

The Biggest Mistakes Intuitive and Sensitive Entrepreneurs Make and How to Solve Them



By Lydia Wilmsen

In over five years of working with intuitive and sensitive entrepreneurs and obviously being one myself I discovered the key mistakes and limiting patterns they exhibit and which keep them stuck at their current level. When I solved those mistakes I created 6 figure revenue in my business in a matter of months. And many of my clients create their first 5 figure months as quickly as in the first 8 weeks of working together. Plus their whole personal life changes dramatically for the positive. Here are some of the absolute key mindset shifts that helped me and my clients on this journey to 5 figure months and deep fulfillment and passion in life.

1. You try to apply strategies which work for the average population

As a sensitive, intuitive, introverted entrepreneur you belong to a minority. And the most people you see out there making noise don't belong to that minority, they are consisting of extroverted, thinking-based and average sensitive people. You trying to apply their strategies will either lead you directly into failure or make you deeply unsatisfied and burned out with the success you'll have created.

***Solution:** Own your unique personality. Your currency is your presence and not your loudness. Your currency is YOU. And you'll be the most successful if you deal your hand in your currency. Your strategies will most likely consist of honing in on your intuition, on doing less than more, on relaxing into receiving and being mode and relationship building. Technical strategies will play their part, however they won't be the driving factor in the beginning and if you include them, you'll always have to create them in a heart-centered instead of money-driven way.*



2. You don't listen to your intuition

Many Sensitives and Intuitives I have coached were totally out of tune with their intuition, they had to reconnect with their superpower. Rather than using their gift they focussed on the opinions of others and followed the rules other people made up.

***Solution:** Practice listening and tuning in with your intuition. Make it a daily practice. What you focus on and practice will grow and get stronger. You could start your day with a short meditation, a powerful technique to calm your mind and let the more silent voice of your intuition getting through. Get into the habit to listen to your body, do you want to do something or not? How does the answer feel in your body? When you focus on the energy you want to be in throughout the day, ask yourself „what is my part in this?“ and then listen. Whatever answers come up, accept and acknowledge them. Step by step learn to act on this intuitive inspiration.*

3. Wanting or thinking you have to do it all alone

This mindset is detrimental to business success and lead introverts and sensitives directly into burnout. By the way, this applies to all stages of business. Sensitives and Intuitives often don't get help and support because of underlying fears. For example that they'll overwhelm themselves when they are more successful. Or that they as empaths will be overpowered by the emotions and energy of the person they'd get help from and therefore choose to do it alone.

***Solution: Start before you are ready.** Letting go of those things which don't lie in your zone of genius will massively free yourself up time and energy-wise. If you have that in mind it'll become easier and easier. With proper energy management techniques you'll be able to handle having other people in your team.*



4. Overcomplicate everything

Highly sensitive people have less filters and therefore have more to process from all the sensory input. That's why we are really well trained in overthinking. 😊 With this ability to think deep and a lot we often overcomplicate things. Especially hurtful is this behaviour when real life testing is necessary. You can't create everything in your head and need to get out of your head often to get a broader vision what actually is needed now. You could be thinking about your soulmate client avatar for years and not come to a conclusion. Instead go out there and connect with other people, mix up the energy to see what you actually want to do.

***Solution: Simplify everything.** You can make it more complex anytime, that's not the issue here. Simplifying won't only help you but all your potential clients out there, too! Go with the idea, if a child understands what you are talking about, that is the level of simplicity and ease you want.*



5. People pleasing

Sensitives and empaths are prone to people pleasing and weak boundaries. Being an empath means feeling the emotions of others. Sometimes that comes with confusing with whose emotions we are dealing with in the moment. An other point is that growing up and hearing that you are too sensitive, too emotional, too xyz obviously is now wired into your subconscious and you'll do your best to behave in a way that you don't have to hear those words anymore and fit in with all the others. And you think the best way to do that is to avoid conflict (which creates extra pain for sensitives and empaths) and not voice opinions contrary to others. This is another mistake which will either keep your business small, as you have no conflict solving abilities or it will crush you. You can't go against your soul without suffering from it.

Solution: Learn how to create boundaries. Start to love boundaries and know that a healthy 'no' is the real gift to others and not a fake 'yes'. Energetic cord cutting is another must for sensitives and empaths. Take care of your energy day in and day out. It is your currency, your wealth, remember? If you deplete yourself you are of no help to other people.



6. Focus too much on doing and hustling

This will quickly overstimulate your nervous system and you'll end up burning out or at least losing good connection with your intuition. Mindless doing and hustling comes from a place of control. You want to be in control of what is happening. And this is not a place where "miracles" happen. This is the opposite to flow states, where you step into trust and being, where you surrender to the present moment, opening up to receiving guidance from other energetic levels. Your higher self, the universe, call it as you wish.

Solution: Let go of the illusion of control. You cannot control anything. With that in mind it will become easier for you to let go. Include more breaks in your day. Purposely refrain from doing more and instead choose something which makes you feel good in a not work-related area. Do something for your health and your wellbeing. Instead of defining yourself through work, cut back on your work hours.



7. Being afraid of selling

As an entrepreneur one of your tasks is to sell, it is the life blood of your business. If you are not selling your services and products, aka bringing in money, you are going out of business. The issue is that basically all Sensitives and Introverts hate selling in the beginning. This leads to never making an offer, to not often enough sharing your offers and selling your services for under value prices. Whatever level you are on, if you have an issue with selling you will always hate a part of your business. And this will show in low sales, lots of stress and overworking yourself to get in enough money to sustain your company.

Solution: Fall in love with selling. Raise your prices. Stop undercharging. Understand that selling ultimately is an act of love, as you give someone in need a solution for their problem. Understand that free offers can help people to a certain point, however real transformation happens when people have *skin in the game* aka put money where their mouth is. Not charging properly actually is a disservice to your audience. Keeping yourself as the „best kept secret“ doesn't help your customers and instead hurts them. If you know that you can help them, show the heck up and offer your help 😊

8. Seeing your sensitivity as curse and using it as an excuse

It can be easy to focus on the disadvantages of being sensitive, intuitive and introverted. And it can pull you into excusitis, using your sensitive traits as an excuse to not show up fully, to not take responsibility, to see yourself as victim of outer circumstances and other people's behaviour. This all will keep you stuck at the level you are at and under control and at mercy of others. If you want your business to grow, you'll have to start seeing your personality traits as gift and step into full responsibility. This will give you back your power and control over your business.

***Solution:** Seeing your sensitive traits as a gift is the first step. You'll have to reframe all those phrases you've heard when growing up. Instead of thinking "I am too sensitive to..." ask yourself "Why is me being sensitive a gift for me and others?". This reframe will give your mind a new thought to ponder on and come up with new answers. The next step is to take radical responsibility for all your life and business circumstances right now. This puts you back into the drivers seat and lets you take new action from a place of power instead of victim.*



9. Hiding and playing small

Because Sensitives and Introverts are often overwhelmed by outer surroundings and too much noise going on, they can develop a tendency of hiding. That goes well together with limiting beliefs about themselves which freaks them out even more to show up for their business and their audience. To give in to the impulse to hide obviously hurts your business, as people need to know about your offers in order to be able to want and buy them. Playing small is an other expression of this fear of showing up and keeps you stuck where you are. Even more detrimental is that it keeps your clients and audience small, too! You are setting an example for others with your actions. Hiding and playing small will be that example.

***Solution:** Understand that you showing up and stepping into your next level gives others permission to do the same. Know that you will never be able to outshine others, you can only bring them to shine as well. If they have an issue with it, it is their's to deal with and not yours to solve for them. You cannot force others into growth, but you can inspire them! Go one step at a time, go baby steps every day in to visibility. Find your authentic way of doing it. There are countless ways of being visible especially for sensitive and introverted people, now in the information age. You don't have to mingle anymore with hundreds of extroverted people. You can show up just with a laptop or a mobile phone. Make use of all those amazing tools and opportunities out there.*

10. Comparing yourself to others

This is another biggie, which will always make you feel insecure and not good enough. When you compare yourself you usually already look from a perspective of self-doubt. And exactly more of that will be delivered to you when you look for it. You will start to doubt yourself even more.

Solution: Reduce your online time drastically. Stop following those people who make you feel small and insignificant due to their successes. Stop reading newsletters and information of others until you have found your unique expression and message and feel stable and rooted in what you have to offer. Work on yourself, so that your self-image becomes more loving and firm everyday. Don't let yourself be stopped and do whatever you want to do nevertheless. This help you to break the cycle of paralysis and insecurity. Create a folder for all the positive feedback and testimonials you get and whenever you fall into comparisonitis take a look into your folder and see experience of your worthiness and capability.



11. Buying into fear and self-limiting beliefs

Self-sabotage and limiting beliefs obviously do not only limit sensitive and introverted people. However, they seem to have an even deeper impact on their behaviour, because it's innately to them to think and even overthink. Furthermore, they often have integrated a full on range of negative beliefs thrown at them from childhood on. If not tackled and transformed, they will show up again and again and create a glass ceiling you won't break through. Feast and famine cycles are another indication of those unconscious limiting beliefs.

Solution: *There is no pill to get rid of those negative beliefs and patterns. 😊 However, there are countless modalities and techniques out there to help you with it. From Timeline Therapy, Hypnosis, EMDR, EFT, Bodywork, Journaling, Meditation, to help you transform them. Journaling is an easy and quick process to start right now. Write down your negative beliefs, find the opposite beliefs and then journal them out everyday as affirmations. If you have a hard time to believing your new positive beliefs, add „I choose to believe that ...“ or "Every day I believe more and more that ..." I and my clients have had tremendous results with this tiny practice!*

12. Waiting to be ready and perfect 😊

Perfectionism is a detrimental trap. Because what you create will never ever be perfect, this is an unattainable goal. A waiting pattern is often based on fear, that you or what you offer is not good enough yet for other people, that you will be judged or laughed about. Waiting to be ready is an illusion. Being an entrepreneur and a human being means that you grow, every day, and you will never be ready. Being an entrepreneur includes risks and you cannot outrun or out wait them. This will only create waiting energy in all other areas of your life as well. Clients will wait to sign up with you, money will wait to flow to you, partners will wait to commit to you. You get the idea.

***Solution:** Follow your intuition, not your fear. If you feel the need and desire for change, go for it. If you feel the desire to bring something into the world, set yourself a time frame and go for it. Practice being imperfect. When I had this issue I "forced" myself to press "publish" on my blog posts when I was still a tiny bit dissatisfied. And I experienced that nothing bad happened to me. This reinforced my belief that I am good enough. Now I can find joy even in imperfect things. A mantra for you could be: better done than perfect. And when it comes to waiting to be ready, accept and embrace your fears and the risks you are taking in business. The way is through and never around your fears.*



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