

[00:00:00] Recognizing and accepting that little sliver of doubt can be really transformative. It prompts us to ask questions, to seek advice, to collaborate, to hire coaches, to hire personal trainers. To sign up for programs, to go to retreats. There's a reason why we're supposed to not be perfectly confident all the time.

[00:00:23] Welcome to into the wild, a podcast that helps you grow your business and shapes you into an industry authority. My name is Renee Warren, and I'm the founder of We Wild Women, a PR company that helps get female entrepreneurs off the sidelines and into the headlines. Each week, I'll unravel mindset, marketing, and PR secrets, plus chat with expert guests to teach you the fearlessness needed to step into your greatness.

[00:00:51] Are you ready for it? Let's get wild. Hey, you wild women, I'm coming at you. With my blonde hair back! It has been quite a journey, let me tell you. It was a year ago today, the last time that I highlighted my hair, and I love having my blonde hair. But over the course of the summer, it started to snap and break.

[00:01:11] And I had to take a break, which it was funny because my hair is actually quite darker than we see on screen. I did not like the brown and I wanted to get back to my blonde. And so now we're on this journey to get my hair back to the length and the color that I like. Oh, look, it's funny how this is all related to confidence and I want to talk to you about that today.

[00:01:33] It was on my mind to talk about confidence. I have been getting several questions as of late and some compliments too of people saying that they've noticed a new energy, that I'm showing up a little bit more positivity. And my social media has changed and people feel like I'm really leaning into this thing.

[00:01:51] And it really comes down to being confident in what I'm doing. Not only loving what I do, but knowing that I can do it really well. And I wanted to talk to you today about this because it is absolutely one of the most pivotal pillars. And being successful as an entrepreneur, as a mother, as a parent in your business, in your community.

[00:02:12] And so self confidence, while I think it's important to have the truth is in all this and what I believe, I don't believe in unshakable self confidence. Now I know there's a lot of podcasts out there and a lot of incredible women talking about how to be unshakable. There's a misnomer in that. And I'm going to tell you really quickly.

[00:02:31] A little bit about why I think that way, as well as some steps to start building on self confidence. So why I don't believe that you can be unshakable and have unshakable self confidence is that there is a little slice of us and all of us that is not confident. And I think it's important to maintain that because a hundred percent confidence is actually detrimental because it doesn't force you to do better.

[00:02:54] Instead, it's that slight uncertainty that keeps us on our toes. And it pushes us, it forces us to try new things, to improve, to learn, to grow. This slice of doubt, in my mind, it is not a flaw, it's a feature. It's built in mechanism that drives innovation, creativity, and ultimately the pursuit of excellence and greatness.

[00:03:17] You see, it encourages us to question, to reflect, and to seek out new experiences and knowledge. If we were so confident in everything that we did, we wouldn't have courses or programs or coaches or books because we would just know it all. So embracing the fact that we're not supposed to be perfectly confident, this is where we find real strength.

[00:03:41] of our character. It's not in never doubting ourselves, but in facing our doubts and moving forward regardless. So true growth and achievement come from this dynamic balance where confidence and humility coexists, propels us forward, allows us to achieve our goals, Well, also being grounded and open to learning more and also open to knowing that we're wrong.

[00:04:07] And in those moments where we know we're right with conviction, we can prove how we're right. So the idea of unwavering self confidence might seem appealing at first glance. Like if I said, I'm going to wave a magic wand on you and you are going to be perfectly confident, would you actually want that?

[00:04:25] Part of me thinks that you would be bored. I would be bored. It's actually in the moments of self doubt, you know, those fleeting instances of questioning our capabilities, where we sweat, our heart palpitates, really nervous, but that's the part that actually fuels our desires and push us beyond limits that we We never thought were imaginable.

[00:04:46] I don't know a single person successful as an athlete, as an entrepreneur, wherever they're in life, that is a hundred percent self confident all the time. There could be instances for sure, where they're like a hundred percent self confident in the thing that we're doing, because that's what they're really good at.

[00:05:02] I argue that there's a blend of confidence with just a pinch of self, of self doubt that is so powerful that helps drive the innovation. Helps drive the change that we're all trying to make as entrepreneurs anyway, right? It's not about eradicating and getting rid of doubt entirely, but it's about learning to harness it as a tool for self reflection and improvement.

[00:05:23] This mindset of allowing doubt to be a part of our life encourages us to continually assess our actions to stay humble. And to remain learners, because as I always say, ABC baby, always be curious, regardless how old you are or how young you are, should always be curious. So imagine approaching every challenge with the belief you have all the answers, that your current level of skill and knowledge is sufficient for any situation.

[00:05:50] Or that you're always going to win, or you're always going to be right, and that there's no doubts in anything. This mindset seems really appealing, but it ultimately caps your potential. It stifles curiosity, creativity, diminishes empathy, it isolates you. I mean, you could probably think of all of the reasons and the things that would happen if you were perfectly confident all the time.

[00:06:12] But in contrast, recognizing and accepting that little sliver of doubt can be really transformative. It prompts us to ask questions, to seek advice, to collaborate, to hire coaches, to hire personal trainers, to sign up for programs, to go to retreats. There's a reason why we're supposed to not be perfectly confident all the time.

[00:06:33] A lot of us, probably a lot of you listeners have businesses that thrive off the fact that people aren't perfectly confident and yeah, you're secretly monetizing off a lack of confidence, but not in a terrible way in a good way, because what we're trying to do is build people's confidence. They can reach that next level.

[00:06:51] So anyways. Really quickly, if you're like, Renee, I need some help, give me some confidence boosters now. First of all, you're listening to my podcast. So there's one thing, I also just stuttered. I was perfectly confident in this, I wouldn't stutter. So even though I'm alone recording a solo episode, there are instances when I'm still looking at myself at this video screen, and I'm like, man, this is weird.

[00:07:15] And I'm not 100 percent confident, but I'm not on stage in front of millions of people yet. So anyways, a couple of things that I do that help me recognize my greatness and help me improve my confidence. The first one, and

I'm going to give you about 10 things really quickly. The first one is to set small goals.

[00:07:34] I always use the example of losing weight because it's an easy one. It's an easy metaphor to use, but say you want to lose an extra 20 pounds. So instead of saying I'm gonna lose 20 pounds in the next three months, you might end up making a goal that is achievable, but not sustainable. What happens is after you've lost that 20th pound, then you regress because you haven't given it the time to actually become a part of your lifestyle.

[00:07:56] It hasn't become a part of a habit. So chunk it down. What does it actually mean? Like, do you really need to lose 20 pounds in three months? Maybe it can be four months. What are the things you're going to do in your business? I hear people all the time saying when they first start their business, the first year of business, they want to make a million dollars.

[00:08:12] Unless you've done it before. Or unless you have so much information and data to know that it's possible, most people don't make a million dollars in their first year at all. Actually most businesses fail in their first year. So when we set these audacious goals that look good and we share them with people, Ooh, that sounds good, but to actually achieve them is the ultimate failure.

[00:08:35] And so we're not confident in it because the goal is too huge. So maybe bring it back down a little bit. Yes, it's important to set goals and more importantly to share them, but don't make them so huge that you'll never achieve them. Hey there, fellow podcast enthusiast. If you've ever found inspiration and valuable insights on this podcast, I've got a simple request for you.

[00:08:59] Help us reach more like minded individuals who can benefit from this content. Take a moment to connect with your fellow podcasters and ask them if they've come across Into the Wild before. Even if they have, be sure to recommend this specific episode. By doing this, you'll be sharing the knowledge and wisdom you're gaining right now.

[00:09:19] And if you're feeling a little extra generous, why not share your learnings on your social media platforms? And don't forget to tag me! Renee underscore Warren to give me a shout out and I'll do the same for you. So here's the deal. If you found value in what we do here, join us in spreading the word. All right.

[00:09:40] Now back to the show. The next thing is to celebrate success. In my little setup here that I have for my podcast, I have a ring light hooked to my desk and right through the middle of the ring light next to the camera is a shelf on the side. And in that, I look at this all the time, it's a perfect vision of the book I wrote, the planner I published, the awards I won, and framed magazine and news articles of things that I've done.

[00:10:09] It's a gentle reminder of the success that I've already achieved. And so when those moments of doubt, when I'm lacking confidence, I'll just look up. And I see these things and it's a gentle reminder that, wow, I've already done this. So what's the next thing? The other thing is positive self talk. I don't know if you're a huge Mel Robbins fan, but I am.

[00:10:29] Absolutely love her books. High five habit and a five second rule. Her books are great. She's actually helped me get out of bed every morning. Cause you do the five second rule where you just make a decision. You're going to do it and you count down backwards. Five, four, three, two, one, go. And you have to go practice the self talk that you're great.

[00:10:47] You're going to commit to yourself to be the most accountable to yourself is the most important thing and try to get rid of that negative thoughts. And we talk about this a lot with my clients and even on the shows. How the stories we tell ourselves not only end up becoming reality, but they don't have to because they aren't true.

[00:11:07] Perfect example is how I went from running my last PR agency that I launched in the same year of having two babies, you remember my boys are 11 months apart. And so yes, that's overwhelming because not only was I launching my first official agency, I was a first time mother. I kept telling myself these stories of that part was like crazy six years of raising babies and running a business that grew to a million dollars, by the way.

[00:11:31] So when I went to launch this agency, I had all those stories in my head that the trauma I experienced and the overwhelm in that company was going to be true for this one. And I said, I couldn't do it again, but I didn't have to because I wasn't having babies and I definitely had the means and the experience to hire and delegate and to build a sustainable business.

[00:11:49] So what are the stories you're telling yourself over and over again? Catch them where you can and stop them. The next thing is more importantly, embrace failure. I tell you the story all the time about how my ratings tanked on

my podcast and I was given this opportunity to either shut her down or keep going.

[00:12:07] And I did not know where we failed, but I knew that there was something that we were building towards greatness for this podcast and I embraced it and I learned from it. Those best lessons are when we fail. You know that. Most people are afraid of doing something scary because they're either afraid of failure or afraid of success.

[00:12:27] So I was afraid of succeeding in this agency, thinking that the only way to actually be successful is to feel the way I did when I had my previous agency, which is so wrong. So embrace failure. The next one is learn new skills. I have my drum set right next to me and every now and then I'll just go and bang on them.

[00:12:42] It's stress relief. It's meditation. But also learning an instrument, it builds a new neural pathways in your brain. So it technically makes me smarter. It also gets my head out of the game of business or parenting or house stuff. So I have these like 20 minutes, 10 minutes, 30 minutes to myself and I just bang on the drums.

[00:13:02] Learn new skills. It totally makes you feel better. It actually increases your confidence. The other thing is exercising daily. I can't say this enough. People do not do this enough. Get on a treadmill, go for a walk, lift some weights, move stuff around. You should be doing this for an hour a day, it does not have to be strenuous.

[00:13:22] It's going to make you happier, healthier, sleep better, all of the things. No more excuses. You don't need a fancy routine. You don't need to go to CrossFit. And if you don't like CrossFit, you don't need to go to yoga. You need to start something. Get a skipping rope and start skipping. Get a 20 pound dumbbell from SportCheck or some sporting goods store and start doing something with a 20 pound dumbbell.

[00:13:42] There really is no excuse. There's so much content online. Free videos on YouTube from experts. Get the exercise in 100 percent guaranteed to make you happier. The other thing is to maintain a supportive social network. So in my previous solo episode, I talked about the importance of creating your like posse, your little circle of women that are your powerhouse cheerleaders.

[00:14:07] So important. Your social network is your net worth. These people are going to raise you up, cheerlead for you, help you out, make

recommendations, introductions, send you business. Thank you If you're not actively investing into those supportive social networks, then you will feel alone. And that is scarier.

[00:14:28] That is scarier than failing with friends, is being alone. The next thing is to limit your comparison. I actually did this the other day with my coach. We were looking at a competitor's site, and one of the programs she offers was very similar to mine. And mine was launched first, and whether or not she knows I exist is beside the point, but I looked at how she was doing it and her sales page, and it was pretty good.

[00:14:51] And I was stressing because I'm like, Oh, she's doing this. And my coach just kept saying, no, turn that off. Come back to this. Come back to the work we're doing. She's a different person. She's a different audience. Don't pay attention to her. When we compare ourselves to others, then we instantly start looking at the things that we think we're not good at or don't have without actually reflecting on the amazing things that we do have in our lives.

[00:15:12] So stop it. If you have to delete TikTok, limit your time on Instagram, whatever it is, wherever you go to feel comparisonitis kick in, get rid of it. Jealousy, it is the stupidest. My father told me this. Jealousy is the ugliest emotion. And I agree. When I see somebody that's jealous and they're reactive because of their jealousy, I realize that there's a story that they're telling themselves about a situation.

[00:15:39] And it actually has nothing to do with anybody else but them. We know this to be true. So practice gratitude is another thing, five minute journal, you have to get your hands on these. You can go to Amazon and search five minute journal. It's a simple five minute thing I do every single morning where I just practice gratitude, what I love in my life, the things I'm going to focus on, how my day went.

[00:15:58] And what I love to do is to go back and see the patterns of things that I'm grateful for. I will tell you, I'm really grateful for a nice hot coffee and a warm bed to sleep at night because those things keep coming up, but it makes me feel so blessed when I write in it. It's such a beautiful exercise.

[00:16:14] And the other thing, the last thing to help with your confidence is absolutely a must. Maybe this should be one of the top three, but is to ask and seek constructive feedback. So on my team, we have a journalist who has incredible bylines for top publications. She's on a retainer in my company. The

only thing she does is she answers some of my random PR questions and she reviews pitches and angles.

[00:16:39] that we have going out for clients. That's it. So she provides constructive criticism. Most of the time it's great. We're now getting to the point now where we really fully understand what it means to write a good pitch, but it changes. However, knowing that we could have this added benefit of an expert on the team that can provide the most amazing feedback for pitch angles because that's what she sees all the time on the other side of the table.

[00:17:04] I knew I could use that improvement. And now, guess what happens? I pitch with way more confidence because I've seeked out that critical feedback, that constructive feedback. We need that for every part of our life, for parenting, for dieting, nutrition, working out. We always need that feedback. And if you have the right group of people who can be completely honest with you, then everything becomes easier because you won't take it as an insult.

[00:17:32] And there are certain people that you probably don't want to take feedback from. I know that. For me, it's my husband. For the most part, it depends on what I do. When it comes to business talk, for some reason, I do not like his feedback. I will seek other advice, but you really do have to seek the feedback.

[00:17:47] So the 10 things are set small goals, celebrate your success, practice positive self talk, embrace your failure, learn new skills, exercise regularly, maintain a supportive network, limit comparison, practice gratitude, seek constructive feedback. If you have any questions about this. Or about building authority and putting yourself out there with more confidence and conviction.

[00:18:12] Please message me on Instagram. You can find me at Renee underscore Warren. Shoot me a quick DM and I'll be more than happy to jam on how we can build your self confidence. So there you have it. Thank you for tuning in to another episode of Into the Wild. To make this girl happy, and to help reach other women who are dreaming of starting their business, please leave us a five star review on iTunes and everywhere you listen in.

[00:18:42] Also, if you want to find me in the wild, Check me out on Instagram at Renee underscore Warren. That's R E N E E underscore W A R R E N. And leaving you with one of my favorite tips of all time. The best advice you could ever receive is from someone who has successfully done it before you. Until next time, ladies, peace out.