



**10 WAYS TO OVERCOME**

# Imposter Syndrome

**SO YOU CAN FINALLY LAUNCH**

*Your Online Offer!*

# Imposter Syndrome



Yup, I've got it too...

***I'm not good enough.***

***Who am I to teach this?***

***People will find out I'm a fraud.***

***No one will take me seriously.***

I've had all of these thoughts and more at some point in my business and you want to know the real secret? I still have them! Even today, after starting and growing a six-figure blog, launching a successful digital course, growing a team to help manage my business and so much more... I **still** doubt myself.

Unfortunately, there's no magical cure for imposter syndrome that'll make it completely go away. You're always going to have fears and doubts in life, but the key is not letting them hold you back!

I've rounded up the ten things that have helped me work through my imposter syndrome and finally do the things I've always dreamed of. You don't have to be special, born with a bunch of confidence or have the right experience to build a life you love. I know that you're capable and worthy of success, no matter what your brain is trying to trick you into thinking!

There are so many amazing things waiting for you on the other side of these fears. This is your time to overcome imposter syndrome and finally launch that online offer that'll give you the freedom to live the life you've always dreamed of.

XO.

Kate + Team KK



# 1) Know Your Why

Having a clear vision of why you're pursuing this path is essential to moving past the fear and doubt. Getting clear on your purpose and passion will keep you inspired and moving forward. I've included some journaling questions below to help you uncover your own why.

Why do you want to create an online offer (course, digital product, membership, coaching program, etc.)?

How would your life change if you consistently made money from your online offer?

What impact could you have if you launched your offer?

What is your inspiration from creating a course, digital product or program? If money didn't matter, what would you choose to create?

# 2) Let go of Perfection

So often we let the idea of creating something "perfect" hold us back. Real Talk: There is no such thing as perfect. You're always going to want to make tweaks or edits. It's part of the process (and part of the fun too!)

How is my perfection holding me back?

What am I actually afraid of?

What's the worst case + best case scenario?

How hard would it actually be to fix/change/improve things later?

What could you accomplish if you took the time you spent trying to make it perfect just getting it done?



## 2) Let go of Perfection

Imagine for a moment what it'd be like to take action and have it be 90% perfect, where you're helping your ideal client get the results you know you can help them with. Now, imagine what it would be like to NEVER take the action at all and be in the same place for years to come. Journal about how you feel and what you want to remind yourself of when you start to notice that you're delaying progress in pursuit of perfection.

# 3) Get help + support

You can't do it all alone and you shouldn't expect yourself to. Surrounding yourself with good support systems (like friends, mentors, family, courses, and more) is key to keeping your momentum and motivation up. Find people that will constantly remind you just how awesome you are! Fill out the boxes below to map out your own support system! I've also included examples of what mine are to help you get started.

## You:

People who remind me I'm awesome:

People who make me happy:

Business Mentors:

Education/Support:

Communities:

Support at home:

## My Examples:

People who remind me I'm awesome:

Friends + Family

People who make me happy:

Natt, Jackson + Genhva

Business Mentors:

Amy Porterfield, Kate Northrup

Education/Support:

Digital Course Academy

Communities:

The Origin Collective

Support at home:

Grocery Delivery/House Cleaners

## Next Up

List positive accounts you follow (on social media), books or podcasts that inspire you and connect you to yourself, your vision and your worthiness.

# 4) Reframe Your Thoughts

I don't have time. I can't learn how to do this. I'm not good enough for this. Any of these sound familiar? These are all limiting beliefs. It's important to recognize that limiting beliefs are in fact, just beliefs. They aren't the truth, but how do you let go of these beliefs and stop letting them hold you back?

First, we have to acknowledge them. Then, we can decide what we want to believe instead and take action on them until they replace our old beliefs. Use the space below to map out your limiting beliefs and how you want to reframe them. I've included a few of the most common limiting beliefs below to help get you started.

## Current Limiting Belief:

I don't have enough time  
I don't have the right skills  
I don't have enough money



## What I Choose Instead:

I make my dreams a priority  
I learn the things I don't know  
I invest in the resources and support I need to help grow my business

**TO DO:** Go [listen to this podcast episode](#) about limiting beliefs to help you bust through yours!

# 5) Own Your Power

As cheesy as this may sound, you are the only you! No one else is going to be able to do what you do or teach what you teach exactly like you! Someone out there needs exactly what you have to offer said exactly how you would say it. Use the prompts below to uncover your special sauce! The world needs you, exactly as you are!

What do I find easy that others find difficult?

What are some unique ways I could support my students?

What experience do I have that could help someone else? What education/training have I undergone that would be relevant?

What challenges have I overcome? What is my 10% edge?  
Where am I 10 steps ahead of someone else and could teach them to do what I did?

# 5) Own Your Power

What have I not enjoyed about other online courses/businesses? How could I make it better?

## Still feeling stuck?

Sometimes it's tough to uncover and recognize our own talents. If you're still not sure what makes you uniquely you, use the script below to email three of people closest to you and see what they think. P.S. Thanks to Marie Forleo for this idea.

Hi friends!

So I know this may seem a little odd to ask, but I'm working on (*starting an online business, launching a digital course, etc... - insert your goal here*) and one of the suggestions to get started was to ask a few of the people closest to me what they see as my 3 strongest, best qualities.

It would be so helpful if you could take a moment to reply to this email and let me know what you think my three superpowers are. I'm only asking people who know me well, who I trust and who I love! These qualities will help me uncover how I serve people best and where I can offer value to others.

These can be qualities based on either our current or past working relationship or simply things you've noticed about me through our personal friendship. I'd love the help if you have a second to spare!

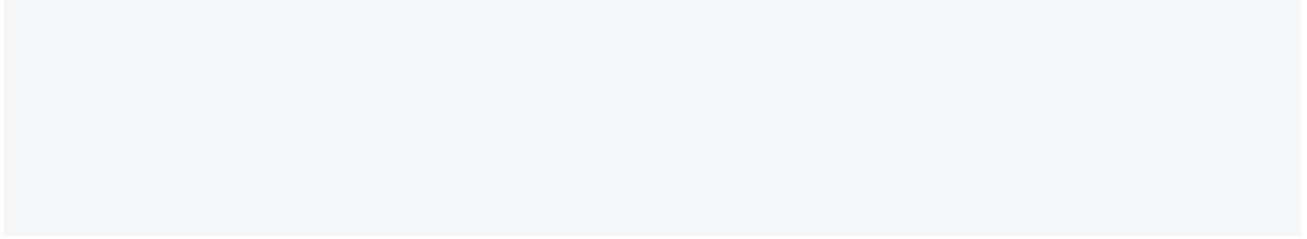
Thank you so much!



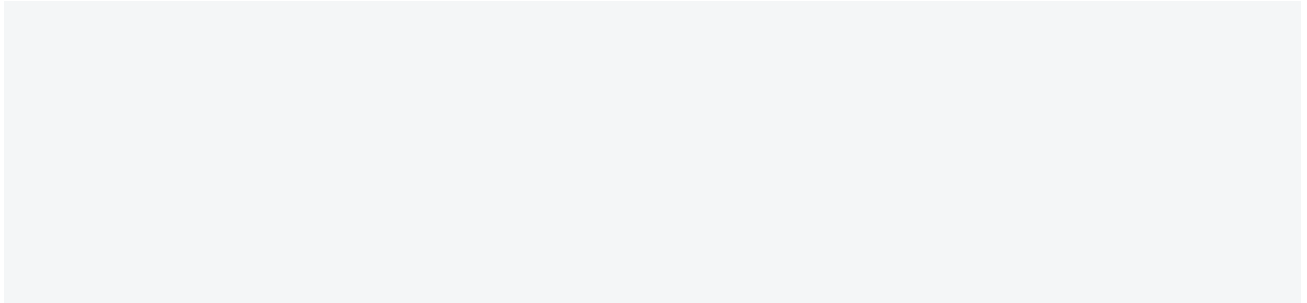
## 6) Gratitude + Celebration

You've probably achieved a lot more than you give yourself credit for. Recognizing and celebrating your accomplishments and wins, no matter how small, helps ground you and keep you moving forward. When you're feeling the self-doubt creep in pull out this journal page and remember the things you've already accomplished.

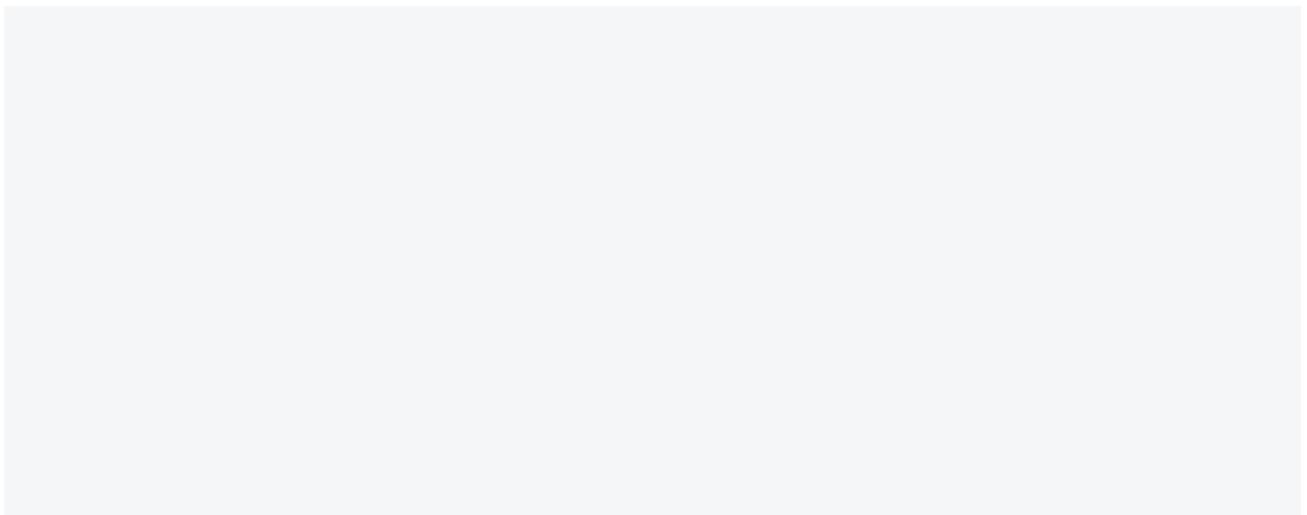
What's something you've achieved that felt hard at the time?



List 3 things you are currently grateful for and 3 things you're grateful for that are already on their way to you (i.e. manifest)...



When you start to feel stressed or self-doubt creeps in, how will you practice self-care and relax?



# 7) End the Comparison Trap

Thanks to social media, it's all too easy for us to constantly compare ourselves to others, which drains our energy and sets unrealistic expectations. Try to turn off the constant comparison and instead recognize that no one has their sh\*t together (truly nobody!) and social media isn't giving you the full story. Don't compare your beginning to somebody else's middle.

**COMPARISON HACK:** Pick one of your favorite mentors and scroll all the way back to their first posts. See how they've grown since then--everybody starts somewhere!

How do I unfairly compare myself to others?

What things in particular trigger my self-doubt?

## Limit your exposure

Comparing yourself to others can be a really tough habit to stop and sometimes we don't always catch our brains before the negative cycle starts to spiral. I've added a checklist below for things you can do to help limit the comparison trap.

### **UNFOLLOW ACCOUNTS OR UNSUBSCRIBE TO EMAILS WHO MAKE YOU FEEL 'LESS THAN'**

*Even if that's not their intention, if you don't feel good when you see it, unfollow for now. You can always follow again later if it feels good!*

### **LIMIT YOUR TIME ON SOCIAL MEDIA**

*Pick an amount of time (like 10 or 15 minutes) and limit your social media beyond that. Instagram has a helpful built-in feature that'll send you an alert when your time is up!*

### **FIND EVIDENCE OF PEOPLE WHO HAVE DONE SOMETHING SIMILAR TO WHAT YOU WANT TO DO**

*Fill your feed with people who inspire you and remind you what's possible!*

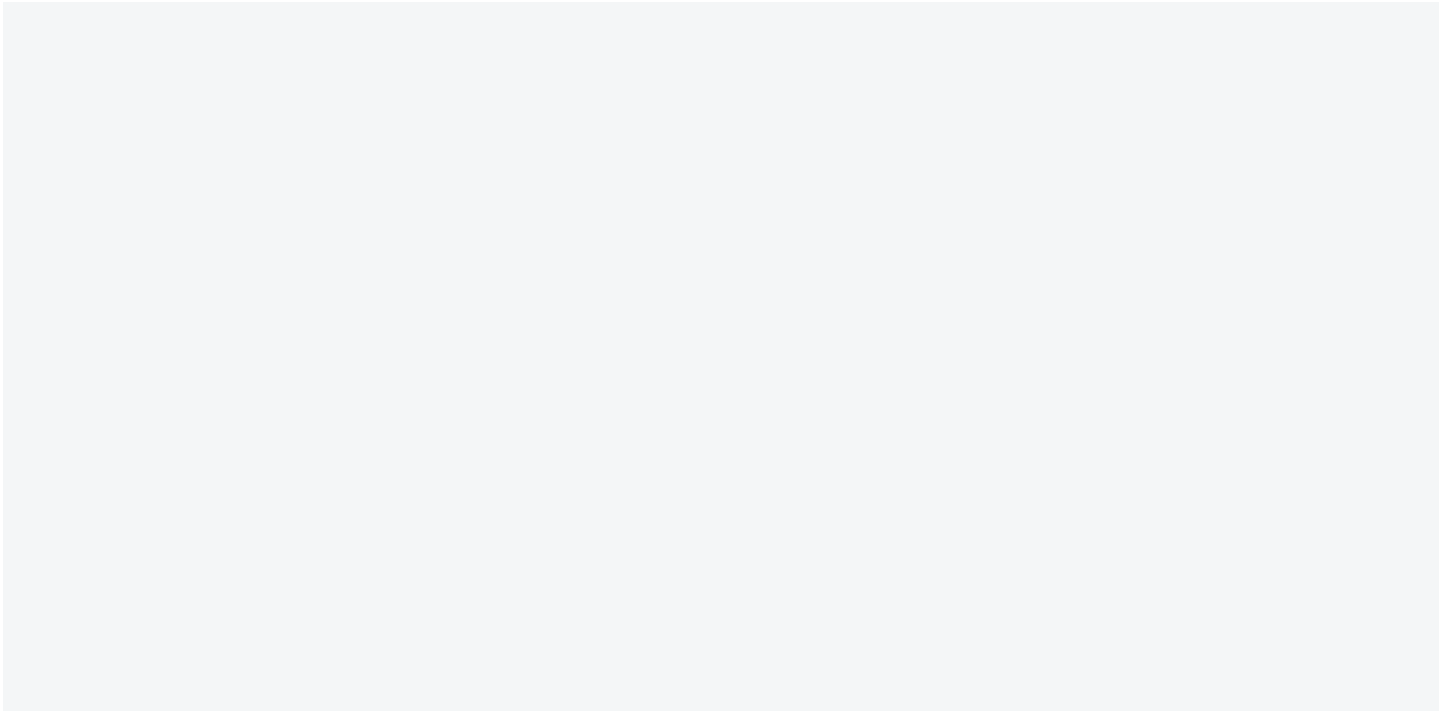
### **REMAND YOURSELF OF WHAT YOU WANT**

*Post affirmations on your bathroom mirror, set reminders in your phone about your goals or hang up your dream/vision board somewhere you'll see it every day!*

## 8) Visualize Your Success

Speaking of vision boards, let's create one! Start here by writing out your dream life as if you're already living it. For example, "I am a six-figure business owner who helps women start, grow and monetize their blog. I work 10 hours per week. I have 1,000 students in my course."

Write yours below and then read it aloud every morning.



## 9) Just take the next step

Action stops fear. What are three things you can do TODAY to get one step closer to your goals?

1.

2.

3.

# 10) Take It To The Next Level

At the end of the day, imposter syndrome is all about fear of failure. What will others think if it doesn't work out?

The truth is, nobody is thinking about you because everyone is too busy thinking about themselves. And, even if someone is judging you, forget them. KNOW that their judgement is all about their own issues and fears and doubts and nothing to do with you. You need to do what makes YOU happy--living life for someone else will never bring your soul fulfillment. And as the saying goes, "If mama ain't happy, ain't nobody happy."

## PRO TIPS:

- So often we worry "what if it doesn't work out?" But ask yourself this, "what if it does?" **How good could it get if you went for it AND it worked out?**
- "Nothing changes if nothing changes." Would you rather risk nothing and stay stuck exactly where you are, or take a chance, bet on yourself and turn your dreams into a reality? **Is the pain of change better or worse than the pain of staying the same?**

## Helpful Resources

There are so many incredible resources out there to help you tap into your inner knowing, intuition and strength, get into alignment, challenge your limiting beliefs, find your true calling and purpose, and make some money and do some good in the process. Here are some of my favorites:

- **Rha Goddess' book "The Calling"** has some incredibly powerful exercises for to help you acknowledge and challenge your beliefs about yourself, others, the world, success, money and source/God/higher power. Remember, our beliefs govern our thoughts, which guide our actions and behaviors, which produce our results and experiences, which reinforce our beliefs. It's a vicious cycle.
- **Dr. Valerie Rein's book "Patriarchy Stress Disorder"** is a life-changing resource that will help you start dismantling and processing the trauma in your body from the patriarchy, toxic capitalism, systemic racism, intergenerational trauma and collective trauma (like COVID-19 or being a woman), so you can live in your fullest expression, own your power, step into visibility and fight off your prison guards. Dr. Valerie came on the Success with Soul podcast to talk more about this—[go listen here!](#)



KATE  
KORDSMEIER  
SUCCESS with SOUL

Congrats, coach! You're certified (finally)!  
...now what? 🏠🏠🏠

If you're feeling overwhelmed, confused and  
burned out from the social media hamster  
wheel and are ready to break out of that  
cycle and take your business to the next level  
(hint: ), this is for YOU!



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keep your energy flowing, even when things get tough.

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spend a dime!

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# Ready for the Incubator?

If you're ready to take your business to the next level, get radical accountability to achieve your business goals, and join a community of women who take inspired action (we walk the talk in the Incubator!), get on the waitlist today + get exclusive bonuses for the VIP waitlist registrants!

[JOIN THE WAITLIST TODAY](#)

