



WELCOME

BE YOURSELF. REALLY.

Marc
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coaching

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A MOMENT OF PRESENCE

Turn off phones. Close tabs. Be here.

Confidence starts by being here.

A light blue line drawing of a person with their arms raised in a celebratory gesture. They are wearing a beanie, a scarf, a buttoned coat, and pants. The person is standing on a rocky, uneven ground. The background is white with several short, diagonal blue lines scattered around.

CONFIDENCE

SELF-TRUST AS AN ONGOING PRACTICE

C



BREAKOUT (5 MIN) WHY WE'RE HERE

Everyone in this room handles a full life.

BREAKOUT QUESTION

What would be a valuable outcome for **YOU** today?

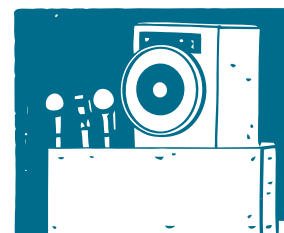
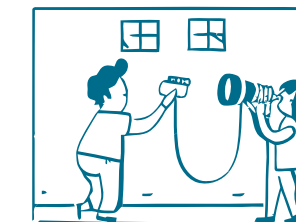


YOU DON'T NEED CONFIDENCE

YOU DON'T NEED CONFIDENCE ...TO START

You need to **START** to build confidence.

Try. Survive. Try again.





THE 3 ASSASSINS TO ~~CONFIDENCE~~ COURAGE

WHAT'S REALLY STOPPING YOU
FROM TAKING ACTION?

These are the the patterns that keep you
stuck.

Naming them helps you see them!

As we go through each one, notice which one
hits hardest for you.

ASSASSIN #1

FEAR OF MARKET REJECTION

"What if I put my work out there and no one cares?"

"What if no one likes it?"

This isn't generic "fear of failure."

This is the fear that keeps you rehearsing instead of performing.

The solution? Practicing visibility one notch at a time.



ASSASSIN #2

LACK OF ENTREPRENEURIAL SELF-EFFICACY



"I'm good at my craft, but I'm not a 'business person.'"

"I need more knowledge, MFA, course, skill building, etc..."

You're looking for evidence of shortcomings.

The solution? How you look back determines how you look forward. **Build an evidence board on paper.**

ASSASSIN #3

REHEARSAL MODE

"I'm almost ready... I just need to research/prepare/gather information/game the outcome..."

As long as you are preparing, you can't fail.

The problem:

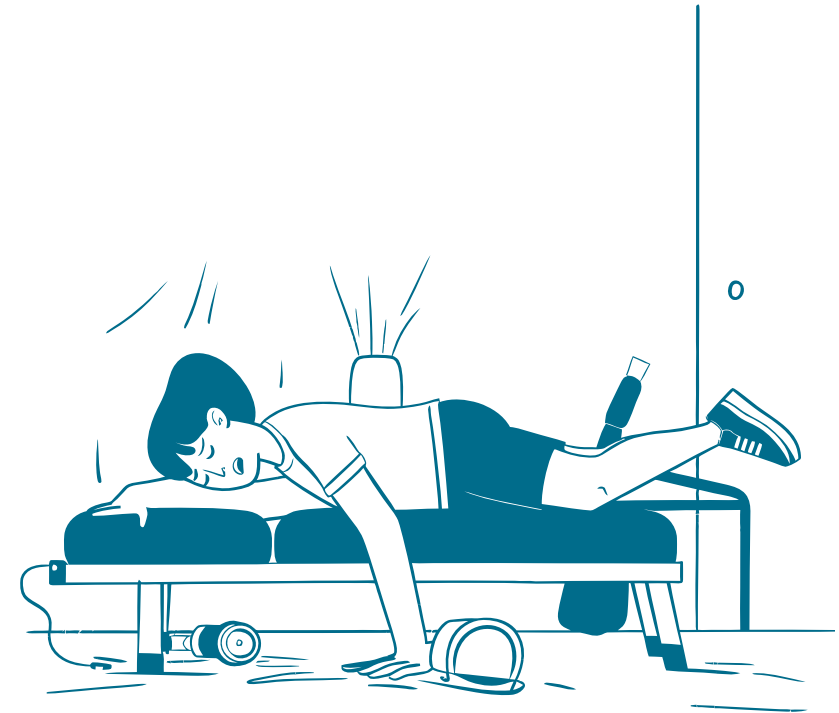
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"You miss 100% of the shots you don't take."

—Wayne Gretzky

”

The solution? Time-box your preparation or use the 5 second rule. Give yourself a deadline. Then perform.



BREAKOUT 5 MIN

WHICH ASSASSIN IS YOURS?

WHICH ONE HITS HARDEST FOR YOU?

1

FEAR OF MARKET
REJECTION

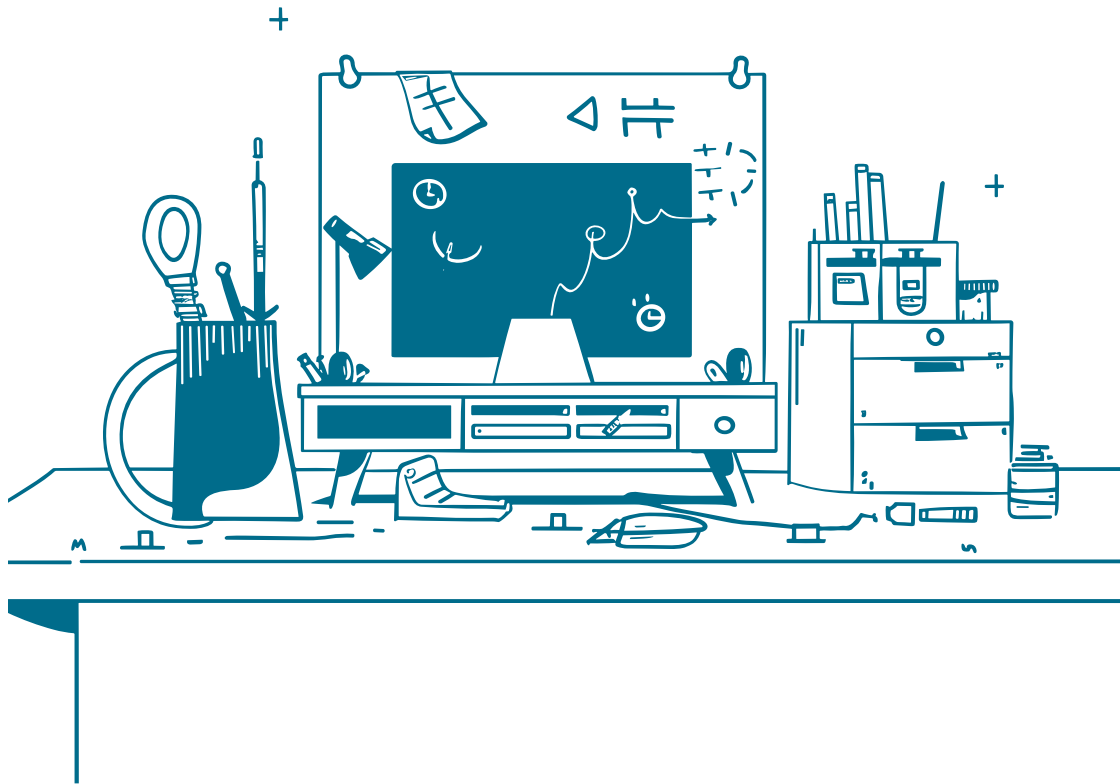
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LACK OF SELF-EFFICACY

3

REHEARSAL MODE

Which one is keeping you from taking action?



EXERCISE 1:

THE EVIDENCE BOARD

BUILD SELF-TRUST
THROUGH PROOF

Facts over feelings.

STEP 1

"BEFORE I FELT READY, ____."

Take 3 minutes. List as many examples as possible.

Big or small. They all count.

Examples:

- Before I felt ready, I moved to a new city
- Before I felt ready, I pitched that client
- Before I felt ready, I had that difficult conversation
- Before I felt ready, I launched my website





STEP 2

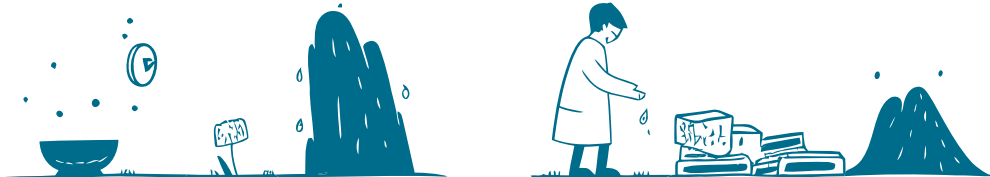
DIG DEEPER

Choose ONE story and expand it.

Journal for 3 minutes:

- What fear or hesitation was present?
- What did you do anyway?
- What happened after?
(if you succeeded? if you failed?)

You've survived uncertainty before.



STEP 3

THE TRUTH

Take a breath.

What truth about yourself does this story remind you of?

Journal for 1 minute.

Notice a strength you see in the story in front of you.





YOU JUST REMINDED YOURSELF...

YOU'VE DONE HARD THINGS BEFORE
YOU FELT READY

You survived.

And you're still here.

You have a story of capability.

So the question isn't "Can I do this?"

The question is "Am I willing to do it again?"

EXERCISE 2:

THE LAUNCH COMMITMENT

CONFIDENCE COMES FROM
DECIDING

Between thinking and action, comes a
decision.





STEP 1

NAME WHAT YOU'VE BEEN REHEARSING

What's one thing you've been preparing that needs to be *started*?

Starting leads to performance.

- A launch?
- A pitch?
- A post?
- An offer?
- A conversation?
- A new piece of work?

Write it down. 1 minute.

STEP 2

SET A ~~LAUNCH~~ START DATE

"Starting" is the same thing as performing.

Same path.

When will you "perform" this, BEFORE you feel 100% ready?

Pick a date THIS WEEK.

And pick a small way to start.

Why? Because if you give yourself a month, you'll spend a month rehearsing. But if you give yourself a week, you'll figure it out.



STEP 3

THE FUTURE WITNESS

Close your eyes.

Imagine yourself on the other side of this start.

You did it. It's done.



NOTICE

Where are you?

How are you holding yourself?



THE KEY QUESTION

What does your future self want to remind you about yourself? (hint: trust might be a thing)

Open your eyes. Write that down.

WHY SHARING A COMMITMENT WORKS

THE SCIENCE BEHIND MOVING THROUGH "UNSURE"





BREAKOUT ROOMS

SHARE YOUR COMMITMENT

You're about to be put into small groups.

You have 10 minutes total.



Each person shares:

1. What you're launching or small step
2. When you're starting it
3. What you're nervous about

Reflect back what you hear.

Share a strength you see.

No advice or "yeah me too" stories.

WELCOME BACK

HOW DO YOU
FEEL?

- Being witnessed?
- Performing?
- Uncomfortable?

A little more confident.





MINI EXERCISE:

THE CONFIDENT 'NO'

YOU HAVE YOUR 'YES'
ALREADY

Confidence requires boundaries.

THE CONFIDENT 'NO' PROMPT

Write down:

One thing you need to say NO to this week, so you have space to start and perform on your commitment.

Maybe it's:

- Saying no to a meeting
- Stopping endless research
- Not checking social media for validation
- Declining a request that doesn't serve your goals

You have 2 minutes.



RECAP: WHAT YOU DID TODAY

1

NAMED

the assassin holding
you back

2

BUILT EVIDENCE

that you're already
capable

3

COMMITTED

to a launch out loud,
with witnesses

4

IDENTIFIED YOUR 'NO'

to support your 'yes'

Confidence is a practice. You did that!



**THE REAL WORK
STARTS NOW**

CONFIDENCE COMES FROM:

**TRY. SURVIVE.
TRY AGAIN.**

Every attempt is a rep.

WHAT IF YOU NEED MORE SUPPORT?

CONFIDENCE DOESN'T GROW IN A
STRAIGHT LINE.

It's more of a "Jeremy Beremy."

That's where Creative Launch comes in.





CREATIVE LAUNCH

THE 6-WEEK PROGRAM FOR
CREATIVES & ENTREPRENEURS
WHO ARE DONE REHEARSING

**Discover more about yourself so you can
launch with confidence every time.**

You join a small cohort of other creatives and entrepreneurs. Everyone has something they need to launch.

Over 6 weeks, we meet LIVE for group coaching and have 10-15 minutes daily doing exercises so you can feel inspired and confident.

WHAT YOU GET IN CREATIVE LAUNCH



5 LIVE CALLS

90 minutes each



COHORT SUPPORT

Private Heartbeat channel



MAKE A MESS™ MAKE IT MATTER

Full access to this and other courses.



2 MONTHS OF MEMBERSHIP

Ongoing support from the community and coach.



FRAMEWORKS & TEMPLATES

Exercises, tools, resources, and talks.

WHO IS THIS FOR?

CREATIVE LAUNCH IS FOR YOU IF:

- You're stuck in rehearsal mode
- You know what to do but aren't doing it
- You thrive with accountability
- You're ready to perform

This is NOT for you if you want someone else to do your life for you.

This is for people who are excited to learn, grow, and launch.



EARLY BIRD OFFER

SIGN UP BY TUESDAY, AND YOU GET:



1-ON-1 COACHING CALL

30 minutes with me BEFORE the program starts.

- Gain insight into the program
- Determine your approach
- Start day one knowing exactly what to do and how to make the most of it

a \$97 value



FIRST ACCESS

Early access to our resource library.

- Guest expert workshops
- Member-led workshops
- Creative resources

usually only available to members

Tuesday March 3

After that, the bonuses go away.

HOW TO SIGN UP

READY TO STOP REHEARSING?

Go to:



Marc Scheff



Creative Launch Course – Marc S...

Creative Launch Course THE OLD
RULES DON'T WORK ANYMORE....

<https://www.marcscheff.com/creative-launch-course/>





FINAL THOUGHT

YOU'VE ALREADY PROVEN YOU CAN DO HARD THINGS BEFORE YOU'RE READY

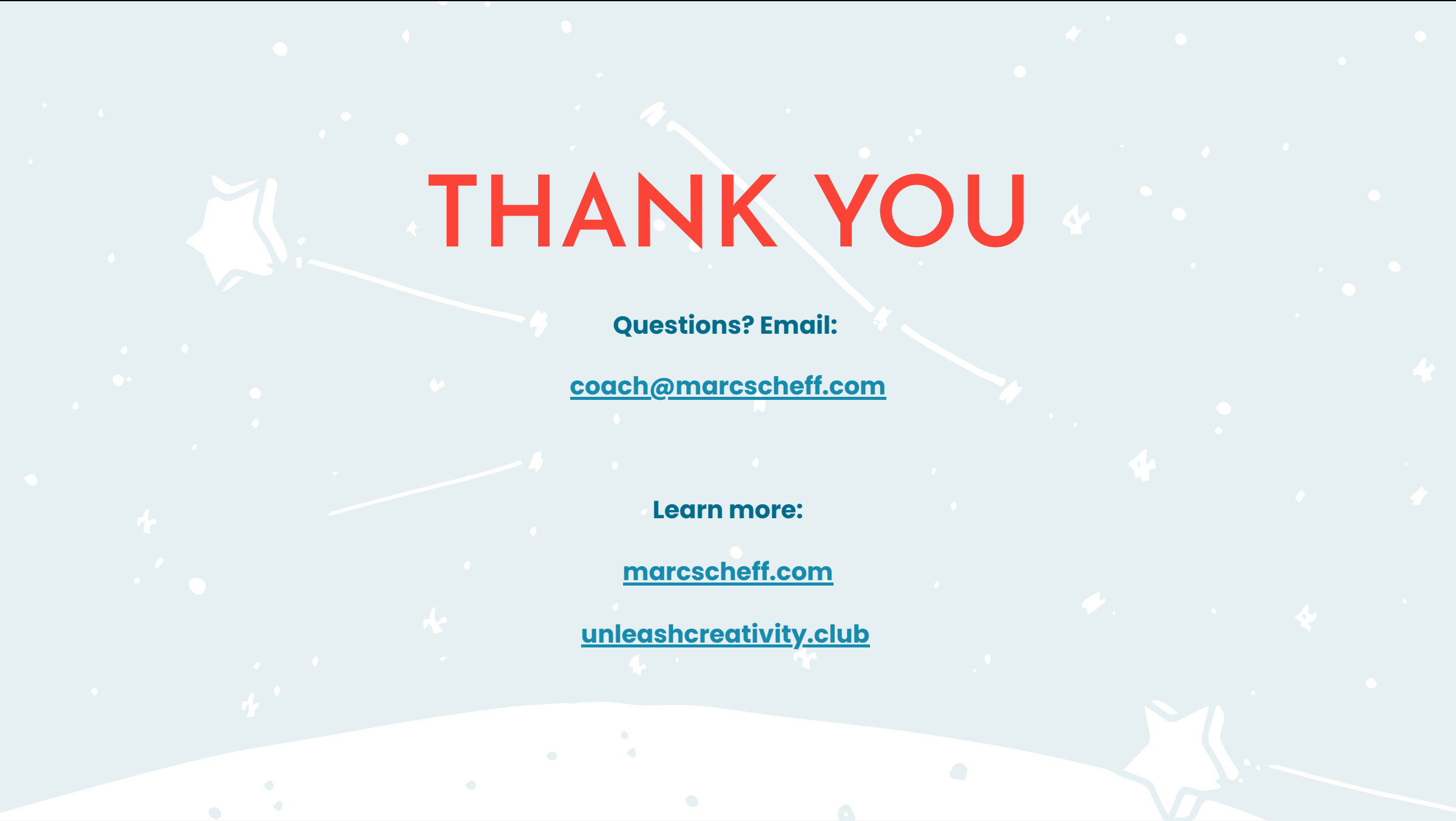
The question is:

Are you willing to do it again?

Are you willing to try to figure it out?

If the answer is yes, I'd love to work with you in Creative Launch.

Thanks for being here.



THANK YOU

Questions? Email:

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Learn more:

marcscheff.com

unleashcreativity.club