

There's a whole world out there of people that need you to serve, that you are now investing your time and your energy and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on it, who is driven, who is ambitious, who is going to make shit happen no matter what. This is focused fears and financially free. Here's your host, Jenn Scalia.

Hey, hey and welcome back to the show. This is your quick byte podcast for online entrepreneurs who want to create wealth and freedom with their business. I'm so glad you're here and you're in the right place. If you're looking for the mindset and the strategy to get seen, known and paid online. I'm your host Jenn Scalia mindset and visibility strategist, and I want to just make sure that you join us every Tuesday. Well, you'll get a short 15 to 20 minute training on how to build wealth from the inside out. You've get a little bit of strategy, a little bit of mindset, and of course a healthy dose of tough love with 100% authentic, real and raw advice on how to navigate this crazy world of entrepreneurship. I'm excited for today's show because I really feel like this is one of the things that so many entrepreneurs and business owners and coaches struggle with and it is this topic of confidence.

Today we're going to be talking about the seven reasons why coaches lose confidence and what you can do about it. So let's dive right in. Let's talk about the seven reasons why coaches, business owners, entrepreneurs lose confidence. Being a coach, which I feel like a lot of the people that are listening here, this is their industry in some form or fashion, right? Some kind of online service provider, whether you're a life coach, business coach, relationship coach, any type of service provider where you have to work with people. I'm on a really deep level, right? There is a lot we have to do to not only serve our clients, but to also maintain our brand and our business online. We aren't just service providers. We wear a million hats. We have to be the marketer, the social media guru, the brighter the product creator, that loan specialists, a bookkeeper.

The list goes on and on. So coaching is brilliant and fun, but being an entrepreneur, if not all rainbows and sunshine, as I'm sure you have experienced so far, there are a lot of moving parts. There's a lot to learn. There are still so many things that we need to tackle on a daily basis and all of this stuff, it can lead to overwhelm and a loss of confidence if you let it. So there's a whole other piece of coaching and being an entrepreneur besides sales funnels, client and email lists, there's a mental and emotional piece that also needs to be figured out. There's this specific mindset that needs to be put into place in order to be really successful. I've been in this online entrepreneurs space for about five to six years and I've seen a lot. I've seen a lot of really good things, success and have also learned a lot.

But I've also seen and experienced the struggle that financial trials, the fear, I've even seen coaches outright quit and go back to corporate because it wasn't something that they could handle. Lots of coaches come to me because they're experiencing a lack of confidence. And the bottom line is it is all about mindset and practice. You have to learn a new way to be and think that is completely different than being in the corporate world or having an employee mindset. Today I want to talk to you about the seven things that I see that are causing more harm than good and causes people to lose confidence and how you can prevent it from happening to you. So the first thing is comparison. The first and most common thing I see is comparisonitis. And Trust me, I am totally guilty of this. It is such an easy trap to fall into, especially in social media.

It's a big part of your marketing. You have to be on social media to connect and to promote. And of course so you don't miss out. Right. However, I say this cause a lot more problems than it solves. I can't tell you how many times I've gotten someone on a call who was upset because they posted an offer and

got crickets or how they started comparing themselves to people who they saw were making five figures a month or having six figure launches. The thing to remember here is that you aren't seeing the entire story and everyone is at a different place in their journey. The people you are seeing that have mega success have likely been working their asses off for years. It's not the first year or even their first business before you start comparing. Remember that you aren't seeing the entire story and remind yourself that your journey is unique and you're here for a reason.

Social media can be great for many things, but it can also be a curse. Have you find yourself getting discouraged after some time on social media? It may just be time to take a break. I actually do this every so often. I say out of the feed for a few days, check in with myself and my own reality. Facebook groups are not the only way to get clients. I've even resorted to the leading the Facebook app off of my phone every morning. Actually, I started doing it every night because I didn't want to wake up and have that be the first thing that I went to. So every night before I go to bed I delete the app so that way I'm not even tempted to go on there and check things out and then later on in the day when I'm ready to, you know, kind of see what's going on and I have some things I want to post or do a live stream, then I'll just reinstall the app.

Super Simple, easy way to kind of discipline yourself to stay out of the feed, especially if it's something that triggers you. Often. Number two is overthinking, overthinking in pretty much everything in life will drive you crazy, especially in business. I get that there is a lot to think about and explore as you are becoming a new coach or entrepreneur, but there also comes a point where you need to trust yourself, especially as a coach. There are certain things where you want to just trust your intuition or go with your gut thinking and analyzing are great things when used in reason, but sometimes it can really get you stuck. No, not sometimes. All the time. It can get you stuck that you don't do what you're supposed to do, that your business suffers. Plus, overthinking usually leads to the next reason why coaches lose confidence, which is number three, not taking action.

Sometimes. All this thinking and analyzing keeps us paralyzed. I think they call that analysis paralysis, right? So much so that we never take action. This is exactly what happened to me when I first started my business. I thought I had to have all the pieces in place before I could go out there and coach. I thought I had to have my niche, my ideal client, down to a T before I could guess blog or create coaching packages or make any offers. I thought I had to be the perfect coach before I could coach other people. Little did I know that I just needed to start coaching people in order to become a great coach. My advice to all of you is to just start. Just do it. The clarity and the experience you seek will only come as a result of doing. I always say that you can only get so much clarity in your head.

The rest you're going to get by actually taking the action by actually doing so. If you're feeling stuck or like you're not good enough, if you're feeling some kind of fear when it comes to going out there and just doing it, take that as a sign that you actually must do it. You just gotta go out there and do it. So unless you're in some kind of physical danger, right fears, just the compass, that fear you feel is telling you exactly where your next step should be. The next thing is focusing on the wrong things. This is something that over the last couple of years I have really helped my clients dial in on. The reason why we lose confidence or the reason why we think we're not good enough is because we're spending so much time on the wrong things, not enough time in the space and the place that actually lights us up and makes us feel good that we feel like we suck.

Like let's just be honest. Right. One more thing I was guilty of when I first started was wasting time and energy on the wrong things. I've spent hours upon hours a day perfecting my website and my graphics. I

wasn't even getting any visitors to my website anyway, so this was a complete and total waste of time. Right. This did not bring me money or clients. I focused so much on making it pretty, but not enough on actually getting people to the site. Right. Like actually driving traffic to the site so that they could see it and see my packages and want to connect with me and what they'll work with me. I was definitely in that mindset of build it and they will come, which is so not true, especially in the coaching industry. It just doesn't work that way. This is also a question that I get asked a lot.

What are the money making activities I should be doing daily? That answer will be different for every person, but my suggestion is to do the activities that will actually get you clients. It's spending in Facebook groups actually getting you clients or just getting you a lot of friends. This is a big difference. Does guest blogging or launching a digital product get you clients? Then do that. You know better than yourself the activities that are actually profitable that are actually bringing in people who want to pay you for your services. Those are the things that you should be working on. Do you have a high conversion rate when you get people on the phone? Maybe for a consult or a mini session? If so, then make sure that your calendar is full of them. If you're new and you're not sure where to get clients, you'll have to do some digging to find out where they are and how you can put yourself in front of them.

The next way that coaches lose competence is by putting too much pressure on yourself. Yes, we as coaches have to wear many, many hats, but it doesn't mean we have to do it all or try everything at the same time. Be very strategic about your activities and about your marketing. Oftentimes we put so much pressure on ourselves that we end up feeling discouraged because we can't do it all. We just don't have the bandwidth for it. Well, I have news for you, your coach, you are not super woman. If you start to feel overwhelmed with daily tasks or you're just simply not good at certain things, outsource it. Hire someone to help you and you will free up a lot of time and energy to do the things that you're really good at, the things that are really in your zone of genius. Likewise when it comes to marketing yourself and putting yourself out there, don't think that you have to do it all.

Do what you're really good at, what really excites you and what you enjoy and leave the rest. If you don't like webinars, don't do them. If you hate writing, then don't blog. There are a ton of different and creative ways to get yourself out there. Do not put yourself in a box and don't put the world on your shoulders. Trust me. You do not have to do webinars, blogging, podcasts, videos, Pinterest, Twitter, linkedin, Google plus, networking events, workshops, retreats, all of that stuff. To be successful, you just have to choose the one or two or handful of things that you know we're going to get you results based on your specific industry, based on your specific and unique talents and your personality, right? You will be successful when you were doing what you truly love and there's so many different options and ways that you can do that.

Now the six-way is forgetting who you are. There's so much noise in this online space that it's easy to get sucked into people's stuff along with all the things I just mentioned, there may come a time when you start to focus on other people's shit and forget who you really are. You're trying too hard to fit in to do what you're quote unquote supposed to do and you forget why you even started this in the first place. It becomes something that is daunting, stressful instead of something that you enjoy and love doing. If this is happening to you, unplugged from literally everything and check in with yourself, remind yourself who you really are, what your are for, starting this business and the real reason you want to coach. Is it to help people? Is it because it lights you up? Is it because it affords the type of lifestyle that you desire?

Really think about the reasons why. The real reasons, your reasons, because when you lose yourself, you lose control, and this is not only true in relationships, but in business as well. It could also be very helpful

to set daily or weekly intentions that are based on your own hopes, goals, dreams and desires. I feel as coaches, a lot of times we get so wrapped up in everybody else that we forget about ourselves and while yes, of course we wanted to help people, we have to do it when we are coming from our highest and best selves. And the final way that I see coaches lose confidence is through expectations. Expectations in general can cause a lot of heartaches and a loss of competence, whether they're too high of an expectation, too low of an expectation or no expectations at all. This kind of goes back to the putting pressure on ourselves, right?

There should be a reasonable measure of what you intend when you put yourself in your business out there, but don't be disappointed when things don't happen exactly the way that you want them to or exactly on your timeline. I always say, you know, make the goal, go for it, but remember, you're not God and sometimes you don't always get to decide how it happens when it happens to the t. This is an incredible journey. It's not for the faint of heart and it really is for very, very special person to be able to take their love of coaching and helping people. We're providing a specific service and turning it into a profitable business that they love. So while I think it's important to set the bar and set yourself some goals and intentions that are high, I also believe that you have to be ready and willing to go with the flow and take whatever happens and make the best of it.

That wraps it up for today's show. I really hope that this helps you get a different perspective and also helps you gain clarity and get to a place where you are consistent, you're confident, you're clear, and that you can pretty much deal with anything that comes your way. Because this is definitely not an easy road. And I know it's so easy for us to fall back onto our old ways, but in order to really be successful, you've got to have the confidence. You've got to have the conviction, and like I said, really just hopes that this helps you see things differently and create a rock solid mindset for yourself so that you can really achieve any goal, any hope, any wish, any dream that you have. So make sure that you head on over to the show notes@jennscaliam.com forward slash e 17 that is the letter e and the number 17 where I have some goodies for you. I have the six figure success secrets. This you don't want to miss. If you love this episode, I'm going to be diving into some of these concepts a little bit more in the six figure success secrets. Totally free. You can grab it@theshownotespagejennscaliam.com forward slash

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