

Creative Mindset Bootcamp

MODULE 5 go button time

Confidence and growth takes practice. Now it's time to implement the strategies we've been using and hit the go button on the thing you've decided to do. Each module we go through will require more attention to the stories we're telling ourselves, and this one is no exception.

This module is about getting you to take action. It's step 5 on our upward cycle of imperfect action (from Module 2). So we're going to revise the earlier steps, expand on them a little, and focus on some more strategies for building your confidence to take imperfect action.

It's likely that you'll find different strategies in this module are helpful at different times, but learning about them, and practicing them will mean you have a toolkit to reach into whenever you hit roadblocks moving forward.

Re-frame the story

By now you're probably noticing a theme with the "story you're telling yourself" type idea – but that's because it's true across so many of the things that we do.

When fear sets in as we're about to launch something, it's important to get clear on the story we're telling ourselves about what we think is going to happen. If the fear is around losing thousands of dollars, that's one thing, but if it's about looking silly if you don't make a sale, well that's something totally different - and the way we move through that fear will shift depending on what's going on there.

So, to start with, get honest with yourself. (Step 1 on our upward cycle of imperfect action : *get still*).

Then *dig deeper* as to what that really means. (Step 2 on our upward cycle)

If you need to, talk it through with someone, get them to ask you "so what?" often.

It might look a little like this:

"I'm worried no-one will buy it."

"So what?"

"Well, then I'll feel stupid."

That we can work with.

Action Step:

Write down the story you're telling yourself about why you shouldn't move forward now, what that would mean, and what you're fearful of.

That story, that you'll be stupid if no-one buys it, is just a story, and you have the power to re-write it. There are a number of ways you can do that.

Consider how you would respond to a friend saying the things you're saying to yourself?

Would you tell them that lots of people never hit the go button, ever, and so having actually done it, regardless of what happens next, is incredibly brave!

Or maybe remind them that growth takes time, and a willingness to step out into risky situations?

You're allowed to speak the same way to yourself here.

Choose curiosity

When the fear is that no-one will buy because we're convinced we'll look stupid if that's the case, we can re-frame the story by choosing curiosity. Frame the goal differently, with an emphasis on discovery rather than winning or losing.

So rather than attaching a lack of sales to a feeling of failure, set out to discover what sort of thing people will connect with and buy from you. If it's not the first thing you launch, learn from that, ask more questions, grow, and try again.

Another example - replace "Do people like this?", which is a yes/no question, where the no can leave you feeling rejected and deflated, with "I wonder what will happen when I share this?" – which allows for discovery and, as long as you action it, there is no failure.

When curiosity is the path, and discovery is the goal, even if the answer is "no-one who saw it wanted to pay money for it", you've still made great progress – you discovered something new and have more information to work with moving forward! (And, side-note... at that point you get curious again, and explore whether it's the offer, the messaging, or the pricing that didn't connect and convert, then you tweak one or more of those and try again, and again, and again.)

On top of that, the beauty of choosing curiosity is that it removes some of the sting from outcomes that weren't what we hoped for, because the discovery itself can be fascinating, and also give you great new stories to share!

Action Step:

Re-frame the story you're rehearsing either into something that you would tell a friend (ie. be kinder to yourself!), or into something that emphasises curiosity and discovery.

Get clear on your core drivers

Getting clear on what is truly driving you helps you to overcome the temporary discomfort that can arise when showing up and putting yourself out there.

Usually a confidence crisis is temporary discomfort, it passes once you take action. But this is your opportunity to remind yourself of the things that really matter to you, your core drivers, so that those things can help propel you through that space.

Take some time to reflect on what those things are for you, and if you're running a business, it's ok for "make a sustainable income" to be one of your core drivers.

Then, get super honest with yourself about what you think is going to happen if you take the risk that terrifies you, and weigh up whether that really is worse than neglecting your core drivers. And when I say super honest, I mean super, super honest – write down, in specific detail, what you think is the worst thing that could happen, what you're most scared of. Most of the time, once we see it written down, we can acknowledge how unlikely it is that that thing will actually happen, or how we will totally be able to survive it if it does.

Some of my core drivers are to connect with people, to encourage them to value their creativity, and help them become more confident. I still find myself feeling a little wobbly at times about what I'm going to post on Instagram, unsure if it's really 'good enough' – but I decide that the possibility that it connects for even one person, that it helps one person shift their mindset and have some kind of breakthrough is totally worth that temporary discomfort for me.

Get clear on what really matters to you, and don't let temporary discomfort get in the way.

Action Step:

Write down three of your core drivers so that next time you hit a confidence crisis you can see them and remind yourself that those things are worth the temporary discomfort of pushing through.

Simplify

When you're about to take action on something, try and choose the path of least resistance. Don't over-complicate it. It's ok to pre-sell a design rather than manufacture 1000 mugs and then have them sitting in your garage for the next 10 years. Just be honest with your audience, don't over-promise as far as time-lines go, and communicate with them along the way.

Choose the easiest, lowest investment way you can get this thing done (without it being shit of course).

Embrace what makes you you.

If the fear is around putting "another" thing out there like other people's, remember that the same thing said in a different voice (yours!) will connect for different people.

While we're on this, in your business, you set the expectations – but you need to make them clear. If you make hand-made items that are a little different each time you make them, don't promise the exact same item as what's in the picture – explain that they're handmade and therefore will vary a little, and lean into that as a positive selling point – who wants machine-made "perfection" when you can have something that someone poured their heart into.

And if you get that wrong, it's also ok to be honest about that too. You've watched me do that with this program. It's a new offering for me, I probably wasn't clear enough in my marketing to draw in as many people as I would have liked to, so then I was presented with the challenge of how to best deliver it for the people who were here, the timezone challenges, and the reality that not everyone uses Facebook. There was no right or wrong solution to overcoming that, every online course building guru will say something different, and it's super easy to find yourself tied up in knots. What matters is to keep taking action, learning, growing, and moving forward.

Action Step:

What can you simplify here? Is there an easier way to do things? A way that is more "you", rather than doing it the way you think everyone else is doing it?

Challenge yourself

You can't increase your tolerance for discomfort, or exercise your rejection muscle, until you actually DO something. So re-frame the challenge here to something that puts the emphasis on taking regular, imperfect action. On actively, consistently showing up.

Just like when you start working out again after a break, or maybe even for the first time, it's ok to start small.

Taking the exercise analogy, my goal earlier this year, after many years of not exercising, was to "move my body every day". It wasn't about lifting weights for an hour every second day, and running 10km every other day, that would have broken me before I had even begun. Some days the movement was a kitchen dance party with my kids. The goal was consistency and growth.

When it comes to setting yourself a challenge to strengthen your confidence, aim for things that focus on consistency in showing up, not things that will load up the rejection fears.

If you're growing a social media following, the goal might be "post every day on Instagram for 30 days". If you're looking for wholesalers for your product, it might be "email one potential supplier each day for 50 days". That way the goal is more about the act of doing a thing than the results of each individual thing. Take your focus away from "how many likes did this one post get?", or "will this person say yes to stocking my product", and keep it on "am I regularly showing up, and challenging myself".

I'm not saying it won't still sting if you get 50 rejections from potential wholesalers, but I guarantee that you will be stronger for having shown up 50 times, you will learn more about the people you're connecting with, and you'll get way better at delivering your message. And all of that is totally worth it.

Action Step:

Re-frame your goal as a 'showing up' challenge. Make it simple and achievable - remember the point here is to commit yourself to keeping on trying when it feels uncomfortable.
