

Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

SOUL EXPERTISE & CONFIDENCE

Welcome, dear Soul, to the transformative journey of the "Soul Expertise and Confidence" workbook. This sacred space is created especially for those who are experiencing a wobble in their confidence and seeking to unearth the hidden blind spots that hinder their radiant self-assurance. As we embark on this journey together, remember that every one of the 20 questions below holds the power to unlock profound insights and propel you towards embodying unshakeable confidence in your unique expertise. Get ready to dive deep, embrace your fears, and rise to your soul's calling with unwavering confidence.

Lack of expertise and confidence is one of the main stumbling blocks in marketing and sales, so let's clean this up, Leader! Get your journal (or start typing!) - let's go.

1. How confident are you in your business overall? Can you vividly imagine what unapologetic confidence in your business would feel like?
2. How confident are you in your expertise? Take a moment to close your eyes and envision the essence of your expertise radiating from within you. How does it make you feel? Describe in vivid detail.
3. What is the **main fear** that you have about your expertise? Allow yourself to delve into the depths of your fears and identify the precise nature of what holds you back.
4. What **belief** is supporting this fear? When did this belief take root within you, and how has it influenced your confidence in expressing your expertise in your marketing and sales?
5. What **story** are you telling yourself about your expertise? Be honest and vulnerable as you explore the narratives that shape your perception of your own abilities.
6. What is **the origin** of this story? Can you recall a time when you didn't hold this limiting belief? If not, it's ok, look at what experiences or events further activated this story into existence in your life?
7. How confident are you to **charge a high-ticket price** for your services? What fears or doubts arise when you consider valuing your expertise at the level it truly deserves?

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8. What are you **afraid of** about charging well? Allow your fears to surface and write them down without judgment. Shine a light on the shadows that hold you back from fully embracing your worth.
9. Are there any **comparison traps or external influences** that have fueled your lack of confidence? Identify any patterns of comparison or external validation-seeking that have undermined your belief in your own abilities. What decision do you need to make about them right now?
10. How does **imposter syndrome** show up in your business and affect your confidence? Explore the moments when you've felt like a fraud or questioned your qualifications, and uncover the underlying beliefs driving this phenomenon. Are they true/from your Soul? Are they from your Lower Self/conditioning? How can you remind yourself of the difference?
11. How does that **relate to your story** about your expertise? Explore the connections between your fears around charging and the narratives you've constructed about your expertise.
12. What will happen in your business **if you decide right now that that story is NOT true** for you anymore? Imagine the limitless possibilities that await you if you release the grip of your old story and step into a new paradigm of confidence. Write that **version of your life** in vivid detail, with lots of emotion and images.
13. Have you received any **positive feedback or validation** for your expertise in the past? Take a moment to recall instances where you were acknowledged for your skills and expertise, and reflect on why those moments hold significance. Do you let yourself use these as "proof" of your amazing powers? Do you choose from now on to never again use negative instances as a "valid proof" but only as a lesson and means for you to reaffirm?
14. What will **change in your experience of confidence** if you decide that that story is NOT true for you anymore? Paint a vivid picture of the empowered, self-assured **version of yourself** that emerges when you rewrite your narrative.
15. **Who will you BE** if this story was not true for you anymore at all? Embrace the essence of your highest self, liberated from the constraints of limiting beliefs, and describe **how you show up** in the world.

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16. **What would it take** for you to make that decision right now? Explore the steps, mindset shifts, and support systems that will empower you to shed the old story and embrace unshakable confidence. What must you do, let go of, start believing?
17. How can you **celebrate and honor your expertise** to cultivate confidence? Brainstorm ways in which you can acknowledge and celebrate yourself: achievements, milestones, and growth, nurturing a positive self-perception and reinforcing your expertise.
18. What **affirmations or mantras** can you cultivate to reinforce your confidence daily? Ask your energy guides to give you the correct words. Craft empowering affirmations that resonate with your business journey, and commit to repeating them regularly or writing them daily to rewire your subconscious and strengthen your confidence.
19. What **symbol/image can you take to anchor this new decision** to see yourself differently than your old story? Visualize a powerful symbol, image, or action that represents your unwavering confidence and anchors your commitment to embodying it fully. Play with it - does it want to go into your body? If so - where? Does it want to remain in your energy field?
20. What **immediate action can you take to anchor this new decision** to see yourself in your new story? Do you need to draw/write your symbol or affirmation on a sticky note, post it all over your house and laptop? 😊 What else?

Each question has revealed insights, challenged your limiting beliefs, and paved the way for your triumphant rise to unshakable confidence in your Soul Expertise.

It is all about the DECISION. Remember the Rules?

Embrace the newfound clarity and awareness that have emerged from this sacred exploration.

Remember, confidence is not a fixed state, but a continual evolution. **You must become masterful at being your Future Identity** - the one that is already beyond your *old story* and is living the life you desire NOW.

Embrace the support systems, self-care practices, and celebrations that uplift your confidence and cultivate a belief in your Soul Expertise. Trust in your abilities, and watch as your confidence propels you towards limitless success. You are a beacon of brilliance, ready to shine your Light upon the world.