
The mindset of social media:

6 reasons why you might be struggling to find your voice

FUNCTIONAL MEDIA

Your mindset

If you're serious about getting your voice heard on social media, then you need to know this:

Simply “trying harder” will almost never work if you don't have a strong mindset.

Lack of a strong mindset can lead to...

- Confusion within your audience (they don't know what you do, how you work with people, etc)
- Lack of intimate connection between you & your audience (HINT: this is what sells)
- Looking like everyone else in your respective field / niche
- Decreased motivation

And ultimately... a lack of new clients through your online presence

6 Common Mindset Blocks

- 1. Not trusting yourself & following the crowd
- 2. Scared to show up authentically / fear of judgement
- 3. Imposter syndrome
- 4. Perfectionism
- 5. Selling is sleazy
- 6. It's hard to...

If you overcome these mindset hurdles...

- ✓ You'll find it's easier to connect with your audience
- ✓ More clients or sales
- ✓ Confidence to show up consistently
- ✓ You'll enjoy social media a lot more ;)

Before we dive in...

Make a list of WHY you have a hard time showing up online.