

Small Business Success - It's a Matter of Confidence

By Diane Hughes

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Diane Hughes
admin@probiztips.com

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I was floored! I couldn't believe what they were saying! But there they sat -- three of the biggest film stars of our age -- telling the world they had issues with confidence. I was watching an interview where Merle Streep, Nicole Kidman and Julianne Moore were talking with Oprah Winfrey. Their conversation gave me a lot to think about in regard to small business success.

It started with Merle making a comment about a movie she'd starred in. Her joke was about the fact that she actually quit the movie before it began filming and then ended up following through with her commitment after all. At this point, Nicole and Julianne chimed in. "I do the same thing!" was the cry. As I watched these three huge film stars go back and forth with their issues of insecurity, it dawned on me that I had something in common with these movie icons.

As a small business owner, I constantly question myself. I wonder if I have the imagination, the talent, the skills, or the drive to make it online. Yes, I'm earning a full-time living on the Web. I've done so for quite some time now. But that fact seems to play a tiny part in the establishment of my self-esteem.

Like most small business owners, and apparently at least three giant film stars, there is a constant struggle with what we **think** we can do, and what we can actually achieve. Self-doubt creeps in and - if we let it take hold - we want to quit. We question our abilities and even our successes. It has the potential to be devastating.

There is something else I learned from this interview, however. While all three of these ladies had gone so far as to call their agents and tell them they weren't making the movies they were contracted for, they still did them. Even with high levels of insecurity, they got themselves together and marched onward.

What was the end result? Most of the time, a box-office hit and millions of dollars! Yes, there have been a few "failures" for each of them. However, generally speaking, each time they made an effort something wonderful happened.

There are three things I don't think I'll ever forget about that interview.

One

Everybody - even the "rich and famous" - doubts himself or herself from time to time. Small business owners are no different. Wearing all the different "hats" of a small business owner creates the perfect environment for insecurity to creep in. It's something you will likely not completely rid your life from, but it IS something you can overcome.

Two

If the risk is a calculated and reasonable one - suck it up and move onward toward your goal. Take into consideration the "logical" aspects of success. Is the risk you're about to take (expanding your services, taking on a new client, launching a new product) one that stands a good chance of success? Weigh your options. If you decide the risk is worth taking, then don't let fear stand in your way.

Three

Oprah actually does have some good shows from time to time! :o)

So many small business owners quit before ever "making it." That's a shame. They let their doubts and fears take over, and it drives their dreams right out of the picture. If you love something - if you truly want to do a particular thing and earn an income from it - don't let anyone (including yourself) tell you that it can't be done. I think Merle, Nicole and Julianne would agree!

Diane Hughes is an accomplished internet entrepreneur and editor of the popular ProBizTips Newsletter. Subscribe to her newsletter for more tips, tricks, and secrets of the trade -- plus get HUNDREDS of eBooks, software and tools just for subscribing! <mailto:probiznews@aweber.com>

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