

Find Your CONFIDENCE



Gain the confidence you need
to leave a job you hate to
pursue a life you'll love.

BY PAM WISEOGEL

What's Holding You Back?

After spending years working in a job or taking care of the family, you've finally decided to pursue your dream business idea. But now that you've reached those "middle-aged" years, you're starting to doubt yourself. You wonder if it's too late for you to achieve your goals.

It's easy to feel like it's too late for you to achieve your dreams after spending so many years doing what you were expected to do, even if it didn't make you happy. You may be feeling scared and uncertain about what lies ahead.

This guide will help dispel those fears and doubts while teaching you how to overcome the obstacles holding you back from pursuing your dream business idea. With this guide, you can finally take the first steps towards achieving your goals and reaching your full potential.



important tip

Take notes and do the exercises to get the most out of this guide!

I designed it so you can apply the information you learn to your own life for quicker results.

Do You Lack Confidence?



I can't start a new career – I need my salary.

I don't have enough intelligence to start my own business.

What if I fail? People will laugh at me.

What skills do I have to start a business?

It's too late – that ship has sailed.

I could never do that!

I can't balance a full-time job and a side hustle.

Sound familiar?

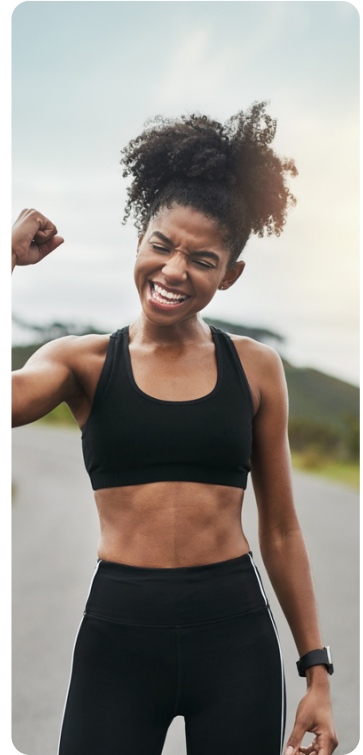
One of the most common negative statements uttered by women who lack confidence in starting a business is that they are not capable or worthy of doing so. This can manifest in many forms, such as self-doubt, feeling overwhelmed by the process, being convinced that other entrepreneurs have it easier, or believing that it would be difficult to maintain one's authenticity and stay true to oneself while pursuing a business venture.

Women already start with the challenge of an uneven playing field when it comes to entrepreneurship, so they must make sure they believe in themselves – otherwise the journey will become even more intimidating.

Let's Talk About Growth Mindsets

Developing a growth mindset is one of the best steps you can take. A growth mindset means believing that no matter how challenging something may seem, you think you can improve and get better.

With the right attitude and effort, anyone can learn new skills or do better in areas where they have struggled. The key is to focus on process and progress instead of results, believing that with hard work you can always improve.



Do The Work

- ☐ Make a list of negative statements that you say to yourself regularly. If you don't realize you have negative self-talk, keep your phone or a notepad near you and write down every time you have a negative thought.
- ☐ For each of those negative statements, write down a growth statement that you should say to yourself instead. See the examples on the next page.
- ☐ Next, make a list of positive statements about yourself, such as “I am competent and capable” or “I can do hard things” and repeat them to yourself regularly.

Negative vs Growth Mindset

Instead of this... say this...



I CAN'T DO THIS.

MY WORK ISN'T GOOD ENOUGH.

I'M NOT SMART ENOUGH.

I'LL NEVER GET WHAT I WANT.

IT'S IMPOSSIBLE.

I'M NOT STRONG ENOUGH.

I'M NOT TALENTED.



WHAT CAN I LEARN FROM THIS CHALLENGE?

HOW CAN I MAKE MY WORK BETTER?

WHAT NEW SKILLS DO I NEED TO ACQUIRE?

WHAT ACTION STEPS CAN I TAKE TO REACH MY GOALS?

HOW CAN I LOOK AT THIS DIFFERENTLY AND MAKE IT POSSIBLE?

WHERE CAN I FIND SUPPORT AND GUIDANCE?

WHAT STRENGTHS DO I POSSESS THAT CAN HELP ME?

Could Imposter Syndrome Be The Culprit?

Imposter syndrome is when you feel like you are not good enough even though you have achieved success or recognition. It can cause feelings of anxiety, self-doubt, inadequacy, and even depression.

Some common signs and symptoms of Imposter Syndrome include:

- Feeling like you don't belong or that others are more knowledgeable or capable than you.
- Constantly questioning your own abilities and accomplishments, feeling like they aren't good enough.
- Fearing that you will be exposed as a fraud or incompetent.
- Having difficulty accepting compliments and praise, feeling like they are undeserved.
- Avoiding challenges and opportunities, believing that you don't have what it takes to succeed in them.
- Always searching for external validation and attributing successes to luck or other external factors.
- Worrying excessively about making mistakes and feeling like it reflects poorly on your skills and capabilities.
- Having difficulty setting realistic goals due to a lack of confidence in yourself.

Imposter syndrome can be difficult to overcome, especially when starting a new venture later in life. When dealing with imposter syndrome, remember that success isn't about perfection; it's about continually striving to improve.

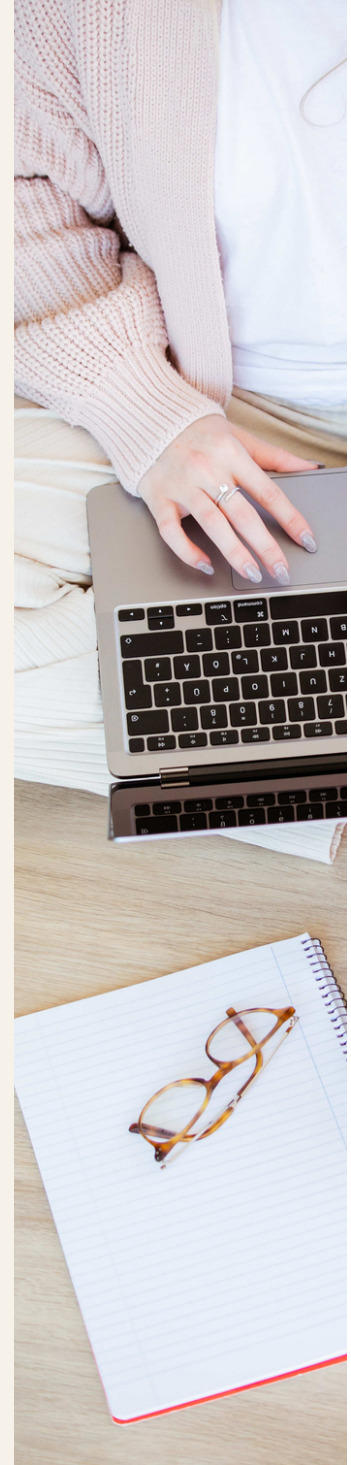
Steps To Overcoming Imposter Syndrome

1. **Know Your Strengths**

Imposter syndrome can often make it difficult to think positively about your achievements, so start by making a list of all the unique skills, experiences and qualities you have that set you apart from others. Think back on what has made you successful in the past and recognize how those strengths can benefit your new business.

2. **Stay Organized**

Jumping into the world of business can seem overwhelming. Develop a business plan and make sure to list out all of your goals, both long-term and short-term. Having everything organized will help you stay focused on the tasks that need to be completed in order for your business to succeed.



3. **Network and Connect**

Establishing relationships with other home-based business owners can be incredibly helpful to help you feel supported and gain insight into the industry. Look for supportive communities of entrepreneurs, attend networking events, join online forums and make sure you are connecting with people who believe in your abilities.

4. **Celebrate Your Achievements**

Don't be afraid to recognize the progress you have made. Celebrate each milestone, no matter how small it is. Giving yourself props for your hard work and dedication will help boost your confidence and keep you motivated.

5. **Use a Growth Mindset**

Using affirmations can help reduce the negative self-talk that often contributes to imposter syndrome.





important tip

Focus on the things you know and can do, rather than dwelling on what you don't know or think you don't have the skills for.

Remind yourself that it's normal to make mistakes and to learn from those experiences. Reframe situations and failure as opportunities to grow.

Do The Work

- ☐ Think about what you are good at, get praised for, or are knowledgeable about. Write them down.
- ☐ What are some challenges you've experienced in the past that you successfully overcame?
- ☐ Next, make a list of positive beliefs about yourself, such as "I know I have what it takes to start a business from home because I am smart, capable, and determined." Look at your list often and repeat your positive beliefs whenever Imposter Syndrome sneaks back in.

Why Starting A Home-Based Online Business After 40 Makes Perfect Sense!



More Financial Security

Starting a business after 40 years of age means that you are more likely to have accumulated some financial security through savings and investments, which can provide a solid foundation for your new business venture.

Developed network

Age has given you time to develop an extensive network of colleagues, contacts and mentors who can provide invaluable advice, support and feedback for your business.

Gained valuable life experience

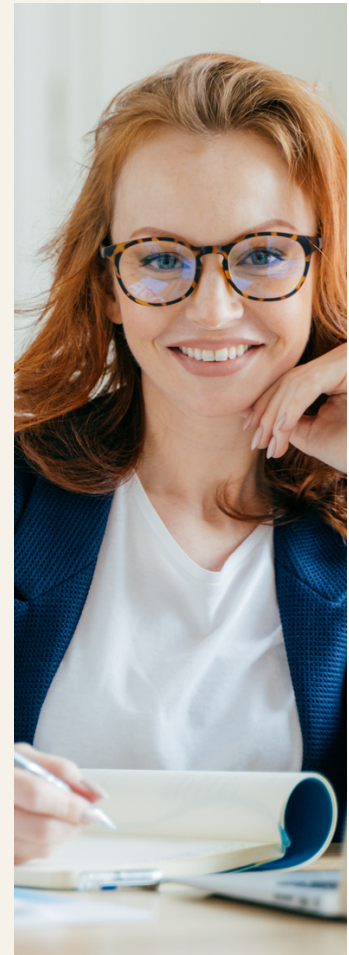
You have had years to learn from your mistakes, make connections and become wise about interpersonal relationships. This valuable life experience can help you navigate the often unpredictable business world.

Better business understanding

Starting a business later in life means you have had years to observe and learn how businesses operate, which can help you make smarter decisions when it comes to starting your own venture.

Experience with setbacks

You have likely experienced enough setbacks in your career or life to understand the importance of resilience. Therefore, you can approach new business challenges with a newfound understanding and courage.



These reasons demonstrate why starting a business after 40 years of age makes perfect sense for those who are ready for entrepreneurship. With financial security, experience, support, knowledge and wisdom on your side, you can pursue a successful business venture. You just need to build your confidence to move forward!

Take it from me – you can do it! I left the corporate world for good at 52 years old to run my home-based online business and can't imagine working for someone else's dreams ever again.



Hi, I'm Pam.

I help middle-aged women (like myself) turn their business ideas into a reality, aiding them throughout the process of getting those visions out of their heads and onto paper, enabling them to pursue the lives they have always dreamed of.

I did it and so can you!

Let's Stay In Touch!

Click below to follow me on Instagram for additional advice and motivation!



Send me an email with your comments or questions. I read every email I get!



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“Don't let anyone rob you of your imagination, your creativity, or your curiosity. It's your place in the world; it's your life.”

— **Dr. Mae Jemison**