

7 Secrets to Create Lasting Confidence for More Clients and Money in the Bank



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How many opportunities have you missed because you lacked confidence in yourself and your abilities?

Have you ever shown up at a networking event, only to leave before you ever walked through the door?

How often do you find yourself overcome with fears, that ultimately keep you hidden from the world, in your business, and in your life?

How much more could you have and create in your business and life if you exuded confidence?

A bank account full of money?
A Community of amazing clients?
A team to support your business?
Deep, fulfilling love?
Traveling the world?
Ultimate health?



Most of us have never been taught how to have confidence. **Schools do not offer “How to Be Super Confident 101,” and many life experiences steal our confidence, rather than build it.**

True confidence is a *deep inner knowing that you are amazing, it's unending self-love and worth* and the ability to shine without worrying about what someone else will think. It's *certainty in who you are, the value that you bring and what you stand for.*

It's so much more than a new haircut or fabulous outfit. These can give you a temporary confidence boost, but they don't give you unshakable confidence that comes along with truly loving and believing in yourself on a fundamental level.

True Confidence draws people to you like a magnet.

Here's what I know...



A lack of confidence will *keep you small, hidden and will not help you in creating your deepest desires.*

A lack of confidence *tells the world you are not worthy of being paid big money.*

A lack of confidence *attracts the wrong people to you, in business, friendships, and your love life, resulting in even lower confidence.*

A lack of confidence *keeps you stuck in the same old life, wondering if you will ever have the life you yearn for.*

Wouldn't it be Nice???



How would you like to have *clients magnetized to you regularly and paying you the big money you deserve?*

How would you like to show up at a networking event and walk away with prospects, and *even clients?*

How would you like to have an *incredible relationship where you have no doubt that you are loved, adored, treasured and all your needs and desires taken care of?*

How would you like to have a *community* surrounding you that *cheers, uplifts and supports one another?*

How would you like to have the *freedom* to take vacations and spend *more time with loved ones?*

How would you like to have more time for *YOU to rest, relax, and rejuvenate?*



Now is the time to expand your confidence to increase your impact and your income.

My Journey from Shy to Confident

Before we dive into what steals your confidence and a few secrets to build lasting confidence, let me tell you a bit about *my journey from shy to confident*.

As a child and into young adulthood, *I was super shy*, but I always had a *strong desire to make a big impact* in the world, I knew I was put on the planet for a reason.

I remember sitting in my college classes, a question burning in my brain, and *just the thought of speaking up in front of everyone made me break out in a sweat*, my heart begin to race and my face flush. I feared being seen, heard, asking a “stupid” question and being laughed at. *I never did ask my questions*.

I graduated from college with a Psychology degree and went to work in a group home for foster children. I loved it, but did not feel as fulfilled as I wanted, as the kids and teens didn't usually let me know what a big impact I was making for them. Imagine that!?! Haha!

In 2008, after attending a few in-home parties for a network marketing company, and learning it would be easy to make some extra cash, (I was living paycheck to paycheck), and be super FUN, *I took a big leap* and joined the company!

Now, this was *a pretty big leap for this shy gal to take from not wanting to ask questions in college classes, to giving presentations and selling in front of groups of women.*

What I haven't told you yet, is that I wouldn't be selling make-up, candles or jewelry, *I was going to be selling "romance enhancers."* YEP! I joined a pleasure party company where I was selling items that went BUZZ at night.

WHAT A HUGE LEAP!!!

Here's why I did it....



I knew that if I wanted to make a big impact in the world, I HAD to stretch my comfort zone and grow my confidence. And boy did I do those things!

I spent five years with the company, built a team, became an Executive Director and *grew my confidence tremendously!*

During this time, I had my first hands-on experience with a life coach. It changed my life and it was then I knew the reason I'd been put on the planet.

I now support women entrepreneurs to step past their fears of being seen and heard, into confidence, so they can shine their beautiful light, making a bigger difference with their business and in their bank account.

I'm a speaker, author, run my own workshops and events, have 1:1 coaching, group programs, and retreats. I have worked hard to build my confidence and am thrilled to share some of my secrets with you here!



Before we dive into the super juicy secrets to building lasting confidence, it's important to know what gets in the way and STEALS it.

You might want to print this e-book out, as I've included some questions to ask yourself to support you in building your confidence right away.

Confidence Stealers

There are lots of things that can steal your confidence as you are playing bigger and putting yourself out there more. *Here are some of the major blocks that can get in your way...*

- Fears - not being “good-enough,” rejection, criticism, judgment, failure, success, imperfection
- Gremlins/Inner Critic
- Limiting Beliefs
- Lack of Self-Love and Worth

Fears

As humans, most of us have many, many fears, and those *fears can take over our lives, if not kept in check*. It's critical to recognize your own fears and to consciously work towards overcoming them, if you want to gain confidence and be successful.

Below are a few of our top fears as women entrepreneurs.

- Fear of “Not Good-Enough”
- Fear of being criticized and judged (this is huge if you are shy or introverted)
- Fear of Rejection
- Fear of Imperfection
- Fear of Criticism
- Fear of Failure
- Fear of Success



Gremlin/Inner Critic

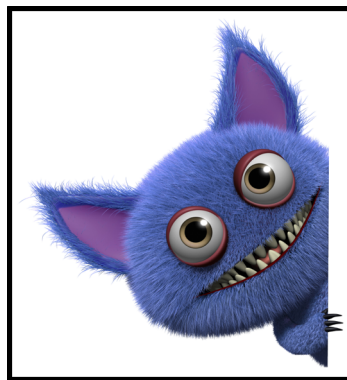
Your Gremlin is that voice in your head that says you aren't good enough, smart enough, skinny enough, talented enough, don't know enough, and taunts you with thoughts of "who do you think you are...?"

Do you recognize any of these thoughts? What are some of YOUR Gremlins?

Our gremlins come up *as we start to step out of our comfort zone*, to play a bigger game. They are not trying to hurt us, on the contrary, they are attempting to protect us and keep us safe. *The unknown can be scary*, especially for those who are shy or introverts who fear truly showing up and being seen and heard in 100 percent your true, authentic selves. Gremlins are driven by fear and they will strip you of motivation.

The question isn't, "Do I have gremlins?" the question is, *"how loud does it yell at me?"*

Becoming AWARE of what your Gremlin says to you is KEY. Awareness takes away the gremlins control. Recognizing and maybe even naming it, lessens its power. Give it a neutral name, not that of your ex-husband or Mother-in-Law though. HAHA! You want something that does not trigger you in any way. Your goal is to quiet the gremlin down as much as you can, so you can create more and more success.



Limiting Beliefs

Limiting Beliefs are beliefs that you've accepted about life, about yourself, about your world, or about the people in it, that limits you in some way. These beliefs could be around your capabilities, what it takes to succeed, around money, around who you are, and they turn down your light.

Your limiting beliefs are the glass ceiling to your potential.

Here are some examples of Limiting Beliefs...

- It's so hard to make money
- I'm too shy to be successful
- I'm not good at sales
- I'm not a business person
- No one has the money for my products/services
- Everything has to be perfect before I can make it public

Just like with your Gremlins, awareness of what your limiting beliefs are is key to making changes.

What are some of YOUR Limiting Beliefs?

We CANNOT outperform our Self-Image.



7 Secrets to Lasting Confidence

When your fears and limiting beliefs are rearing their ugly heads, it can feel pretty daunting and they can stop you in your tracks. This can happen to anyone, no matter what level in business or how great their confidence! These fears will continue to come up as you grow, but you will get better at breaking through them, more easily and quickly. Here are a few things you can do to become more confident in order to grow your business and your bank account.

1. Face Your Fears and Just Get Started

I have seen it happen over and over again. There is a task that needs to be completed, but *fear has taken over and the task keeps getting put off*. Maybe the fear is that it isn't perfect, or no one will like it. *The longer you hem and haw, the more your confidence will creep lower and lower and the longer it will take you to get to where you want to go.* Stop getting ready to get going, preparing, and making it "perfect," (there is NO perfect, by the way!), and just get started!



Once you get started, your confidence will rise, your comfort zone will stretch, and you will be able to accomplish more, taking you closer to reaching your goals.

2. Take a Baby Step Out of Your Comfort Zone

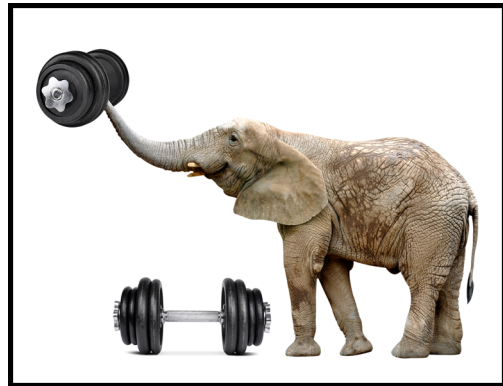
Many *people get stuck in the “big idea,” and get overwhelmed,* or they think they need to take a HUGE LEAP and never get started. You can build your confidence by taking baby steps, too! I have taken hundreds, probably thousands, of baby steps over the years to build my confidence, as well as quite a few big leaps. One isn't better than the other, they will both get you to where you want to go. *Embrace the Baby Steps and just get started!*



What baby step can you take TODAY?

3. Create Empowering Beliefs for More Confidence

We have plenty of limiting beliefs. Now that you have become aware of some of yours, it's time to change your limiting beliefs into empowering beliefs! If you have the power to create a limiting belief, you have the power to create an empowering one.



When challenging old limiting beliefs, start by asking yourself the questions below...

- How true is that belief, really?
- Where did I get that idea?
- How has this belief affected me?

- How is this belief holding me back?
- How can I let this belief go?
- What would I *RATHER* believe?
- What will I choose to be my NEW, Empowering Belief?

For example, if your old, limiting belief is “I’m too shy to be successful,” your new belief can be “I am confident and have the power to be super successful!” If that is too far of a reach right now, create a transitional belief to ease you into it, such as “I am becoming more confident and successful every day.”

4. Self-Love and Worth

“The most powerful relationship you will ever have is the relationship with yourself.”

~ Steve Maraboli

Self-love and worth is *an unconditional experience of love for yourself, no matter what*. It doesn't depend on you being smart, pretty, talented, or on you being anything other than who you already are.

Developing greater *self-love is fundamental to your ability to open and receive in your life*. When you don't have self-love, you block the good because you don't feel worthy - you energetically push it away. This is true in business, friendships, your love life, your ability to attract and keep money, and all else you desire to create.

Love is the essence of who you are, it's your natural state of being. *Your job is to remove the blocks to the experience of it, so you can have all you dream of.*

5. Self-Compassion

Self-Compassion is simply *being kind to yourself*. People who are more self-compassionate are healthier, happier and more productive than those who are self-critical. It's time to let go of your judgments about yourself and *treat yourself with the same love and compassion you would treat a friend or a child*.

This week, when you find you are judging yourself, or upset with yourself for some reason or another, be kind to yourself. Shift your thoughts to kindness and love for yourself. *We have a tendency to be our own worst critics, and it's time to change that*.

5. Self-Care

Taking care of yourself is an *act of self-love and worth*. Treating yourself with love and care *isn't selfish or self-centered, rather it is honoring yourself*. You will be happiest and of greatest service to others when you are loving and full.

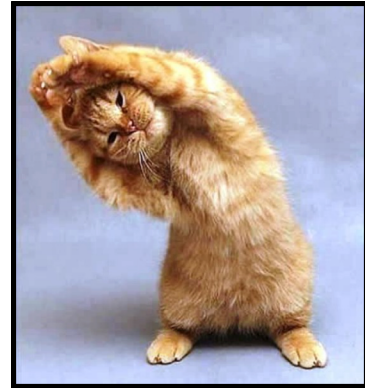
We cannot give from an empty cup.

Make sure you give yourself love every single day, even if it is only five minutes.

What is it that you love to do? Take at least a few minutes every day and do something you enjoy, for yourself.

Is it gardening, sitting in the sun, exercising, reading, taking a bath, getting a massage?

Maybe it is just giving yourself a quick foot rub or sitting quietly and breathing.

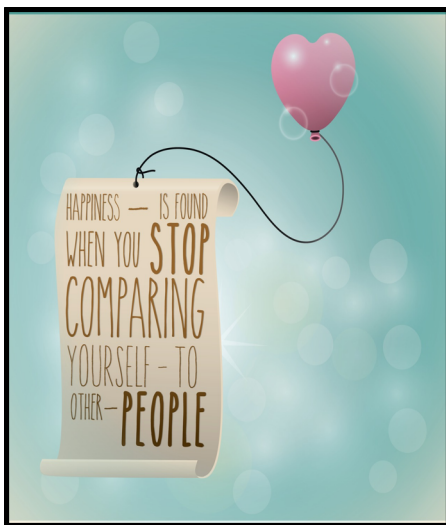


Whatever it is, *taking care of yourself is essential* to your confidence, happiness, health and the ability to take care of others as well.

What are 3 of your favorite things to do, that fill your cup, relax and rejuvenate you?

7. No Comparisons

*Comparing yourself and your life to others steals your confidence, joy, feelings of success, excitement, and can put you into “poor me, why isn’t my life great like theirs” mode. You don’t know what their life *really* looks like behind closed doors. What is important is to focus on what is awesome about YOUR life, what you love about yourself, your life and your accomplishments.*



When you find yourself comparing yourself and your life to others, *I want you to stop and make a physical list (recommended), or at a minimum, a mental list of what it is that you love and are grateful for about YOUR life, YOUR self, YOUR body, YOUR business; whatever it is that you are comparing to someone else.*

Tell yourself out loud (or in your mind if there are others around), *“I love myself (my body, my life, my fill-in-the-blank) 100 percent, no matter what, and I am grateful for it because....”*

Expressing gratitude for what you have will build your belief in yourself and your confidence.

Join Erin to Expand Your Confidence and Increase Your Income!

I have just *hit the tip of the iceberg* when it comes to building *your confidence*. There is so much more work we can do together to really deep-dive into what is holding you back from achieving and having all you desire in your life and business.

In my **Confident Woman Community**, I offer 1:1 coaching, live and virtual Confident Woman Visioning Workshops (complete with vision board creating!), a group mastermind program, retreats and a few other options to *help you breakthrough your blocks to shine, become more confident and make more money!*

Come join me in my **Confident Woman Community on Facebook** where you will get regular tips, videos, inspiration and a wonderful community of women supporting you.

<http://www.facebook.com/groups/confidentwomancommunity>

If you would like to schedule a **complimentary Confident Woman Visioning Call** with me, go to the link below to fill out the application. If it's a good fit, we will schedule a time to connect. <http://www.erinsumm.com/coaching-with-me>

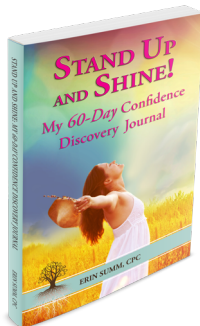
Want to take the Confidence Challenge?

Join the Stand Up and SHINE 60-Day Confidence Challenge on Facebook where you will expand your confidence and increase your income in less than 10 minutes a day. Receive a weekly video, and daily prompt in the Facebook group and take the challenge with other like-minded, supportive women taking the journey to confidence with you.

Register @ <http://www.erinsumm.com/confidencechallenge>

Bio

Erin Summ, Confidence Coach, is a sought after speaker, author of *Stand Up and Shine 60-Day Confidence Discovery Journal* and contributing author in *Catch Your Star*.



Fueled by her passion to help others thrive, Erin helps shy and introverted women entrepreneurs stand in their power and value so they can shine and make the big impact they are called to make in the world and in their bank account. Erin holds a

bachelors degree in Psychology and is a Certified Professional Coach through the Institute for Professional Excellence in Coaching.

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