

## The Passionpreneur Experience Podcast Transcript

### How To Know If You Are Ready - Episode 10

Host: Bridget Cobb

- Intro: [00:05](#) Welcome to The Passionpreneur Experience where I examined the thoughts, energy and strategy, a side hustler needs to grow their entrepreneurial dreams all while they work their corporate nine to five day job. I'm your host Bridget Cobb. Now let's get started.
- Bridget Cobb: [00:29](#) Hello everybody. Welcome back to The Passionpreneur Experience. It has been such an amazing start to the year and things are really firing up. I've got some exciting things in the pipeline that'll be coming up, uh, in second quarter. So I'm really pumped to see where this year is going for me, even in terms of my, uh, my day job and, uh, both alongside my a side hustle. So there's so much going on. It's really inspiring me in terms of what I'll be talking about on the podcast. So stay tuned, uh, because I'll be sharing a lot of that journey and, um, and talking about some of the elements that really come up when you're looking to balance both this side hustle and this nine to five and how to grow your side hustle as you work alongside your nine to five most importantly. So let's talk about and get into today's subject, which is about growth.
- Bridget Cobb: [01:27](#) And, uh, I wanted to take a look at this because I know I've certainly fallen victim to this in the past and it's pretty common. And that is that, uh, we can get into a pattern, uh, sometimes as course devours or, um, kind of addicted to taking that next workshop or something to improve a skill before we move forward. Uh, usually when we start thinking about self development and we start thinking about growth, the very first place that we go to, which is quite common, is to look at a skill gap or to look at our weaknesses. Where are we not quite there? What, what are we lacking? And then we'll go determine, uh, how to further develop because we're gonna try to fill that skill gap or grow in that particular area. That's pretty common, right? So I'm asking questions of myself like, what am I the worst debt?
- Bridget Cobb: [02:27](#) Where do I fall down a lot? Or what skills or knowledge am I missing? And that's going to determine where I go to take the next class or workshop or course, uh, so that I can fill that and continue. Uh, and, and I see that happening quite often. And

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what that can do sometimes is get us in a loop of continually seeking out our weaknesses, therefore going to take that course or workshop. And that actually causes us or inhibits us rather from taking action because there's always going to be something to learn. There's always going to be something we could improve on. And therefore we use that almost as an unconscious excuse to not take action. We're going to keep going and an upskilling before we really get out there and start taking a chance and taking risk and implementing and experimenting. I thought about how I could put this to Florida as an example.

Bridget Cobb:

[03:26](#)

And this is an example that I've actually worked with before, uh, with, uh, clients of mine. So a lot of times it's, it sounds like this, somebody will approach me who's struggling with public speaking. And I've had a client I've worked with, uh, around public speaking specifically. So, uh, now this is not their exact exact example, but I'll, I'll walk through what it could sound like. So let's say somebody approaches me and they say, I want to book speaking events, but I don't know how to speak to large groups. So I need to learn some more skills around public speaking that's quite common. They've identified that they get very nervous or they don't feel like they have a strong skillset to speaking to large groups, uh, and therefore they want to, uh, ingest some new skills. They want to build their confidence. They want to do a couple of different things before they start, uh, down the public speaking path.

Bridget Cobb:

[04:27](#)

So this is pretty, this is pretty common guys. We've identified some weaknesses here. I don't know how to speak to a large group. I don't know. Uh, what I'm missing some skill sets there. I believe I'm missing some skill sets there because I've tried it in the past or I'm hesitant to do it, which means I'm lacking certain things. And as I said, this type of statement, this type of thought that we're holding on to can be a delaying tactic in a lot of ways that stops us from going ahead and put our hands up at the next meeting or contacting that networking group that we belong to to say, Hey, you're looking for speakers, you're looking for someone, uh, in the next month, I'd like to put my hand up for that. I, and it's easy to stop doing that because

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there's always going to be a webinar, a class, a course that we can take readily available at our fingertips.

Bridget Cobb: [05:24](#) And that includes free courses and paid courses. All right? So I want to offer to you a different way to approach that thought to approach, uh, how do I gain skillsets or how do I grow, uh, without necessarily having to take course after course, after course. And that is starting with your strengths instead of your weaknesses. So let's go back to that same example. I want to start a booking speaking events, but I don't know how to speak to large groups. That's our first thought. And that tells me I need, or the thought trail that, that leads off of that is, I need more education there. I need more skillsets. I need more. Um, I need to learn certain things before I can do that. What if alternatively, you started with your strengths? Where am I the most comfortable in speaking to people? What am I good at?

Bridget Cobb: [06:27](#) What comes naturally to me? See, there's a lot of power in starting with where you're most comfortable to show you your path to growth instead of immediately jumping to your weaknesses. Uh, which can be quite an intimidating thought, uh, and puts you in a, in a mindset of lacking. I don't have those things I need to gain those things. I'm behind. When you start from your strengths, you can start to see how far am I already? Where do I already have those skill sets? Where do I already have the knowledge? To what extent do I have it? It's a powerful place to start and it may go against where we habitually go. Uh, which again is identifying the weaknesses. The reason I like to start from strengths is that our strengths often indicate some level of comfort or even mastery when we're very comfortable somewhere.

Bridget Cobb: [07:28](#) Uh, it usually means that we have at least a basic, if not better level of understanding or experience. So from that earlier exercise, uh, you know, I wanna I want to enhance my public speaking, I want to book public speaking events. If I'm going to go back to my strengths, I'm going to list, start listing those out when it comes to speaking to people, what am I good at? And I might come up with, you know what? I'm very comfortable talking to small groups, maybe two to three people at a time.

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I'm good at that. That doesn't bother me. I do it all the time and I'm comfortable. Two to three people I can have a conversation with no problem. I can even lead a conversation. So now let's take that strength, which shows us that we have mastered some specific skill sets because there are skill sets involved in even having a conversation or speaking with small groups, even two to three people.

Bridget Cobb: [08:27](#) All right. So I'm going to start listing those out. This is my first point of call. I've identified, uh, where at the point to which I'm most comfortable. And now I'm going to focus on the strengths, the skills, everything that I need to be able to talk to a small group of people. And I'm gonna list them out. And guys, I'm getting pretty granular here. So I'm going to list out things like listening. I need to be able to listen to my audience as I speak to them. And that can come in a couple of different forms. Their body language, their facial expressions or them actually responding, uh, eye contact amongst multiple people. I need to be able to look at the group of people I'm talking to. Uh, it means I need to be able to hold the focus of multiple people at once.

Bridget Cobb: [09:08](#) Because remember, I'm talking to two to three people. So that is multiple people and holding their focus, uh, understand group dynamics. So when I'm talking to a group of people, maybe I'm not just looking at one person the entire time, I'm moving my head back and forth and looking at both of them alternately and I need to know what I'm talking about. So when I start talking to, uh, my group of friends, generally I'm pretty comfortable. I have a, a good idea of what I want to talk about and it's just naturally flowing. It sounds conversational. These are all skills and uh, w elements that I feel very comfortable with when I talk to two to three people. So I'm, I'm listing those out as, uh, elements that I've mastered when it comes to group, uh, speaking to a group that size. Now I'm going to take a look at how these exact skills apply to the next level.

Bridget Cobb: [10:06](#) And maybe I jumped to 10 people in a group. So I've gone from two to three people to 10 people, not hundreds, not thousands. Uh, I've, I've jumped up to 10 people. So what exactly about the

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skills that I've mentioned have changed when it comes to speaking to 10 people. Are there additional skills needed? If I add a few more people to the group, two to three versus 10 what additional skills do I need? And you know what? When you start looking at it from that angle, often there are actually no new skills that you need or at best, very minimal improvements. The skillsets you actually have, you are there, you've got all the tools you need in your tool belt to speak to 10 people in most cases. It is not a skill gap that keeps us from advancing to 10 people over three people in most cases guys, it's actually a mindset.

Bridget Cobb:

[11:12](#)

It's a block in thoughts that keeps us from going there. And so if you can look at that and say, I've listed out the skills it takes to speak to two, two to three people. When I look at that list of skills objective Lee, there was no difference between whether seven more people walk into the group or it stays three people. It's the same skill sets. What's the difference? It's actually the thought I have about myself having that conversation. So now we take a look at that thought and this is where it gets interesting guys, because this is where you really uncover the, it's not the skill set that's been holding you back. It's your own thought. So you might discover something like this. Well, when I think about it, I believe that three people will actively listen to me and take me seriously, but 10 people won't.

Bridget Cobb:

[12:10](#)

There's something about that where I feel like those three people, two, three to three people, they'll listen to me, they'll take me seriously. But a group of 10 people, there's no way. There's something about the number that has suddenly blocked you and knocked you back after examining this thought. You might come to the conclusion like, actually, I know how to speak to groups of people. I know how to do that. I have all the skill sets involved. It's actually the size I'm making, the size of the group impact my self confidence, uh, or mean something detrimental to me. And actually that thought is not serving me. It's holding me back. What a powerful discovery when you can suddenly realize it's really just a thought. You've got a thought about the number of people that shakes your confidence

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because when you pull seven people out of that group and reduce it back down to three, you're comfortable.

Bridget Cobb: [13:09](#) Again, it's just the size. So here's the growth. This is the growth point. It's not another course on inflection or, uh, how to make eye contact. You know, how to do those things. You do it every single day. It's the thought you have about more people in front of you. So now instead of, or potentially in addition to, and I'm not dissuading people, uh, around taking courses and workshops, I find them extremely valuable. When you do identify true skill gaps, then get your butt into a course. I think it's a fantastic proactive way to build your skillset. But this is another element that you can add on to determine whether you really need the course or you actually need to do some mindset work. Because at the end of the day, you could get every, uh, you know, you could just keep consuming and consuming different skills, different, uh, tactics.

Bridget Cobb: [14:13](#) But if the mindset is still holding you back, 10 people won't listen to me, but three people will. It doesn't matter how many tools and skills and uh, little bits and bobs you pick up from a course that thought's still blocking you and you're never going to feel prepared. So now's the time to do the work on the thoughts that are holding you back. All right. This is the limiting belief that's keeping you from experiencing that confidence that you need to address the large groups. If you can get to the root of that thought and start tackling that and giving it its proper attention, then you realize you already have the skills. The skills are there, they're waiting to be utilized by you because you've cultivated them over years of talking to friends and talking to your teammates. Now you just need to unblock yourself from the thought of I.

Bridget Cobb: [15:10](#) Now I'm going to get in front of a few more people. I did this exercise myself when it came to writing my blog. I had this thought that I'm not a good writer. I don't know how to write. And that was keeping me from writing. The reality is I've been writing all my life, you know, uh, I wrote all through school, I wrote papers, I write at work. Um, you know, where I work. You have to write a paper in order to do anything in order to move

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forward and advance or, uh, introduced an idea. So in fact, I ride all the time, but I had this belief that I'm not good at it. And so that kept me from writing. Uh, instead I thought, well, maybe I need to take a creative writing course. Maybe I need to, uh, go and refresh for a little bit.

Bridget Cobb: [16:00](#)

When actuality what would really help me is just starting to write. Uh, and, and also remembering, I'm not just starting, I've been writing for a very long time. Really the thought was hold that was holding me back was I don't think anybody wants to read what I have to write, has nothing to do with my ability to write. It had to do with, uh, a fear that people would judge me or that, uh, that even if I did write something good, no one would find it anyway and no one would want to go read it. That's my own hang up that's keeping me from getting the content out and sharing what I have to share. It's not serving me. So instead I said, well, I'm just going to right now. That went into some thought work. I started working on the thought of, I'm not a writer, and understanding that that was not working for me, that thought it was ensuring that I never become a writer.

Bridget Cobb: [16:58](#)

So instead I started, I didn't go to, I'm an amazing writer or I'm the best creative writer of all time. I went to a very neutral, I'm a writer, I've written all my life. I've, I write things all the time. I am a writer, so I'm going to write in this format. I've never done a public blog before. That's new. Yes. That's okay though. I'm going to still go for it and I'm going to write in this new forum and that's how I get better at writing is just going out and doing it again and again. So taking a look at the skillsets that you have, where you're comfortable that you've mastered already and translating that into where you want to go. I'm telling you guys, nine times out of 10 you've got the skills that you need. You already have them. What you're lacking is some powerful thoughts to move you forward and use those skills.

Bridget Cobb: [17:53](#)

Allow yourself to utilize the skills, allow yourself to get out and prove to yourself that you are actually there. The more you use the skill set, the more confident you get, the more all of the sudden you're talking to groups of 10 saying, I could talk to

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groups of 10 but I can't talk to a hundred people, and you find yourself, you might find yourself back there again. Oh, a hundred people's too much. I can go to my small group or I can go to a networking group where we circle up and I talk to five or six or 10 people, but I can't do a Ted talk. No way. Can't do that. That's totally different. Is it though? Go back and do the exercise again. What skill sets are required to talk to 10 people and then how does that impact what types of skill sets are required to be up on a stage?

Bridget Cobb: [18:45](#) Nine times out of 10, I think you're going to come back with confidence as the one skill you think you're lacking. And confidence is something that you build. By doing. So you get out there and you do and you do, you put it into play. No course or workshop is going to give you confidence. You are going to give yourself confidence. So I encourage you the next time you're looking to sign up for that next workshop, that next webinar, uh, that next course, do the inventory first and decide what skill sets am I actually lacking. And first you start with, where am I strong? What do I have already? What skillsets am I flourishing in? List those out first before you go to, to anything that you lack. All right. And then apply them to where you're going. And I guarantee you will find that there's minimal upskilling required.

Bridget Cobb: [19:46](#) Uh, generally it's more thought work. And if you do find, Hey, I need to uh, build a website and I want to build it myself and it requires some coding and I'm not a proficient and coding well, great. Jump in, take that course in coding, I believe there are strong and uh, powerful use cases for workshops, webinars, courses. So, uh, but for you determining when you need that and when you actually need to do some thought work is going to save you time. It's going to save you money, it's going to save you energy. All right, so it's well worth the exercise to go through, right? So that is all I have for you today. I hope that you get some value and I would love to see you complete this exercise and take a look forward. You've just done your to your 2020 plan for the year.

Bridget Cobb: [20:44](#) You've gone through and looked at the goals that you want to kick this year, so have a look at the different tasks you have laid



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out for yourself. If there's something that you've set for yourself, I want to launch that website or I want to be on a Ted talk stage this year, whatever it is, and you're looking at that goal going, Oh, I set that as a stretch goal. I definitely, that's my big stretch goal for the year, and it already starts to give you the butterflies that you're gonna attempt this. Take the time, sit down and list out the skill sets you have right now in order to accomplish that. And what you can do again is break it down. I want to do a Ted talk this year. All right, let me just look at general speaking skills that I have and come right down. Group a to group of three.

Bridget Cobb:

[21:35](#)

What am I good at in that scenario? Am I, what can I do when I talk to two to three people? What does it require to talk to two to three people? Can I do those things? Then start to bump it up. And when you start to get uncomfortable and you suddenly have this reaction of pullback, Oh no, that's the limit. 10 people's limit, a hundred people's limit. Start to ask yourself why, what is the skill set that you've identified that's missing from what you have already? And if you can't pinpoint it, if you can't put your finger on it, it's probably going to be thought work that you need to do around that instead of gaining another tangible skillset. All right guys, I hope this motivates you to go back over your 2020 goals again. You know, highly encouraged when you write goals out. It should not be, I wrote them out at the, at the beginning of the year and then I check them at the end of the year to see if I hit them.

Bridget Cobb:

[22:29](#)

You should be going back over them, continually refreshing yourself, getting excited about them, uh, and understanding and connecting with the why. Why'd you put them in the plan in the first place? So this is a great excuse to go back and look over your 2020 goals and start identifying all the strengths you have in place right now to achieve those goals. If you try the exercise, I'd love to hear from you. Uh, you can leave a comment or leave a review on iTunes. Uh, that's where most people are leaving reviews these days on Apple, iTunes or Apple podcasts. If you listen there. Uh, but uh, let me know, let me know if it's working for you. I also usually do a few posts on Instagram, uh, for each episode to kind of keep in the theme. So I'll be asking for

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feedback there as well. Uh, if you don't follow me on Instagram, that's at Bridget Cobb coaching and uh, you can kind of follow along with the posts and the podcasts cause they match up together. So, uh, that's all I've got for you today. Thanks so much for joining me on the passion preneur experience. I'll see you back here next week. Bye.

Outro:

[23:41](#)

Are you building your side hustle business all on your own? Well you don't have to. Engaging with and being accountable to a supportive community will increase your productivity and keep you want to track. Join my private Facebook community, The Passionpreneur Experience and connect with likeminded side hustlers, just like you. Head to the show notes now for a link to the group and start building the business of your dreams.