

sample chapter
A Slice of Week Three



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Week Three

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*The “It” Girl Secrets to Dominating Online
(That Even an Introvert Can Steal)*

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(With a Bit of Psychology to Help You Decide)*

Part IV

Your Homework

Irresistible You

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III.

Balancing “Relatable” With “Professional”

In Week One we learned what people really want to hear.

Since then we’ve talked a lot about being relatable, which sometimes means showing a more human side.

At some point we have to ask, though: How can I show that human side while still making people feel safe hiring me?

Even if I follow all the rules we discussed before about not relying on readers for emotional support and not throwing people under the bus – is it still possible to share too much information?

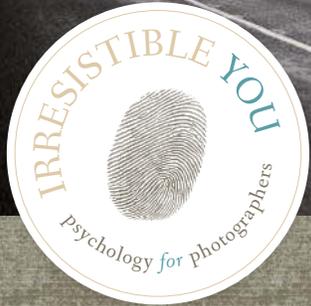
Where is the line between “personal” and “professional”?

By now, it won’t surprise you to hear that you have to look at your ideal client to answer that question. And there’s something specific you need to consider.

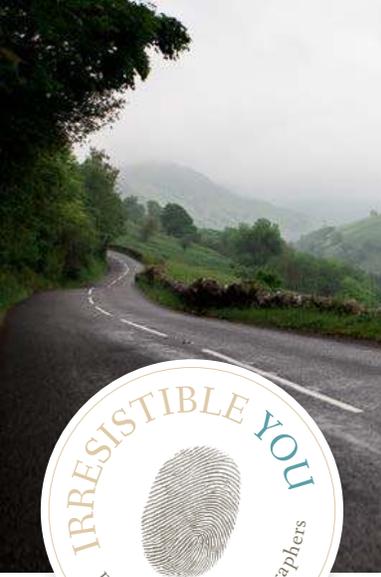
A quick psychology lesson:

There is something called the Pratfall effect. Here’s what it looks like: If you totally nailed a job interview, but then on your way out you spill your glass of water on yourself, you might think “oh man, I just blew it – so clumsy!”

But in reality, the interviewer might find you *more* likeable and relatable – not despite, but because of this little accident.



A slice of Part III,
starting on Page 26:



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When you've already established that you're competent at something, and then commit a small "blunder," other people's opinions of you often *increase*.

If you are good at what you do, but also show a bit of human relatability, most people like you more.

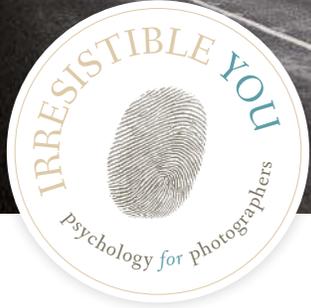
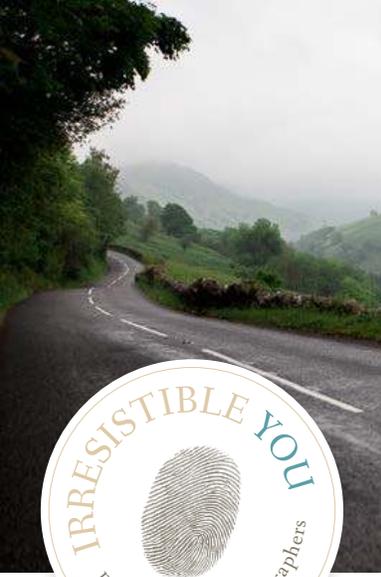
However, there are some caveats. The impact of the Pratfall effect diminishes for observers who have really high self-esteem. Meaning, if the job interviewer feels *really* confident and good about themselves, they tend to prefer blunder-free job candidates.

Part of this has to do with social comparison: If I feel totally competent and confident myself, and you remind me of me, I want you to reflect well on me. On the flip side, if I'm the sort of person who knows that I have flaws and feels okay acknowledging them, then it's comforting to see someone else make a humanizing error, too.

**So let's take this back to your business and look at your client:
How are they evaluating you?**

If you are a photographer or designer serving high-powered professional companies, they are probably less interested in reading stories about how you burned the Thanksgiving turkey. Because they are coming from a confident, professional place themselves, they probably want to see that professionalism reflected back.

However, if you are a family photographer working with moms who you know speak of such mishaps regularly themselves, then sharing that infrequent, funny misadventure from your kitchen will likely increase their opinions of you. If the rest of your site and communications establish that you can do the job then you have little to no danger of a lighthearted story



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wrecking your “professionalism.” Particularly when it’s couched in humor.

It’s possible to be relatable no matter who your client is, but your exact type of client should help determine the kinds of stories you offer.

Let’s imagine a spectrum of clients, and see how the balance of relatability and professionalism might shift from person to person:



#1: If your ideal client is another high-powered, confident business owner who will be evaluating you mostly through a bottom-line-oriented business lens:

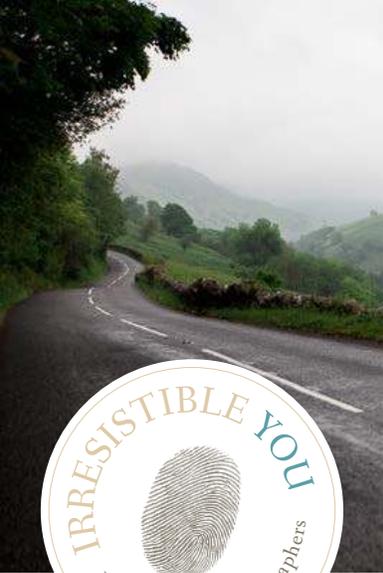
Overall, your communication with them will probably stick to the facts of your work, including sharing specific ways you helped other businesses meet goals.

The way you’d relate to them might be by occasionally acknowledging the human elements of business.

For example, you might show how you have a little fun along the way: Mention that you knew your last client was a Baltimore Ravens fan, so you threw in a bobblehead with their print order just to make them laugh.

It’s a memorable concrete detail that shows you pay attention to your clients and appreciate interests outside of work. It’s personal information, but not much.

With this type of client, rather than sharing a problem you have experienced (which would not reflect well for a high-powered corporate client) you might instead show how you respond kindly when *other* people run into challenges:



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You might tell a story about an anonymous, long-past client who had a minor problem. Say, they ran late getting an order in, and apologized for it, knowing it was going to delay the outcome. However, you decided to do some secret professional gymnastics behind the scenes on their order – and they were so surprised to get it on time!

You're not disclosing details about the client (you don't want to gossip about those you serve), but it shows a bit of real life in the sense that you understand how things can't always go as planned. You can show yourself working extra hard behind the scenes just to do something nice, which gives people the chance to see how you deal with minor inconvenience in a positive way.

These details are humanizing and real, while strictly professional.

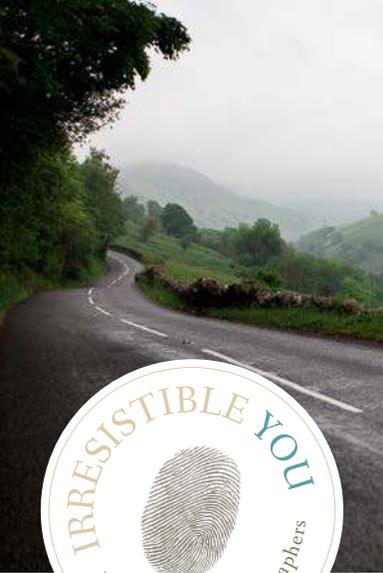


#2: If your ideal client is a small business owner just like you, but you know from your social media lurking that they sometimes share articles about the struggles of running a business, and they seem to be clear-eyed about their own challenges:

You might relate to their life by sharing a common challenge that speaks to something you believe now. Like how when you first started out, you had to fight to figure out a piece of back-end technology unrelated to your main work. Business tends to demand that you acquire skills other than the artistic ones that led you to your work.

But from that, maybe you've learned how to be patient and open-minded, or perhaps you've learned that delegation of nonessentials is critical to being able to focus your energy on your clients.

You're giving them lots of chances to nod their head – anyone with any kind of job can relate to having to figure out some non-central piece of



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their work. They can also relate to the feeling of success when you conquer it, or the relief when you can hire it out and go back to doing what you do.

The “struggle” here acknowledges shared reality, but not in a way that compromises your ability to do your job.

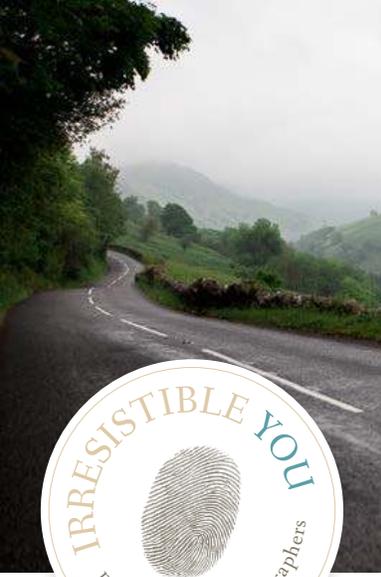
With this type of client, you can also still pick one or two signatures/characters. Showing your Labrador retriever sitting next to you while you edit, or mentioning that your productivity is fueled by Trader Joes Powerberries – an occasional detail still makes you memorable without crossing lines. (Even joking about how many Powerberries you eat during high season is just likely to make them laugh and like you more.)



#3: **If your ideal client talks a lot about a life role or phase that you have in common:**

Here is where you would go ahead and mention how you burned the Thanksgiving turkey, embedded in a funny story about the chaos and joy of living with three small kids. Because it’s something they can relate to, laugh with you about, and feel like you’ll understand if they show up to your family photo session and one of their kids goes rogue and wants to play in mud.

If you’re branding yourself with words like real, authentic, genuine, laid-back, comfortable (check back in that questionnaire again – what words did you use?), then consider: How am I proving to my clients that I can deliver on those words? Am I actually showing how I roll with inconveniences in a laid-back way? Am I acknowledging that “authenticity” means a balance of the good and the inconvenient, and that I can make the best of either?



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You're not including stories about Thanksgiving turkeys just for the sake of making a public journal entry.

It's strategic.

It's showing people that uh, yes, life doesn't go as planned, and here's how I deal with it.

Okay, now – what about “the big stuff”? Should I ever share bigger personal challenges beyond the level of burned dinner and being tired from my toddlers?

End Sample

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A SLICE OF WEEK THREE, PART III, STARTING ON PAGE 26:

WANT MORE?

Here's What You're Still Missing

- The **five psychological influences** of connection
- How to **pick stories** that draw people in
- The **“it girl” secrets** to dominating online (that even an introvert can steal)
- How to **sound like yourself** when you write
- The **never-ending blog content generator** - a strategy for always knowing what to say (and why)
- Talk about yourself **without feeling self-absorbed or boastful**
- Write an **About page** you love
- What **clients actually want to hear**

These methods reinforce each other, and I want you to have them all.



“Jenika’s understanding of the mind of the consumer is eye opening and changed the way I relate to clients online.”

~Jess Daniels, High School Senior Photographer

Click [here](#) to purchase instant access to all of *Irresistible You!*

(Remember, there’s a 30-day money-back guarantee if you try out the techniques as described and truly find that they’re not helpful. Try it risk free!)



“I’ve begun implementing a more personality-forward approach on Instagram and on my website. Since doing so, I have immediately noticed a slight change in the demographic contacting me for photography. I don’t think this is a coincidence.”

~ Dajuan Jones, Wedding Photographer

[Check it out now!](#)

