



Confidence Compass: Navigating Imposter Thoughts and Defining Success as a Solopreneur

An affirmation to combat imposter thoughts: *"I am growing and learning every day, and my experience as a solopreneur coach uniquely qualifies me to help others achieve their goals."*

To better define success measures and bolster confidence as a solopreneur coach consider these steps:

1. **Client Feedback and Impact:** Define success by the positive feedback and impact you have on your clients' lives. Track testimonials and success stories to remind yourself of the value you bring.
2. **Personal Growth and Learning:** Measure success by your own growth and development as a coach. Set goals for continuing education, certifications, or skills enhancement. Find a coach and/or engage in coaching supervision.
3. **Business Milestones:** Identify key milestones in your business journey, such as reaching a certain number of clients, revenue targets, or expanding your service offerings.
4. **Comparison with Past Self:** Reflect on how far you've come since starting your coaching practice. Celebrate your progress and acknowledge the skills and expertise you've gained.
5. **Community Recognition:** Look for signs of recognition within your coaching community or industry. This could include invitations to speak at events, guest appearances, or mentions in publications.
6. **Alignment with Purpose:** Measure success against your initial purpose and values as a coach. Are you fulfilling your mission and making a meaningful impact?

By focusing on these measures, you can build a clearer picture of your achievements and reinforce your confidence as a solopreneur coach. Remember, every step forward is a testament to your growth, commitment, and expertise in the coaching field.



Your partner in change,

Laila W. Keith

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"We cannot become what we want to be by remaining what we are." – Max De Pree

