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### Overcoming fear as a small business entrepreneur: How to tackle risk & build confidence



As a small business entrepreneur, to definition you're someone who's comfortable with a certain amount of risk and ambiguity - after all, you've stepped away from the more traditional and secure paths of working for someone else. But that's not to say you're not afraid of your fears before you've fully understood the confidence needed to succeed in your role as a business owner.

#### Why it's important for entrepreneurs to be confident

Confidence enables you to be bold and embrace a healthy dose of risk-taking. This helps reduce the likelihood of other challenges arising, like stress. Because they're not afraid to take risks, business leaders are planning and budgeting for the long term. They're also more likely to explore partnerships, or even create funding solutions to fund the expansion.

As a business owner, you need to be both that when people approach - potential investors, even - you're confident you can do it. If you're not confident, you're not likely to be able to raise the money you need to fund your business. It's not just about the fear of taking a risk, but also the fear of not being able to do it.

#### 1. Step out of your comfort zone to get past impostor syndrome

- At some point or another, many people experience impostor syndrome. This is the feeling that you're not qualified for your job, or that you're not really the person you think you are. It's a common experience, and it's often linked to a lack of confidence in your own abilities.
- Instead of giving into impostor syndrome, you should embrace it. You're not alone, and you're not alone in your journey. You're not alone in your journey, and you're not alone in your journey. You're not alone in your journey, and you're not alone in your journey.
- Take risks, but don't be reckless. Push yourself out of your comfort zone. For example, you have a lot of public speaking, such as opportunities to create speaking in a support environment - perhaps a panel or workshop group or a live video or podcast.
- Once you're speaking, you can feel more confident in your own abilities. You're not alone in your journey, and you're not alone in your journey. You're not alone in your journey, and you're not alone in your journey.
- Start small, and remember that failure provides opportunities for learning from your mistakes. Reflect on what you would do differently next time, and then do just that. Repeat the cycle.
- The more you practice pushing the further you become at it - and the more you build your confidence and self-esteem.

#### 2. Recognize your expertise

When you're confident about it, it's that you're doing "What do you think you're good at?" When you're confident about it, it's that you're doing "What do you think you're good at?" When you're confident about it, it's that you're doing "What do you think you're good at?"

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#### 3. Surround yourself with supportive people

It's really important not to be overconfident - not with to avoid being perceived as arrogant, but also because overconfidence leads to risky behavior. When people are overconfident, they're more likely to take risks that they're not qualified to take. It's really important not to be overconfident - not with to avoid being perceived as arrogant, but also because overconfidence leads to risky behavior.

#### 4. Find a mentor

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#### 5. Be accountable & avoid being overconfident

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#### 6. The importance of giving back

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