

P.S. You're a Genius

an unconventional guide to finding your innate gifts



Kelly Trach is a 4x entrepreneur, business coach, and online course educator.

We all know that sensation of seeing someone really in their element. Some call it “special sauce” or that “it factor.” It’s that thing that’s so hard to define, yet everyone talks about. (And really wants). **Kelly Trach calls it your genius.** And it’s not as elusive as you think. In fact, she’ll teach you how to find it.

After a lifetime of overachieving, aiming to be excellent at everything, and **three failed tech startups in Silicon Valley**, Kelly Trach was stirred by a simple question: *What if I just did what I’m good at?* Now, Kelly poses the same question to you: What if you just did what you’re good at? Despite conventional wisdom, **the experience you need and your inherent genius is already innate.**

In her book, [*P.S. You're A Genius: an unconventional guide to finding your innate gifts \(even when you feel like you have none\)*](#), Kelly **helps you find your unique genius** which she describes as **the thing that only YOU can do.** (BenBella Books, November 30, 2021).

Kelly can speak to:

- **What is Your “Genius”**
 - When you perform a task that involves your top 3 - 5 gifts at once, you create a world-class outcome that only YOU can do
- **Why Finding Your Genius is Game-Changing:**
 - Cash in on what comes most naturally
 - Attract opportunities versus always promoting yourself
 - Be seen as the go-to expert in your field
- **How to Ditch Doubts that Hold you Back, Like:**
 - *“I’m Not Good Enough”*
 - *“Somebody is Already Doing it Better Than Me, So I Can’t.”*
 - *“I Can’t Make Money Doing That”*
 - *“I Need More Time, Experience, and Maybe Another Certification”*
- **The Different Rules Geniuses Play By:**
 - *“Trying Harder Doesn’t Always Work”*
 - *“Quitting is Underrated”*
 - *“Throw Out Everything You Know and Go with How it Feels.”*
 - *“Go for Exponential Gains, Not Incremental Ones”*



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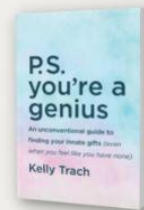
by Kelly Trach

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So, what if you could discover that **you have timeless gifts inside of you** that can **always be turned into a career**, regardless of economic trends? Arguably, **the work you were born to do**? Where nobody can replace you and **no robot can mimic your intellect** and heart through an algorithm?

What if you could be the vessel of deep service to the world that you crave? And, get paid properly to do it? The strategy comes packed inside the pages of this book.

Questions:

1. What is your genius and how do you find it?
2. How is finding your genius different from finding your strengths?
3. How can you build a business / career around your genius?
4. How is our genius linked to our life's purpose?
5. Why is tapping into our intuition so important in order to be a "genius"?
6. What's your concept of "*the red thread*?" (It explains how everything you've done so far in life has prepared you for this point in your destiny to do your genius")
7. You say that geniuses play by a different set of rules. Can you explain more?
8. Why does your best success come from what's most profoundly simple?
9. How do your idols reflect your own genius?
10. The book says: "*You can be either the genius or the copycat. But you can't be both.*" Can you share more on that?

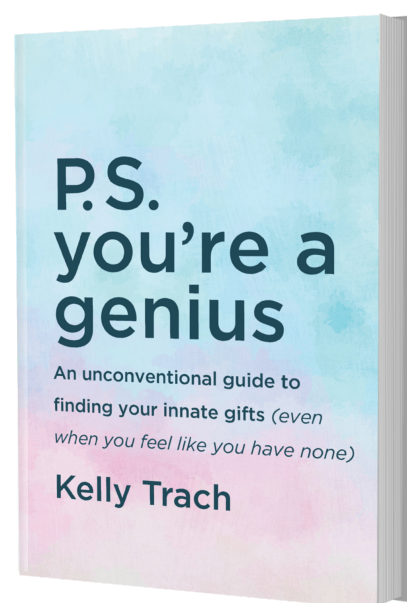
If you've ever wanted to find your gifts (when you *don't* feel gifted at all)... in order to **build a business, choose a career, or start a side hustle**... ***P.S. You're a Genius*** is the edgy, witty, wet-your-pants-laughing kinda guide that you want to get your hands on.

Order the book at kellytrach.com/books. **Kelly is available for interviews**, so kindly email us if you think this message would be of deep service to your audience.

With love,
Maria Jobelle, Assistant to Kelly Trach
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