

The Confidence Threshold

By Faith Monson

Many of us grew up in a time when “confidence” was mistaken for “arrogance.” As children, we were admonished not to “blow our own horn,” to be self-effacing and to modestly diminish our accomplishments even when praised.

Thankfully, those days are gone.

Showing self-confidence is a healthy attitude that empowers you and others. A self-confident person attracts people because others are drawn to someone who is comfortable being his or her personal best.

As a success coach, I’ve found that many adults still hear the old voices in their minds saying that it’s wrong to be confident. Nothing could be further from the truth. True confidence isn’t arrogance and it isn’t pride. Truly confident people know their abilities and limits. They are sure of what they can do, and aware of where they will need help. Confidence means being comfortable inside your own skin, being happy to be you.

Confidence—and our ability to show it—affects every part of life. Businesses begin because an entrepreneur is confident in his or her vision and skills. Companies grow when leaders are confident that they have the abilities and resources to meet growing needs. Dreams come true when we have the confidence to pursue them.

Confidence is especially important when it comes to marketing your business. Business owners who are confident about the quality of their product want to tell everyone about it because it meets a need. That’s not bragging—that’s good business. Look at it this way—if you know that your product or service will make life better for your client, why wouldn’t you want to tell them and be of help? That’s what marketing is—sharing a solution to solve someone else’s problem.

Here are three tips to increase your confidence:

Tip #1: Focus on the solution. Think about how your product or service meets a need or solves a problem. If you believe in your product, you won’t have time to be self-conscious. Your enthusiasm will shine through as natural confidence.

Tip #2: Remember your passion. Find the elements you love about your work. We naturally become more energized and confident talking about something we’re passionate about.

Tip #3: Take confidence one step at a time. Feeling shaky about a big change? Don’t try to take it on all at once. Break a big plan into many smaller steps—maybe as small as

micro-tasks you can achieve in ten minutes each day. Mastering each small step gives you confidence to take the next step—and the next. Before you know it, you've reached your goal!

A confident business owner will be able to share that confidence with prospects to help them reduce their fears and answer their questions. Confidence grows with proof of competence—that's called empowerment. Belief in yourself empowers you, and your confidence in your solution empowers your clients.

Faith Monson is a Success Consultant who works with entrepreneurs, designers, retailers and sales-driven organizations. She makes people and businesses better by daring them to be great and helping them to reach their full potential. Visit www.FaithMonson.com or contact her directly at 703-237-2077 or Faith@FaithMonson.com.