



10 ACTIONABLE SECRETS

**TO
MASTER CONFIDENCE
&
SELF ESTEEM**



STOP SEEKING APPROVAL & VALIDATION



The more you seek it the less confident you appear. Look at the highest status individuals - they rarely seek approval.

In fact, people who get the most approval and respect, usually don't care about it.

It's very counter intuitive, and at first difficult to grasp. However, on your path to becoming more confident you will need to get this area handled.

It's extremely important that you stop comparing yourself to other people.

The reason is that as long as you do it, you can't feel truly comfortable in your own skin. There will be always someone who is better in something, and you know what? It's totally fine.

Everyone is different and those differences make life interesting.

Instead of mentally slapping yourself in the face you should ***embrace the fact that you are a unique individual with a lot of value to offer.***

Of course, it's always good to improve yourself, but you also need to realise that you are already good enough the way you are now.

When I say "good enough" I don't mean: "you don't need to do anything to become a better version of yourself".

Quite the opposite, I truly believe in the power of self growth and this is how I live my life every day.

However, the problem happens when you live your life with a tremendous pressure to fulfil other peoples' expectations and constantly strive to get validation and approval.

Instead, always push yourself to look at your own progress rather than live up to some artificial expectations that have nothing to do with the way you want to live your life and end up making you feel miserable.



CHANGE HOW YOU PERCEIVE YOURSELF

In order to gain a lot of confidence you need to change how you see yourself. The reason is that all our characteristics, including the external traits, are shaped by our perception.

Your thoughts and beliefs change your physiology and have a big impact on your body language.

For instance, a particular state of mind can stimulate changes in your body language that will be barely visible by the conscious mind. However, people will sense that something is different at the subconscious level.

After a comprehensive analysis of many different people who lack confidence I came to the conclusion that most of them have one commonality. Namely, they take themselves too seriously.

"...what will others think about me?"

They are pondering whether they will manage to win approval and validation or not.

There is also an enormous fear of rejection. This in turn destroys confidence as the person is trying to conform to everything that is socially acceptable (or imposed by their subculture/ social reference group).

Paradoxically, when this occurs they get even less approval, because others can sense their weakness and fake conformity.

I have to lay it on you. Nobody in this world can escape negative judgment.

You could be a person who devoted his life to helping others, somebody who would sacrifice his own life for the greater good, but still... you won't get all people to like you and to give you approval.

It's just a nature of human beings and the moment you understand it and become OK with it, everything else will become easier.

How to do it?

Instead of comparing your actions and results with other people, pause, take a deep breath and analyze your life.

What was your starting point? What progress have you made?

I am 100% sure that there are many things you could think about.

The great thing is that the moment you focus on your own progress and life lessons you will start feeling amazing. That energy will fuel you on your path of self growth.

GETTING RID OF LOW STATUS MENTALITY

Unfortunately, most of us have a low status self-image.

We have a certain perception of ourselves and subconsciously feel that whatever deviates from the norm, imposed by the cues we get from the society, is negative.

For example, when you want to act confidently you are often unable to do so, because of your limiting self-image. You know exactly how you should adjust your body language, tone of voice and behavior to appear more confident, but nevertheless get stuck.

What's the most effective way to positively impact your self image?

It's simply controlling your inner dialog. You see, the reality is that the most important conversation you will ever have is not a conversation with your business partner, your spouse or even with your kids.

The most important conversations you have in your life are the conversations you have with yourself. Sounds crazy?

Well... probably yes, but... it's true. When you really think about it, we talk to ourselves all the time. Internal dialog is something that is extremely difficult to switch off even for advanced meditation practitioners. This is why it's so important to control it and turn it into something positive.

Unfortunately, most people have negative internal dialog. Think about different thoughts going through your mind when you have to wake up early in the morning. It probably goes like this:

"Damn, why can't I sleep more!?"

"I'm so tired, it's gonna be a shitty day"

"ahhh I don't feel like working



GETTING RID OF LOW STATUS MENTALITY

In addition to that we have a lot of negative, self depreciating thoughts such as:

"I don't think I'm good enough"

"I don't think that I can handle this"

"why am I so shy, I hate it!"

Those negative thoughts pile up on the top of each other and negatively impact your self image. This is why it's so important to engineer your thoughts so they are more positive.

It will not happen overnight, but it's worth doing it as this one adjustment can totally ***revolutionize your life!***

Action Step:

From now on catch yourself when you are having negative thoughts, **STOP**, reflect and try to reframe them.

For example, when you start thinking:

"Damn, I don't think I can handle this meeting, I'm so shy"

STOP, reflect and REFRAME the thought.

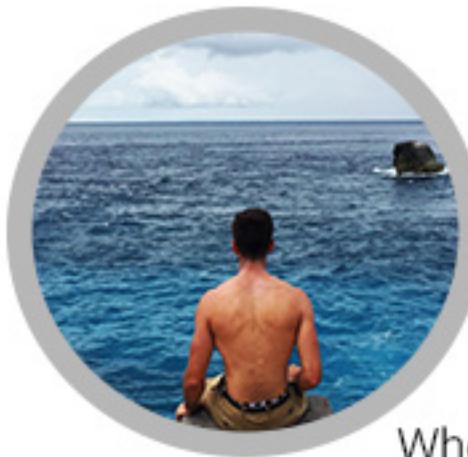
Say to yourself:

"I used to be shy, but I'm getting more and more confident day by day. I can definitely handle this. I'm good enough".

I can guarantee you that if you do it on a daily basis you will see a tremendous change in the way you perceive yourself. In essence, your self image will become more positive and powerful



REJECTION IS NOT REAL



First of all, very often when you feel rejected it's not necessarily the reality, but only your interpretation of the situation. When you feel like you got rejected it may not even be about you, **it may be about the other person or the circumstances.**

For example, let's say that you are attending a dinner party and at one point decide to join a group discussion.

However, you can sense that you are not very welcomed and eventually, walk away.

How do you feel?

Well, you probably feel **rejected**, your confidence dropped and you experience a lot of **discomfort**.

You feel like something may be wrong with you.

However, you probably haven't considered that the situation that just happened **wasn't even about you.**

Perhaps, the timing was wrong. Maybe they had been discussing something important for a long time and were just arriving at the conclusion.

Or perhaps, you joined a group of friends who are saying good bye to one another before leaving the country.

There are many potential examples, but the point is simple: Just because you feel rejected doesn't mean that it's about you.

Nobody will notice that you got rejected

Many people feel fear that when they get rejected everybody will notice and think that they are losers.

This couldn't be further from the truth.

First of all, everybody faces rejection. You could help millions of people around the world, give all your money away and start serving the poor.

Guess what?

Rejection will still be a part of your life, it's inevitable as this is how we are hardwired as humans.

You will never get the validation and approval of everyone (**and trying to do so is very destructive**).

REJECTION IS NOT REAL

Secondly, you need to understand that people don't pay attention to you. They have too many things going on in their own lives.

Sometimes we go somewhere and when we are surrounded by people we feel like we are observed. It seems like we are being watched. It's simply not true.

People don't pay attention to you, they pay attention to themselves.

As my friend Peter Sage says: "Everyone is the main character in their own movie, you are just an extra". If you still think that people pay attention to you let me ask you a question...

Can you recall anybody you don't know that you saw today? Whether it was in the shop, on the street or any other location?

Probably not. Maybe 1 or 2 people.

Now, how many people were in your vicinity today?

Probably thousands...

People are simply too busy with their own lives.

The interesting fact is that loads of people get rejected by someone while they are in your vicinity and you are not even aware of it, because you don't focus on them.

You have other things you pay attention to in your life. The same thing happens when you reverse the situation.

So what to do when you REALLY get/feel rejected?

You should smile and handle it as if nothing really happened.

The mistake many people make is that they show non-verbally and/or verbally that rejection had a huge negative impact on their self-esteem.

Their facial expression changes, the body language becomes less confident, they are visibly sad and they walk away as if they were just defeated.

If you do that, you let the rejection impact you in a negative way. Also, you show to the person rejecting you that you actually care a lot.

Instead, smile like it's not a big deal and leave. Your motions impact your emotions, so whatever you do with your face or your body has an impact on how you feel about whatever is happening.

EMULATE CONFIDENT PEOPLE



Modelling is based on the concept that there is ***no point of reinventing the wheel unless necessary.***

For instance, if you want to learn how to cook, why would you want to do it intuitively, using the trial and error approach?

It makes more sense to watch YouTube tutorials and follow the advice from a decent cook book.

Essentially, if something you are trying to achieve has already been accomplished by other people, don't try to be original for the sake of being original. ***This is the shortest path to failure.***

Instead, learn from the best and their path to success. ***This approach will accelerate your learning experience,*** thereby increasing the chance of success.

The good news is that the concept of modelling successful people also applies to building your self-confidence.

There are so many confident, successful individuals you could learn from, including business tycoons, movie stars, coaches or even people in your own life.

Do you personally know anybody who is very confident?

Well, start observing them. Figure out what makes them look and feel so confident, and try to "borrow" some of those traits. Treat it as a fun game.

Use a camera to practice being confident

Set up a video camera and practice several situations you experience frequently. For example, the moment you greet somebody on the street, small talk you usually have or the moment you enter the office.

Again, ask yourself what your role models would do and correct your course along the way. Watch the videos and analyze your body language, note the areas for improvement and repeat the exercise.

EMULATE CONFIDENT PEOPLE

Bear in mind that this is just an additional element to the practice you will have in the real social environment.

Finally, take a sheet of paper and write down the following in capital letters:

"How would <list of my role models> act now? Be confident and become more like them"

For example, you could write:

"How would The Godfather, Tony Robbins and Steve Jobs act now?"

Be confident and become more like them"

Keep that piece of paper in your wallet as it will remind you to stay on the right track throughout the day.



BECOME AN ACTOR

How is it possible that a great actor manages to transform himself into a variety of different characters? Sometimes, these characters have contrasting traits.

For instance, Al Pacino may become an average middle-aged man in one of his movies, and a ruthless mafia chief in another. Look at some of the greatest actors of all time. Most of them were incredibly flexible in their approach throughout their careers.

There is something important you can learn from great actors. Namely, if you define the ideal appearance, body language, behavior and the tone of voice of the person you strive to become and fully concentrate on attaining these attributes, you will change the way people perceive you.

Most importantly, YOU will perceive yourself in a totally different way.

You need to become an actor who is about

to create his masterpiece. Your role is to play a truly confident character.

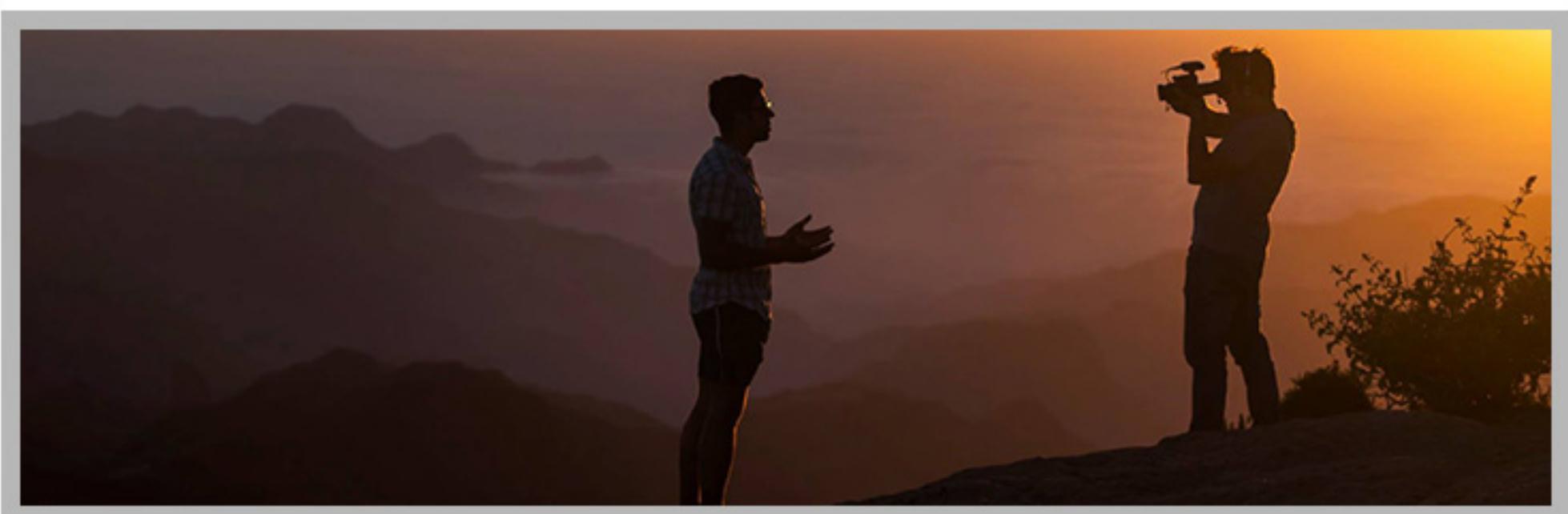
Take a moment to think about it. Grasping this concept can change your perception. Personally, I went through a similar process on my path to becoming more confident.

When I delved deeper, ***I realized that the only thing that could stop me was my limiting inner voice.*** Whenever I had to face challenging and potentially uncomfortable business situations I imagined that I was an actor.

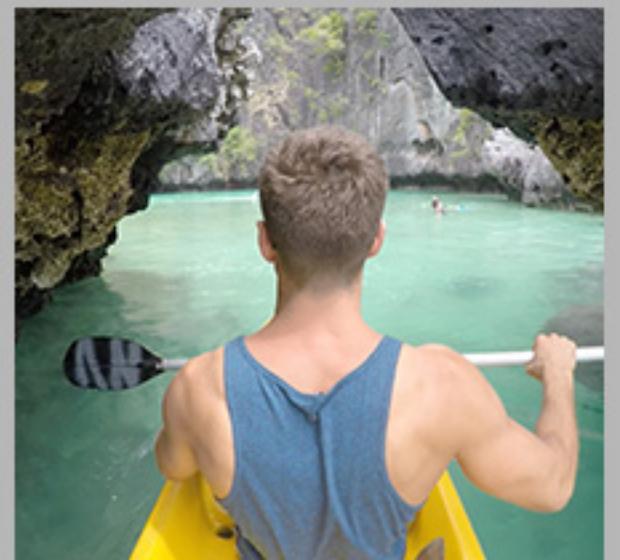
I gave myself a permission to be extremely confident. After all, I was an actor and had a job to do.

When I took this approach I noticed a significant improvement in my level of confidence.

There is something powerful about "acting as if". The more you do it, the more you become your ideal character. At some point certain traits you created as an "actor" are internalized and become a part of your core



CREATE AN ELEVATOR PITCH



The idea of having an elevator pitch is very well known in business. It is essentially a very concise, but comprehensive description of who you are and what you do.

By definition an elevator pitch should say a lot about you, but be concise enough so you can use it in the elevator.

Imagine that you enter the lift in your office and happen to see the CEO whom you don't know personally. He asks you: "So, what do you do?"

If you don't have your elevator pitch prepared you will be probably surprised by the question and your response will be chaotic.

You may also feel stressed, lose your composure and appear very self conscious.

However, imagine that you have your quick intro prepared beforehand. The moment he asks you exactly the question you can respond without any problems. This is why it makes sense to work on your elevator pitch.

Example of an elevator pitch:

"Hi, my name is Jimmy and I've been traveling the world for 5 years now while building video courses. When I was younger I used to experience social anxiety and this is why I'm so passionate about helping others with their self esteem issues. Awesome to meet you, what is YOUR biggest passion in life?"

However, I need to emphasize that I don't want you to use this approach all the time. It is a simple "crutch" that can help you whenever you don't feel at your best.

It will make you feel more comfortable and eloquent when introducing yourself to others, which will in turn increase your overall confidence. This strategy is especially useful for people with social anxiety.

THE “I FEEL GREAT!” STRATEGY

How do you respond when someone asks you: “how are you?”

If you are like most people the chances are that you say: “not too bad”, “I’m fine”, “I’m ok” etc.

If this is the case you need to ask yourself what those responses project - and believe me - they project many things.

First of all, **you are amongst 98% of people who use the same generic response.**

You become one of many and guess what... it makes you be perceived as an average person. Most importantly, it's very mechanical and doesn't propel your brain to be more positive.

Whether you like it or not, the language you use has a huge impact on your mental state.

Action Step:

From now on make a commitment to yourself that whenever somebody asks you the most common question (how are you doing?), your response will be more positive.

The reason is that **it will positively impact your state (and confidence).**

For instance, let's assume that you don't feel great today. You haven't slept enough and feel a little bit stressed.

If somebody asks you “how are you?” and you respond with an enthusiastic “great!” you will not only force your brain to “materialise” this feeling, but at the same time **you will hold yourself accountable for this state of mind.**

After all, since you are telling everybody that everything is going amazingly well, **you have no choice but to live up to this.**

You become the mix of who you associate yourself with, what you read, what you experience, what you focus on and what you speak about.

Use positive vocabulary and say that you feel great whenever asked. It is inevitable that you will not only feel better, but also **people will perceive you as a more positive person.**

This will in turn lead to a higher inner, but also perceived **level of confidence.**



THE IMPORTANCE OF PUSHING YOUR COMFORT ZONE

When you stare at an apple for too long, it's going to rot. And when you stare at your fears for too long without taking any action your confidence will rot just like that apple.

This is why it's so important to push your comfort zone regularly and face your fears like a warrior.

One of the most important traits of successful people is the willingness to push their comfort zone.

Are they afraid? Sure!

However, the difference between winners and losers is that winners take action in spite of fear.

Whenever you push your comfort zone you expand it. Your comfort zone is just like a muscle - you can't grow it without a little bit of sweat.

Become that person.

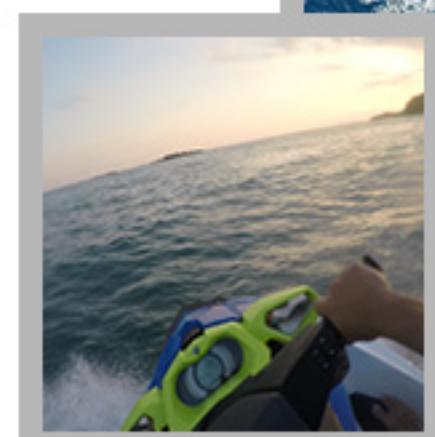
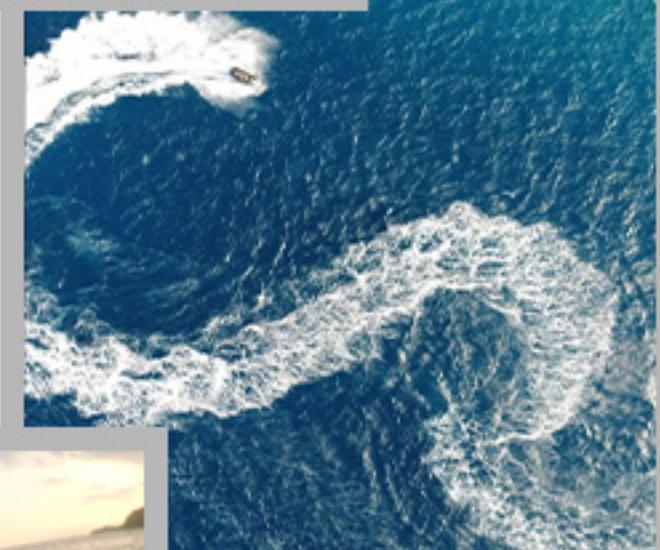
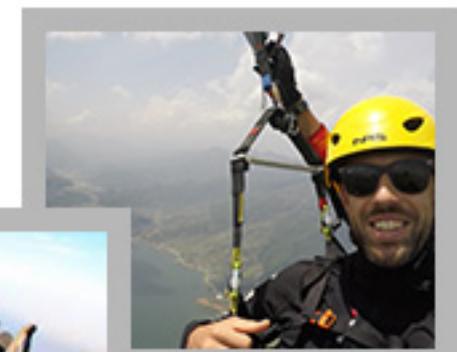
Consciously engineer situations that will scare you a little bit and whenever self doubts creep in, switch off your thinking and take action anyway.

This behaviour will not only expand your comfort zone, but also increase your confidence as you will prove to yourself that you can manage your fears.

Action Step:

Push your comfort zone a little bit today. Do something that scares you a little bit.

Don't overthink it. Pick one activity that makes you feel a bit uncomfortable, do it and ***feel proud of yourself!***



USE SMALL DAILY INTERACTIONS TO YOUR ADVANTAGE



No matter who you are, daily social communication is inevitable.

I am not referring to gatherings or meetings, but to the simplest form of social interactions, for instance speaking to a shop assistant, your hairdresser, banker or taxi driver.

Unfortunately, ***most of these interactions are very mechanical and emotionless.***

It almost seems like you are not speaking to another human being, but to a machine.

However, I believe that if you really want to improve your social skills, self-confidence and charisma, there is a better approach.

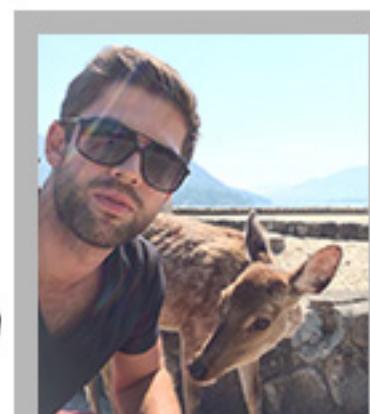
Instead of being like everyone else strive to become a member of this small % of people who are perceived to be social masters.

Think about those you admire for their high level of social confidence.

How do they approach any social situation?

Is there something different about them?

It seems like they know how to create an instantaneous bonding experience with people by being open, enthusiastic and genuinely interested in others. They seem



cool even during the shortest interactions.

Action Step – 3 strangers a day

Make a commitment to yourself that every single day you will start a conversation with at least 3 people you don't know.

I can sense that while reading this you start feeling a bit uncomfortable.

I am not asking you to engage in long, deep conversations every time you meet somebody. The point is to initiate very short chats using everyday situations.

This way you avoid the fear of rejection and train yourself in social dynamics.

How can a cashier, a postman or a barber reject you?

Use every single opportunity to be a little bit more social than the day before.

