



**SME:**

[WBWWEBER.com](http://WBWWEBER.com)

**How to Show up as  
the Expert you are !**

# Agenda

- You are an Expert (NO IF's AND's OR BUT's)
- Why do we not always feel that
- Walk and Talk
- Audience does not matter
- There is no Spoon
- Closing out

**This is a Conversational  
Workshop not a lecture or  
presentation. So we have some  
ground rules:**

- **Nothing is rhetorical**
- **Silence is fine with me, but will be uncomfortable.**
- **ASK Questions!!!! nothing is out of bounds or off topic.**

**YOU ARE AN  
EXPERT !!!!!!!!**

WWW.WEBER.COM

*Full STOP.*

## NO If's, NO And's, NO But's

- There is no one else who does what you do.
- There is no one else who know the ground game like you do.
- There is no one else who has improved the processes you manage daily.
- There is no authority that can tell you how do what you do.

WDBWWEBER.com

But WHY is it hard to feel like a expert in most  
“ROOM’s”

1

Stuff we have all heard of imposter syndrome, audience history, fear of being wrong, can't fight city hall.....blah,blah, blah

These are just names for feelings/fears not solution so not helpful, only way to feel like a expert is to:

***fake it till you feel it.***

**But WHY is it hard to feel like a expert in most “ROOM’s”**

2

But who I am presenting to are: smarter, degree'd, has title, can fire me in a heartbeat; how can I be an expert to them?

Any audience who don't see practitioners as experts is a peanut gallery at best.

Either they see your value or they will feel your value.

***Take your seat and take it loudly.***

**But WHY is it hard to feel like a expert in most “ROOM’s”**

**3**

Hard to feel risky in a safe space.

Risk can be very hard to assess when you feel its all or nothing, the really thing to understand is the biggest risk is not showing up as an expert.

WBWWEBER.com

**Jump! We got you .**

But WHY is it hard to feel like a expert in most  
“ROOM’s”

4

Either everyone is a expert in something or no one is a expert in anything.  
This is the most powerful thing to remember if your not then their not either.

WBWWEBER.com

**Own your Niche .**

# How can we be prepared to show up a expert

- NUMBERS! NUMBERS! NUMBERS!
- Facts are friends but not partners.
- Know your process, write your process, practice your process.
- Know the level your audience needs you to talk at
- Motion creates authority and emotion.
- Use your props effortlessly, and have them on hand.
- Have your ripcord handy.

WBWWEBER.com

What prep do you not  
feel you have ???

# There is no SPOON!

Anytime you're feeling like your not the the Expert vibes do these three things to help boost your inner expert:

- Get your tools and run thru them
- Call Val for a psych up session
- The Weber family motto ---

WWW.WEBER.com

**FF\*\*H'em**

Feel your expert persona when you not feeling experty

1. ***Fake it till you Feel it.***
2. ***Take your Seat & Take it Loudly.***
3. ***Jump! We got you.***
4. ***Own your Niche .***

WWW.WEBER.COM