

E122- Beating Imposter Syndrome and Growing a 6-Figure Education Business.

Welcome to The Empowered Edupreneur Podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for Edupreneurs. The owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators, just like you to create freedom filled online businesses and lives they love.

If you are looking to uplevel your skills, your finances, your mindset, and change the trajectory of your life as an educator in business, then you are in right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you to play bigger with your life and go after your dreams.

We are going to have so much fun together. So thank you so much for pushing play today. Now let's dive in.

Hello. Hello. Welcome back. And today we're talking about something that I think is going to be very, very interesting to you. It seems to be one of the topics that gets the most attention in terms of when I do episodes on it, or even Instagram posts on it, people really are interested in this. And it's all about imposter syndrome.

And I think it's because it's such a human experience that we all experience, specially building a business. And so that's what I'm diving into today. I'm going to dive into how I beat my own imposter syndrome and grew a six-figure online business. And things that I had to learn as I went through the journey from being an underpaid, overworked educator to a much more empowered online business owner.

And so the one thing that I think we will all go through as we build our business is imposter syndrome. There will be imposter syndrome showing its face along the way, rearing its ugly little head, that little voice. You know that voice, the voice that sneaks into your head when you're about to follow the thing that you actually want to follow or go into the niche that you actually want to go into, or you want to launch this one particular offer that really excites you, makes you feel excited, but then you get that little whisper, who am I to be doing this?

What if nobody buys? What if I fail and embarrass myself? I'm not good enough to do this thing. Now I know that voice because I have battled with it myself for years. I think that's just natural human nature. You are going to have that inner critic inside, especially that imposter syndrome feeling of who am I to do this?

I'm not good enough. It's always this I'm not good enough feeling that stops us from playing bigger in our lives. And I've done a lot of work to overcome this stuff, and I must say, I have it a lot less now and I'm much better at overcoming it and it doesn't hold me back or cause me as much pain as it used to.

But honestly, it still shows up sometimes. And, especially when I play bigger in my business. If I make big, bold, different moves in my business, if I do something quite different, if I increase my prices quite a bit, or if I change niches into another industry, or if I have a really big launch that I make a lot of money, imposter syndrome pops up and it's like, who are you to do this?

So I'm pulling back the curtain and I'm sharing the real raw story of how imposter syndrome tried to hold me back. And I'm going to share with you the way and the strategy I used to push through and build my six-figure business.

So if you've ever felt like you're not ready or you're not good enough to take your business to the next level, then this is the episode for you. And even if you haven't even started your business and you feel like you really want to, and you're still in your teaching job or whatever job you're in, and you're feeling this big calling to sell something of your own and start your online business.

And you want that impact and freedom, but you've got that not enoughness or not good enoughness voice, then you've got to listen to this episode. So, let me tell you a story. The first time that I ever tried to sell something online. Man, was it scary. I'll never forget the first time because the first time I believe is like one of the scariest.

I had spent a couple of weeks, I think it was four months in total, putting together this launch event and this offer and pouring my knowledge and my heart and my experience into this offer and the whole launch event to sell it to the world. And it was super difficult because I was overcoming a lot of resistance the whole time. But when it came to the actual launch part, like the first time that I had to launch and the first time I had to make an offer in front

of people and share something that they could buy. That is when the imposter syndrome kicked in so hard.

Oh, the whole, who am I to be doing this? I'm such a fraud. Why do I think I can sell something? Who am I to do this? And I sat there, and I was staring at my computer screen, frozen. And let me tell you, it was super scary having to put out that offer and officially launch. I remember when that last video came out, which was the sales video for the launch.

And I remember the day of the doors opening to the program and just absolute dread and fear. But I must say, the fact that I did, and I pushed through just really blew my mind. I nearly didn't launch. I remember just wanting to avoid it so much. I hated the feeling of it, and I almost let fear win, but then I reminded myself of something.

I had real knowledge to share. I had already helped people for free, so why was charging for it suddenly different? And the only way to know if people wanted it, was to put it out there. So, with the shaky hands, I put it out there into the world. And guess what? To my surprise, people bought. Seven human beings, on the other side of the world in different countries, online, bought.

So not thousands, not hundreds, just seven people. Just enough to prove that my imposter syndrome was a liar. Because for me, that was really significant. Having some human being on the other side of the world, buying a product that you made, is a very, very significant milestone. And it does show you that you can do it, right?

And so that was my first lesson, I remember. Imposter syndrome, it's just fear dressed up as logic, and it's this voice that's going to try to convince you that you're not ready, that you're not good enough, that you're not capable. And it's doing that because it's trying to keep you safe, and I really realize that this voice inside my head is trying to keep me safe. It's quite unhelpful, but I know it has good intent. But I'm going to ignore it.

And so I had to train myself, even at that point, to feel the fear, and not listen to it and still move forward with what I wanted to do. So I had to go and do the scary thing. And so that's the only way you can prove it wrong, is really just taking the action anyway.

And the more you do that, the more you practice taking action in the things that are so scary for you, in that fear. And you push through. The more you build up this muscle for tolerance towards it. And you just get used to doing it and it becomes less scary, becomes less hard you have less of that voice coming up because you just normalize it.

So that was the beginning. I had to take action and do the scary thing and sell the thing and get paid for an offer that I'd built just to show myself that I could do it, right? That's what I would say for you. That's how it goes. You may not feel like you can do it, but you're just going to do it anyway and see what happens and be okay with whatever happens and then learn and improve.

And that is the entrepreneurial way, the business way. And also imposter syndrome will come at different points. So fast forward now, I've got my business and I'm working with clients and I'm getting real results with my clients and stuff. And then obviously there comes a point in your business where you need to raise your prices.

And you think it's simple, but actually the moment you start to charge more is the moment that imposter syndrome screams again, it comes back. It rears its ugly head. So what if people think I'm overpriced? What if nobody buys? Who am I to charge this amount? And so that imposter syndrome kicks in.

But then I took a step back when I have these experiences and I look at, okay. Why do I think I'm not worth it? Why do I think I'm not worth this? Why am I not good enough for this? Because the reality was my clients were getting incredible transformations. People were already telling me that I was undercharging.

And I was burning out trying to serve too many people at a lower rate, right? And this was in the beginning days of my business when my prices were low. And the quality of the work was low because I was just trying to help too many people. And my clients were getting just amazing results, making a lot of money.

And I was like, you know what, this is not making sense. So I did it. I raised my prices. I actually doubled my prices. which is a significant raise. And guess what? People still bought. And not only that, they got better results because they were more invested, and I had more capacity. And that was the moment I realized.

Imposter syndrome will have you playing small forever if you let it. You have to charge based on the value you provide, not from the fears in your head. And not from the fear of what other people can afford, for sure not. That's another thing. If you're sitting, there and you're worried about raising your prices. Then my permission slip to you is raise the prices.

Because as long as you're delivering on the result that you're promising, and the results are good, you're delivering a great service to people, and people are willing to pay, then raise those prices. You're going to have imposter syndrome kicking in the whole time, and every time you raise your prices, it's going to come up and rear its ugly head.

And it keeps coming. And so the reality is you can't wait for that voice to go away, because that voice isn't going to necessarily go away. It's the human condition to fear those things, to have the inner critic. It's just normal. So, the whole goal is not to be without it, not to be without the fear, not to be without the imposter syndrome. The whole goal is to be okay with it.

So be okay with that voice. It's going to come, have awareness around it and then be like, cool, I don't really want to listen to you. I'm going to go do the thing anyway. I understand you're trying to keep me safe. I'm going to go do the thing anyway.

You have to remind yourself that you're safe. Everything's going to be okay. And you've just got to go against that resistance, that internal voice inside. And that is really key. The people who make it in business are the ones that can do that. The people who don't make it in business are unable to do that.

I've seen that over and over again. If you cannot overcome your own resistance and voices inside your head and do the thing anyway, then it's not going to work. Because that is what is required of you to grow a successful business. Now, the last thing I want to share with you is that there's this belief that we need to be a perfect expert and know everything in order to start an online business and sell products and sell courses and give people results.

Now, this is a huge thing, because so many people think they need to have all the answers. They need to have all the certifications. They need to never make mistakes. They need to be polished, professional and expert. And I've got

quotation marks around that expert enough to be taken seriously. But the truth is that people don't buy from perfect experts.

They buy from real humans that they can trust. They can trust them to get them the result that they want. And I learned this the hard way. One day I posted something totally unfiltered. I was honest about a struggle I was going through and I shared how I was navigating it. It wasn't polished. It wasn't perfect. There was probably a few typos in there, but it was just real talk. And you know what happened? It got so much more engagement, more messages, more DMs, more people commenting, than any of that like expert level content.

It's so interesting. I keep seeing this happen. When I post like personalized stories of what I'm going through and past stories of what I've had, and I get like more deep with it and I just show the messiness of the experience. That's when people connect. But when I'm like, okay, here are the three tips to getting more sales.

Obviously, helpful in some way, but I don't really get much response on that. And so what we are seeing is that people are just wanting human experiences. They don't need someone to know it all. We all know we're just humans trying to figure it out. I know that. Everyone's dealing with their own stuff.

And so if you can just realize that you don't need to be an expert to help someone get a result. You don't need to know it all to help someone get a result. You don't need to pretend to know it all to help someone get a result. People are going to connect with you because of you sharing your story and showing that you can get them a result. And you can get someone a result without going and getting certified and this and this and this and this.

So many people are like, oh, I need to go do this certification so I can teach this thing. With some things, yes. Like if you're a doctor, you don't want to mess around with that, like doctor, lawyer, whatever. But in a lot of things, like you don't need to get certified. Just go and teach the thing.

Just go help someone do it. If you've got a result in it and you've got real life practical evidence and you've created that result. Then go and help someone do it. You don't need more than that. You are good enough to teach that thing and help someone get a result in that thing. So, people want human beings.

They don't want experts. They want to connect with you in your story. Certifications and all of that is not necessary with certain niches, but a lot of them not. And what you really need to realize is you don't need to be the most expert in this topic in the world to succeed. For sure not.

You just need to have real relatable relationships and build relatability amongst people and show up authentically and show that you can get someone a result based on your own lived experience. That's important. If you're teaching someone to get a result that you haven't done yourself, that's when it gets a bit hairy.

So say you are teaching someone to lose 20 pounds on a keto diet. But you've never lost 20 pounds on a keto diet, then don't be teaching that thing. So I think being an embodied person in the sense that what you're selling is what you've embodied, I think that goes a very long way. I think that's important.

I will never teach something that I haven't embodied myself. I need to get the result first and then I'll teach it to others. And that's how I've built my business and how it's evolved. But I've never been a complete experts. I've never known everything. I've never gone and done a million certifications.

I've just been in the field, been in the arena, gotten a result, and then taken someone through a method and a process to help them get a result. And I've showed up relatively authentically as I can. Maybe not so much on Instagram, because I just find that quite a different platform, but podcasting for sure.

Everything you hear from me is completely authentic and true. And same with Instagram. I just don't have energy for it. All right, you see, that was honest and true. So if imposter syndrome is telling you that you're not qualified enough to help people.

Then let me tell you something you don't have to be the best of the best of the best. You just have to be a few steps ahead of the people you serve. And another coach that I used to have would always say a 10 percent edge. You don't need to be 100 percent ahead, just 10 percent and that gives so much permission for you to contribute to the conversation.

So instead of saying, I'm going to own the space and be the expert, can you just shift to how can I contribute to this industry? How can I contribute to this conversation? How can I add my perspective and how can I get someone a

result? I just have to be 10% ahead of them. So that is really powerful. So let me ask you, what's one thing you've been avoiding because of imposter syndrome?

Because is it that course that you want to launch? Is it the price increase that you're too scared to make? Is it the next step in your business that you know you need to take? Whatever it is, this is your sign to go and do it anyway. Overcome the fear, know that it's normal to experience those thoughts. So don't make them bad, because it's a very normal human experience.

But the point is not to listen to those thoughts, the point is to act in any case. The point is to go and do the thing that scares you. As long as it's in alignment with you and what you want to do. So messy, messy action, do it scared. And know that imposter syndrome is just a story that we create in our mind to keep us safe.

And you, my friend, you need to flourish and fly, and you need to play bigger with your life because that is what you came to this earth to do, to evolve and grow and expand. So I hope this helps you, inspired you. If I can do it, you can do it too. And let me know if this resonated with you.

Share with me on Instagram, message me, send me an email. Love to hear from you. Have a beautiful rest of your day.

Thank you so much for tuning in to today's episode. If you love what you heard today, then be sure to share it with me by leaving a 5-star review so I can continue delivering these goodies. If you aren't already following me on social media, then come tune in to some daily inspiration on Instagram by following @_digiteach_ or visiting my website at digiteach.biz.

I appreciate you so much, and I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.