

9 HIDDEN
Confidence
Busters
& How to
Vanquish Them
Once & For All

by Susan Johnstone

Have you ever thought “I’d have a great business if only I didn’t resist promoting it so much?”

Sales, marketing and self-promotion have a way of bringing up all of your deepest doubts and fears.

After all, you’re putting yourself and your products and services out there for the world to see and then waiting for a response that tells you if others like you and your offerings or not. What could be more anxiety producing?



No wonder we sometimes want to hide from these tasks!

I’m Susan Johnstone, founder of The Heart’s Voice, and for the past 14 years I’ve been assisting others to uncover and express their unique qualities, hear and follow the voice of their heart and identify and transform core fears and limiting patterns through coaching, seminars, tele-classes and products.

Over the last 3 years, I’ve specialized in “resistance” — the factors that cause us to resist and avoid the things we know we want to do — and I’ve developed several highly-effective processes for transforming resistance in a compassionate way without going to battle with it.

Based on my years of experience with hundreds of people, I can tell you that these doubts, fears and other factors, once they’re identified, can be permanently resolved. And chances are that these same doubts and fears have been affecting your life in way more areas than just your business — so when you transform them, you’ll open up a world of possibilities for your whole life!

I’ve developed several highly-effective processes for transforming resistance.

In this special report, I’m going to share with you the most frequent signs that can indicate a hidden confidence buster and you’ll learn what’s really going on underneath and how to address them.

Let’s go!

Here are some of the signs that you might have a hidden confidence buster keeping you from fully sharing yourself and your business with the world:

- Consistently avoiding specific tasks in your business like:
 - contacting prospects or clients
 - invoicing/asking for money
 - networking
 - using social media
 - writing or creating
 - crafting new products
 - finishing projects
 - returning calls or emails
- Anxiety about standing out or being seen or heard by more people
- Difficulty or discomfort around setting prices
- Apologizing for yourself or your business (as in “I’m sorry my office isn’t bigger...” or “We’ve only been here for 6 months.”)
- Feeling like you have to over-promise or use a lot of hype to sell anything
- Rarely telling friends & family what you do or what your business does
- Comparing yourself unfavorably to peers or colleagues

Do you have anxiety about standing out or being seen or heard by more people?

- Having an avatar (social media picture) that hides your face or makes you hard to see
- Worry or anxiety about how you and your business are perceived by others
- Persistent envy or jealousy of others in your business or niche (We all have some of this, but if it's really strong or comes up daily, it could be a clue)

Confidence...the not-so-secret ingredient for a successful business.

You might be looking at the list of behaviours you just read and thinking “Well, doesn't everyone do that?” Surprisingly....no. There ARE many, many people who do these things, but what's really true is that MANY people have inner factors that are limiting their confidence both in business and in life in general.

Many years ago, I used to think these were all normal behaviors as well, until I started meeting and hanging around people who had successful businesses and suddenly realized that self-confidence just wasn't a major issue for them.

Sure, they had areas where they were still growing and pushing through their comfort zone, but they didn't hold back on their promotion efforts, they didn't tend to get tripped up by old beliefs and self-doubts and they just seemed to have so much **comfort**, **ease** and **enjoyment** in the actions they were taking to grow and develop their business.

You can have the most perfect logo, name, header or tag line ever, and it won't make much difference if you don't feel confident enough to get out there and share it with the world.

In my 21 years in the personal development industry, I've seen the same blocks come up in clients and students over and over again when it comes to taking confident actions. These are the obstacles we'll be working with very directly in the Brand New Confidence program as you build the foundation for a strong and confident brand.

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share it with the world.

So, on the pages that follow, you'll find the 9 most frequent factors that limit confidence and self-promotion.

1. Fear of Judgement

This is pretty pervasive for everyone — but the catch is...**we're each afraid of unique and specific judgements**. So a one-size-fits-all approach to addressing them doesn't work so well.

The other thing about judgments is that they're MUCH worse when they're “hiding under the bed,” so to speak, than they are when you get them out into the light of day.

Judgments mainly come from our internal “database” of memories of things that were disapproved of by others or that got us into trouble in some way. Your fight or flight brain — I call it the safety brain — says “I'll make sure you never get into trouble like THAT again.” So it puts an internal rule in place and it reminds you of that rule every time you're about to do something that might violate it.

Judgments are MUCH worse when they're “hiding under the bed”, so to speak, than they are when you get them out into the light of day.

It will say things like “remember not to boast” or “don't ask for too much” or “stop it, that's annoying” — and other oh so “helpful” messages.

Unfortunately, although they're trying to be helpful, these message are rarely kind and they tend to tear us down inside over time and create an inner climate that makes us afraid to step out, be seen and try new things.

The good news is, despite the power they seem to hold over you, they can actually be challenged very gently so they won't ever pack the same kind of punch in your life again.

2. Fear of Rejection

This one also comes up for most people, but just like judgments, it's not the rejection itself that you're afraid of — it's what you tell yourself the rejection *means* about you. That's really the scary part.

And these messages are very specific so, for example, you might experience 5 prospects in a row not buying from you and find yourself in an “I'm not worthy of success” funk later on. However, your associate might experience the same sequence of events and find herself triggered into thoughts of “Nobody likes me.”

The thing is, these messages often hang out below the level of your conscious awareness. So you can be moping around in a negative message, unable to take any positive actions, without even realizing that its repeating over and over inside you.

It's not the rejection itself that you're afraid of — it's what you tell yourself the rejection means about you.

To bring these to the surface, you'll just need a little practice in staying present and learning to listen under the surface where the messages are hiding. I've got a practice designed to help you do just that.

3. Fear of Conflict

This one is usually based on distinct past experiences and also relates to how conflict was handled in general in the home you grew up in.

If you had early models, like your parents, who showed you that conflict could be positive and healthy and actually make relationships stronger, you probably don't have a lot of fear in this category. But if you grew up somewhere where conflict was scary or dangerous or tended to escalate quickly, you likely came away from that time with a some distinct fears in place — and with good reason!

These fears are never silly — they originate in your safety brain and you CAN actually learn to see and walk right through them with practice. In the 8-week Brand New Con-

confidence program, I'll be sharing my Fear-Whispering process so you can learn to gently get to the bottom of these kinds of fears and move through them into action with much more ease.

4. Fear of Not Belonging or Fitting In

This is actually a fear that almost every human being has hard-wired into their mid-brain or mammal brain. It goes way back to when we mammals started hunting and living in packs for survival. Millions of years ago, being cast out of the tribe or pack meant almost certain death from starvation or predators. This is no small fear!

Nowadays, we can survive quite well as individuals in our modern society, but being a part of a peer group still means a lot to us emotionally and being accepted in the marketplace is pretty important for business success. So this can be a very real fear when it comes to having the courage to craft a unique brand and stand out as a business person.

Once your mammal brain has the experience of being welcomed and safe, you'll have the courage to start doing it in the wider marketplace.

The very best way to deal with this one is to practice stepping out or speaking up and being yourself in a safe and supportive "small tribe" first. THEN once your mammal brain has the experience of being welcomed and safe, you'll have the courage to start doing it in the wider marketplace. (That's why a safe community is such a core part of Brand New Confidence).

5. Impostor Syndrome

This is the persistent feeling that you don't really belong in the job or business you're in, at least not at the level you've achieved. You feel sure that any minute someone is going to discover that you're not who they think you are or that you're WAY under-qualified for what you're doing.

I believe that Impostor Syndrome actually means your self-image hasn't quite caught up to your actual lived experience to encompass your true skills and wisdom yet.

That's why we can be almost 40 and still feel like a teenager sometimes. Or we can be interviewing to be a manager after 10 years experience in our department and still holding the belief that management is for "older" people, not for us.

It can take some time and focused attention to actually claim and embody all your hard-knocks, lessons learned and deeply honed skills so you can stand in the full stature of who you've become. (I just recently did this exercise with a dear friend and it completely changed what she's charging her clients now!)

6. Beliefs That its Not OK to be the Real You

Unlike 4) above, which is a more general human experience, there's another group of very unique and specific experiences that occurred in your life that told you who and what it was OK to be and not to be. These become a set of rules (like judgments) that we learned to live by when we were very young. As we get older, if they're not questioned, they solidify into something like an invisible "cage" that we live inside of all the time.

The problem with this, in business, is that the more you're able to be uniquely "you" and let your authentic and quirky qualities shine, the more you tend to attract your exact right customers to you. So if these great parts of you are hiding or not OK to express, something really essential is missing.

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The good news is that you can challenge these old rules at any time by asking good questions, getting kind and honest feedback from others and getting some practice in stepping outside these imaginary bars so you can access and express your most compelling brand.

7. An Unresolved Past Negative Business Experience

Perhaps someone disputed your invoice or a vendor yelled at you for changing your order at the last minute, or maybe it was a series of prospect meetings where no one signed up to work with you.

When you've had a negative experience it's easy to think you're "over it" once some time has passed. But, unless you've dealt with it fully, the memory of it can be lurking under the surface of your awareness, keeping you from taking action in important areas of your business.

That's because your safety brain — your fight or flight brain — has decided to make sure you never do THAT again — so it subtly directs your thoughts, words and actions *away* from that area of activity. For example, you got really nervous doing a public talk and now you always seem to be "too busy" for any more speaking engagements.

Once you have a process to work with, it's easy to address negative memories in a gentle way so they don't keep you and your business from success.

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8. Beliefs That Are Limiting What You Can Receive

These beliefs operate outside your conscious awareness, so they can be hard to spot, but they have SUCH far reaching effects they're really worth digging for and transforming.

I came up against a few of these when a coach of mine asked me to imagine the perfect client who would pay \$10,000 for my services. Yikes! Back then, I could barely imagine receiving that much, let alone imagine the person who would pay me that. It was clear I had some work to do if I wanted to change what I was open to earning.

With these beliefs, I've found it's best to use a combination of questions and imagina-

tion to bring them to the surface, challenge them and expand your comfort zone in this area. (I'm excited to say that we'll be working very specifically with these in the Brand New Confidence program!)

9. Hidden Doubts About Your Talents, Skills or Offerings

As funny as it sounds, self-doubt is actually one of the signs of true talent — but that doesn't mean it won't still get in your way.

Any doubts about what you're offering in your business will keep you from confidently marketing and selling your products or services, so they MUST be addressed directly. Sometimes there's real truth in them, and they're telling you that a product or service can be improved upon. But sometimes, your self-doubt will kick in no matter HOW good your stuff is — especially if you tend to fall prey to perfectionism.

It's really important to identify whether the doubts coming up are the "truth-telling" kind or just the usual "ankle-biting" kind.

We all tend to avoid looking at self-doubt head on because it's uncomfortable — but it's really important to identify whether the doubts coming up are the "truth-telling" kind or just the usual "ankle-biting" kind. Once you know that, (I use a quick and easy process to welcome it and receive it's message) you can take a positive action that will move you through it.

It's Time to Reclaim Your Confident Self!

In the 8-week **Brand New Confidence** program, we'll be working directly to uncover and transform these hidden factors that can keep you from sharing your business and your brand, so you can turn heads and make sales in your own authentic way.



I'll be sharing my unique **Fear-Whispering process** as well as my **Resistance Tracking Worksheets**, the **Welcoming Everything guide**, and many of the other processes that have become key to helping my clients see through and transform the limiting factors in their lives.

It's taken 18 years of study and research to put together these highly

effective practices. They incorporate **shadow work**, **trans-personal psychology**, **the Buddhist practice of compassion**, **the mystic's way of inner digestion** and **the science of brain-plasticity**.

And they're designed to work quickly and gently, without willpower(!), by ending your struggles with hiding and fear and bringing insight and compassion to all your actions.

You'll not only let go of limitations, you'll unlearn a lifetime of self-judgment and discover brand new, affirming ways to motivate and encourage yourself.

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I hope you can join us in the **Brand New Confidence** program!

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