Why You Already Have What it Takes to Build a Successful Online Business

Have you ever wondered if you have what it takes to be successful in online business? Have you ever doubted that you can succeed as an affiliate or run a huge product launch? Do you watch others being successful and think, "that will never be me"? If so, this is for you.

What it takes to succeed in online business

At one time or another, we all have doubts.

We think that we don't have enough experience. Or that we have the wrong kind.

We think that our platform is too small. Or that the costs are too high.

We tell ourselves, "I'm not like so-and-so." We tell ourselves that we aren't interesting enough or that we aren't skilled enough.

We prevent ourselves from taking the steps we need to take to be successful.

In short, we lie to ourselves and cripple ourselves.

Lynda J. Keagan wrote to me recently with this:

I am the founder of Journal Writers, the largest journaling community on Google+. For a couple of years, I wasn't doing much. Mostly because I was afraid of success. It seemed intimidating to me. I have conquered my fears, and now I'm doing my best to go full force in offering my creative services.

I responded back to her and as I often do, I knew that more people were struggling with that same fear, doubts and intimidation. I knew that many others were downplaying their own experiences, successes, and abilities, just like Lynda was.

This is what I told her and what I tell you:

[youtube id="viEVu1MXwh8"]

Key Takeaways

To overcome the doubts preventing you from succeeding in your online business:

1. Look to your past.

You have more skills, experiences, and abilities than you give yourself credit for.

2. Give yourself credit for starting.

The reality is that 99.9% of people will never get their first email subscriber. They will never write their first book. They will never record their first video.

Take a moment to acknowledge the progress you've already made. You started and that is more than most people will ever do.

3. Don't compare yourself to others.

I didn't mention this in the video, but the biggest mistake you can make is to compare your beginning or middle to someone else's polished end.

I love what Steven Furtick says about this insecurity:

The reason we struggle with insecurity is because we compare our behind-the-scenes with everyone else's highlight reel.

Focus on your own race and run it your way. You'll get to your finish line soon enough.

What's your biggest mental hurdle with your online business?