



FREE
FIX YOUR
IMPOSTER SYNDROME

PROVEN STRATEGIES
TO CURE YOUR
IMPOSTER SYNDROME
& ACHIEVE MORE!

**FROM THE AUTHOR OF THE HIGHLY ACCLAIMED FIGHT THE
FEAR AND TAKING CONTROL OF YOUR MIND**

MANDIE HOLGATE

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Chapter One

WHY YOU MUST FIX THE IMPOSTER SYNDROME

WHAT WILL THIS eBOOK DO?

Why you must fix this if you want to achieve more

I first wrote this as an article in 2016 and it is still one of the most read and loved articles I give to clients and those suffering from that lack of confidence that happens when the little voice in your head keeps taking over.

If you are experiencing the Imposter Syndrome, please know 3 things;

1. You are not alone
2. To date I've fixed every single case of Imposter Syndrome – permanently.
3. If you don't fix it, it could impact on every aspect of you life, happiness and success.

Signs that the Imposter Syndrome is attacking your success;

- You are shocked when you get a promotion, compliments or a lucrative contract.
- You shy away from asking for what you want.
- You assume you will be in other people's way.
- You don't feel like you deserve the success you get.
- You feel guilty when someone pays you a lot of money for the work you do.
- You worry someone will find out you are a fake and can't really do what they think you can!
- You procrastinate on taking action even when you know it could elevate your success.

The list is long and I see it manifest in many ways, so let's get rid of it, shall we?

The other reason I know why what I share in this book works, is because 16 years ago I had very little confidence and the voice in my head could convince me out of anything.

One of my first goals when I trained as a coach was to go to a coffee shop on my own and drink a coffee. Sounds daft doesn't it? But this successful multi-award international winning author, speaker, broadcaster and coach started off in this business too scared to network or phone a radio station – not great for business!

A true story for you....

The phone rings and a voice says "Is that Mandie Holgate?"

I answer "Yes that's right"

The voice on the end says "**Good it's the home office here, we'd like to speak to you...**"

Gulp I think;

1. "How'd they find me, I thought I was safe on Mersea Island, half the planet has never heard of the place!"
2. "Oh no now what have I done..."

So why was I thinking either of these?

Let's be honest the most "In trouble" I've ever been is travelling from Leicester to Cambridge on a travel card that I didn't know had been purchased on a student card. (turned out I had £1.30 reduced off of my ticket, which I shouldn't have. 2 burly transport police at your door when your 18 is a bit scary to explain to your mum but that's a story for another day – it was all good and a bit boring – and I bought a travel card!)

So why was my first response when the home office rings to think panic stations change your name, run like your Jason Bourne against the baddies being shot at?

- Because like most of my clients I suffered from a big fat dose of "you want little old me" syndrome?

It's also known as imposter syndrome and a ton of other names however whatever you wish to call it, it's a big fat obstacle to your success *if you let it*. And I've seen it rear its head up enough times in front of a talented clients career path to know that to be true so in this book I will share how to quickly and permanently shoot down, and chop up the Little Old Me Syndrome mindset that damages your actions and results.

On the next page I'm going to share a couple of case studies so you can see the damage this causes (often hidden from you and very frustrating when you are trying to achieve more) and how the strategies in this Book changed everything!

(For the record the Home office were inviting me to hear the home secretary speak about women in business, apparently I'd come to their attention for the right reasons and I even got to pose a question to her which led to a lot of great opportunities.

And I'm happy to help you get known as a thought leader in your field too, just message me or I've tons of free resources, low cost courses and books and even a mastermind group that is only £5 a month. You could read this book and pose me questions on my mastermind group as you go to maximum benefit.

I care so much about you because I've been there and wanted to achieve more and I've now helped thousands and thousands to do get the results they want in business and life. I truly hope this book has a positive impact on your mindset and results.

PROOF TIME 1

Meet Sarah. Sarah was very successful in her career and considered a complete professional. However it was a shame her head had not got that memo because whenever an opportunity came up to further her career that little voice would tell her;

- There's other people better qualified for this.
- You can't cope with what you are doing now how would you do that!
- They aren't going to want you, you are too young.
- You've never done anything like this before what makes you think you can do this?

Sarah came to me because she was now fed up with seeing other people get promoted and acknowledged when she felt she could have done that job. When you add the financial implications she was really fed up and felt trapped in her own head with a voice that told she wasn't good enough.

After 2 coaching sessions (2 hours each) Sarah not only got rid of her imposter syndrome, she learnt to love and respect the woman she was. People started noticing her at work. They'd ask "have you changed your hair?" or "have you lost weight?" They couldn't put their finger on it but they could tell something was different.

I last heard from Sarah about a year after we worked together. She phoned to tell me that she was now in charge of a team of 54 people and the company were keen to see her rise to the top. They were writing a new programme and wanted to fast track her to the top and would I help?

Sarah's bravery in being honest on her little old my syndrome, led to a new way of thinking for her and the company she worked for. Cool right?

PROOF TIME 2

Meet Tom. Tom has his own business. He came to me because he wanted to grow his business, increase profit and reduce the hours he was working. He knew he needed to take on staff but that petrified him. So there was a lot going on.

Tom admitted that he had been treated badly at the last place he worked and it had led to him quitting and setting up on his own. While that was great he clearly was hanging on to a lot of outdated thoughts and beliefs about himself and his capabilities and we could see how they were impacting on every aspect of his business and life;

- He wouldn't chase up opportunities because he thought he looked desperate and they didn't want to work with him.
- He didn't believe he could go for the calibre of contracts I suggested because "Why would they want to work with me?"
- He often procrastinated over what to do next because he rarely believed in himself or his capabilities.

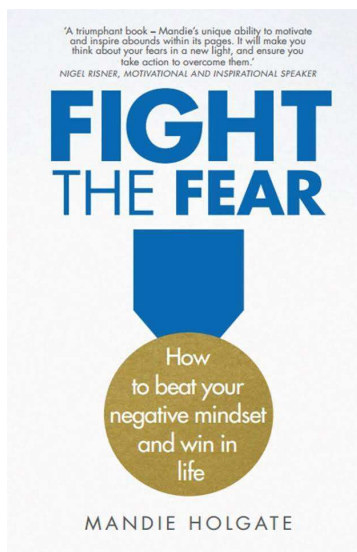
As you can imagine this is just an overview but it impacted on his ability to grow his business, ask for what he wanted and even explain prices to customers.

Before we looked at the marketing strategy, companies goals, vision, mission, ambitions, sales funnel, communication, time management or structure the first thing we fixed was what he thought.

Never underestimate the cost of a poor mindset on your ability to get what you want in your life.

Don't try and fight
who you are
You won't win

www.MandieHolgate.co.uk



If you lack confidence, fear asking for what you want, fear failure or hate letting people down. Fight the fear is my highly acclaimed book that fixes these issues and more.

www.mandieholgate.co.uk/books



Chapter Two

MIND THE GAP



MIND THE GAP

That's the gap between what the words in your head are saying to you and what the facts are actually saying.

If you were to sit with a coach like me and they sifted through the facts of what you have achieved up to this moment in your life and they then sat with you and wrote them all down in a nice long list it would make for impressive reading, so time for some action.

When you bridge the gap between what you believe and what is fact you help adjust the perception of where you are, who you are and what you can achieve.

It is a powerful strategy that will permanently override what you believed to be true about your capabilities.

ACTION; I want you to write a long list of all the things you've achieved. I know for some people this will be really hard and for others this will be really easy. If you get really stuck head to my confidential mastermind group and I will help find how brilliant you are. Trust me I always do.

(This becomes a powerful list to remind you that you are very capable and its packed with examples of your abilities, skills and experiences that are a reminder for you. It is a good idea to make this a visual thing so that you are always reminded of what you can achieve. On tough days it will give you moteumem and stop you from procrastinating!

It is wise to be mindful of the ridiculous things you allow yourself to say to you. I had a client tell me they were "Just a house wife" and yet here in front of me was someone that had worked in one of the toughest environments on the planet. The most fearless financially savvy business minded entrepreneurs would gulp at setting foot into where this woman had worked and yet this woman dismissed her brilliance. (A good thing I could see it and was wowed by it. It led to her asking for opportunities in her professional life that were purely genius. They have never looked back and thought "It's just little old me!")



Chapter Three

GIVE ME A CHEER!



GIVE ME A CHEER

When you are really in the doldrums and can't find a way into a positive mind set, Sometimes knowing the facts and statistics just is not enough.

I know first-hand that sometimes even when things are going right you just get this negativity that you can't shake. You are a human being, you are not supposed to be on some emotional Disney princess high 24 hours a day.

If you didn't feel miserable once in a while how would you know what a good day looked like?

Wow were you expecting me to say that?

I'm not telling you that you can hang out in misery town and expect success to come knocking for you, because it won't.

However, what I am saying is that you are allowed to feel like it's tough once in a while. And if you are having a moment, accept it is a moment. And work out how you will get out of that moment.

And a word of caution here. You will not get out of that negative mind-set with chocolate, wine or kicking the dog (Never kick your dog!)

I want you to look at the chart below and work out what is in your negative mind-set saying?

What do you tell yourself and how can you spin that thought on its head?

What would be in column one for you and how could you turn that lousy mindset into a positive one?

Negative	Positive
Why are they going to listen to me?	Why wouldn't they listen to you, someone has to be the expert?
I'm just a sole trader they will want a big business wont they?	More than anything won't they want quality, great service, products? Can you deliver on that?
I'm a small company they won't want us	They already know how big you are they found you online didn't they?
I'm not good enough to be in front of an audience	Someone has to why not you?



Chapter Four

GET OFF

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We spend far too much time online.

Okay so it *can* be a powerful tool for keeping in touch with friends, expanding your network, gaining new opportunities, learning, marketing and promoting you and your business and for getting you known as a thought leader and expert in your field...

However it can also make you feel like the whole world has it sussed, is living life like a Disney Princess Super Hero and they never have a bad day.

On the other hand, you could be surrounded by negativity and what is that doing for your mind set and the “Little old me” syndrome?

Get off of it.

In the words of the 1970’s TV show “Why don’t You” Go and do something a little less boring instead. Find a different way to feel your fingers, your actions and most importantly your mind.

If you aren’t going to get off line see at the end of this chapter for what social media should do for you.

By spending so much time online you are constantly comparing yourself to every person that is there. That is not healthy, while it is great to find role models, inspiration and mentors. It is not good to constantly analyse and question everything you say do and choose to think. So get off of social media when your mindset is less than positive.

It is a fast way to enable your little old me syndrome.

Remember if you follow the right people you will find they will help to reduce and fight your imposter syndrome and yes you can include me in that.

People often message me and say “Mandie I’m having a wobble day, I don’t think I can do this.” And then I share a Facebook live or an article to help them get back on track.

That is social media working for you, your mindset and your success.

WHAT SOCIAL MEDIA MUST DO FOR YOUR SMALL BUSINESS

When used powerfully digital media is one of the fastest, affordable, easiest ways to grow your business. While experts will share algorithms, strategies to engagement and sales, here's what you need that you don't get told and it could be the difference between "a bit of success" and ensuring digital media is a powerful addition to your business and not a sap on time & emotions.

WHAT DO I NEED FROM SOCIAL MEDIA?

- New business
- Repeat business
- Referrals
- Brand recognition
- Expand the bubble
- Learn new skills
- Motivation
- Support
- Advice
- Knowledge
- Stay cutting edge
- Market Research
- New opportunities
- Free PR
- Strategic Partnerships
- And?

WHAT DO I HATE ABOUT SOCIAL MEDIA?

Take the time to know and understand what you hate about social media so you can filter it out to create a powerful online experience.*
*Understand how your beliefs and values are impacted on by the wrong social media feeds.

DON'T GET SUCKED IN

If you don't set the agenda then social media will.

- How fast do I respond to messages on my profile?
- How fast do I respond to messages on my business page?
- How often do I comment on groups?
- How often do I reply to comments on my posts?

HOW WILL I MONITOR RESULTS?

Don't monitor results by the number of followers. How many people comment, connect and message you to learn more? Will you ask people in preliminary meetings "How did you find us?"

WHAT DO I NEED TO LEARN?

If social media is not delivering it is usually connected to your overall approach to communication, marketing and business growth strategy.

NETWORK'S NET WORTH

Used well your digital network will deliver very good results. Considering your companies goals ask yourself;

- Who do you need to include in your digital media world?
- Strategic partners.
- Customers.
- Suppliers.
- Network connections.
- Target audience(s).
- Social influencers.
- Journalists.

ADDITIONAL TOOLS TO SUCCESS

How will I build relationships outside of social media?

Remember growing your business is not just



Chapter Five

THEY LOVE YA!



THEY LOVE YA

Whether you like it or not, You are already loved.

Every client that has displayed the “It’s just me” syndrome has had a nose dive of confidence, questioning if they can really do what they think they can and on every occasion I’ve been able to use my unique coaching strategies to get them back on track.

Their little old me syndrome was making them think;

- Can their business really scale to the heights they want it?
- Can they really deliver this big contract?
- Can they really secure this awesome client, contract, pay rise, career they want?
- Will they really be able to deliver on what they promise? Gulp!

These are just some of the doubtful questioning quotes I’ve heard over the years. And the really annoying fact for them, is that I can happily (and much to their annoyance) bounce back at them an opposite positive view. A view that changes their perception, that helps them think differently. I often say things like;

- “But they found you didn’t they?”
- “They’ve asked you to do this before though haven’t they?”
- You’ve already done this before on this occasion and it worked didn’t it, for what reason would it now work this time?

Challenging them in what they believe to be true.

Change perception and you can change mindset and when you change mindset you can change actions and results!

The important point to remember is that the other party (the boss, potential client, friend, customer) already love you don’t they?

Usually when you get a nose dive in confidence and feel like you’ve been shot down in a plane and are free falling to your perilous death with no parachute and no hope, and are shrinking in your chair in front of me giving me that look that says “I see no solutions, I’m doomed!” the fact is that the other party has already got in touch with you and said;

- “We would love to talk to you about what you do.”
- “What do you think about going for this new role?”
- “We feel you could help us with this...”

So whether you like it or not they are already interested in you, they already like what they see and are already falling in love. Your job isn’t to question if you are right for them, your job is to rock up with your winning smile and your can do attitude with the mind-set that says “Wowsers these guys love us!”

It's time to accept that they already love you and then love and own that fact!

By remembering these top tips, you will be able to spot the little old you chatter in your head. Stop it in its tracks and get your mindset back on track.

What could that do for your nose diving confidence and your “it's just little old me” syndrome?

Remember often when the “Little old me “syndrome is trying to rule the roost and bark its authority it's only going to get its voice heard if you ignore the facts that you've loved and adored already. So who loves you baby?

It's a good idea to know this, because when that “Little old me” syndrome wants to start shouting in your head it's the quickest way to shut it up.

To recap here's my quick top tip guide to shutting up the “why do you want little old me” syndrome.

And just a few words of caution;

This syndrome doesn't like to go quietly so remember these top tips;

1. Mind the Gap – between fact and what you tell yourself.

2. Give me a cheer – turning your negative talk around to gain a new perspective.

3. Get off – too much time online can be seriously damaging, with the wrong people.

4. They love ya – already therefore watch out for the warning signs of the;

➤ “That's weird I wonder how they got my number”

They looked for it because you're awesome and they wanted to get in on the action!

➤ “I don't know why they want to work with us”

Because, can you guess this sentence is going to have the word awesome in there?

➤ “Don't they realise we are only a small company”

They want you because you are awesome and they recognise the benefits of working with that level of awesomeness.

Do you see how important it is to internally appreciate your awesomeness levels?

You don't have to ram it down other people's throats, and may never have tell another person, but you do have to remember your awesomeness for when that little voice starts to tamper with your success.

Remember this may be just the start for your mindset development journey.

Don't beat yourself up if you don't change overnight.

Monitor your results like I do with my clients. Remember my clients work with me once a month so they stay accountable, focused and taking the right actions to get where they want to get, what will you do to ensure you achieve this too?

This is where you'd expect me to say that you get nothing for free in life and it will be great if you sign up to my newsletter, etc, etc.

Well that's just not my style. (I don't even write an newsletter!)

I like to get to know people through social media, email and phone calls so feel free to connect so I can get to know you and your big ambitions for life, happiness and success. All of my social media accounts are available via www.mandieholgate.co.uk

Coaching clients come to me when they are ready. When I work with clients they achieve a lot because they are ready to challenge themselves and work on who they are and what they want in life and work towards achieving it.

So if you think you are ready, I'm here. And I will do I all I can to help you.

I've low cost highly effective courses you can work on at your own leisure. Designed so achieving more fits into your busy life using bite size easy to action lessons.

Courses include;

How to rocket confidence.

Powerful presentation and public speaking skills (anywhere).

How to sell in 60 seconds (elevator pitches.)

How to find your target audiences and get them buying.

Foundations to a successful business.



FURTHER LEARNING OPPORTUNITIES;

- [If you can't find the support and ideas you would like next, email me here.](#)
- [Books that make you more confident and successful here](#)
- [Courses that help you sell more, increase profit, suffer less stress, gain confidence, speak with power here](#)
- [Sign up to my mastermind group here - £5 a month](#)

I honestly don't upsell at you, people work with me because they read the reviews, speak to clients and members of my mastermind group and hear how powerful time with me is. I am as passionate about your success as you are – and I can't wait to prove it!

ENROL FOR FREE