

Basic Bananas Marketing Tip: How to push yourself out of your comfort zone

FRANZISKA: Hi and welcome back to Basic Bananas. My name's Franziska, and I want to share something with you that I've just experienced, just a couple of minutes ago. Something, a feeling that I think you also get when you do marketing. Now we are here in our State room, as they call the rooms on a cruise, and I'm sorry for these curtains they're not very attractive but that's all we found in our room. It's the best background we found and it's a bit of a different perspective.

So what happened about a couple of minutes ago, actually a couple of hours ago, what happened is, on these cruises they always do these activities to keep the guests entertained, you know, to keep us engaged with each other. And so what they did today is they had a little show which they called So You Think You Can Dance or Dancing with the Stars or something like that. And so when I found out about it I thought I'm going to enter Christo because he is funny and it will be great to see, not that he can dance and I can't dance properly either, but we thought it would be funny to enter him because nobody can dance in this show, it's just funny. So I went to the desk and I entered him and then the guy said "you are doing it as well" and I said "no I don't want to do it". He said "no you're doing it, if your husband is doing it, you're doing it". So I got a little bit nervous and said "ok I'm doing it". And we had to wait, we didn't really know how the whole thing would work. We knew we would be paired up with someone to dance and this was a big room with about maybe two, three, four hundred people standing everywhere and sitting at their tables watching these couples that were paired up to do some dancing. And as I was sitting there waiting to get called up on stage to do this Dancing with the Stars thing I got really nervous and I had these feelings. I was a little bit scared and I was a bit uncomfortable because I can't really dance, you know, I shouldn't really be entering any Dancing with the Stars activities but luckily it wasn't about how you can dance, a little bit. So I was just sitting there thinking "oh my God why am I even doing this?" and it made me think about, as I was sitting there getting really nervous, it made me think about something that I've heard from a lot of people which is that when you push yourself out of your comfort zone you have that feeling, you know, you get a bit nervous and you're a bit unsure and it doesn't feel very comfortable but once you do it and you push through it and you push through that feeling, you grow. So at any time when I have a challenging situation, not that it was extremely challenging, but when I do have

something challenging going on in my life or in my business I always think about that. I always think, ok, if I'm feeling a bit uncomfortable but I know it's kind of good for me or my business or my clients then I have to do it because, I can't remember who said it but somebody said "life on the edges or outside of the comfort zone is more exciting", I think something along those lines, I think that's a very good saying. So life outside of your comfort zone when you do feel a bit scared and you have butterflies in your stomach is really exciting and it's when you grow. So what I'd like you to do is in terms of your marketing, and I do that a lot with myself and my team, is sometimes you know that you have to do something but you feel a bit scared and then you put it off and you the stuff that is easy that doesn't make you scared. So something that comes to my mind, for example, calling ten people per day to generate more business. It's a little bit scary for some people, some people they don't like the phone at all, so it's scary for them it's uncomfortable, it's out there. It's outside of their comfort zone to pick up the phone and call ten people every day but it's good for the business. Or for example networking, for some people networking is really not something they like doing. They feel outside of their comfort zone because they don't know what to say or who to talk to. So again pushing yourself out of the comfort zone and hanging out there is where you and your business grow. Or for example doing funny advertising campaign, doing something very cheeky. One of our members, Richard, a great, great business owner who has got a framing business, he lives out there and what he does is he has got ads in the paper so he's got a framing workshop he's a little bit of an older gentleman, and he puts a frame of him, just with the face and the legs with a six pack as a man and it's super funny, but it's out there. A lot of people wouldn't do it because it doesn't feel good but it is good for the business. So I'd love for you to think about what is just one thing that you have been putting off that is a little bit scary in terms of your business, it can also be in terms of your personal life, what is something that you know you should do but you're a bit scared because it's out here and I'd love you to do that. And I'd also love you to post below what it is. What is the one thing that you promise me right now that you will be doing based on listening to this tape. And if you post it below what it means you put it out there you almost have to do it because we can hold you accountable and everyone else watching this video can hold you accountable. So I'd love you to post below what is the one thing you're a little bit scared to do but you're going to do it right now, or tomorrow.

Now I forgot to show you this is actually the medal that we got. I forgot to give you the results too. So what happens is, we danced, so Christo and I we both danced in this So You Can Dance show

tonight, and we both got paired up with a different partner. So they had seven couples, lots of people, hundreds and hundreds of people watching, and they had seven couples, luckily nobody could dance, maybe a few girls I think were good dancers everyone else couldn't dance properly. They paired us up with somebody else, I was with another guy, an American guy, who's name I forgot, I think Andrew, and so he was my partner, Christo had another girl he was dancing with, and so what they did we all had to dance to different songs. We had to do ballet, I can't do ballet, I've never taken a ballet class, we had to do Irish, Irish dancing, I think I mastered that a little bit. Salsa, different styles we had to do with our partner and after three songs they would eliminate people. So what happened is myself Christo and two other couples got to the final. Then I got kicked out with my partner, we got kicked out, and Christo and another couple were left to do the final. And, Christo and his partner, another girl, won the whole competition and they got a t-shirt and some other fun things and we all got a medal. So Christo, who really can't dance, Christo my husband and also founder of Basic Bananas, he's not an amazing dancer, sorry Christo, but he was funny and so he won the whole things and now he's on TV inside the cruise and people would recognise him and say "you're the dancing queen" and now he's got a little bit of a queen attitude which I need to fix again....

CHRISTO: [laughs]

FRANZISKA: So it's very funny but anyway the point of the video is that I'd love you to do something that you feel uncomfortable to do and you will see that you feel amazing. Thank you so much for watching if you enjoyed it please feel free to share it with anyone that will benefit from this tape. Thank you so much.

CHRISTO: There is no queen attitude. We'll take that back. Might be just naturally...dancing a little bit.

FRANZISKA: [laughs]