



*Life*  
with  
*Passion*<sup>TM</sup>

*Develop real, deep  
confidence in your  
ability to help others*

5

THE INCOME REPLACEMENT FORMULA LIVE  
YOUR CONFIDENCE

# Overview

This week, we're going to dive deeper on a topic we touched on last week: self-doubt. This is a biggie. It holds all of us back at some level, especially as women. The more we recognize it, the more we can deal with it, recognize it for what it is, and move forward anyway.

I've personally wasted years' worth of time and energy allowing self-doubt to control me, staying in my head by continually asking myself negative "what-ifs," and procrastinating because I feared failure.

It's important to know that this is a nearly universal trait among high-achievers. We seem to limit ourselves with it. And many of us never move past it, but the great news is, that's not you! You're already doing so much to consciously create your dream

life and business, rather than just staying where you've been.

I can tell you that once you start moving forward with taking action, and doing so consistently, it does get easier, and easier, and easier. You begin to recognize self-doubt when it pops up, realize that it's keeping you stuck, and refuse to allow it to keep you from taking action!

On the other side of self-doubt is confidence in yourself. I was always jealous of women who came off as confident and looked for the reasons they were, assuming these reasons were superficial (they were prettier, skinnier, richer, more talented). What the heck was their secret? It was really confusing to me until I began to realize that it came from within (duh!). It sounds so obvious now, but it's true.

## Overview, Cont.

When I look back on my childhood, I realize that societal influences played a big role in stifling my confidence. As the oldest child, I was always a leader, organizing my siblings and cousins into playing classroom or vet with me.

In 1st grade, I learned our classroom schedule and took it seriously (I've always loved my schedule!). One day, I noticed we were running late, and told my teacher, Mrs. Knight-Faske. She scolded me in front of the entire class and told me I was "NOT the boss of the applesauce." My little 5-year-old self was crushed, humiliated. I thought I was being helpful!

If I'd been a boy, studies show that chances are I would have been praised in this and other situations for being a "leader." This was a pivotal moment for me, perhaps one where I started

to hide who I really was in order to be liked and accepted. In order to be "nice."

The good news is that I've rediscovered that confident little girl. And you know what that means? Confidence is not an unknowable, innate characteristic that you either have or you don't; it's a learnable skill, and that's fantastic news. So let's get to learning!

—Christine



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# Assignments

- Participate in the group call on Tuesday, October 16, 2018 at 12PM
- Complete this PDF by Monday, October 22nd

*\*This PDF is for you, so feel free to be completely honest here--you'll only share what you choose with me and the group.*

## In this module, you're going to:

- Finally own your confidence and actually BELIEVE it
- Discover why you're actually ready to serve your clients now
- Let go of the fear that you won't be able to help your clients get results



# — Getting Conscious —

**What are your intentions this week for dealing with the self-doubt in your life, and growing your confidence? Be specific.**



**Most of us go through our days, our lives, doing everything we know to do,** but unaware of how to get more results, to move forward in the way we truly desire. When we create space for our minds to address what's truly keeping us stuck, miracles start to happen because we can change what we're aware of.

So, let's go back to Week 1: Your Mission and read over the beautiful picture you created for your dream life and business.

**With that picture clearly in your mind, assess where you are now:** What's holding you back from that dream life? (*Hint: You already know*). It's your first instinct, that first emotion that comes up and either shuts you down or sends you into overdrive. If there's more than one, pick the one that feels most powerful.

### **Some common answers:**

- I'm scared
- It's fear. Fear of failure, the unknown, not being able to replace my income, what will other people think?
- I'm just overwhelmed.
- I don't know what to do next.
- I'm anxious.
- I feel like I'm spinning my wheels.
- I'm doing too many things and doing none of them well.
- I've been trying so hard, but I'm not seeing the results I want.
- I just don't know what I'm doing wrong--I work all the time and am not making the money I want.
- I don't know where to start.



Which of these do you identify with most, or do you have a different one?

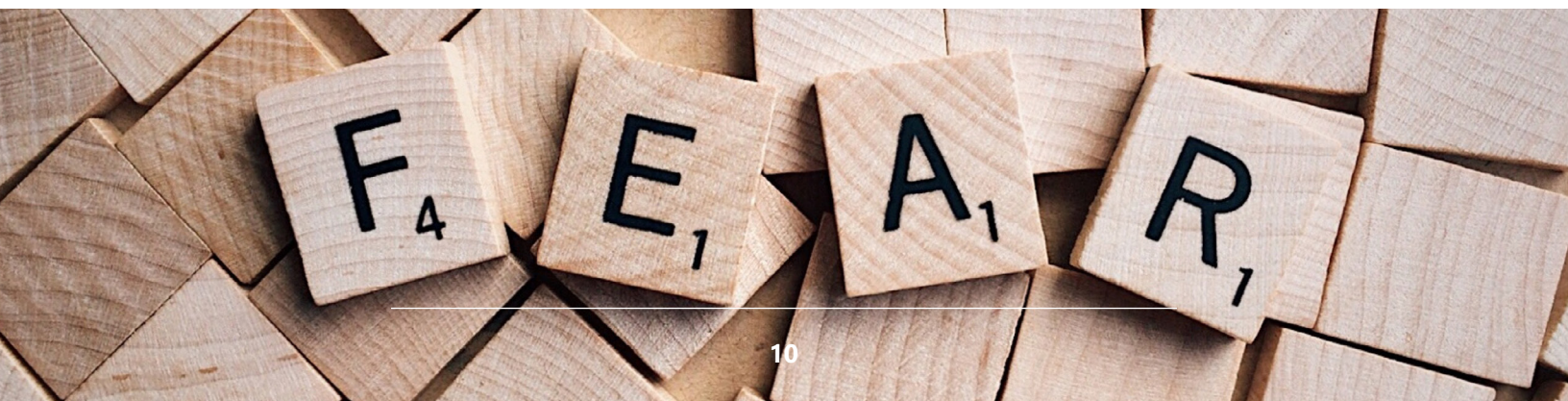


How does it feel to see that on paper?

**Who do you admire--or feel jealous of--because they appear confident?** Think about these people. What does confidence look like in them? What has it allowed them to accomplish? List at least 3 people and explain below.

**Can you think of times in your life where you were scolded or shamed for being “bossy” or confident?**

**Do you have any fears of what might happen if you became more confident?** Any reasons NOT to be confident? Write below.



Answer this question. If I didn't have self-doubt, I would...

If I was confident, I would...

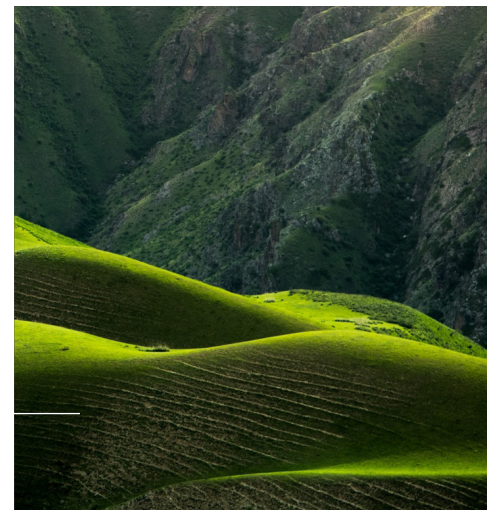
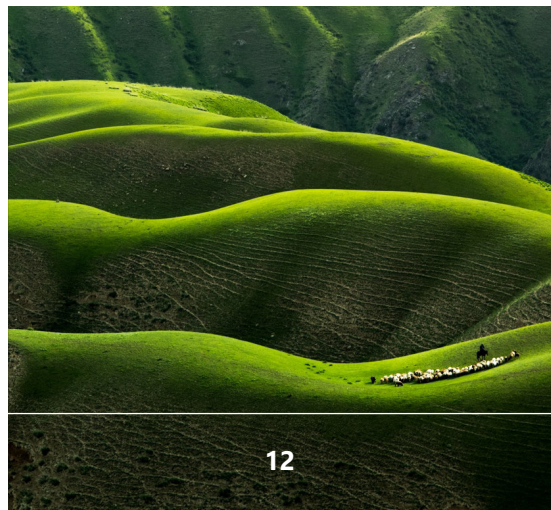
It's time to change this, to release the self-doubt, the frustration, the comparison. Let's work that out. Acknowledge it. Recognize that it's served a purpose and be willing to let it go.

**Now, your job is to keep that clear picture of what you're moving toward in front of you every day.**

Pick one of these options to do daily:

- Read a self-written description of it with lots of detail.
- Take a screenshot of your Pinterest board and make it your phone screensaver or computer wallpaper.
- Pick the thing you're MOST excited about having or doing, and post a sticky note of that where you'll see it multiple times a day.

**Which one will you do?**





*“Everything  
you’ve ever  
wanted is on  
the other side  
of fear.”*

—George Addair



# — Dealing With Doubters —



Often, when we're working on our dreams and building our businesses, we naturally go first to the people closest to us for advice, encouragement and cheerleading. Unless these people are successful entrepreneurs who've done mindset work themselves, they often come back with less than helpful responses, and can even feel crushing at times. Concern can often show itself as criticism.

It's important to remember that they're

likely trying to keep you safe or projecting their own experiences onto you. They may even not be willing to face their own desire for freedom from their 9-5, so they project that onto you and try to keep you at their same level (this can be totally unconscious).

It's important to treat your growing business like you would a baby and protect it, rather than subject it to potentially toxic feedback.

Whatever your friends, family and co-workers might say, or whoever you're thinking about approaching to ask for feedback on your business, the question to ask yourself FIRST is:

**Is this person someone I would trade places with? Do I want their life/business/career/level of success for myself?**

If the answer is anything other than "Absolutely!," find something else to talk to them about. Protect that business baby.

**Who will you talk to and who will you NOT talk to about your business? Share below:**



# — Gaining Confidence —





## Feeling Like An Expert

If I want to get more fit, I'm not going to go to a bodybuilding competition to hire a woman with 1% body fat who's going to tell me to fast on lemon cayenne water for a month. I'm going to look for someone who has the approach that one of my clients did, "I believe you can eat pizza, drink wine, and have abs."

If I want to learn how to invest in the stock market, I'm not calling Warren Buffett. I'm getting the advice or a referral from someone I know who's been successful with their investments.

See what I mean? We like to work with people who are at least a half-step ahead of us, but who are approachable.

In a courtroom, the definition of an expert is someone who knows more than 80% of the people in the room about a particular subject. These subject matter experts get paid huge figures to get up and share their expertise during a trial.

When we're drawn to a business, it's most often because we have an interest in and affinity for the subject. As high-achievers, we spend a lot of time learning and educating ourselves even beyond what we already knew, but we still doubt ourselves, because we see the people who are farther ahead than us.

What if your favorite company's founder or influencer had looked around at all of the people ahead of them when they started from scratch and said, "The market's too crowded; I'm not enough of an expert." Then what would have happened?

You see where I'm going with this...What if there are people who need to learn what you have to offer and can only learn it from YOU, with your approach, your story, and your style?

You only need to be a ½ step ahead of your client in order to help them.

**Journal your thoughts and a-has around this new definition of being an expert.** How will you think and act differently, knowing that you already are one?



Whenever we do something new, our brain responds with fear. SO much of the entrepreneurial journey requires us to grow and do new things that we often feel afraid as a result!

This is where a regular mindset practice is key, to engage with and reframe those thoughts as they come. When you become aware of the thoughts, you can notice them and release them, without giving them oxygen.

Think about a fire--it requires oxygen to continue to grow. If you use a snuffer to put out a candle, the oxygen is cut off and the flame goes out. Your thoughts--whether positive or negative--are the same, only the ones you choose to pay attention to grow. Your thoughts & words create your experience and your reality, so which ones are you giving oxygen to?

It's ok to feel afraid as you are learning and growing; the important thing is to not obsess about it, but to do something to shift you into a positive mindset, like:

**What is one anchor you can create for yourself to do or say when you are freaking out or feeling overwhelmed?** Write below.



*Read your confidence resume*

*Have a spontaneous dance party*

*Watch funny animal videos on YouTube*

*Read a client testimonial*

*Reach out to an accountability partner*

*Journal and process it out, then write how you choose to feel instead*

Teach your brain how you choose to feel instead of allowing your emotions to blow you around like the ups and downs of waves.

**In the book *The Confidence Code***, the authors share research that indicates that girls and women gain confidence from taking action on something new, rather than waiting to feel confident before trying it.

This is fantastic news, right? And it starts with taking 5 minutes of action on something--today.

So what can you take action on today for 5 minutes? What would feel really good if it was done (or at least started)? Schedule it, set a timer on your phone, decide what you're going to do to reward yourself once it's done, and do it!



**What will you take action on today for 5 minutes?**

**When will you do it?**

**What will you do to celebrate and reward yourself for doing it?** (Don't you dare dismiss this part as unnecessary, silly, or over the top; we're rewiring your brain here, so this step is crucial!)

**How will it feel to have done this?**

*Now come on over to the group and share what your 5 minutes will be!*





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