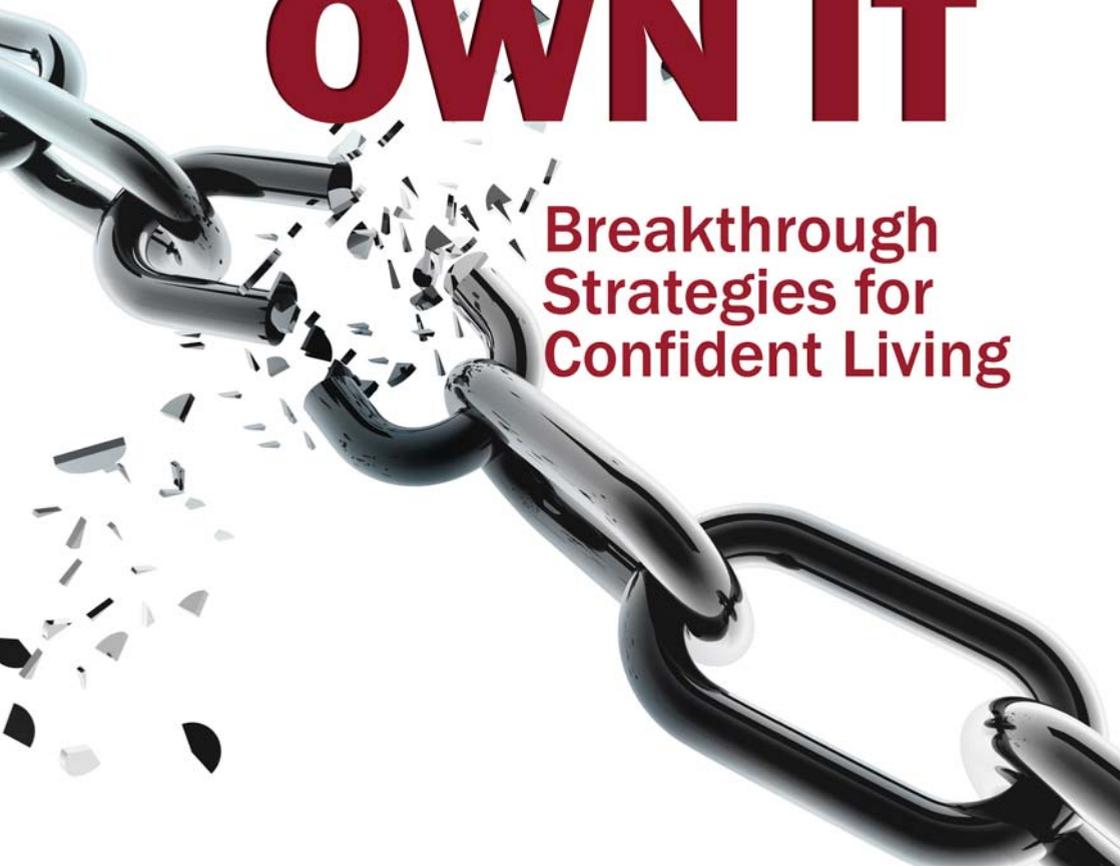


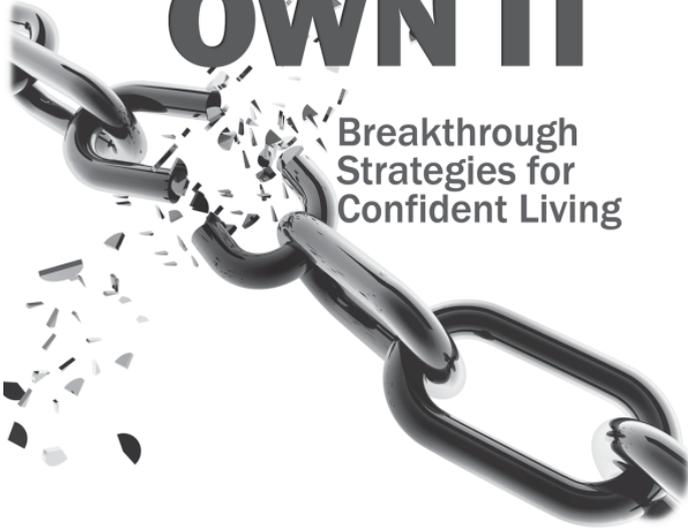
**CARRIE PERRIEN SMITH**

**LIKE YOU OWN IT**

**Breakthrough  
Strategies for  
Confident Living**



# LIKE YOU OWN IT



Breakthrough  
Strategies for  
Confident Living

**CARRIE PERRIEN SMITH**



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*Like You Own It:  
Breakthrough Strategies  
for Confident Living*

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# Dedication

To my husband Tom who  
has always encouraged me  
to do anything I thought  
I was big enough to do.

To my parents Wayne and Phyllis Simpson  
who worked hard to give my brother and me  
the best foundation for life they could.

To my daughter Darcie who is far more amazing  
than she will ever give herself credit for.

To God who continues to amaze me  
with what He does through my efforts. Wow!



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# Introduction

One day it happened. I just got sick to death of people – women and men – leaving their potential on the table because they didn't believe their own worth. I was disgusted at their way they sold themselves short. It didn't matter how much anyone else believed in them or encouraged them; they were never going to amount to anything because they didn't believe they could.

Folks, the first sale you make is to yourself. Until that happens, no one else will buy. You have to believe in your capabilities and your preparation.

I also believe in God, and I see evidence every single day that He loves me and believes in me – in what I am now and what I could be. When we believe in Him and recognize how much He cares about our learning experiences and success, it makes it easier to believe in ourselves and take some risks. Not all my readers believe in God, but my belief in Him makes me who I am.

Since 2002, I've developed techniques to help people network and build business relationships. I weave communication skills into every technique I teach. Hands down, communication is the most important tool in an individual's toolbox.

I've learned over the years that a person's level of confidence in themselves is one of the biggest factors in their success. No matter what their background, if they didn't believe in themselves, they couldn't win in life. This is why I wrote *Like You Own It*. It is loaded with techniques designed to help people to break through their struggles and achieve their fullest potential.

We're all busy today. I wrote concise chapters so you can learn a concept during your break at work, while your baby is napping, before you slip off to sleep at night, or when you find a quiet moment by yourself in the bathroom. It is packed with rock-solid techniques but is short enough to read on a plane trip.

*Like You Own It* is written for men and women who are ready to break the chains of insecurity, fear, doubt, low self-esteem, and anxiety that prevent them from succeeding.

You don't need anyone else to have confidence in you. You don't need someone or some organization to anoint you "worthy." Do your homework. Believe in your cause or mission. You are ready. You are already enough. Your time is now.

Carrie Perrien Smith  
January 2016

# 1

## Make the First Sale to Yourself

One of my favorite things to do is to help people discover their personal genius. Most folks are unaware of what a personal genius might be. It is where they will find their proverbial sweet spot, but first, they must believe it exists. Then they must own it.

Your personal genius is that special capability you have that just comes naturally. You probably didn't go to school to learn it. It would be awesome if you could have taken a test to discover it – like a personality profile test. Some aptitude tests can help you identify it. Sometimes it requires a journey of personal discovery.

I participated in a panel discussion recently at a business club meeting at a private university. I was on the panel with some twenty-something young professionals. They had been in the workforce five years or less, but all held responsible positions. I would have loved to have such

responsibility at that phase in my career, some twenty-five years earlier. My perspective was indeed different.

The panel moderator asked each panelist what traits were most highly valued by prospective employers. Each one talked about how students needed to have good strong handshakes and use eye contact and possess calm demeanors. Their intellect and their degrees would take them far as well. Essentially, they suggested that students needed to mold themselves so they would be a great cultural fit for the typical employer.

One panelist described a guy who was so assertive when meeting with potential employers that he was surely scaring them off and ruining his chances of employment. When it came my turn to respond, I wanted to heartily agree with everything they were saying. However, I had to speak some truth that I learned from a couple decades of trying to mold myself into what I thought all employers wanted. Sometimes it wasn't congruent with who I was.

That guy who is assertive? I suggested they hide and watch to see who gets hired first. Assertive Guy's willingness to approach total strangers and ask for the job is a trait that few people master so early in their careers. He would make a great salesman who would serve well the right company.

With his great grade point average and his business degree from a private university, Assertive Guy would easily transition to management within a short time. His strong people skills make him a candidate for a senior management career track.

Assertive Guy probably isn't the best fit for every company. He's probably way too fun for a big accounting firm. His set of skills and bold personality might be over

the top for some companies, but he is the perfect fit for the right company.

Should everyone be just like Assertive Guy? Of course not. To act just like him when it isn't authentically you would look obviously incongruent. Can you learn some skills from him? Sure. Borrow some ideas and techniques, but you need to be who you are.

The thing that is beautiful about Assertive Guy is that he already owns who he is, even though some people think he needs to tone it down. The quicker he discovers that his personal genius is his eager, friendly personality and ability to ask for the sale, the sooner he can whittle down the list of potential employers and jobs to pursue.

Should he bypass interviews with companies that he suspects aren't a match for his personal genius? Heck no. At his age or even at mine, interviewing skills are necessary. Each interview provides the opportunity to practice so that he's ready and comfortable with the interviewing process when the right employment opportunity comes along.

The sales profession is a numbers game.

- How many no's does it take to get a yes?
- How many calls does it take to get a meeting with a prospective client?
- How many meetings does it take to get a sale from a prospective client?

When you know what your personal genius is and where it fits in society, it takes fewer no's to get a yes; it requires a lot fewer calls to get a meeting; and it requires a lot fewer meetings to get a sale.

The lesson that Assertive Guy offers is this: be you and be the most amazing you that you can be. When you are trying to be someone you aren't, you will never expose your authentic self for your prospective employer. I would rather be the real me in an interview than end up in a job for which I'm not a fit. That is a hard truth to embrace when it seems like you are never going to land that next job, but life is too short to spend it doing something that isn't the right fit.

This is why I'm a fan of college students in their freshman or sophomore years networking with people in their chosen industry. College is ridiculously expensive. The sooner students determine whether they are pursuing the right or wrong major, the better. By having a series of conversations with people who work in the field, students may decide to change a major or minor or add some classes to their current degree plan to better prepare them for the workplace.

Way too often, students change majors because they can't cut the college classwork. You can tutor your way through college. It is worth toughing it out if the industry you are training for has jobs that inspire you to run to the office every morning. The best place to get advice about your chosen field is from people who work in your chosen field.

College counselors are the worst place to get education and workforce advice (sorry, counselors!). Most counselors have no idea what is going on in industry. They work in a vacuum! Even the professors are clueless about the world outside the university campus.

Assertive Guy might not end up working in the human resources department for a big legal firm full of suited employees. He has a greater chance of being in charge of

corporate training for a company that manufactures fun like Hard Rock Cafe or Walt Disney World.

I hope he'll end up in a place where he can use his personal genius to be the most authentic awesome Assertive Guy that he can be. Most of all, I hope he won't be advised to hide his personality traits just to get the job and end up in a role or a company that he ends up hating. He would find his sweet spot sooner if he is hired for who he is.

Does that mean that we shouldn't pursue professional development? Absolutely not. We need to develop and upgrade skills as time goes along. We need to prepare ourselves for next steps in our lives. That means advancing in a company for some. For others, it means making the big jump into self-employment. When we work to improve ourselves and learn new skills and polish some rough edges, we make sure we are ready for whatever opportunity heads our way.

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“Chase knowledge with reckless abandon.”

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Professional development is the most efficient way to build your confidence. It comes in different forms. Maybe it is an advanced degree, certification, or training class. You might read books or blogs or watch videos. A mentor or coach can provide personal insight and guidance. Whatever you choose, chase knowledge with reckless abandon.

When you have information that can help others solve problems, it is easy to feel confident in your abilities. We spend too much time trying to *be a confident person*. Instead, we should be working to *feel confident in our abilities*. That is far more attainable.

The first sale you make it to yourself. Until you make that

first sale, no one else buys. We think we can “fake confidence” but we can’t. When we try, the only one we fool is ourselves. Our lack of confidence in our own worth is evident by the way we make eye contact, the way we carry ourselves, and in the way we shake hands.

We don’t always recognize a lack of confidence, but we feel a sense of incongruence. But when a decision maker determines that you lack confidence, you definitely are not getting the sale.

This is why professional development delivers a fast track to a confident image. When you believe in yourself and the value of your knowledge and ability to serve others, you see your value. In fact, your passion for who you can help is obvious each time you get a chance to talk about it. And when you feel confident and passionate about what you can do, it is easy to feel satisfaction and joy. People will want what you’ve got.

Seek out your personal genius — the action or character trait at which you excel. If you aren’t sure what it is, ask others. You may not get the same answer from everyone, and you may have to work through the responses with a mentor or coach. But prepare to be surprised. I bet you don’t know what your personal genius is. The sooner you identify it, the sooner you can bring your most authentic amazing you to whatever you choose to do in life.

# 2

## Become Your Most Amazing You

I spoke to a group of young professionals on the topic of networking for job searchers. The audience members were at a vastly different place than the adult (sometimes older adult) job searchers I talk with about networking. These young people are still trying to fit into a mold and probably won't understand who they really are for years.

I don't think I really understood who I was until I was at least 40 years old. I am a student of every self-development theory there is. I am a sponge. I want to make sure there isn't anything that I don't know.

For the last two decades, maybe longer, I could be characterized as a lifelong learner. It has served me well. It has helped me do my work with excellence. It doesn't mean that everything I attempt turns out excellent, but I bring my best effort to the table.

One attendee asked how to be memorable. It's a valid

question. You want people to remember you when you've met them, right? People don't always have much reason to refer you at the exact moment you meet. Making yourself memorable is a worthy goal.

I liken being memorable to being lucky. It's easy to be lucky when you've prepared your butt off. Being memorable is more about follow up and finding ways to engage with someone periodically than it is delivering a memorable first impression.

Here is the advice I gave the attendees: be the most amazing you there is. When you commit yourself to excellence and being the most amazing you possible, people will pay attention.

Further, God loves our effort to do our best. He wants us to learn through mistakes and success. He wants us to become the most amazing us we can be. I've seen Him take turn my floundering or failing efforts into learning experiences that prepared me for future success. Even though the failure was painful, I learned the most when I searched for the meaning and value in the experience.

We all trip and fall occasionally. Mistakes happen despite proper planning. The world isn't a perfect place. But when we bring our best effort to the project, God catches us when we trip.

Here is an example of what I mean. Decorating isn't my thing. I consider it a necessary evil in my volunteer work. If you have a fund-raiser or event, it is probably going to call for some decorating. For most of what I've done with events, I've been able to delegate decorating.

My Republican women's club had entered our local

Christmas parade during the last months of my term as president. I am a novice when it comes to parade decorating. We entered to give our political candidates a way to get parade exposure. Most couldn't possibly put together their own float or car while dealing with the other demands of a campaign. I just figured we'd carry our banner, put a couple of signs on a car, and have our candidates walk along with us, carry their signs, and hand out candy.

This is probably not news to you but parades usually have a theme. When I was reviewing the parade guidelines more closely, I realized that the organizers expected every entry to follow the theme. I had no idea how I was going to make our little parade entry follow the "Twas the Lights before Christmas" theme.

That night, I woke up full of angst.

After lying awake in bed worrying about it, I wandered out to the living room and Googled "how to put Christmas lights on your car." The Internet came to my rescue with some tips and tricks. I made a list that included some suction cups and a power converter that plugs into the car lighter. I could then finally go back to sleep.

The beauty of having routines is that you handle day-to-day life on autopilot. That frees you up to focus on these occasional specialty tasks.

Being a task-oriented person, I made my list of items to do. I shopped for ribbon and picked up a power converter and suction cups. My friend reminded me that I had a lighted

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“When you commit yourself to excellence and being the most amazing you possible, people will pay attention.”

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elephant lawn decoration that would be perfect to add to my Republican parade entry.

On the day of the parade, I washed my car and went through my entire list of parade tasks. I managed to rig the elephant to ride on the back of our convertible Corvette and wrapped a string of lights and some white tulle around the car. We plugged it in to make sure it worked and then headed to the parade site on time.

It wasn't fancy but it followed the parade theme. We weren't there to win awards anyway. We completed any final setup and then left for dinner. Everything had gone perfectly as planned.

We returned from dinner a few minutes before the start time. My husband would drive the parade car, and I would carry the banner with another friend.

My husband gets in and starts the car at five minutes before start time. He looks at me and asks, "Did you know the car is out of gas?"

[Gasp!] Autopilot had failed me. Making sure a car has gasoline is definitely an autopilot task. I was so focused on these parade tasks, I had not noticed the gas gauge on the car. It was on the last tick. It was practically on fumes. The parade route was a couple miles and the car would idle mostly. There was some chance we'd make it.

I talked with our crew and decided it would be best to try to make it to the corner gas station and hope they had empty gas cans to purchase. We were near the end of the parade and wouldn't move for a few extra minutes.

Then something awesome happened. One of the candidates walking with us said he had a gas can in his truck a few

yards away. He headed off to get it. I'm thinking he's got an empty can that I can take to the station.

Another crew member watches him return with his can and says, "He's walking like it is full." He is indeed bringing back a full five-gallon can of gasoline. What are the chances that one of our crew would have just bought gasoline for his generator to prepare for winter weather and decided that he'd take it out of his truck the next day instead of that night? SLIM TO NONE!

But that is what happened. He emptied a couple gallons in the car just in time for us to move forward. Parade organizers just shook their heads. This was indeed a miracle.

I worked so hard to prepare and do the best job with our crew's limited capabilities and time to be the most amazing us we could be. This one little detail slipped through the cracks. It would have either sidelined us or gave us the opportunity to push our parade car through the route.

God provided an option that I would never have expected possible. It proved to all of us that God cares about the smallest things. He appreciates when we do our work with excellence and try to do our best. He proved to our little group of believers that He has our back.

That isn't the kind of Christmas miracle that Hallmark movies are made of, but I'll take this real-life Christmas miracle any day of the week. It was a gift from a God who loves us indeed. But when we put forth our very best effort in all we do, He will honor our hard work.

It's easier to be confident when you know that He's got your back.



# Book Carrie for Your Next Meeting or Conference

**Carrie Perrien Smith MBA** is a training, communication, and publishing industry veteran. She ran screaming from her corporate career in 2001. Even though she sometimes misses regular paychecks, a cubicle with office supplies she didn't have to purchase, and normal working hours, she wouldn't trade the entrepreneur's kill-what-you-eat lifestyle (most days, at least).

Today, this third-generation entrepreneur runs a marketing, branding, and publishing company. She works internationally with business leaders, candidates, and growing companies who want to brand themselves as experts in their industry and build a speaking and consulting business.

Business owners trust Carrie because she's one of them. She's the first one in line to mentor them, challenge their ideas, cheer them on, and sometimes catch them before they go over the cliff. She supports causes that pave the way for business owners because they are the foundation and the future of our economy.

Carrie mingles the best of the old-school, tried-and-true techniques with new-tech publishing and communication



tools to help her clients build a brand that screams EXPERT AND WORTH EVERY PENNY!

She most enjoys working with emerging leaders and business owners. A grateful woman of faith, Carrie uses her life's work and volunteer service to honor and serve God. She devotes hundreds of hours each year to her community.

She started her company, Soar with Eagles, in 2003. Also a speaker, consultant, and writer, Carrie is the author of *Currency: Striking Networking Gold in a Relationship Economy*. She writes a blog for *NWAMotherlode.com* called *Empty Nexter* and has hosted an Internet radio show called *Business: Engaged!* She and her husband publish their blog *HouseoftheBlackDogs.com* where they talk about paws, love, and rock and roll.

Carrie holds a Bachelor of Science in Organizational Management and a Masters in Business Administration with an emphasis in Leadership and Ethics, both from John Brown University.

She lives in Rogers, Arkansas with her husband Tom. They are in a classic rock party band called Paper Jam. They share their empty nest with their rescued and now hopelessly spoiled fur children Jazmin with Teeth, Midgieboy, and Chloe Needletoes.

If you can't find Carrie on the Internet, you haven't tried. But in case you need some clues, you can follow her on Twitter @soarwitheagles or @businessengaged or connect with her on Facebook and LinkedIn. You'll find her making her community a better place on Twitter and Instagram at @carrie4rogers.

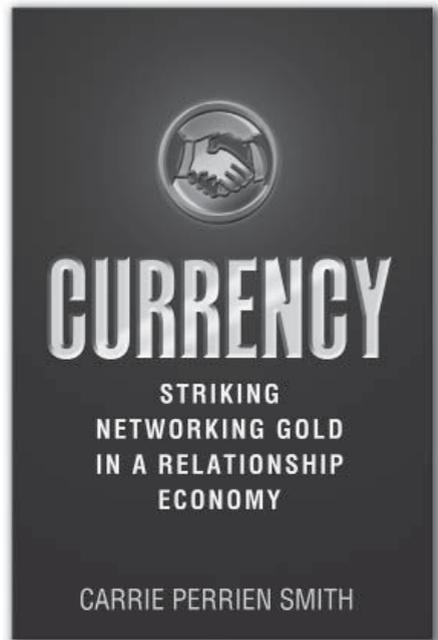
Another Book by  
Carrie Perrien Smith

# Currency: Striking Networking Gold in a Relationship Economy

**More Clients.  
Bigger Paydays.  
Sweeter Success.**

We live in a relationship economy. WHO you know is every bit as important as WHAT you know. In *Currency*, Carrie Perrien Smith shares the secret to garnering the respect you deserve. It's nice to have friends, but it's priceless to have fans who rave about you to others. These are the people who can connect you to mentors, clients, and next steps in your career. *Currency: Striking Networking Gold in a Relationship Economy* provides tools that will enable you to:

- Build a solid business referral network using shameless self-promotion.



- Use word power to position yourself as someone who is influential, engaging, and in high demand.
- Deliver an unforgettable customer experience that will boost your bottom line.
- Build a lasting brand that grows in value and leaves a legacy.

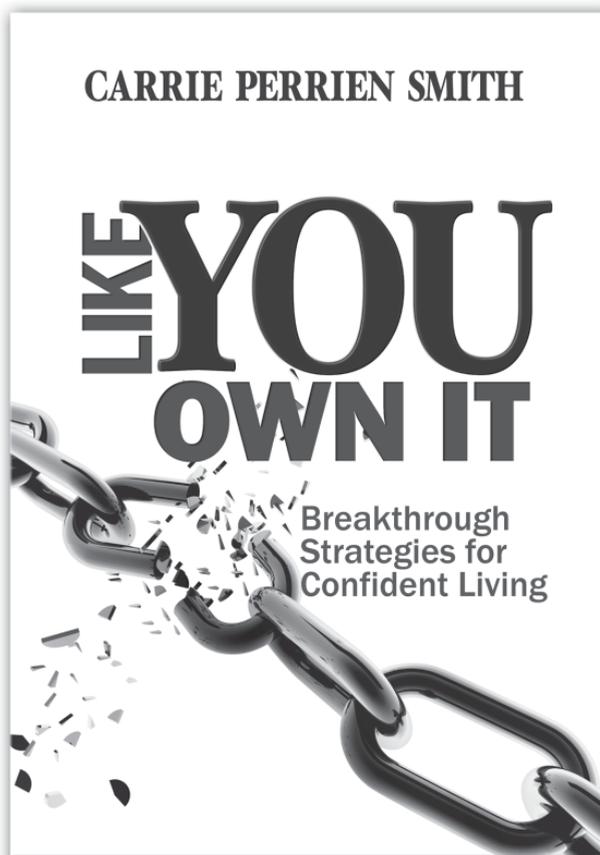


You can order additional copies of both books at online book stores and at [www.LikeYouOwnIt.com](http://www.LikeYouOwnIt.com).

Quantity discounts are available by contacting Soar with Eagles ([www.soarhigher.com](http://www.soarhigher.com)).

# Buy It for Someone You Believe In

Purchase *Like You Own It* as a gift or self-development resource for family members, friends, and team members.



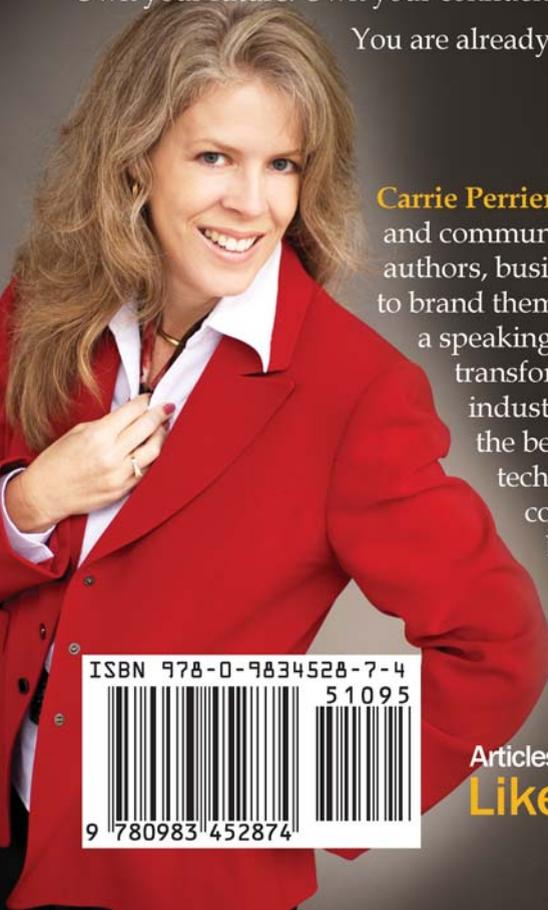
# Break free of the chains of fear, doubt, and low self-esteem

Confidence is a major factor in your success. Without it, you will never experience the satisfaction of a life well-lived. Your future starts today. All you need is the confidence to stand boldly and break through the roadblocks of insecurity and anxiety.

Learning each technique in *Like You Own It* will transform your ability to communicate with others and address challenges. When you feel more confident in your abilities, it will change the way you interact with people and drastically improve your ability to achieve your dreams.

Own your reputation. Own your value. Own your courage. Own your life. Own your future. Own your confidence.

You are already enough. Your time is now.



**Carrie Perrien Smith MBA** is a marketing, branding, and communication expert. She works with speakers, authors, business leaders, and candidates who want to brand themselves as experts in their field and build a speaking and consulting business. Technology has transformed the communication and publishing industry over her thirty-year career. She mingles the best of the old-school, tried-and-true techniques with new-tech publishing and communication tools to help her clients build a brand that screams **expert and worth every penny!**

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