



Competence Builds Confidence by The Business Mind Podcast

Matt Henderson ([00:00](#)):

Hey everyone. It's Matt from the Business Mind Podcast. Welcome back. It's another edition of the business mind podcast. So I hope I didn't get back to you too late today, but figured I'd get to you on my way home. So I wanted to talk about confidence and how it's going to create your confidence, because I've been in this challenge for the last couple of weeks. Now it's called a One Funnel Away Challenge and I'll post a link to it so you guys can take a look. But, actually, I've been leading a mentorship group there and an accountability group. And one thing I'm getting asked by everybody is how do I create my business or my products or my sales funnel, or whatever it is for them. And they keep saying, I don't know what my thing is. I don't know what to produce for people. I don't know what I can teach people or what I could show somebody or what my business could even be that is above and beyond what other people do. And that's where I stop them in their tracks. And I say, listen, it isn't what you think of your abilities, it's where you're at compared to others.

Matt Henderson ([01:11](#)):

Part of what's holding them back and was part of what was holding me back, this is why I know, was that I didn't feel competent in what I wanted to teach. And I didn't necessarily feel confident in where I was with my business and where it was and its growth. And none of that comes without hard work and creating a knowledge base for yourself so that you become the smartest person you can be about your topic, right? I mean, you can't just, well, walk out on a stage and talk to people about any random topic because you're just going to stand up there and you're going to feel like an idiot.

Matt Henderson ([01:50](#)):

And that's what happens, people, they're scared that they're going to be out in front of people with this business they've created or a product they created and they're afraid they're going to look stupid. And I understand that, because for years I worried so much about what everybody else was thinking and you know what? Back then I was right. I should have been worried because I wasn't competent. I wasn't competent in what I wanted to show others, I wasn't competent in my abilities and therefore I didn't have any confidence. And if you don't have confidence, everybody knows it. They can hear it in your voice, they can tell you from wherever you are, you're on a stage speaking to people or you're on a YouTube video or you're just out on Instagram and you're making a post, people can tell whether you're confident or not.

Matt Henderson ([02:39](#)):

And you know, if you go back to our last episode of, can you fake it until you make it 2021? This is why I say you can't fake it until you make it because in today's world, somebody else is competent in what you are wanting to discuss. So if you're not going to make yourself competent, you'll never feel confidence. Oh, I know it sounds like something that should seem very obvious. Right? But I'll tell you it wasn't to me. And apparently to the group that I've got going on right now, it wasn't to them either. They thought

they weren't competent enough to start the business that they're starting or to the business that they're growing or to create the product that they always wanted. Because they said to me, they said, I don't actually know enough to be able to speak about it. And then I said, well, tell me what you know about your topic. And then I sat there while some of these people were able to speak to me about it for 15 minutes, 20 minutes, about things that I had no idea what they were talking about. But to tell you that they were confident in what they were saying would be an understatement. And that's when I told them and I pointed out like, listen, you're clearly competent, it seems that you're not aware of how competent you are and it's causing you to lack confidence.

Matt Henderson ([04:00](#)):

And that's the key when it comes to creating a business or selling a product or creating a brand or whatever your thing is, even just being the best at your job if you work for somebody else, maybe you're not a business owner yet, you're somebody who wants to be an entrepreneur. You want to start a business, but you're still working for somebody else. What's holding you back from getting your promotion? Do you know? I'll bet you I could take a guess. You are coming across as someone who is not confident in themselves, not confident in their work, not confident in their abilities. And there is a possibility that that's coming from a lack of confidence. So think about that tonight, I'm not going to make this a long episode because I don't think we have to, this is very cut and dry.

Matt Henderson ([04:47](#)):

If you want to be the best at something or you want to be able to have your business that does X, Y, or Z, or you want to be a teacher and speak about the next topic you. You want to be, doesn't matter, a history teacher, a professor in college, doesn't matter what you want to be. If you want to just work for somebody else forever, don't you think that your financial status is going to go up the more competent you are in your job, because I do. I can tell you that for a fact, the more competent you are the more that you are going to feel comfortable and confident when you speak to people and they're going to feel that coming from you, they're going to know it. And at one point they're actually going to be threatened by you or even better they're going to start following you. You're going to become their leader. You could be the person at your job, even that gets the promotion or the raise, and now it's because you've studied your craft, you have mastered it to a point that you are far above everybody else. And now you can turn around, reach back, lay out your hand and say, hey, listen, I can help you. Come with me, follow me. I'm going to show you exactly what to do.

Matt Henderson ([06:01](#)):

So that's tonight's message. I want you guys to work on being the most competent person you could be and help because you know that you'll create your own confidence with that. And if you're somebody who was saying, well, Matt, geez, I think I'm already fairly competent at my job, but I'm still not confident. Well, you need to stop and think about that for a few minutes. How confident are you? How many people are probably behind you now? And if you're not, if you don't feel that confident, then you're probably not totally competent in your place in life yet.

Matt Henderson ([06:41](#)):

So my suggestion to those people is go and educate yourself, become the smartest person, you're already well in your way. You're here, you're listening to this podcast. You know the answer now. Matt

just told me, gain more confidence and have more confidence in myself. So if I'm more competent I will be more confident.

Matt Henderson ([07:00](#)):

All right, everyone, it's Matt from the Business Mind Podcast. If you enjoyed this episode and you got anything from it, please take a picture, take a screenshot, share it around on social media, and tell all your friends about it. Tell them the Business Mind Podcast is amazing. And if I can help you in any way, please never hesitate to reach out to me. Matt@Nestadigital.com. And I will definitely do everything I can to help you guys create the life of your dreams. All right, everyone, I'll talk to you again soon.