

Shyness is a quality, not a flaw.

Author Adele de Caso shows you how to embrace shyness and use it to your advantage.



You are not alone if you are shy. There are more shy people around you than you may think. Between 40 and 45% of people are shy and you might be amazed to realise that this includes many celebrities too.

Shyness doesn't have to stand in the way of allowing you to achieve your dreams. You may feel that you are being held back by your shyness, but it doesn't have to be that way. You can use your shyness to your advantage. Embrace it.

It is always important to be yourself. You can learn to control your shyness and use it to your advantage but you never need to change who you really are. You don't need to change your personality.

I am a shy person and I used to let it stop me from doing the things that I wanted to do. I now consider myself to be successful in lots of different areas, but I am still me, I just learned a few new simple ideas and techniques and learned how to believe in myself.

Shy people actually have lots going for them:

- The majority are exceptional listeners.
- They inspire trust and confidence in people.
- They are very sincere and usually come across as very genuine individuals.
- They are usually very polite and often sensitive.

I would like to tell you a story of how I used my shyness to my advantage without even realising it at the time.

I once attended a conference with about 4000 people. There was a guest speaker appearing at the event. He was a well known successful self help author and after his speech, during the lunch session, he was going to be signing books backstage. I didn't have a copy of his book for him to sign, but I desperately wanted to say hello to him and ask him some questions since at the time I was almost ready to publish my first book. When I arrived back stage there was a huge queue of people all clutching their copy of his book for signing. We were told that he would only be signing so many books and then he would be escorted away for lunch. It wasn't looking promising at this point. One, there were definitely more people in front of me than signings available, and two, I didn't even have a book for him to sign! However, I decided I had nothing to lose by trying so I joined the back of the queue and waited. When I had reached the point where there were about 5 or 6 people in front of me, they announced that it was time to stop. I heard him say "No, I'm ok for a little longer" and he continued to sign books and have photos with people. Some of the people in front of me had given up by this time, and some had started to really push forward to get involved. I did not want to miss out and walk away and I certainly did not feel comfortable pushing forward, so I just stood back quietly. Because of this, I was actually noticed by the author, I gained eye contact, and we acknowledged one another. The conference staff were constantly trying to wrap it up and escort him away but people

in front of me persevered. My heart was pounding, I was beginning to get really nervous and was wondering what I was going to say if I did get to speak to him. It would have been much easier to walk away but I knew that I would kick myself later on if I did. I really wanted to meet him, so I waited.

Eventually it was my turn, I smiled, introduced myself, complimented him on his presentation and asked if he would mind if I asked him a couple of questions. He asked me a bit about my background and then said that the best thing he could probably do was to coach me over the phone!

I called him the following week and he spent 40 minutes of his time advising me on writing, publishing, marketing etc. Unbelievable! I have since sent him a copy of my book and he has read it and given me a great review.

If I had been pushy like the majority of the people in front of me, I would have blended in with everyone else, but by quietly standing back and being myself I actually got noticed. I would have been more than happy with a few minutes of his time, but to walk away with his phone number and a one on one mentoring session was incredible!

Shy people do not feel the need to constantly be the centre of attention, in fact they would rather not be! This means that people that they deal with on a day to day basis, whether in a social or business context, are naturally made to feel special because they are the ones who are the centre of attention.

When you make people feel important, they will want to be around you.

So, start to think of your shyness as a gift and take advantage of the positive qualities that your shyness provides you with.

Here are a few things you can try right now that will make you feel more confident and a lot more comfortable when in other peoples' company.

Smile

Smiling goes a long way to making us feel better and it makes the people we smile at feel great too. Smiling is contagious. I love the saying "*If you see someone without a smile, give them yours!*" Try it and see how many smiles you can give away in one day.

Ask questions

Asking questions not only gives you something to say but also makes the other person feel important. When you ask lots of questions, the other person is the one doing all the talking. Result!

Learn to believe in yourself

One of the things that confident people possess is a great amount of belief in themselves. You can learn to believe in yourself. Love yourself for the way you are. You are a unique individual. Focus on the qualities that you have, rather than those you feel you may be lacking in, and embrace them.

Remember, when you meet people for the first time, no-one knows anything about you. They don't know anything about your personality or what your fears are. For all you know they could be just as shy as you. Gradually start to use the ideas we have mentioned and you will start to see some positive changes.

These ideas were taken from Adele's new book, "Shy People Can Be Successful Too – *How to achieve your dreams without changing your personality*"
www.adeledecaso.com

