

EXPLORE YOUR ENTHUSIASM

EPISODE 93: THE DIFFERENCE BETWEEN ARROGANCE AND CONFIDENCE

There's a difference between arrogance and confidence, and your confusion about the two might be hurting your business. Welcome to episode 93 of Explore Your Enthusiasm, with me Tara Swiger! Today, inspired by the participants of the Biz Confidence Challenge, we're going to talk about the difference between being arrogant or cocky or annoying and being confident in your business and your product.

You can join the totally free 6 week Biz Confidence Challenge at TaraSwiger.com/bizconfidence + you can participate in the community by using the hashtag [#bizconfidencechallenge](https://bizconfidencechallenge).

In the very first week on the BizConfidenceChallenge I asked you challengers to list three things you're proud of. For starters, we have a really hard time doing this, don't we?

There are two parts of posting what you're proud of:

1. Finding things you're proud of.
2. Announcing that you're proud of yourself.

The first part, finding things you're proud of - if you struggle with that, it may be that you never stop and really look at it - you never celebrate all that you have DONE to be proud of.

And it's so easy to just keep going - to set goals, to do the work, and then by the time you reach your goal or you've done the work, you're already thinking about the next goal and the next list of things you need to do. This is totally normal. This is human nature, to keep looking forward at the next thing.

But if you don't stop and celebrate, it's easy to forget that you've gotten ANYTHING done. When you're having a low day, it's easy to think: "oh, I haven't done anything, I never do reach my goals" and all you can remember is all the times you were working hard without seeing results.

That's normal, because our brains have a negativity bias - we have an easier time remembering the hard or bad things, so that we learn lessons from them.

But that means that you don't remember all you do accomplish naturally - so you have to stop and do it ON PURPOSE. When you stop and celebrate what you've accomplished regularly - whether it's when you REACH a goal or it's just every week, like I do with the community on Periscope every Friday, you are cementing that moment of celebration and recognition in your brain. So that when you're having a low day or you feel unmotivated, you stand a chance of remembering what you HAVE accomplished.

So stopping and FINDING the things you're proud of is important, both for your confidence (to recognize: hey, I HAVE done things!) and for your momentum, so you realize that your work is taking you somewhere.

Like I said earlier, there's IDENTIFYING what you're proud of and then there's SHARING what you're proud of. The Biz Confidence Challenge is a weekly challenge built on sharing, because, well, being public about your awesomeness and your struggles DOES build your confidence. Because doing things you're scared of and then SURVIVING them, builds confidence.

But what I've realized is that a lot of us struggle with this "being public about our pride" thing. We worry that it makes us come across as arrogant or cocky. Like people will think, "Oh, she's so full of herself."

But I want to be clear, there is a huge difference between Arrogance and Confidence:

Arrogance = having or revealing an exaggerated sense of one's own importance or abilities.

Confidence = the feeling or belief that one can rely on someone or something; firm trust.
Or, a feeling of self-assurance arising from one's appreciation of one's own abilities or qualities.

So you see, arrogance is about having an EXAGGERATED sense of your awesomeness.
Confidence is having an appropriate appreciation of your abilities.

When I ask you to share what you're proud of, you're acknowledging stuff you ACTUALLY did. You see, it can't be exaggerated, if you actually did it. There's no judgement that comes into it - it's just hard fact.

Now, there's been a cultural expectation, at least in the United States, in years back, about women and confidence. The expectation is that women are going to hold back a bit, that we're going to be self-deprecating, and underplay our accomplishments. So it might feel that by stating JUST FACT, even if you're not exaggerating, that even by SAYING it, even by ADMITTING it, you're bragging. If you've been told, as I was growing up, that "nice girls don't brag." and "don't make a big deal, you don't get bonus points for doing what you're SUPPOSED TO," then you might feel like even talking about your abilities or your accomplishments is arrogance or bragging. I get that. I feel it.

But here's what I know, both from my own experience with hundreds of makers and from the science around confidence: You can only build confidence, or that firm trust in your ability to handle things, if you acknowledge that you can handle things. And this isn't just self-confidence, but it's also other people's confidence in your ability.

And if you have a business that sells a product, you need to instill confidence in your ability, in your customers. They have to know they can have, as the definition says, "a firm trust" that you'll deliver. So hiding what you've done, what you make, or how you've succeeded - hiding it prevents your customers from building that confidence. And if you existed in a vacuum, maybe that wouldn't matter. But if you exist in this world, then there are other people who serve your customers - people who are building confidence and trust with your customers.

So, you see, you need to acknowledge what you've accomplished for two reasons:

1. your own confidence.
2. your customer's confidence in you.

When you build your own confidence, that just means you believe you CAN rely on yourself, that you can do stuff. And you will do MORE stuff because you believe you can. Your own confidence is VITAL to moving forward in your business, to taking the kinds of actions you need to take to have the life you want to have.

Your customer's confidence is necessary if they're going to give you their money, and if you're going to build your business.

So don't hold yourself back from being proud of what you've done, or of sharing it!
If you'd like more challenges that will build your confidence, sign up at taraswiger.com/bizconfidence.

Thank you for listening and I'm wishing you a confident day!