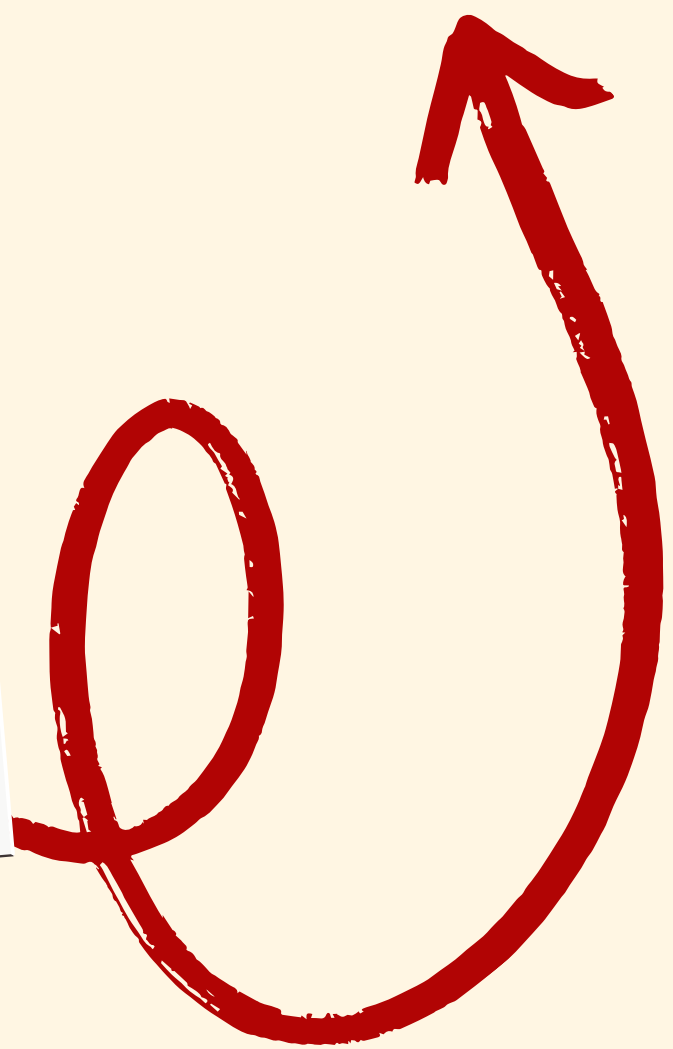
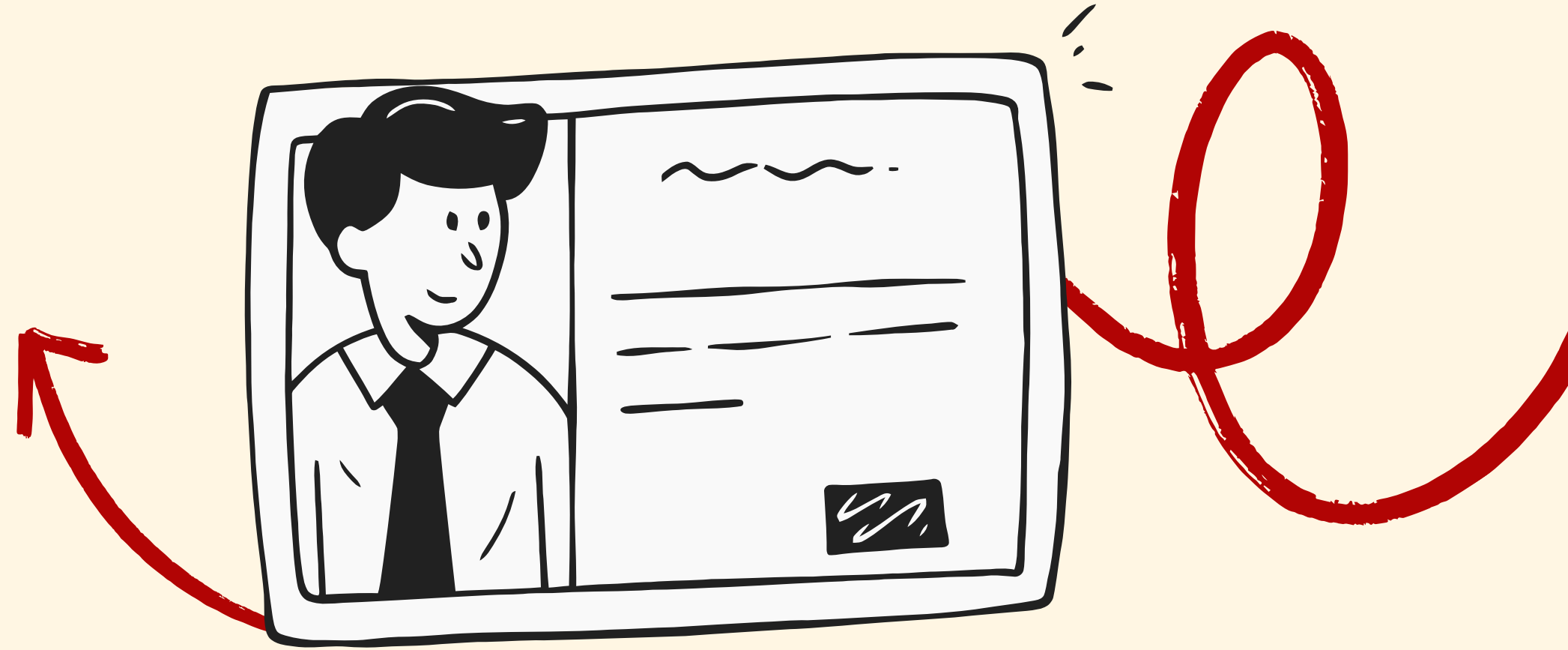


Own your value and
present yourself with
confidence



The Marketing of Me

Confidence is the magic ingredient to marketing yourself and your business.



Experience is important — but confidence communicates value

Confidence is the emotional signal that says: "You can trust me with this opportunity."

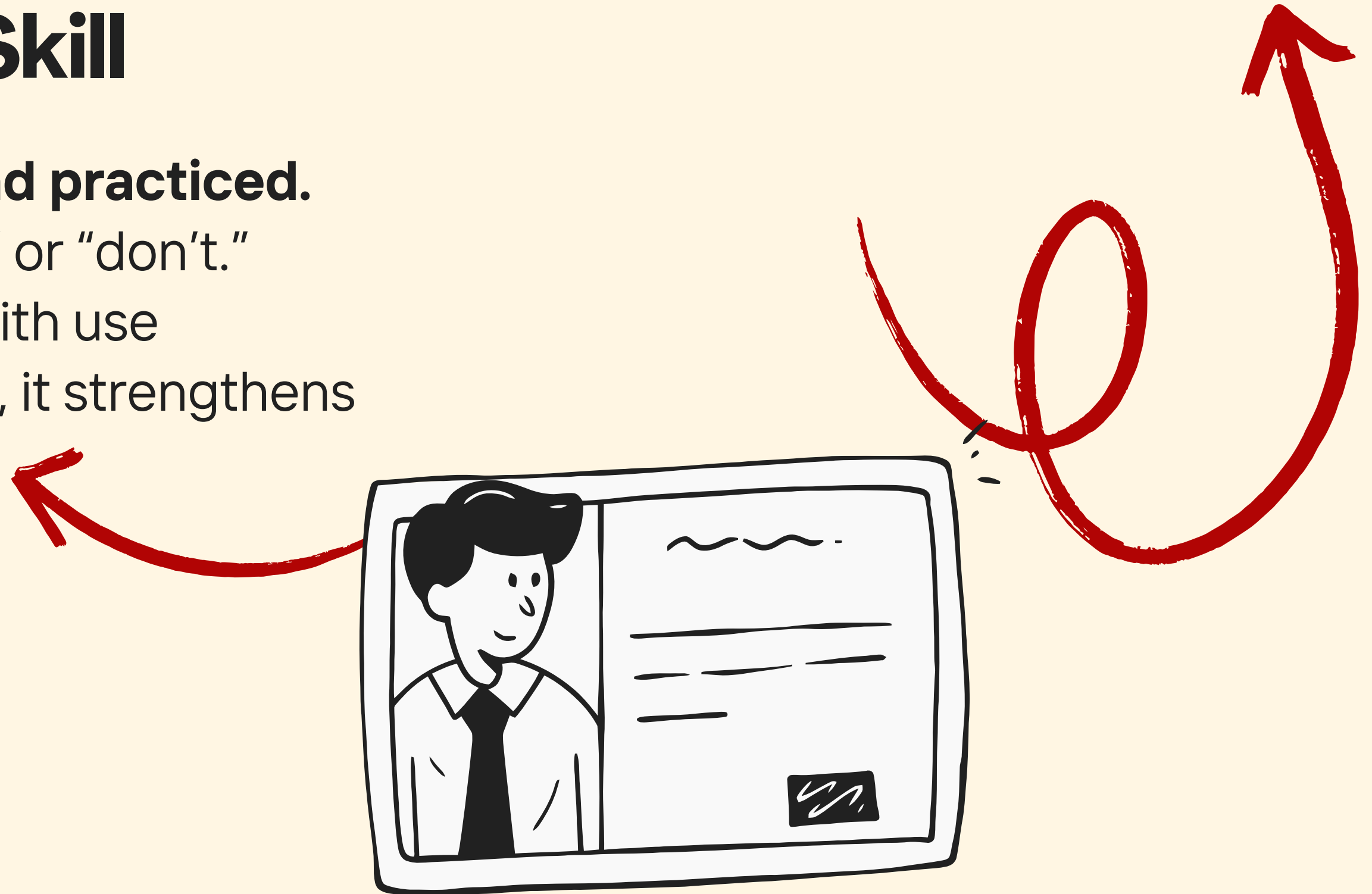
People hire those who believe in themselves.



The Good News: Confidence Is a Skill

Confidence can be built and practiced.

- You don't either "have it" or "don't."
- Like a muscle, it grows with use
- Every time you speak up, it strengthens

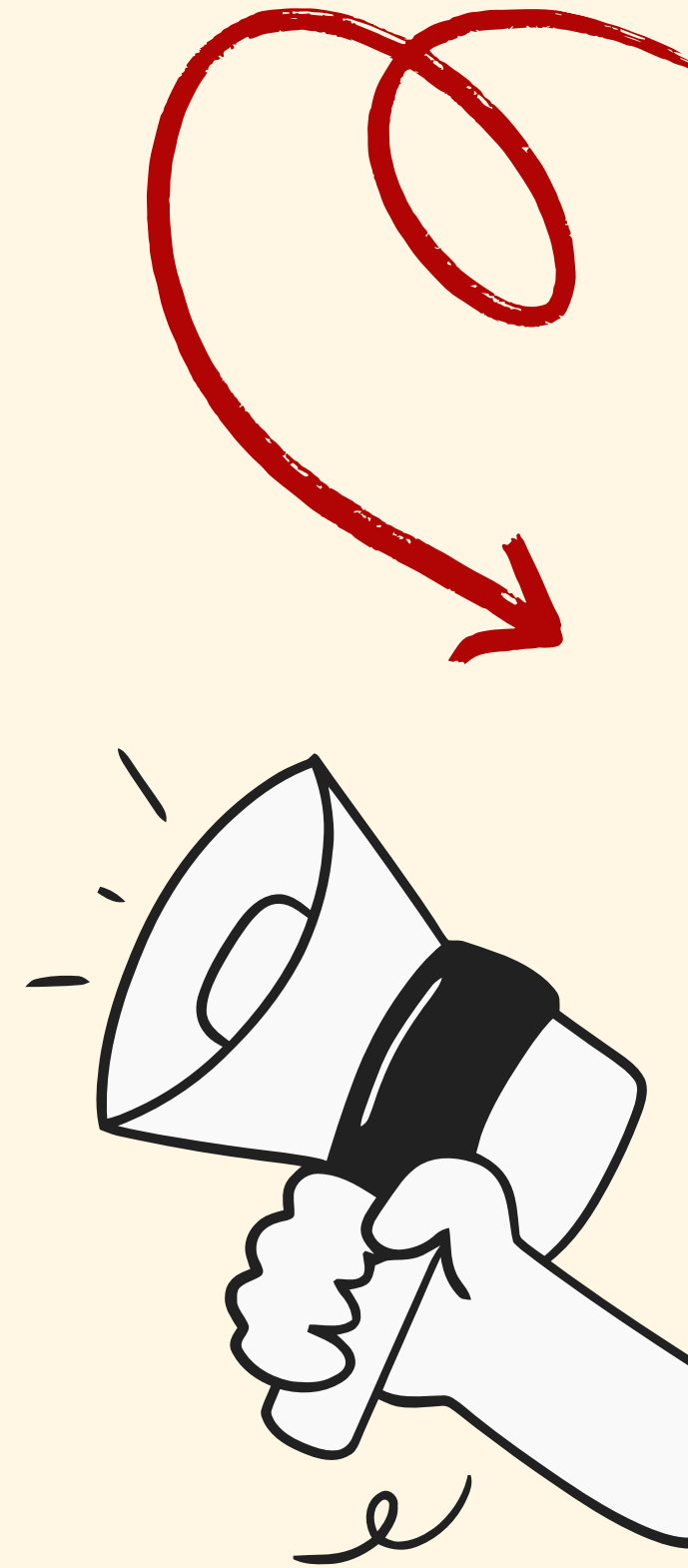


Imposter^{!!} Syndrome = Feeling like a fraud despite evidence of competence



Common signs:

- Downplaying achievements
- Feeling unqualified or “not ready”
- Attributing success to luck
- Fear of being “found out”



Reframing Imposter Syndrome¹

Shift your mindset:

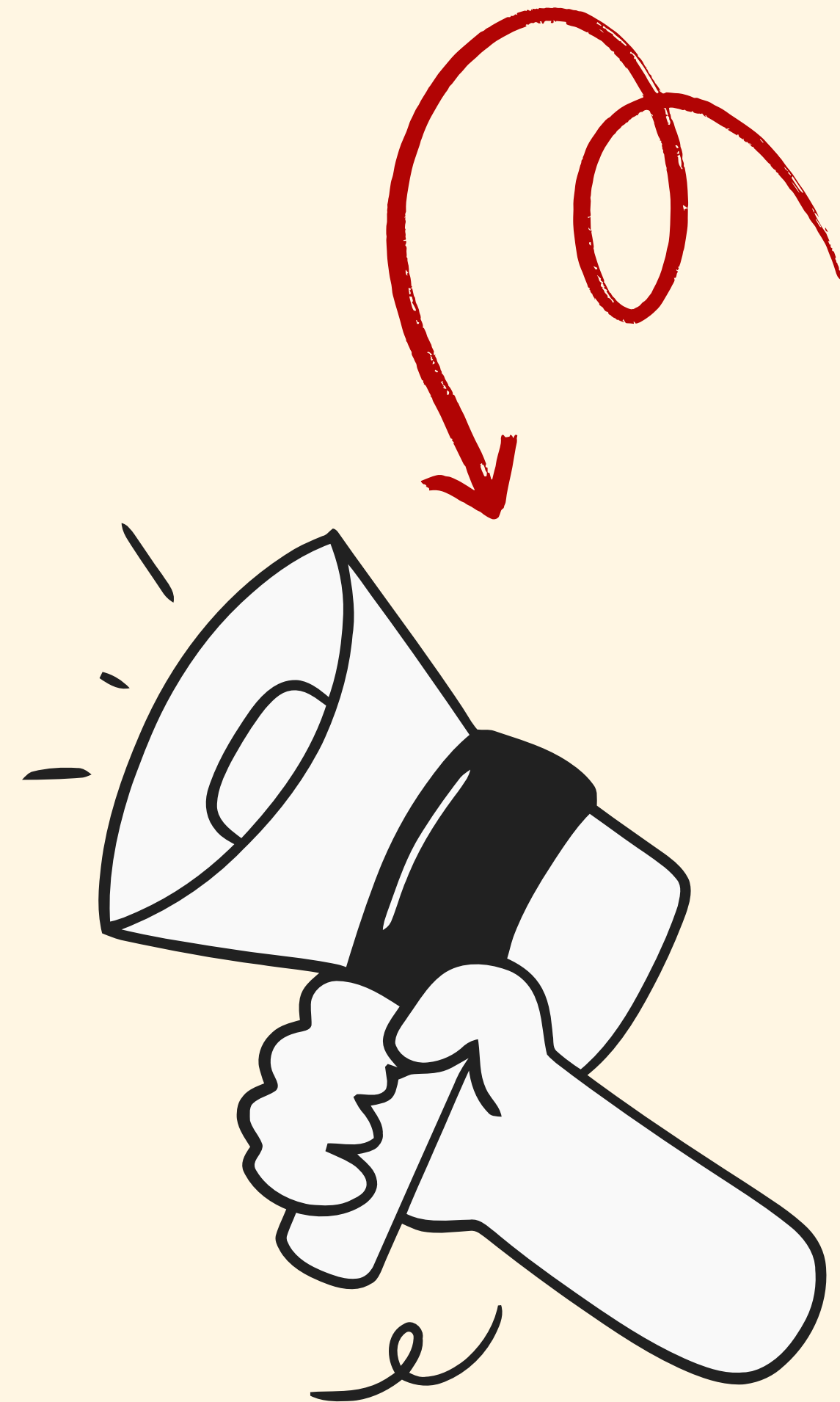
- It's a sign you care, not a flaw
- High achievers feel it because they're growing

Examples:

"I don't know everything" → "I'm always learning"

"I'm not ready" → "I'm ready to take the next step"

"I lack experience" → "I bring unique perspective and drive"





**Confidence
doesn't mean
pretending you
know it all — it
means trusting
you can figure it
out.**

Authenticity Over Perfection

You don't have to "become"
someone else

People connect with the real
you

Authentic \neq Unprepared

Authentic = Aligned,
practiced, and real

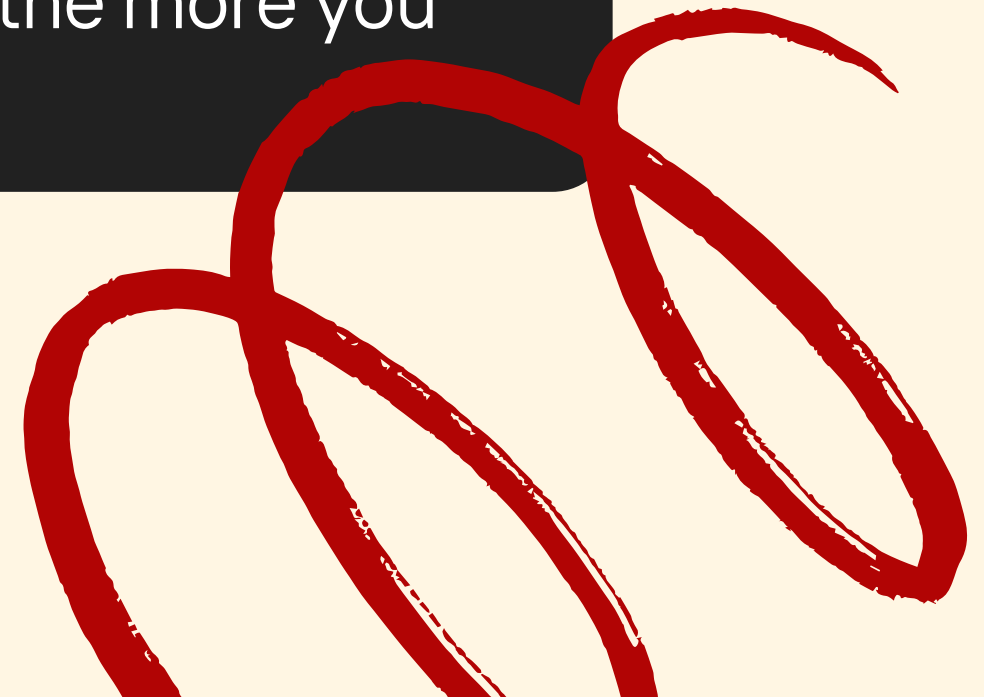
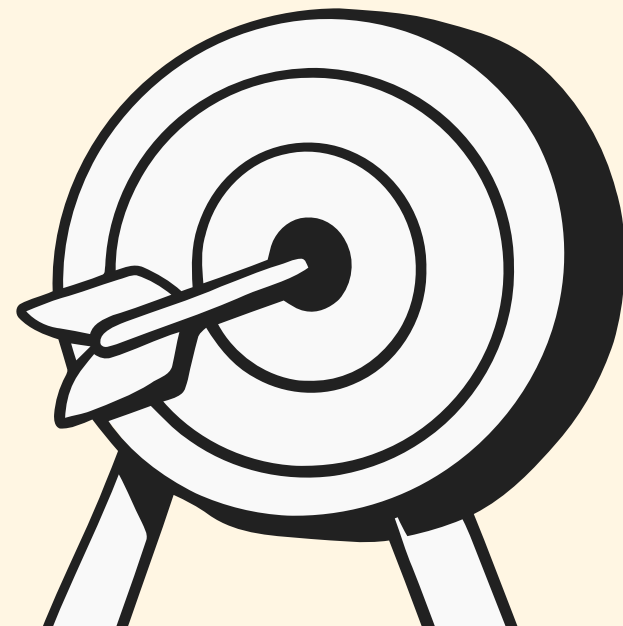


Practice Builds Confidence

Practice your message out loud

Safe environments build strength

Record. Listen. Refine.
"The more you say it, the more you own it."





Tips to Show Confidence

Even if you don't feel confident, try these:

01 Make eye contact

02 Walk with energy

03 Speak up

04 Stand tall

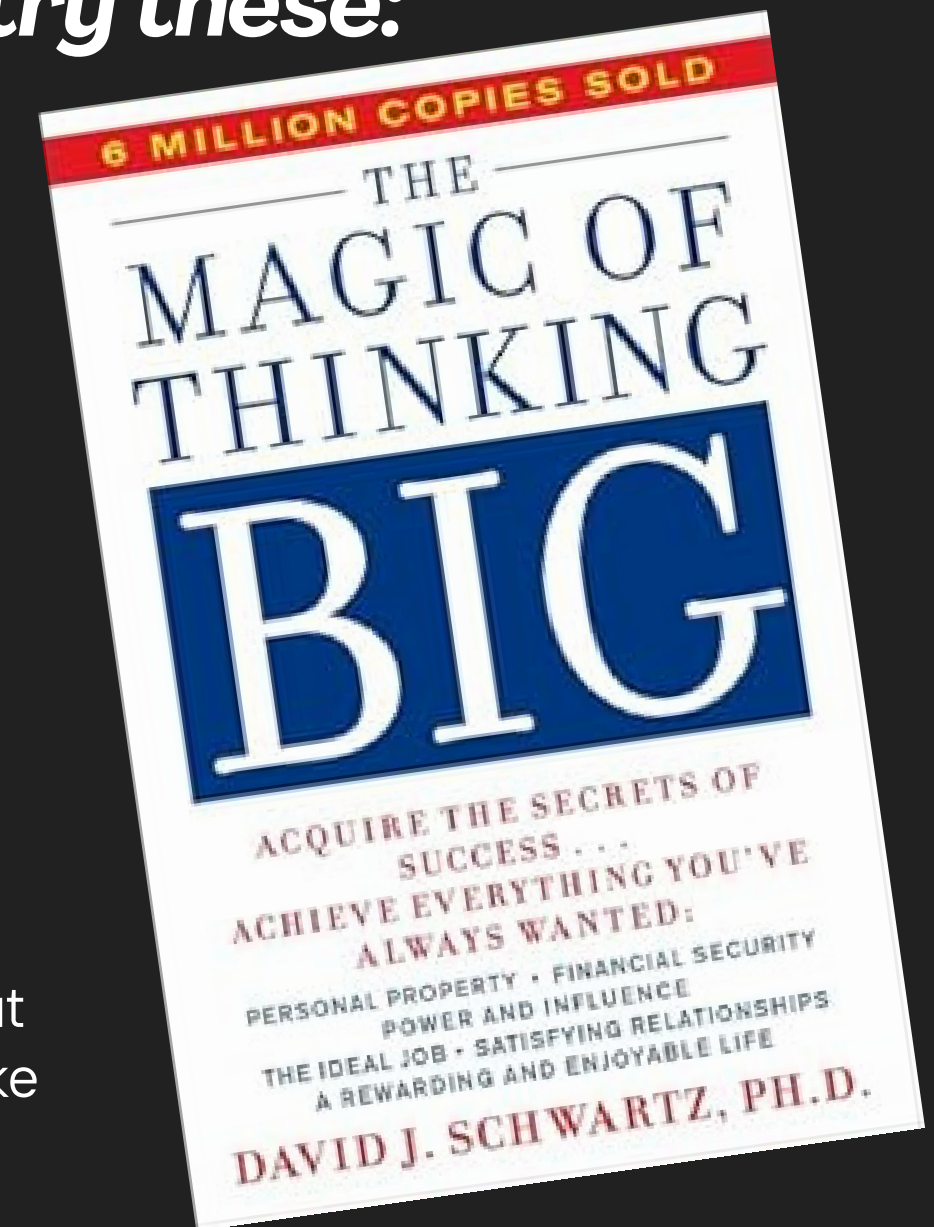
05 Use Big, Positive Language

Use strong, enthusiastic words when talking about your ideas and goals. Avoid "little" words that make your ideas or self-image seem small (e.g., "just," "hopefully," "maybe").

06 Focus on how you can help others

instead of worrying what others think of you.

07 Smile!





**Confidence
is built by
taking
action.**



**"When you do
what you love,
confidence
comes
naturally."**

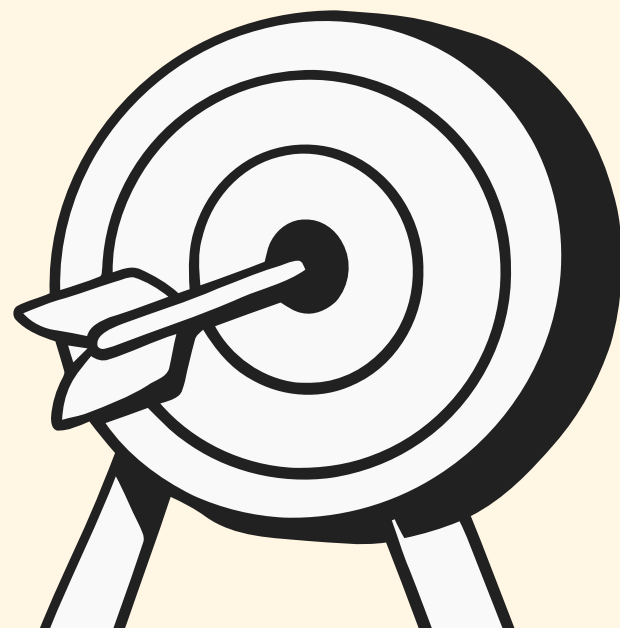


Homework:

**Practice introducing
yourself using your
authentic message**

Say it out loud 3x this week
Optional: Record it & listen
back

**Notice: What changes in
your tone, pace, and
posture?**



Next Steps



SheilaRaeDavis@att.net

**Done for you/Done with
you resume
building/LinkedIn**

**Power Session - 50% off
for the next 48 days**

Coaching/Marketing Strategy Session

- Ideal customer/product creation
- Marketing/Launch Strategy
- Website
- Lead magnet and e-mail marketing
- Social Media/Customer Reach Strategies

Please share your feedback

- Take-aways
- Recommendations for improvement
- Best next steps/how I can help you further

**PLEASE STAY IN TOUCH!
SHARE YOUR JOURNEY
BY EMAIL OR
IN THE FACEBOOK GROUP**

