



Six Big Lies Keeping You Invisible and Playing Small Webinar Handbook

Building Visibility
GROW A BUSINESS YOU LOVE

Six Big Lies Keeping You Invisible and Playing Small

The first think you need to remember is that your most important business asset isn't your website or your product, or even your mailing list, although it is really important. Your most important business asset is your mindset. When you get this right, you can crush any obstacle in your path so you can build a life and business you love.

Over the course of this training we're going to uncover six common lies that are holding you back from the business success you dream of. You'll find you'll be able to move forward quicker as you learn to recognize these lies for what they are and crush them one by one.

Lie #1: _____

This is one of the biggest lies that keeps you stuck and prevents you from growing your dream business.

You can defeat this lie by: _____

Business owners struggle with _____ because they practice _____ management. You wake up in the morning and you have your to-do list neatly planned out.

It can be helpful to think of an airline captain. She charts a course for her destination and then follows it through to the end. If she stopped at every single airport along the way, she'd never reach her destination on time. And, would probably cause a mishap in the process.

Instead of sticking to your original plan, you deviated because you were practicing _____. You let the seemingly urgent tasks overshadow the ones that were the most important. That's why you should watch out for this if you'd like to level up your business.

Lie #2: _____

Sometimes business people struggle with limiting beliefs about money that keep them from growing their businesses whether it's Online or off. But each of those beliefs are lies that we are taught by society. And believing any one of them can keep you playing small and hurt your business in multiple ways. For example: You may believe that money is a _____ that must be carefully guarded.

Money isn't just paper and coins. It represents _____ of an object, experience or information. That means the ultimate goal of your business isn't just about making money, it's about giving _____. When you do that, the money naturally follows.

You may think that _____

Money cannot give or take away your _____. You are more than the _____. Only when you understand this, you are ready to begin to overcome this limiting belief.

Lie #3: I'm not _____ enough or I don't have enough _____ or _____.

New business owners sometimes struggle with _____ feeling like they're not qualified to serve their community.

You can overcome this belief when you understand these three reasons that experience and education generally don't matter.

No _____ = Less barriers. Many of your long standing competitors use industry jargon on their blogs, in their products, and with their communities. You may think all of this industry language makes them look smart and educated.

But, many people new to your niche feel intimidated by all of the terms they don't know. As a result, they become frustrated and never reach out for an explanation.

No _____ = No information overload. That's where you can come in. Newbies to your industry need someone to help them sort through all of the information. You can be that person. You can offer them bite size easy to understand short answers.

Lie #4: Nobody Wants to _____. They won't take me seriously.

Whether you're just starting your Online business journey or you've been earning money Online for decades, there's one lie that can derail you easily. It's the " _____ " lie and it makes you doubt yourself.

Don't let this lie beat you down and keep you from helping the people in your community or niche.

Share your Story.

This is one simple method of getting started that doesn't rely on you being an expert right now. Present yourself as a student of your niche. Besides creating a community, this also gives you an idea of products or services that your followers may want to buy from you in the future.

Lie #5: There aren't enough _____ or there are too many _____ in my _____.

You can't see new opportunities or create new products because you're worried that you can only have one piece of the pie. But the truth is that the pie is much bigger than you think. Every day, new people join your _____. They need guidance and advice. They want to know how to get the results they crave quickly and easily. They're looking for _____ and they need someone to step up. The question is, will you be that someone?

Leading in a _____ isn't a disadvantage. It's actually a huge advantage. You can position yourself as a leader. You'll stand out and find it easier to brand your business. New entrepreneurs think that leading your niche means you have to _____ everything. But leading your niche is just about serving your audience or community.

The opposite or counterpart of Lie #5: Is _____ This is lie keeps people playing small in a different way. You don't launch your blog or product into a niche because you're afraid that everything's already been said and that there are no new customers to market to.

What you have to understand is that no niche _____. Customers like _____. They don't just buy one thing. For example, hamburgers are sold at a variety of fast food locations. Most customers don't eat exclusively at one fast food restaurant. If they're hungry and the place is close by, there's a good chance they'll be purchase food there.

All you have to do is focus on being in the right location when a customer is ready to make a purchase. That might mean offering a sweet deal on your dieting e-book at the beginning of the year or launching your financial software right at the beginning of tax season. But don't think just because a customer buys someone else's e-book or software that they won't buy yours, too.

Competition can _____ you.

Another advantage of working in a crowded niche is that it can challenge you to create better products and services. When you see other solopreneurs and small business owners launching amazing products and promoting exciting services, you'll feel energized, too.

By seeing what others are doing, you'll be less likely to shrink back and play small. It also can provide insight if you pay attention to which product launches are successful and which ones aren't.

Just because a niche is full of competition, it doesn't mean that you can't join in. You will have to work harder to make sure your brand stands out but if you're willing to do that, then there's no reason that you shouldn't go for it.

Lie #6: They won't accept me because – This is a symptom of _____. It is critical to overcome this problem because it will seriously hinder your efforts at business success. The easiest way to end this problem is to stop _____.

Closing Thoughts

Your _____ is the key to breaking through and crushing it with your business. It is what's really keeping you invisible and playing small.

Just shining a light on these common misconceptions will have an impact on you. Just wait, the next time one of these lies try to grab you – you'll recognize it for what it is and be quicker to move on.

This is what _____ is all about. Letting go of the stuff that doesn't work for you begins with simple awareness.

Next, you begin to take on new thoughts – new goals and dreams. It happens naturally. When you let go of a lie, you come closer to a truth. (That you can do so much more than you ever imagined!)

The good news is you don't have to figure it out alone.

The **Crushing the Lies That Keep You Invisible And Playing Small Self-Study** Course was designed specifically to help you get more visible and grow a business you love.