

E119 - Why your need for being liked is costing you money in your online 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 up level your skills, your finances, your mindset and change the trajectory of your life as an educator in business, then you are in the 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. So good to be chatting to you today. And today I'm talking about such an important topic that really needs to be spoken about. Because I think we will all experience this. As we are building our businesses especially in the early days, I think that everyone has to overcome in the early days of building their online business and playing bigger with their lives.

And that is what people think of you and the fear of what people think of you and that holding you back from playing bigger in your business and doing the things you need to do to grow your business. Now, I think we all struggled with this. I've struggled with this too, especially in the early days, that little voice in your head that whispers, what will people think of me?

Will my old colleagues judge me for putting myself out there? What if I fail publicly? What are my friends and family going to think of me? Are they going to make fun of me? All of that stuff. So I'm sure this sounds a bit familiar and if so, then buckle up because this episode is going to be about that. And what I have learned to be true over the years of building my business with regards to this.

So first things first, your need to be liked is costing you money. Now I know it's a bold statement, but it's true. And I'm not just saying your need, my need as well. So our need to be liked is costing us money.

And it's preventing us from really stepping into our power, really unlocking the potential that we have within ourselves, and really growing the business that we desire. And let's break it down. Let's look at it. So this fear that we have, keeps us stuck. If we are constantly worried about what people think, then we will stay small.

Because we are taking the opinions of other people with more weight, more seriously than the opinion of ourselves and the view of ourselves and what we want for ourselves. We're actually just letting other people have more power over us. And we are going to play small. And when you play small, you do things like this.

You hesitate to launch your course, or your offer and you never launch out of fear of what people think. You avoid showing your face on social media out of fear of what people think. You keep your messages safe. Like the messaging that you speak of, your content, safe and watered down, very generic, very much sounding like everyone else.

And you shrink yourself to fit into what you think people will accept because we all have this innate desire to be accepted. And it's just very normal human desire that we don't want to be rejected. We want to be accepted by the tribe. And we don't want to be outliers, right? But this is what happens when we do this, right?

This is what happens when you play small, and you let other people's opinions decide rule how you show up in your business. So firstly, no one really will know your business exists because if you're too scared to get on social media, that means no one's going to really know you exist. Because really social media and online is the way people can find you and see that you're a real human being with a real offer and service that's helping real people.

And if you don't do that online, it's hard for people to find you. So you're not going to find business because you're not online. The next thing is no one's going to feel connected enough to trust you because I'm sure you've noticed, but people are valuing authenticity, realness more and more. People just want

to see the real stuff they want to see the real experience, the human experience.

They don't want to see the fake stuff. And that is what's happening at the moment. And so if you're not being real, people aren't going to feel connected to trust you. They can see that you're just being this generic version of yourself. And then the last thing, is really that very few people are going to want to buy from you because they can see that they can't see your authentic self.

They can't connect with you. They don't have that trust with you. They maybe can't relate to you because you aren't being honest. And so maybe they don't buy from you. So it's going to lead to less sales. And you're going to wonder why your conversions aren't converting and why you're not making sales.

And it's probably because you've just watered yourself down so much to the point where you're fitting in with everyone else. And your content just gets lost in the sea of everyone else trying to be the same and that is not good for business and it's not good for you. And then on top of that. You don't feel fulfilled because you're putting on a show and that's really difficult because you want to be yourself.

You want to shine your light brighter. You don't want to try dim yourself. And that really feels awful when you are. So then these things happen. People don't buy from you. People don't feel connected to you. You don't get much traction. You're wondering why things aren't happening. And then you start thinking, oh, well maybe I'm not good enough.

Maybe I just wasn't meant for this. Maybe I should just go back to my job or whatever and stick to the nine to five. And that is why so many people don't make it because they don't realize that it's how they're showing up that's actually affecting their results in their business. And it's often the fear of what people think and the need to fit in that actually damages their results.

It's not about it's not that they're not good enough. It's just that they're not feeling safe enough to be themselves and to truly step into their power. And you know what? I've had to get over this myself because I get it. I've been there. People pleasing has always been in me It's always been something that I've had to work through and just wanting to be accepted has always been a thing. And I think that's the case for everyone.

Let's be honest. When I transitioned from being an ESL teacher to building Digiteach, my online business. I was terrified of what people would think I was like, who am I to start a business? Who was I to sell courses? Who was I to put my face on the internet and act like I had something valuable to offer?

I'd never done any of this stuff before. I was so worried about my old friends seeing me and what they would think. I was worried about my family not understanding what I was doing and thinking what is this person on about? I was even worried about strangers judging me online. But here's what changed for me.

I realized that the people I was afraid of weren't actually paying my bills. And I also realized that what they thought of me was their own stuff. It wasn't my problem, and I had no control over it. And a lot of the time actually, their judgment came from a place of either subtle jealousy or they were being triggered because maybe they wished that they had the courage to do what I was doing, but they couldn't.

And the other thing that I really realized. Is that the people who wanted to see me win, the people who truly wanted to see me succeed and win in life, they were rooting for me. And those who weren't rooting for me, they just simply weren't my people after all. And it's a tough thing to realize, there will be some sadness in the process, because people who you thought were going to support you, maybe don't.

But the sooner you realize this, the sooner you can free yourself. Because it's going to filter out who's really there for you, who really wants to see you win. Your friends and those of you who get jealous and don't want to see you win. They're not really your friends and the sooner you can realize that the better. And that is when things really shifted for me.

I just realized that my dream of creating this life that I wanted in this business and playing bigger with my life far exceeded the judgment of friends or strangers. Far exceeded. And I was able to really just let go of my need for approval from people. And I just approved myself.

I affirmed myself. I validated myself internally. I became my own powerhouse. And that's when everything shifted. Because then I started showing up boldly. I

started attracting students and clients who actually wanted what I had to offer. And my business took off. So let me ask you, what are you really afraid of?

Are you afraid of judgment from people who don't matter? Or are you afraid of stepping into your full potential and actually succeeding? Because let me tell you, success requires you to be seen. And you need to realize that there is safety in that. You can be safe and be seen. And it's okay for people not to love everything you do, as long as you stand by what you do, that's what's most important.

So I wanted to share three ways, just some practical ways for you to show up authentically without worrying about friends, family, old colleagues, and things like this. Because obviously this is all easier said than done, but the reality we're going to be scared, and that fear is going to stop us from moving forward.

So how can we overcome that fear practically? How can we create more safety in what we're doing so that we can feel like we can be ourselves and play bigger and shine our light brighter online. So here are some practical ways to ease into visibility without feeling like your entire world and social circle is watching.

Number one, you can create a new social media account just for your business. And I recommend this. So this is the simplest way to separate your personal life from your business. Create a fresh Instagram and business page where, only people interested in what you do will follow you. And you don't have to show it on your personal stuff.

You don't have to tell people about it. Just go and do it. Just go create your business, Instagram your business Facebook page and go and create content. And a lot of people won't even know you're doing it. And then you don't have to worry about, your cousin or your old coworker judging you or seeing your stuff if that doesn't make you feel safe.

The second thing is change your privacy settings on Facebook. If you're marketing on your personal profile, then you can customize your posts and your audience. So set your posts to public for business content while keeping personal posts visible only to friends. So you can also separate things like that.

I don't personally do much business stuff on my personal profile, but I do know a lot of people do that. So if you want to do that and you want to try keep it separate, you can do that. You can also exclude specific people from seeing certain posts if you feel self-conscious about certain people in particular.

And then the third thing is to start in a platform where people don't know you. So if Facebook or Instagram feels too close to home, then maybe consider a different type of platform that people don't know you on, and no one will know you're doing. Maybe it's YouTube or LinkedIn or TikTok. So your network might not be there yet, which means you can build an audience from scratch without fear of judgment.

So that's an idea as well. But really the key here is just to start. Because you don't have to be everywhere at once. And you don't have to announce your business to the world immediately. But you do have to show up. Where your future students can find you like that is a must. And when you do this, you eventually just stop caring so much about what people think and you can overcome this fear.

The second you let go of needing external validation, this is the magic that happens. You start showing up in your full power. You build deeper connections with the right people, the people who really resonate with your energy. That really match your frequency. So you attract the right people.

You start attracting paying clients and students who want to learn from you because they are feeling your authenticity. They see you in your power. And that's very attractive. And then you create financial freedom on your terms, right? And guess what? The people who might be judging you, well, they're not the ones paying you.

And they're not the ones that are cheering you on, they're just watching from the sidelines and they're probably pretty miserable in their lives. Because I believe that if people are going to be judging someone for winning. They're low key pretty miserable in their lives. They maybe don't like their job, they don't like the life that they've built for themselves, and so they're bitter.

And so they're going to put that on you. It's not your stuff. It's their stuff. So stop worrying about them and focus on the people who need you. So let this podcast episode be your permission slip. You don't need everyone to like you,

but you do need to show up and own your value. And you do need to be your authentic you online. You do need to show up online.

And you are capable of creating an incredible business as long as you honour yourself and share your unique gifts and be yourself, because that's what people are craving. And honour that don't hide yourself don't dim your light. The world needs what you have to offer. All right, I want you to remember that and let this be your permission slip even though you do not need one.

Alrighty friends, so that's it for today's episode. If it resonated with you, then do me a favour. Then screenshot this episode and share it on your Instagram or share it with me, tag me in it. I'd really love to hear your biggest takeaway and I hope you have a beautiful week, and I'll chat to you again next week.

Bye.

Thanks so much for listening to today's episode. If you are a teaching business owner, freelance teacher, or online teacher, and you are interested in creating a digital course or group program to scale your income and impact without teaching more hours, then I have just the thing for you. Grab my Free Scalable Digital Course Roadmap, and it will walk you through the six steps of turning your one-on-one classes into a scalable offer that frees you from the teacher burnout trap.

Creating scalable courses and programs have allowed me to 10X my hourly rates, hit six figures in my business and impact hundreds and hundreds of people around the world without having to be actively teaching all day. If this is what you desire, grab my guide in the show notes and let me help you. I appreciate you so much.

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