## 3 PHRASES THAT DESCRIBE YOUR GIFTS

(Example)

\_\_\_\_ Psychic \_\_\_\_\_      \_\_\_\_ Healer \_\_\_\_\_      \_\_\_\_ PeaceMaker \_\_\_\_

## 3 WORDS THAT DESCRIBE YOUR GIFTS:

(My Words)

\_\_\_\_ Organized \_\_\_\_\_      \_\_\_\_ Intuitive \_\_\_\_\_      \_\_\_\_ Analytical \_\_\_\_\_

## 3 WORDS THAT DESCRIBE YOUR GIFTS:

(Your Turn—I gave you extra lines just in case!)

\_\_\_\_\_

\_\_\_\_\_

## Are You An Authority?

Yes, I said it. A-U-T-H-O-R-I-T-Y. Own it. Be it. It's okay. You can be an authority and still be sincere and authentic and you can do it without being a know-it-all! If you do not recognize yourself even in some small way as an authority on what you are offering to potential clients, then you are selling yourself short.

How do you determine what you are an authority on? Is it something that you spent a great deal of time on after which you received certification? Yes. Is it something that you have studied in a lay manner, read every book, seen every video, attended every meet-up to learn it all? Yes. Is it that thing that you get phone calls and texts and emails about from people who constantly seek your advice? Of course it is!

Are there folks who know more than you? Of course there are. That is true for everyone in everything and does NOT negate your own authority.



### WHAT SUBJECTS DO YOU

### CONSIDER YOURSELF AN AUTHORITY?

(Example: My Subjects)

- |                   |                         |
|-------------------|-------------------------|
| 1. Space Clearing | 4. Organizing           |
| 2. Decluttering   | 5. Spiritual Businesses |
| 3. Web Design     | 6. Client Engagement    |

### WHAT SUBJECTS DO YOU

### CONSIDER YOURSELF AN AUTHORITY?


(Your Turn)

- |    |    |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | 6. |

## ARE YOU CLEAR?

Do you know what you are offering? You may be a spiritual being and you may be offering services from a conscious or heart-centered perspective, but you are also a business person, an entrepreneur.

Are you secure in the knowledge of what exactly you are offering? When you develop this storytelling tool around your SELF and your BUSINESS you bring clarity to your work. Don't let this thing kid you. It seems like a mundane business tool developed in some corporate office or educational institute. It probably was. However, it is a POWERFUL tool to bring CLARITY to your work and your service to others.



We've looked at your tools/certs, your gifts and where your authority lies. Now, let's talk about the specifics of what you offer future clients. I personally offer **space and clutter clearing as well as web design, client engagement and business support**. I'm a Reiki Master and use Reiki pretty much all of the time, but I do not offer Reiki as a service. I am a Feng Shui practitioner, study it, am certified in it and I use it when working with my organizing clients but I do not offer Feng Shui consultations.

When I launched my business on October 31, 2015, it was after years of basically GIVING AWAY all of these things for YEARS! I sat down and really thought about what I want to do each and every day, the kinds of clients I want, the services I want and CAN offer. And, I made the decision that I wanted to have two tracks of how I serve clients, which I do. I have my "clearing" services and my business services. I stepped out of the idea of a singular niche and expanded to where I am now.

On the next page, you can list up to 6 services you offer, then, we'll see if we can narrow it down just a bit.

Wait a minute, Dana, I'm getting a little nervous here! I hear you. You have named your gifts, your tools, declared yourself an authority and now, I want you to really narrow it down to what you are offering. This is where a lot of my clients begin to get nervous. Let's pause and walk through this thing called fear and talk about why it stops us in our tracks.

**We all have fears.**

**Your job is to put fear in the backseat and to keep driving.**

Big Magic by Elizabeth Gilbert

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It is the year 2016 and we have all the tools we could ever dream of at our disposal, we have technology, we are living the life, but we still have primal urges that are part of who we are and that we need for survival. Fear is one of those. Fear of stepping out of the cave and seeing a sabertooth tiger (okay, maybe not that fear), but we do have fears that hold us back. Some more than others.

I'll be honest, my fears have held me back SO MANY TIMES through the years. I wish I had a magic bullet (or a great webinar) that would release those fears for you, but this is work that you must do on your own. It may be painful. But, that fear, is preventing you from telling your story and sharing your gifts with the folks who need them most. Now, it's time to list 3 fears holding you back.

I'll share my biggie with you that I finally was able to release (I bet it is on your list, too). Fear of REJECTION also known as fear that no one will like me.

Here's a little SECRET. People will either like you or they will not. I finally figured out that not being myself, not being authentic, is what people reject. Are there people who do not want what I have to offer? Of course, but I'm no longer worried about them. Take me or leave me. If I could have figured this out 20 (or 30) years ago, my life would look very different now.

## LIST 3 FEARS HOLDING YOU BACK



Let's pause here. You've done a lot of work. At this point, you can either move ahead at full-steam (what I usually do), or you can pause and journal. Write about your fears, write about embracing your authority, write your hopes in sharing your gifts, write your dreams of helping others along their paths. I'm a big believer in journaling. I vibrate at a fairly high rate but by pausing and journaling I often can pull out nuggets otherwise missed.



## **Putting it all together!**

This is where the fun really begins! Put your fears in the backseat, look at your tools, your gifts, your authority, think about what you are sharing (selling) and start writing!

On this page I want you to take 15 minutes and put it all together. Set a timer. Once you feel like you have conveyed what you want the world to know, read it in a conversational voice. Get out your smartphone or kitchen timer. Remember the 45-second rule. If you go over 45 second start cutting (next page). Is your language flowery or do you have un-needed words? Are you repeating yourself? Be honest. And, if you are under 30 seconds then you have undervalued yourself and need to give yourself grace and love and look at your gifts once again and see what can be added in. Get started!




## Practice Makes Perfect.

Now you have a first draft. Rewrite it. Once you feel like you have conveyed what you want the world to know, read it in a conversational voice. Get out your smartphone or kitchen timer. Remember the 45-second rule. If you go over 45 seconds start cutting again.



One thing we often forget as we walk through these types of exercises or work to release our fears is that there are people out there waiting on us. Waiting on what we have to offer, our special gifts, at our price, in our hometowns, out in the greater world, just waiting. By stepping out of your own fear and celebrating life you are a beacon to others who need the support to do the same.



Look around you. We live in a time that seems many days like the world is contracting, but really it is expanding and we are simply having growing pains to get us there. There are people each and every day sharing their gifts with the world and making money at it!

Why can't that be you?

I am here to support you through this process. When you are finished with these course, I invite you to hop over to my FB page and share your finished story, your website, your business FB page with my tribe. You can do that at <http://www.facebook.com/iamfengshuimama> or in my group <https://www.facebook.com/groups/fengshuimama/>

You can also book me for a brainstorming session at [dana@danacroy.com](mailto:dana@danacroy.com) or 615-300-2057. I look forward to hearing from you!

Thank you and remember, yours is a story worth telling!