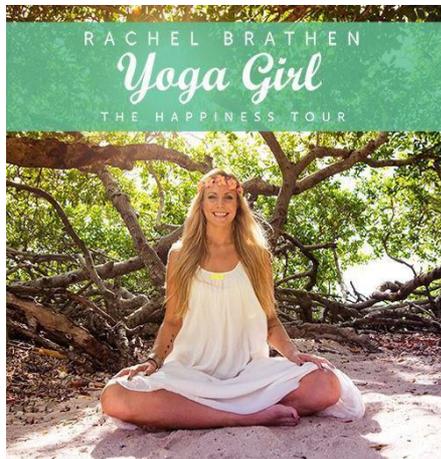


YOUR Year Of IMPACT

DAY 23 | SHARE YOU!

Welcome to Your Year of Impact and Day 23 of 31 days of living with impact.



There are no shortage of ‘yoga girls’ on Instagram, but Rachel Brathen has 1.4 million followers. Her following shot up when she began to share more than perfect pictures and poses.

This is what she said, *‘On social media everybody shares only perfect things, the really good angles or the filtered photos, it’s like a highlight show-reel of all the great moments – we never share the normal or the sad. But sometimes those times can be inspiring as well.’*

Yoga on social media exploded and there were these yoga girls everywhere and everything just looked so – not fake, but so perfect all the time. Every girl is a skinny blonde in yoga pants, perfect looking and beautifully made-up. That’s not what yoga looks like for most people.

The big change for her came in 2012, when she took pictures of her cellulite and her stomach and posted them on Instagram with the hashtag #loveyourbodyloveyourself in order to show parts of herself she was insecure about. She said, *‘I encouraged people, instead of sharing the perfect photo, to share the opposite – tell the world what you consider a flaw and why.’*

A lot of people started sharing their stuff. It was really liberating and community-building. **She discovered that the more she shared ‘the real parts’ of herself, the more people responded and her following grew.**

Rachel shares herself. She shows her whole self and isn’t projecting a perfect picture.

People want to connect with the real you, not just the polished, air brushed you. Your struggle and your honesty will draw people to you more than positioning you as perfect and liberate them to feel better about their struggles.

Today's Direction

Look at how you position yourself:

- ✓ Where is the scope to be more honest?
- ✓ If you use videos, could you mix up studio professional with your own spontaneous iPhone ones?
- ✓ If you're offering a service, what have you struggled with that your audience will connect to?

Sometimes, the truth isn't such a bad thing!