

## E51 - The one thing that will kill your success in 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 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. Welcome back to my podcast. I'm happy to be chatting to you today. I hope you are having an amazing day! We are officially one week or one episode away from our one-year birthday of the empowered Edupreneur podcast. I'm so very proud of myself. They're so very stoked to have made it this far and to have kept this commitment to myself. So I made that commitment that I wanted to do an episode a week and I have done that for basically a year now.

So within one more episode, so not this one, but the next one. So the next one's our birthday episode, which is so cool. One episode a week, even when life went, was busy, crazy, and I was traveling and trying to juggle all the million things and going back to South Africa to see family.

Which is always quite manic and still being able to create one episode a week. I must say this consistency muscle has really strengthened so much and it doesn't feel as hard anymore. Whereas it's funny how in the beginning of my business, being consistent was so difficult. I really do think it's just a muscle you have to exercise.

And the more you exercise it, the easier it becomes. It just becomes what you do. It just becomes a habit where you don't have to think about it as much.

You're like, oh, I just have to do this thing. And then you just do it and that's cool. And I think that's where you want to be. If only I could apply that to like exercise.

That's one area where I very much struggle with consistency, but I'm doing better now. But it is interesting how for me business, I can be so much more easily consistent. And then in exercise, it's a lot harder. Very odd. But anyways. In celebration of this one-year birthday, I am creating some podcast episodes all about my learnings from podcasting and different things around this sort of journey of podcasting, what it's brought up in me.

I've been reflecting a lot on the last year and thinking about lots of stuff. But one of the things that I was thinking about is the reasons that would stop someone from launching their own podcast or launching their own product or course or starting their own business or growing a very big business, like a profitable six-figure or seven-figure business, all of these things. Or just living a life that you really want to live and the unconventional life, if that is what you want, right?

And something kept coming up and it was something that I think it. Almost no one I would say is not affected by this thing, or maybe there are people that are not affected by it, but I just don't think it's very common. And I realized that this one thing is actually, actually such a killer in living the life of your dreams and aligned life, building a successful business.

And just basically following your heart and living your life the way that you want to live it and growing a business the way you want to grow it. And that is what this episode is about. I am sharing with you the one thing that will kill your success in business and also kill your success in life just by not being able to live the life that is aligned to you.

Now tell me, when I talk about this thing, can you guess what it is? Like does anything come up in your mind about what this thing could be? What is something that stops people from making big decisions? Going against the grain? Maybe starting the business? Maybe launching the course? Maybe I don't know if you are gay and coming out of the closet?

What are things that stop you from doing that and being courageous and making that leap. So I wonder if I'm going to not keep you in suspense any longer, but I don't know if you guessed it, but this is the thing. This is the thing

that's come up for me this week. And the huge killer is the fear of what other people think of you.

The fear of what other people will think of you, and that is it. That is something that I think every single business owner has to overcome in order to actually make it. Because I don't think anyone is immune to this. I believe that it is our human nature to care about what other people think of us.

It is our ego cells that want people around us to like us. We want to fit in. We want to be a part of the community. We want and desire and crave to be accepted. Acceptance and belonging and love are core needs of a human being. And we all need that. We all crave that. It is just part of our human nature. That is what I believe.

And so what this means is that we are conditioned to change ourselves, be something else, hide our true selves, and fit in at all times to avoid feeling ostracized, criticized, disliked, or no longer part of the collective, the community, or the tribe. So this is huge. This is really huge because what this ultimately means at its core is that we are conditioned subconsciously most of the time, but it's very subconscious, but we are actually conditioned to abandon ourselves, our true nature, our desires our goals, our dreams.

Our ambitions for our life, all the things that we really want, we are often conditioned to just abandon that and ignore it in order to be accepted or liked by others. And often even just the thought of standing out, doing something different, being different, going against the grain, voicing your true opinions. Doing the thing that you really want to do, but terrifies you, whether that's starting the business or launching a particular type of offer that you think people.

Will judge you about or whatever. Even the thought of that just can create so much fear Inside of us that fear if we do this thing We will be rejected or judged or no longer accepted in maybe I don't know the family. Or the community, or whatever it may be or whoever it is around you. And this ultimately leads to many, many, many, many, many, many people living very unaligned, unfulfilled, inauthentic to themselves lives.

And it leads to many, many, many educators staying in the same situation, even though they know they want to start the business. They know they want to sell courses. They know that they want to make money online. They really

want an online business. And it feels, right for them. It feels like they can't get it out of their mind.

They just want to do it, but many of them can't actually bring themselves to doing it because the fear of what other people think of them will win and this keeps one stuck. And it's the same for entrepreneurs and business owners. It really can keep business owners stuck. So even if you have made the leap into your business, it doesn't change that.

This fear doesn't, this fear doesn't just go away when you start a business. These are, as I said, these are core human experiences. The need to be accepted, loved and belong in this world is like a core thing for us. And so when you start your business, you have to overcome so much resistance to even start it.

And then when you are growing your business, you are going to be faced with this desire. Often it comes where you want to expand. You want to grow, say you want to launch a whole new offer. That's maybe in a different direction. Maybe you want to pivot to niches and offer something that's completely not seen, not done.

Or you want to rebrand and make your brand, say you want to have a sexy, risky brand. It's quite controversial. Or you want to launch a podcast and speak your truth, but then boom. That fear of, oh, but what will other people think and say comes up and it can stop people dead in their tracks, even subconsciously, this, it will be a subconscious thing a lot of the time where you just can't bring yourself to doing the thing because that fear is there and it's this worry of, oh, what will other people think of me, people are going to judge me, people are going to be talking about me, or I'm going to rock the boat, or I'm going to annoy people or piss them off.

And this I think is a huge killer. It's a huge killer in the success of your business. And also just building a business that is aligned, that is really something that you love, that is an extension of who you are, and what you want in the world, and what you believe. Your values and just you and not creating this business that is something else and what other people want.

And I just think this is such an important conversation to have because I know that everyone has this fear. I mean, if you don't, then you are lucky. And I must say as I've grown older, I won't lie. This fear of what will other people think of

me has definitely decreased. It's definitely a thing when you're a kid, when you're a teenager, when you're in your early twenties, I feel you care more about what other people think of you.

You want to fit in more. You want to be part of the cool crowd. You want to be accepted. You want to be keeping up with the Joneses and making sure that you're getting all the things that everyone's getting, as soon as the new phone comes out, you're getting that new phone and you're all just keeping to the same.

You want to be the same. You don't want to stand out. Okay. That is normal, at that age. And I think when you get older, this is why people say the thirties are such a great time of your life because you start to care less about what other people think. And that's for sure true.

I'm 32 now, and I must say my fear of what other people think is much less than what it was maybe five years ago when I started my business and I must say starting the business was it is scary because I was literally that girl who didn't have, I was just a party animal and a traveller and a free spirit and I didn't really have any ambition for a business or a career.

And that's how my friends knew me from university and from school. And then suddenly I start this online business out of the blue and people are seeing me posting online and they're like, who is this person? And what did you do with Michelle? That's literally probably what people thought. And I think a lot of friends were like, what is happening here?

And probably people spoke about me and there was probably judgment, like this chick is crazy. And I knew this stuff I had to overcome so much, and I had to still be brave, and I had to be okay with that in order to start my business. And I did, I managed to push through, despite that discomfort and that fear. I was able to overcome it and I started the business and continued, and I kept pushing and going past and doing things that people would probably judge me for.

And then this is why I bring this up is because when I started my podcast a year ago, I had this idea that I had this belief, okay. That only important established people, people that have really made it in the world, people that, people that.

That I don't know, people want to listen to only those people should have a podcast or launch podcasts or that a podcast is for those people. And I didn't really feel for many years of my business, I didn't feel like that was me. I just honestly felt like a fraud. And so launching this podcast was a big deal because I eventually came to a place where I was like, this is actually something I want to do.

I have this intense desire to do this thing and I haven't done it for a long time and for a long time I thought it was this fraud thing where who am I to have a podcast kind of beliefs and stuff.

And then it was also like, oh, but what will other people think of me? With a podcast and launching a podcast. And that fear came up. And so it did win for a while for many, I would say a couple of years. I wanted to launch a podcast and I didn't a lot of the time. It was also a commitment thing. I actually couldn't commit to it because it was a big commitment, creating a podcast and episode every week.

I just didn't have the capacity. So there was a capacity reason as to why I didn't launch the podcast. But it was also like a, who am I to have a podcast kind of belief. And what are other people going to think of me? No one actually cares what I have to say. And those were the thoughts that came up and that is just dead on the truth.

And it just shows people may look on the outside and see, oh, look at this podcast. And so amazing and successful, perhaps that's something people think, but then on the inside, the host has literally got these beliefs of who am I to even create this thing, right? Just shows you, no matter how big the business is or how much money they're making, they're still human beings.

And we all have these beliefs and thoughts and weird sticky things that come up. And so what happened is that fear one for a while, and it took me even longer to launch the thing and actually be brave. And this is why I'm talking about this. This is why I think this is important to have a conversation around.

The longer you let this fear rule you. The longer it's going to affect your growth, your expansion and your ability to have a successful business and your ability to do things that are in alignment with you. You basically need to get to a point where you refuse to abandon yourself. And what you want for other

people you have to get to a place where your heart your intuition in your desires.

Your core desires are what drives your decisions and not what other people think of you. If you let what other people think of you and the fear of that drive your decisions, then you are going to very much struggle to succeed in business. Struggle to build an aligned life that you love. And what an absolute shame is that if that is what you want, if you really want to have a six-figure business and you want to be selling courses and you want to have, I don't know, \$10,000 a month, every month.

Or maybe you want \$20,000 a month, every month. And that is really what you want because you want to go live on an Island in Thailand and live unconventionally and do you. If that's what you want and you can't bring yourself to do it because you fear of what other people think of you, what an absolute shame is that?

And I really believe, and I say it all the time, but your desires are divine, meaning that they are guiding you. Your desires have been put inside of you. Implanted within you, to give you little nudges, little hints into What you should be doing and where you should be going. And if you listen to those desires and all the things that you want, that you really desire, if you listen to them. It's going to let you live the life that you should be living.

It's going to guide you to living the life you should be living. When you suppress, ignore, and abandon yourself and those desires, just out of fear of what other people think. You are never going to be able to actually do what you want to do. You're never going to be able to be who you actually want to be or create what you actually want to create.

And what's worse is that when you come to the end of your life, you can never say that you lived your life how you truly wanted to live it, and that you were the person you wanted to be, and you will have regret. And regret is worse than failure. Regret is worse than trying something and not succeeding.

Regret is the worst kind of thing to have. It's such an important thing that I think that we need to talk about more openly. And if what other people think of you is more important than what you think of yourself, this will really affect your success in business. So you need to care more about living an aligned life

and building the business and following your heart more so than what other people actually think of you.

So how does one overcome this fear and go on to build the business of their dreams and live the life that they truly want to live? No matter how unconventional that life is. Well, honestly, it's a journey, right? It's a journey, so it doesn't happen overnight, but you have to come to a place where you are okay with people not agreeing with you.

You have to make peace with the fact that not everyone is going to like you. It is impossible for everyone to like you. There will be many people who don't like you. And even if you don't start the business and launch the course and do the thing, there will still be people who don't like you. It's not possible for everyone to like you.

And this is something I have to make peace with because I'm a people pleaser. I'm literally a people pleaser at heart. So, people not liking me is very uncomfortable for me. I don't like it. I hate it. But I have to make peace with the fact that not everyone's going to like me. There will be people who really don't like me.

And that's okay. And you have to create safety in your body to know that You going for what you want is safe. It is safe for you to do what you want to do. It is safe for you to be who you want to be. That it is safe for you to lean into your desires follow your heart. Stand out from the crowd. You have to create safety in yourself to be yourself.

And ultimately what you really have to do is you have to truly accept and love yourself fully, all of yourself, every part, the dark side, the light side, the messiness, the down, the falls, the positives, the negatives, everything. You have to ultimately accept yourself and love yourself enough. To no longer deny yourself and abandon yourself.

And this is why business is the greatest personal development journey of all time. Because once you get to a place of complete acceptance of who you are, who you want to be, the big dreams that you have, the weird life that you want to live, or the unconventional life that you want to live. And you get to a place of complete acceptance, this is just me, this is what I want, this is who I want, this is the life I want to live, this is the business I want to create, and I

don't care about anyone else, and what, not anyone else that you don't care about them, but I don't care what people think of me.

Then you will unlock a level of inner liberation and sovereignty that will transform your life and business and just lead to a much better life a much more fulfilled life. And an aligned life, okay. Because then you get to a place where you're like screw it. I'm starting the business. I'm launching the offer I'm launching the podcast I'm doing the thing because I desire to do it.

It is what I want It is what feels good to me. It is my inside of me, and it needs to come out. This is who I am. This is what I want. And what I desire and who I want to be is more important than what people think of me. And can I tell you what happens when you unapologetically do this. And you unapologetically go after your dreams and be yourself and voice your opinions and grow your business and make those 10k months and make those 20k months and celebrate them and sell your products online and just shine your light as bright as possible and just be yourself.

Then you actually liberate the people around you. You inspire them. You become someone that people do want to listen to and learn from. And so, the beauty in this is that by you fully accepting yourself and living life as you want, building the successful business because you want it, making the money because that is in alignment to you.

And that makes you happy and impacting people all over the world and whatever it may be. I'm just referring to business now, but it could be anything in your life. You actually raise the vibration of the people around you, and you give them permission to do the same. And if we could all spend less time caring about what other people thought of us, and more time caring about how we feel about ourselves, and honouring ourselves, and what we actually want, then everyone would be better off.

Everyone would be better off. So, at the end of the day, that's the ultimate truth. As you accept yourself and liberate yourself, you liberate others. And you raise the frequency of the people around you and the planet overall. And isn't that freaking amazing? And at the end of the day, those who are meant for you, the family and the friends and the important people who truly care and love you will do so unconditionally, unconditionally.

They won't judge you for your ambition, your desires to make millions or whatever it may be, if it's whatever. I just put that out there as an example, whatever it is that you desire, they're not going to judge you for it. They won't judge you for launching the podcast. They won't judge you for selling the course.

They won't judge you for getting visible online and starting the Instagram and whatever and sharing your perspectives and opinions online. They will be in awe of you and inspired by you and they will be like, holy cow. Look how much of a badass that person is. They are able to do that and be brave and courageous and not care what other people think.

And how fucking inspiring is that? And you'll inspire them to do the same. Yeah, those are the people you want to surround yourself with. Life is too short to surround yourself with people who are jealous, or judging, or whatever. And those who do judge you, or don't support you, or talk about you, or whatever, whether you know them or not, well, especially if you know them, then you need to just be okay with letting them go.

And trust that the people who really are meant for you will stay. And who really care for you will stay and truly believe that to your core. So the people who are meant for you will stay and be okay with friends falling away if they need to, because that is just what happens as we evolve and grow as human beings.

It's okay for friendships to fizzle out. It isn't always easy and nice, and it doesn't feel good, but it's okay. It's actually normal. And that's what happens as we grow and go through different phases of our life. We will. Have friendships that fizzle out and other friendships will emerge. And when you are growing a business, this is what happens is that you will outgrow the people around you because you are growing so fast and that's what business requires of you.

It requires you to transform and grow very fast, especially internally. So who you become, you become different internally. And because of that, you become a different person, and you grow, and you outgrow the people around you. And then nature will take its course, and people will move away from you, you will have friendships that slowly dissolve and then with that new people will emerge.

And so, it's just what happens. It happened to me. I've had lots of friendships that have dissolved. Not in a bad way, nothing bad about it. It's just, I'm a different person and I don't relate to people as I used to relate to them. I used to just be a party animal and stuff.

And now, I don't do that as much. I'm a business owner. I've got a business to run. I've got people to help, I've got money to make, and so not everyone's going to align with that. Not everyone's going to relate, and I'm not going to be able to relate to everyone. And you find when you do become an entrepreneur or Edupreneur, you actually can't relate to most people because most people don't have businesses.

And that's why you actually need to find some business friends, because there's just a different world relating to people who are in business versus someone who's in a job and things like that. You can have stuff that you can share and talk about and connect on more easily. So moral of the story guys, for this podcast, okay.

Accept yourself fully love. All of yourself and be all of yourself. If you aren't at a space where you're at yet, then work on that. Let that become part of your transformation of your mindset work, of your healing. Go to therapy. Go do forgiveness work. Go do stuff. Whatever you need to do. Just you want to be on that journey of full acceptance, complete acceptance of all of yourself so that you can just be all of yourself and be okay with being all of yourself.

And you want to get to a point where the fear of abandoning yourself is worse than the fear of what other people think of you. You would rather not abandon yourself and you would rather just be yourself fully and know that, okay, maybe people aren't going to understand or support. And just as you courageously expand yourself, just know this as you courageously expand yourself and unapologetically be yourself and listen to your desires and do the things you want to do.

Then you are inspiring others around you to do the same and you are becoming their permission slip, which is amazing. So that we can all just live the lives we want to live, instead of trying to fit into what people want of us, the status quo, the societal norms, where you get married, get a dog, get a white picket fence, have three kids, have a job, have two cars, you know. Some people just aren't made for that.

And so this is my permission slip to you, even though you don't need one, just launch the course, just start the business, just launch the podcast, just increase your prices. If that's what you want to do, go and create the branding that you want. That's risky and sexy and provocative. Go and take up more space.

Go and voice your perspectives louder online, go live and just share your opinions, go and travel the world. Don't have kids if you don't want to have kids. Don't get married if you don't want to get married. Go and do whatever it is that you actually want to do and be yourself and honour your desires and listen to your heart and listen to your gut because that is leading you to true alignment.

And trust that as you listen to yourself and trust yourself and accept yourself and lean into the things that you want and live the life that you really want to live that's so good for you. Then know that you are actually serving the people around you, you're serving yourself, you're raising the frequency of the people around you.

The more you shine your light, the more it uplifts everyone around you. And just let go of what people think at the end of the day. If there's one thing that's going to kill your success in business and success in life is caring so heavily about what other people think of you when it doesn't actually matter.

At the end of the day what other people think of you has nothing to do with you. It has everything to do with them. And so keep that in mind. It has nothing to do with you. It has everything to do with them. Because if you're triggering them, that is not you. That's them. Okay. That's in them. Why are they being triggered? What is this? What is it shining a light on in them? Okay.

So that is what I wanted to share with you today. I think it's a very important message. And as I've been reflecting has really come up for me. And that I'm so proud that I was able to just start the business, launch the course, launch the podcast, do what I want to do, speak my truth and be okay with people not agreeing and liking me.

And it's such a liberating feeling to get to that point. And I don't think I'll ever fully be there because I'm a human being, but it is so liberating to get to this point and be like, wow, this is the life I want to live and I'm living the life that I want to live and I'm so grateful and I wouldn't be here if I let people's judgments and what they think about me matter more.

I just would not be here. So I hope you love this episode. Share with me on Instagram if you did or send me an email and I look forward to chatting with you again next week. Bye.

Thank you so much for tuning into today's episode. If you love what you heard today, then be sure to take a screenshot of the episode and share it on your Instagram and tag me in it.

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