Marta Spirk, Empowering Women Entrepreneurs to Embrace Authenticity and Boost Business Visibility - Episode 352

In this Episode:

- Marta shares her journey from learning English through music in Brazil to starting a coaching business as a mother of triplets, supporting women's visibility, and branching into music.
- The importance of self-promotion and visibility for women entrepreneurs, emphasizing authenticity and understanding their "why."
- Challenges of building a business while raising children, and the importance of setting boundaries to find balance.
- The importance of self-advocacy, self-awareness, and authenticity for women entrepreneurs, balancing work and family, and embracing personal strengths.
- A preview of Marta's Ignite talk on strategies for landing TEDx stages and her innovative keynote concert format.

Notable Quotes:

“Not everybody is comfortable promoting themselves and talking about themselves but if you don't talk about it, then who will?”

“It starts with self-awareness. How can you advocate for yourself if you don't know yourself and you don't know what you need?”

“You teach people how to treat you. If somebody's treating you wrong, especially in your personal relationships, you're allowing that.”

Pearl of Wisdom:

1. People will notice you if you don't go away.
2. Don't wait for that external validation.

Resources:

Marta Spirk is a visibility and empowerment coach dedicated to helping women entrepreneurs overcome perfectionism, impostor syndrome, and comparison. She has spoken on stages worldwide, including TEDx, and has been featured on FOX Denver and Business Insider. Known for her unique "Keynote Concert" format, Marta combines speaking with live music to create impactful presentations. A best-selling author and mother of triplets, Marta balances her professional success with her family life.

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