

You, the Confident Visionary Leader: Up-Level Your Life and Impact in 2021



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Welcome to You, the Confident Visionary Leader: Up-Level Your Life and Impact in 2021 Workshop!

Thank you so much for joining me for this event! I am honored that you would take two days out of your busy schedule to spend with me, diving into your fears and limiting beliefs, creating new empowering beliefs, and building up your confidence to go after your dreams. I look forward to supporting you!

Let's stay connected after the event!

1. Join my Facebook group, Confident Woman Community @ www.confidentwomancommunity.com
2. Join my MeetUp, Confident Woman Entrepreneurs Community, www.meetup.com/Confidence-for-Women-in-Business
3. Follow me on Instagram [@ErinSummConfidenceCoach](https://www.instagram.com/ErinSummConfidenceCoach)
4. Like my Facebook business page @ www.facebook.com/ErinSummCoach
5. Contact Erin at erin@erinsumm.com



Since 2008, Erin has been on her own journey from shy to confident. She used to be so fearful of being seen and heard, in school, the thought alone of asking a question gave her major anxiety and she'd chicken out. But her *vision was always bigger than her fears*. Fast forward and she now has a thriving confidence coaching business, is a sought after speaker, author, and hosts her own events and retreats, supporting women entrepreneurs to be get past their own fears, gain confidence and make more money. Erin holds a bachelors degree in Psychology and is a Certified Professional Coach.

What's Your Big Vision??

This is CRITICAL TO YOUR SUCCESS!

Make a **DREAM list**. Imagine you have no limit of time, money, knowledge, contacts, experience, EVERYTHING you can dream of, you can have.

What Do You Want and Why Do You Want It?



I always dreamed of having my own dessert shop but **I had a fear of failure**. I took jobs pay bills and take care of my children, but was never happy. Erin helped me see that I should do what makes me happy and the rest would fall into place. For my 50th birthday **I took a leap of faith** and enrolled in Culinary School. Fast forward 8 years, I have my bread in co-ops, jams and jellies in many local stores and **I opened my dessert lounge, The Sweet Spot!** I no longer feel fear. **I feel pride in all I've accomplished and so very glad I took the leap of faith in myself and my abilities.** I am not looking back but ahead to the greatness that is coming. Thank you, Erin, for giving me that push that we all sometimes need. **Because of you, I did not give up.** ~Michelle McInnis

What's Been Stopping You?

Where have you fallen short on your dreams/goals in the past?

What beliefs or fears contributed to not reaching your goals and dreams?

What have these beliefs held you back from, or cost you in your life, business and/or relationships?

What are these beliefs *currently* costing you?

What will these beliefs cost you in the *future* if you don't change them?

What would it *FEEL* like to let them go?

What would change in your life if you no longer had these beliefs and fears?

Who else in your life is affecting your motivation, confidence, and empowered self from getting what you want?

Client Success Stories!



Before working with Erin, **I was terrified of being seen, panicking at the thought of speaking and putting myself out there.** I attended her visioning workshop in 2018, and discovered I had very deeply buried secret dreams of speaking, writing books and providing business coaching. **I saw the dream, but was way too afraid to take action.**

In October 2019, **I attended Erin's Bold Powerful You Unleashed retreat**, then continued in her group program through 2020. **Erin took me through some processes to get out of my fear and feel more confident** and as soon as the very next day, when I got asked to do an interview, **I no longer felt fear, but was excited and could see possibilities** for what was to come!

This past year working with Erin I have come out of my shell and blossomed, becoming more confident, embracing my creative, authentic, rebel self. I started the business coaching branch of my business, wrote chapters in compilation books, began writing my own book, started doing interviews, videos and even ran my first business class!

I've gotten more comfortable setting boundaries and gotten clear on what I really want in my life and business. **I'm able to be who I truly am and love all of me. Today, I am thriving. Now, it is exciting and fun to create my reality as a bold, confident woman!** ~Gayle Bode



Before I attended Erin's Bold Powerful You Unleashed retreat in October 2019, **I was stagnant in business and unhappy in my relationship.** Through the retreat, visioning event and our coaching together to build my confidence, **I had my BEST YEAR EVER in 20 years in my Pure Romance in-home party business in 2020, during a pandemic!** I ended the year with almost \$68,000 in personal sales, when the majority of my parties were online!

I pushed past many fears, healed and re-built my relationship, set boundaries and even bought my own house! It has been an incredible year and so much of that has to do with the support I received from Erin and her group coaching. I had huge mindset shifts and **now I feel like nothing can stop me!** ~Michelle Osborn



Erin Summ is my hero. She helped me get to the **root of a problem that has defined me for years.** By asking a series of questions, **she helped lead me to the answer that was there all along...I just didn't know how to find it.**

If it weren't for Erin, I'd still be living with feelings of inadequacy, but it feels so good to say **I'm finally proud of who I am, what I've accomplished and most importantly where I came from.** I highly recommend her! ~René Hale

Your #1 Goal is to *FEEL GOOD*

Feeling good is your primary intention. When you feel good, you bring in opportunities, and magic happens in your life. Our relationship to goals is backwards. We think that once we reach our goals, we will feel good, and we end up struggling and feeling bad when we haven't reached our goals.

We should be striving to feel GOOD first, then our goals will start to fall into place, and we will feel really good along the way.

Today, you are going to get clear on how you want to *FEEL* first, then your goals become a reflection of your core desired feelings.

How do you want to *FEEL*? (For example: Joyful, grounded, free, love, centered, fulfilled...)

You must BECOME the One

In order to level-up and reach new heights, you must BECOME the ONE who reaches the goals you set out for. This might require an identity shift, to truly believe you are the type of person who can create everything you dream of.

What would you be most happy about completing this year?

Who do you need to *BE*? Who is the type of person who can create the outcome you want? (For example: lose 20 pounds, create a 6-figure income, write a book, attract “the one...”)

Ask yourself daily... What would a _____ (fit, successful, 6-figure business owner, person in love...) person do?

Be BOLD for Your Best Year Yet!

Where in your life, business and/or relationships would you like to be more bold?

Write down 5-10 empowering I AM statements for what you choose moving forward.

The focus should be on what you WANT. Take a look at your limiting beliefs and fears, and create I AM statements that reflect the opposite.

For example: I AM relaxed and confident as I grow my business in a way that is authentic for me.

I AM abundant and free.

I AM joy and I easily attract all my desires.

I AM ENOUGH

Wealth

This is a favorite topic for vision boards, and if big financial goals are part of your life plans, it's one area you should pay close attention to.

The reason many people don't reach their financial goals is because they let those negative internal voices hold them back. You know that voice. It says things like:

- "You'll never earn that much."
- "No one will pay you to do that."
- "You've always been financially irresponsible and you always will be."

We let this voice create our own glass ceiling, and unless we take steps to silence it, we will never earn what we're truly worth. Start by asking yourself . . .

How will it ***feel*** to have financial freedom?

How can I change the world/help others by earning more money?

What charities will I support when I start earning \$_____?

What will I have/do if I had financial freedom? (House keeper, travel, assistant...)

Health

How do you want to ***feel***??? Energized? Fit? Sexy? Vibrant? Full of vitality?

What do you want to be able to do, that you can't do currently?

Family/Friends/Relationships

What kind of relationships do you want to have?

What's most important to you as a wife? Mother? Daughter? Friend? Sister?

How do you want to ***feel*** in a romantic relationship?

How do you want to ***feel*** in friend relationships?

Client Success Stories!



Before I started working with Erin, I had lost my confidence and I felt stuck. I enrolled in her Confidence program. I knew that if I wanted to achieve my dreams I needed to get out of my comfort zone.

My business has bloomed, I'm speaking in public, I even found love, (all of which I was TERRIFIED of before working with Erin).

It feels great to be reunited with my confident brave self again. If you're considering working with Erin run, don't walk! You will be so glad you did. ~Elizabeth Bowen



Since joining Erin's community, my business has changed quite a bit, it has been such a blessing. Before working with Erin I was struggling. I had a hard time asking for what I was worth, or seeing my value. I felt I was begging people to buy my products and I never felt like I had worked hard enough to "earn" the money. My confidence was lacking.

Now, I feel so empowered, my attitude has changed to be more positive and I expect success. I acknowledge my worth and the vast knowledge I have for my products, and have rid myself of some of those "I'm not worth it" beliefs. I'm stepping out of my comfort zone, bringing in more opportunities and business. AND I'm charging for classes I once did for free! Thank you Erin for helping me to see I am worth it and grow my confidence! ~Brenna Garcia



I'm so grateful for the coaching experience I had with Erin. She helped me make some major life changing choices. One of the most poignant had to do with my self-worth. In this case, it was directly related to establishing pricing for my new business. When I first shared my thoughts with her about how much I would charge, she asked me questions that really limiting beliefs in relation to my talents made me look at a couple /skills and experience. I also re-evaluated the value of the services I render. As a result, I decided on higher rates and my clients have not questioned it once! They see the value that I almost failed to fully acknowledge had it not been for Erin's guidance. My income will be double what it would have been had I not had her as my coach. Her coaching has been priceless to me! ~Jennifer Earl

Let's Play a Game...

What if UP Game

Play the "What If Up" game by reversing all of your negative "What If" thoughts to positive thoughts.

For example, if your thought is "What if I fail?" change it to "What if I am highly successful?"

Or "What if they don't like me?" to "What if they LOVE me and refer me to all their friends?"

What If... _____

What If... _____

What If... _____

What If... _____

What If... _____

What If... _____

What If... _____

What If... _____

What If... _____

What If... _____

What If... _____

What If... _____

Next Steps. . .

What is the #1 thing to focus on that will make everything else easier?

What support do you need to make that happen?

Client Success Stories!



Before working with Erin, I had a really hard time seeing my own worth, setting boundaries and living my life for ME. I let people take advantage and walk all over me. I felt a lot of guilt doing anything for myself and **my life felt out of control.** I attended Erin's Bold Powerful You Unleashed retreat and was in her group program through 2020 which helped me gain clarity on so many things in my life.

I'm so much happier and healthier! I now feel like I'm in control of my life, which feels amazing! **I'm so much stronger,** I set boundaries, stand up for myself, and ask for what I want. **I no longer feel guilt asking for my needs to be met. I see how valuable I am and how I deserve to be treated by others.**

Now, I know that I am enough, just as I am! I'm living life on my terms, consistently pushing past my fears and reaching towards my dreams. **I feel so much more confident and love seeing the possibilities for my life!**
~Tamara Oswald

Before Erin's Visioning **Workshop my cleaning business was hit & miss.** I felt like I was forcing my business to work.



I am now laser focused, intentional & taking action. My business has grown tremendously, and I have partnered with real estate agents to clean homes to get them beautiful to go on the market.

I don't look at things with the same eyes anymore, I have a positive, fresh outlook. I'm taking action on the possibilities, not just thinking "that would be nice." **I'm dreaming bigger, believing I can have more, and making things happen. I even just bought a new car!** ~Dusti Branecki

Before working with Erin, I had a lot of things on my list to accomplish, but there wasn't much movement happening on any of it. **I was feeling stagnant and depressed. She helped me to realize how badly I really wanted those things,** and that **I had a lot of fear around not accomplishing them,** which was keeping me stuck.



Since working together, I have made mental shifts and big changes to my self-care, making ME a priority, which supports me in reaching my success and goals, every day. **I am saying YES to opportunities, my life, and my business.**

It feels amazing to finally be out of fear and taking action and moving towards the life of my dreams! ~Meagan Corrigan