



## DAY THREE: CONFIDENCE

### CONFIDENCE = COMPETENCE + CONVICTION

Given this breakdown of confidence, spend a few moments checking in on your own sense of confidence by assessing where you are on each of the elements.

#### COMPETENCE

**In what ways can you make life better, easier, more peaceful and good for your ideal audience members through your expertise?** Be specific. (e.g. I can help them create a food plan that works for their family, I can teach them how to create a brand identity for their business)

**Thinking about your ideal audience members (those you are most poised to serve best), what would they look at you, your life, your expertise, etc. and wish they knew, had or could experience?** Be specific. (e.g. They want a loving marriage like mine, they wish they could write a best-selling book)

**Given your answers above, how competent do you feel to serve your audience in a way that helps them get what they want?** Share some thoughts about this.

Is there anything you would like to add to your competence so that you can serve them even better? If so, when would you like to add that skill?

If you have additional skill, experience, certification you'd like to get to serve your audience, can you continue to serve them in a way that makes their life better in the meantime?



## CONVICTION

Why does it matter that you share what you know with your ideal audience? (Go back to Day Two and read what you wrote.) What would happen (in you and for them) if you never shared it?

**\*\* VISIBILITY PRACTICE\*\*** Using our #YTStoryChallenge #Confidence, share your “What I know for sure... “ statement. Remember - this one goes deeper than the stand you took on Day One. It recognizes the struggle, the feelings they are feeling. It speaks to a solution or a start to a way out. (See examples inside the lesson.)