

Hello there and welcome. I am Theresa Cantley and I am your host of the Your Next Best Step podcast. In case this is your first time listening to the podcast, I started this podcast, it was a goal of mine, a dream of mine and something that I always wanted to do to connect with my audience on a more deeper level. And since then I am now on episode 78. And every week I love coming to you with my cup of coffee or my glass of water, Seltzer Water LaCroix, and chatting with you about things that I experience every week, every day, working with local business owners, small business owners, to help them to make a larger impact and create a legacy that is built around this impact that they want to make. And I wanted to talk today about betting on yourself. This year has been filled with waves of emotion and waves of change. Change that we need. Change that we didn't realize that we needed. Change that will make this world a much different, a much better place if we choose to see it. If we choose to see the lessons in it.

And I wanted to talk about this topic of betting on yourself. I've seen and I've talked to many business owners who are struggling. Who some of them feel like they're sinking. And struggling not because their revenue is down. I mean some people, yes. But other people because they've experienced a ton of growth and weren't ready for the growth. Structurally, mindset-wise, systems-wise, and now they feel like they are sinking. And the one thing that I have told people in my clients, people that have reached out to me for help, the one thing that I have said and I've said it from experience, my own experience, is that no matter what you can bet on yourself.

And the reason why I say that is because I've been there. I've been there many times over. That no matter what, no matter how much I've doubted myself, no matter how much I've fallen, the one thing that I realized over the years owning a business, owning several businesses and helping other business owners to build their business, is that the one thing that I can say for myself that I've been able to do, is I've been able to bet on myself. I've been able to deep down, way deep down, I believe that no matter what struggle, no matter what challenge, that I will figure it out. That I will figure it out and I will make it work and I will bounce back.

In the moment it doesn't feel like that. I've battled anxiety. I've battled times of anxiety that's led to depression based on situations that have presented massive challenges. Whether it was pivoting going from doing marketing, doing the actual marketing for people and social media management, and the things that I was doing right after I left corporate America and started my own business. And feeling like, "Oh my gosh! I'm super overwhelmed." And feeling like, "Okay, I need to pivot." To shutting a business down because of my husband and my business partner being diagnosed with cancer at the same time.

And as I said no matter what these challenges were, even though they hit real hard and sometimes brought me to my knees, I also realized that in those times of darkness, that the light that I was always able to see was the light of believing that I had the ability to figure things out. And right now if you're struggling with things, if you're struggling with, "What am I going to do with my business? How am I going to keep going? How am I going to keep surviving? I've built this dream. I've built this business and how am I going to keep it going?" I'm here to tell you that right now you need to bet on yourself. You need to bet on yourself that you have the ability inside you to figure this out. You have the ability to listen to whatever guidance you know is or whatever things are coming up for you, that you have the ability to do this.

And it's not about extra marketing. It's not about the money. It's not about increasing your revenue. It's not about being just even being able to make payroll. What it's more about is empowering people, empowering yourself. Building a community of people to surround you, but building a community where you can connect with others. Where you can connect with your customers. Where you can bring your local community together. It's more about that and showing up authentically in your business so that you can be a leader. So that you can be a leader and move things forward and help others to move

things forward. Because when you help others to do it, in turn it will come back to you and you can do it yourself. But the thing that we need to do is we need to stand in our conviction.

As my mentor told me a couple weeks ago, that you know what you're doing. You've built this business once, you can build it again. And when you have that ability to bet on yourself, that you can figure this out. Even though the chips are down, even though you might feel like you are failing every single day, and even though things might not be going all that great, you will continue to bet on yourself. Because when you will bet on yourself and you invest in yourself, when you invest in learning, when you invest in taking a deep breath and stopping so that you can assess what's going on. When you bet on yourself you will always win. When you listen to what that inner voice is telling you to do next, whatever that is, it will never ever steer you wrong.

And coming from my own experience, no matter how many times I've had doubt, no matter how many times I've launched things to crickets and haven't gotten anybody to show up, or had one person show up early on in my business, or had something happen where when I first started my business and somebody came back to me and didn't like something that I created. No matter how many times I doubted and I wanted to give up, the thing, that light that always brought me back is my ability to bet on myself.

And deep down, deep down in your toes and deep down in the deepest place, you have the ability to believe that you can do this. That you can get out of this struggle. That you can move forward. That you can put the right marketing and messaging and branding in place to attract people. That you can do the right funnels, build the right funnels. Or that you can lead your people and hire the right people. And that you will be able to make payroll. But what it comes down to is that you need to be able to bet on yourself.

You need to be able to believe in yourself and believe that you can get through this and you can keep moving forward. You built it once, you'll build it again. No matter what happens here, we have the ability. We always have the ability to bet on ourself and invest in ourself. Invest in ourself to get the right help to do the right things, so that we are able to move forward. And I've seen time and time again business owners the past several months saying, "This isn't going to happen." Or, "I need to see it first. I need to see the concrete result first before I decide to invest in this, or before I decide to doing this." And I'm here to tell you that when you bet on yourself you don't need those concrete things. You don't need to see it first before you do it. You have faith and you show up and you are that authentic visionary leader, before you actually achieve the results.

Because when you do that, when you bet on yourself and when you believe that you have the ability to do this, and you show up as that vulnerable, courageous, confident, authentic leader in your community, in your industry, in your business, the results will follow. It's when we think we need to see it first before we ever take those steps, is when we get ourselves stuck. And that's when we start to sink. And that's when we start to struggle. So I'm here to tell you today on this Monday as I'm recording this, I'm here to tell you it's time for you to show up. It's time for you to bet on yourself and start making things happen. No one else is going to do it for you. No one else is going to be able to give you the absolute best advice or the best suggestions. You're able to do that for yourself.

You can have a guide as I have a mentor that helps to guide me, but you also need to believe in yourself. No one can do that for you. No one can believe in you stronger and more than you can believe in yourself. So it's time for you to bet on yourself. This is a shorter episode. But I saw this message, I felt this message and I just wanted to put it out there. That no matter what circumstances are flying around you, no matter what is happening, as I've experienced this myself, as long as you keep betting on yourself and believing in yourself, you will never be steered wrong. And you will always achieve the

results that you want to achieve. They may not show up the way that you want them to look. They may not be this big thing, but that next big thing is right around the corner.

So it's time for you to bet on yourself. It's time for you to... And I wish someone told me this when I first started my business 10 years ago, or when I started my first business back in 2008. I wish someone would have told me that you will never go wrong if you bet on yourself. It would have saved me a lot of heartache and a lot of frustration. So I want to share this message with you as I've seen so many business owners just struggling and sinking, closing their doors and trying to figure out what to do next, and ending up spending money on stuff that doesn't work. It's time for you to bet on yourself. And if you're ready to bet on yourself and you're ready for that guide that's going to help you steer that ship, help you steer your ship and help you to dig deep so that you can achieve the things that you want to achieve. So that you can become that authentic leader.

You can become that visionary leader. You can really make a difference in your community and stand up as a visionary leader. Then I hope you will join me for part two and part three of my three part business training called the three keys to grow your business in any economy. I hope that you will join me. This week we have two more sessions. We have part two and part three coming up. So I hope you will join me for that. You can register in the link in the show notes, but until then I hope to see you back here next week if not anything else. And remember, always bet on yourself. Take care.