6 LESSONS FROM A MARKETING FRAUD:

HOW TO STOP IMPOSTER SYNDROME
GET S@#T DONE

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HELLO

i'm tiffany

15+ YRS
IN DIGITAL
MARKETING
(SEO/PPC/
CRO)

GROWTH
CONSULTANT FOR
70+ STARTUPS

SEO/SEM
INSTRUCTOR AT
MCMASTER UNI

FOUNDER OF
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Discount Code: CTA2019
IT ALL STARTED WHEN I WAS 9

yup, that's me
SUPER
HERO
CRASH!
STAND UP
if you have ever thought...
I’m afraid people important to me may find out that I’m not as capable as I think I am.
I FEEL MY SUCCESS HAS BEEN DUE TO SOME KIND OF LUCK.
THE REASON I GOT MY POSITION IS BECAUSE I WAS IN THE RIGHT PLACE, AT THE RIGHT TIME.
I TEND TO REMEMBER THE INCIDENTS IN WHICH I HAVE DONE MY WORST MORE THAN THOSE TIMES I HAVE DONE MY BEST.
I’m afraid people important to me may find out that I’m not as capable as I think I am.
I'm just not good enough.
70% U.S. population
(Journal of Behavioral Science, 2011)

2/3 UK Women
(Access Commercial Finance, 2018)

58% of tech employees report experiencing imposter syndrome
(Blind, 2018)

Employees at Expedia, Salesforce, Amazon were most likely to report feeling like imposters
(Blind, 2018)
WHAT YOU THINK YOU ARE

a hot crazy truck fire mess of a person who disappoints important people

VS

WHO OTHERS THINK YOU ARE

COOL + AMAZING

truth.
DON’T BELIEVE EVERYTHING YOU THINK
Lesson No.1 Get Off Autopilot
Squash the Negative Self Talk
1) No one cares what I have to say.
2) I suck at life.
3) I'm such a dummy.
4) No one should listen to me.
5) I'm such a fraud.
6) I look gross today.
7) I'm not feminine enough.
8) I look awful naked.
9) I'm ugly.
10) I'm good at my job.
11) They should seriously fire me.
12) I'm such a good friend.
13) I'm lazy.
YOURSELF
TALK IS
PUSHING YOU
Lesson No.2 Unmask Your Villain
Who do you need to cut out or ignore?
Lesson No.3 Build your crew
(Budget, Team, Someone to bury the bodies, Whatever)
FIND your people

- Talk finances
- Promote articles
- Discuss problems
- Shameless plugs
- Plan live events
- Share work opportunities

10 People

1 Ringleader

Honest + Transparent Conversation

#shinecrew
EXPECTATIONS REPORT CARD FOR WORK

LEADS (PER MONTH)

BAD <100
ACCEPTABLE 100-150
VERY GOOD 150-250
BONKERS! 250+
EXPECTATIONS
REPORT CARD
FOR PLAY

report card
RELATIONSHIPS

ENGAGEMENTS (PER MONTH)

BAD
NEVER AVAILABLE / I DO ALL THE WORK

ACCEPTABLE
THEY'RE BUSY BUT CALL ME BACK

VERY GOOD
THEY CALL ME JUST BECAUSE

BONKERS
THEY ARE THERE FOR EVERYTHING
Lesson

No. 5

Create your bucketlist

Create your legacy
WHAT’S ON YOUR BUCKETLIST?

CAREER
FUN
FINANCES
RELATIONSHIPS
WHAT IS
YOUR
LEGACY

#mylegacy

PHOTO BY: @REBECCAWOOLF
Lesson

No. 6  Visualize
Believe in something.
Even if it means sacrificing everything.

Nike
Just do it.
MAKE IT PART OF your life

ACTIONABLE TIPS YOU SHOULD START DOING (OR THINKING ABOUT DOING) TODAY.

1 GET OFF AUTOPilot
2 UNMASK YOUR VILLAIN
3 BUILD YOUR CREW
4 SET EXPECTATIONS
5 CREATE YOUR BUCKETLIST
6 VISUALIZE
I LIKE WHO
I'M BECOMING
a lot
THANK you

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