

**Free
Guidebook!**



3 Practices to Help You Grow Your Business With Confidence

By Sukhi Kaur

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Hi, my name is Sukhi Kaur, and I'm a Women's Empowerment Coach. After working in the corporate world for over 14 years, I opened my own practice. I quickly realized that being a business owner didn't exempt me from having self-doubt, in fact, it feels amplified at times. If this sounds like you, don't worry, nothing has gone wrong.

I know it can be frustrating when you finally find what you're passionate about and want to transition into being an entrepreneur, but instead of feeling empowered, you feel debilitated by all the pressure to make money. **I leveraged the skills I used to work on my Imposter Syndrome at my job to my business, and I want to help you.** My most valuable lessons have taught me that my self-belief is my biggest asset.

After reading this guide, you will have actionable steps to grow your business while feeling confident. Before we get into what helps you grow your business, let's first quickly review what doesn't. You want to ensure you're aware of what might be off setting your efforts to own your experience.

First, stop believing disempowering questions are a stop sign. When questions such as: Who do I think I am? Am I even an entrepreneur if I

haven't made money, or the amount of money I wanted? It all comes down to questioning whether you are good enough. Remember, you always have the option to rephrase these questions to better serve you. For example, instead of Who am I to think I can run a successful business? you can ask yourself Why am I exactly the person that needs to be providing this service.

Another practice that holds you back from growing your business is ignoring positive feedback and looking for criticism. By looking for evidence to prove yourself right, that you aren't good enough to strive for what you want, you don't create any win situation for yourself. This keeps you stuck, and you hesitate to make efforts you normally would, because you don't foresee it feeling good when you do succeed.

Don't forget to celebrate your wins. Celebrating your wins (big and small) starts to rewire your brain to think that there will be an actual feeling of accomplishment, rather than feeling disempowered because you have so much more to do. Give yourself credit, don't cheat yourself of the experience to reap the benefits of your success.



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Let's move on to what will help you grow your business and have ownership of your experience.

Work on the belief that you are good enough as you are to lead and grow a successful business.

Sell yourself on You as the CEO, the authority in your business. You can do this by working on your self-confidence, whether on your own or with the help of a coach. So, when you imagine what a CEO looks like, you are included in the people that come to mind. This means you accept you as you are right now, regardless of your gender, race, sexuality, weight, health, etc, are good enough to grow the business you want. Showing up feeling authentic and genuine helps build self-confidence and create a stronger relationship with yourself, where you truly have your own back.

Acknowledge the value your business offers to your clients.

Sell yourself on the value your business offers, to keep perspective of why you are doing what you're doing. It's important to identify upfront what your compelling reasoning for choosing your specific business is. You will be able to use this reason as your crutch when you don't feel motivated. And let's be honest, motivation has a very small shelf-life on its own, so it's always good to prepare yourself and have a backup plan. If you can't think of this reason upfront, you won't be able to, in the moment when you don't want to do tasks that require you to step out of your comfort zone. Doing this

exercise helps build evidence for yourself and others of the value your business offers.

Sell yourself on your Success. This is something that isn't planned for enough, and many of my clients who resonate with having Imposter Syndrome, struggle with it. You need to set yourself up to be able to accept your success. Often women hold scarcity money beliefs passed down to them from family, friends, and society. For example, do you believe you have to work harder to make money? Or would it be harder to find a partner if you made more money? When you don't intentionally filter and choose what you want to believe, you get trapped in other people's opinions, which may include a scarcity mindset. Remember, there's always a choice to stop believing something that is not serving you.

Now that you have read these tips, I have a question. Are you struggling with feeling confident while running your business? Let's talk. **I'm offering a free 1-hour consultation session via Zoom.** You can find the scheduling link on my website at www.sukhilifecoach.com. I look forward to working with you.