



Because freaking out doesn't mean you're failing.
It means you care.

Virtually Debbie

What Might Be Coming Up Right Now

If your thoughts are racing, you're not alone. These are some of the most common ones new coaches face when they start putting themselves out there:

- "I'm being too much"
- "I'm bothering people"
- "I'm not qualified to do this"
- "If no one responds, I must've said it wrong"

None of these mean you're doing it wrong. They just mean this is new, and it matters to you.

Let's walk through it together — one step at a time.

Step 1: Breathe.



Before you rewrite everything or walk away from your launch, pause.

You care.

That's why it feels like this.

This is what it feels like to be visible with something that matters to you.

Your nervous system is sounding alarms because you're stretching — not because you've done something wrong.

Step 2: Your Brain Might Say...



Brain at 2:00am

- "Why hasn't anyone applied yet?"
- "Maybe I should redo my offer."
- "This feels too loud. I'm not cut out for this."
- "What if I'm annoying people?"
- "Everyone else is doing this better."

But Here's What's True:

- People need to see something multiple times before they act.
- Feeling exposed doesn't mean you're wrong — it means you're visible.
- Rewriting everything mid-launch is a coping mechanism, not a strategy.
- You're allowed to do this in a way that feels like you.

Step 3: Do This Instead



- Post once. Then log off.
- ✓ DM one real person who might be a fit. No pitch just connection.
- ✓ Take a walk, take a breath, take a bath.
- Revisit your original "why."
- Say out loud: 'I don't have to see results right away for this to be worth doing.'

Step 4: Nervous System Reset

- Drop your shoulders.
- Unclench your jaw.
- Breathe in for 4...
 hold for 4... out for 6.
- Say: "This isn't an emergency. This is expansion."

Step 5: Your Official Permisson Slip



You are allowed to:

- Launch quietly.
- Take breaks.
- Feel uncertain and still move forward.
- Lead with calm instead of hype.
- Care deeply and protect your energy.
- You're not being dramatic.
 You're being brave.
- This isn't a breakdown. It's what happens when clarity meets cortisol.

Bonus Reminder:



- Most people don't engage until the very end.
- >> You're planting trust now results may bloom later.
- ☼ One yes at the right time is more powerful than 100 likes.
- You don't need everyone.

 Just the right ones.