

BUILDING IN PROGRESS

CONFIDENCE

ILC INTERNATIONAL

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HELLO & WELCOME

How would your life be different if you were completely and perfectly confident?

Imagine what it would be like if you felt perfectly self-confident and centred; Sure in your abilities; In your resourcefulness and in yourself just as you are. What would the world be if you were confident in the way you look and your attractiveness; if you had that walk, which shows stability and trust in the decisions you make and the steps you take.

How would you feel if the burdening sense of inadequateness or insufficiency is no longer there?

Imagine if those were replaced by interactions which are easy; public speaking becomes something you look forward to as you are being yourself with ease - finally genuine, strong and calm. Approving an accepting of yourself.

By being confident you mix the right amounts of personal expression, natural influence and magnetism that people around you can see.

You didn't change. No! What shifted is merely your level of self-esteem and perception!

As a result you go for more things you would have dared before. You build more vital relationships and more healthy interactions. You try new avenues and explore life more.

With this e-book, I am inviting you to give yourself a bit of time and space and see your confidence flourishing...

What you are holding is a guide that you haven't come across before. It will change the way you think about your own confidence and will enable you to build the self-esteem that makes your life easier and happier.

Together, we will unfold the psychology of confidence and take you to a new level, while remaining grounded and quick.

If you have any follow up questions, comments or you wish to just write to us, we are always available at www.inalifecoaching.com / intouch@inalifecoaching.com

BACK TO BASICS: WHY CONFIDENCE MATTERS

Healthy, stable and high self-esteem is at the roots of significantly increased chances of being successful in more than one area of your life.

From great performance in the work-place to relationships, the positive perception of yourself makes you willing to win, willing to try and ready to accept and welcome success.

Lack of confidence, on the other hand, is associated with lower possibility of leading a productive and successful life (Ezel and Klein-Ezell, 2003). It triggers feelings of being insufficient and provokes greater fear of failure and of not being liked or loved. Theory and research unite around the expectation of poorer psychological well-being for those who hold negative attitudes of worth (Owens, 1993).

By consuming significant amount of academic research on the topic; by working with and observing many clients in the past 6 years of an active coaching business and by building up my own levels of self-belief and confidence, I am equipped to share the ins-and-outs of it and above all - I can confirm with certainty that confidence is something you can cultivate and have. It's not a DNA based phenomenon. It's not something that you are either born with or not (not unless you have experience a brain injury or trauma that could prevent you from being able to develop normal functions).

Remember: The only thing or person that can take away or give you confidence is YOU!

Unfortunately, if you've tried using the advice & materials on self-confidence and self-esteem, you've probably come face to face with a messy bunch of unstructured, partial methods and opinions. On top of that, the most cited examples of confident behaviours tend to be relevant only to certain contexts and situations (e.g. those of athletes, confident public speakers or leaders who seem to all have an innate ability to believe in themselves).

Mixing confidence-building with inspiration and motivation also adds to the noise and often leaves the reader either puzzled or excited about the prospect of better confidence, but not giving them a practical way of applying this in real life.

No wonder many of us are still searching for the wholly grail of solutions and explanations.

Let me put things into further perspective. There are **53+ MILLION** results on google alone when you search articles on "confidence and self-esteem building" (which is a fairly narrow phrase search bear in mind) and another **404+ HUNDRED** books and academic journals on the topics in google scholar alone.

Additionally, there are **TONS of available videos**, ranging from 3min quick explanations and infographics to 5-hrs guided-meditations on confidence and even entire channels dedicated to the topic.

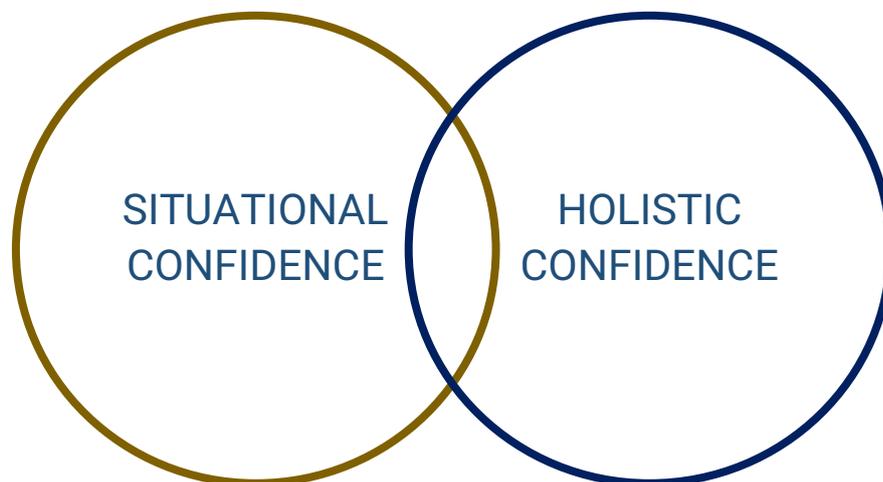
I am not saying there isn't anything valuable out there. On the contrary. However, what's missing is a holistic view and a real explanation of what confidence is and how it works.

The perspectives on such fluid and personal area of one's being are extremely varied. Thus, in an effort to simplify the matter, the well-wishers often give advice that focuses on one specific facet of confidence building over another, which doesn't encompass the phenomenon and cannot provide an adequate solution for real people. Rather it mostly scratches the surface.

You don't need a scratched surface if you are serious about what you want from life and your well-being. This is also why, clever and switched on individuals like yourself, are not satisfied by the main-stream information on the topic. You do deserve much more, I agree.

There are two components of confidence that need to work in tandem!

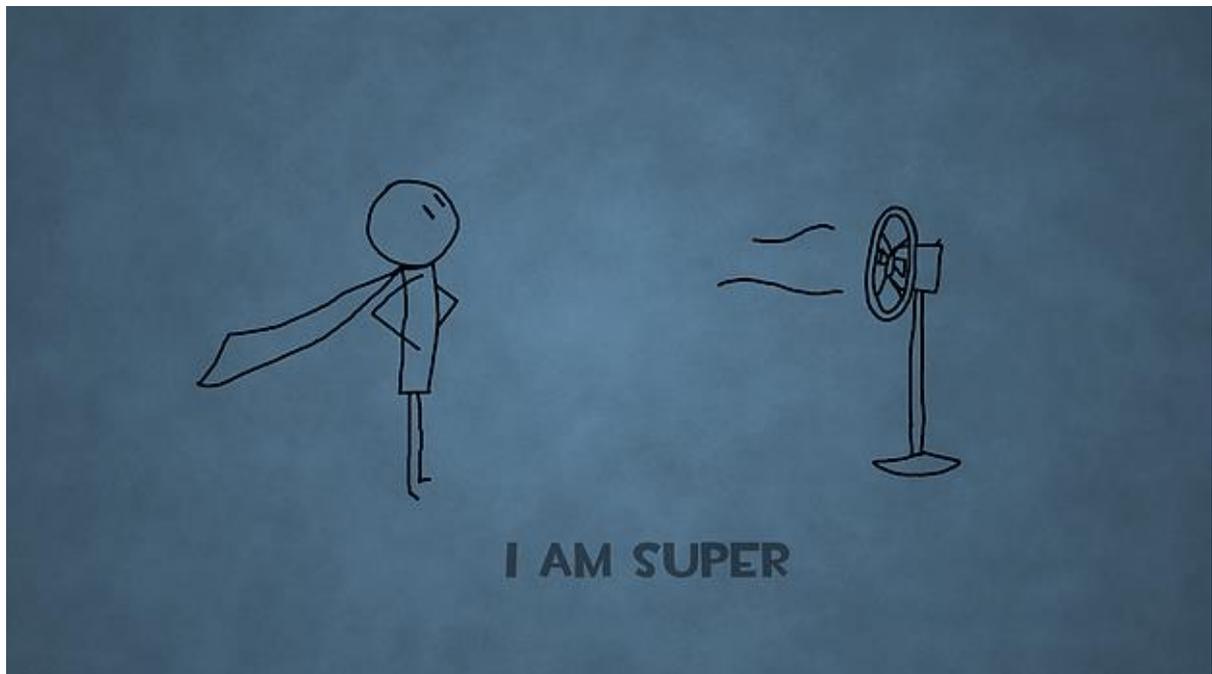
Have a look at the circles below. What most folks do is – they build partial confidence, focusing on one or the other, not always seeing the big picture OR not accepting it for that matter.



Go ahead - Ask me why? Why do people choose not to see or accept the big picture about confidence-building when they seem to want it so much?

To a certain extend the answer lies in lack of understanding. However, the real, core reason is even simpler - being truly confident is not an easy achievement, it requires self-development, but is one worthy of your effort, impacting in great, positive ways your entire life!

The fact that you are reading those pages thankfully shows that YOU ARE READY and that you are NOT “most folks”.



BUILDING SITUATIONAL CONFIDENCE

What I allow myself to label as “SITUATIONAL CONFIDENCE” for simplicity refers to the **SKILLS** and **ABILITIES** we build, which ultimately manifest in *specific situations* as confident behaviour!

For example, if you want to be confident in your abilities to play a particular sport, to be confident in putting your work as a painter in an exhibition, to succeed consistently in public speaking, etc. – you need to first work through the below three practical methods of building your confidence.

Unfortunately, in a world where flashy, pretty and quickly grabbing the attention solutions are put on a pedestal, the good old “improvement through work” is becoming a bit ancient. This may not be the sexy answer people tend to get thrilled about, but the happiness and confidence that comes with it are unparalleled.

Diligently beating on your craft with dedication is the answer to not only excelling, but feeling confident. This clashes with the fast-paced environment around us, where success seems to be expected overnight and no one wants to wait too long or work on their self-confidence forever.

The steps below take this reality into account and deliver a golden ticket for situational confidence:

STEP 1: BECOME PREDICTABLE TO YOURSELF!

If you ever ran a long distance trail or a marathon, you'd know that the first rule is: "there should be NOTHING NEW on the day of your run" – no new shoes, no new socks or a fancy new T-shirt, so you don't experience anything for the first time when you need to perform well!

To be confident in a situation, it is important to know as much as possible about YOUR OWN ACTIONS and YOUR OWN FEELINGS (both physical and emotional) in relation to the activity you have to undertake.

In other words – know what YOU NEED to perform well and what YOU CAN EXPECT FROM YOURSELF.

Knowing about YOU!!! Is imperative - NOT so much about the environment as a whole. Many people spend substantial time focusing on researching the situation or endeavour in details, instead of focusing on "researching" themselves.

They gather information about how many people will attend the presentation, how long and hilly the track would be, how their peers rate, etc. but they don't spend nearly enough time thinking about how THEY would feel, what THEIR emotional target is and what THEY can expect from THEIR physiology and psychology.

- 1) What does it take for you to be confident?
- 2) How does it feel when you are confident (both physically and emotionally)?

I will give you a simple, personal example to illustrate the importance of predictability in action. I tend to do a lot of presentations and trainings with a variety of audiences. From 5 to 1500, I don't focus on the number of people and I often don't even ask about it (at least not as a priority).

What I really care about is that I wear! What feels comfortable! This has NOTHING to do with aesthetic preferences. It deals with my understanding of the physical requirements I have to perform well and be confident.

I need to be able to move, to be warm, and my clothes need to fit me well.

What makes me take this little detail into such consideration? In multiple occasions I had to follow the recommendations of marketing teams in regards to the appearance I should have and it hasn't always worked. Clothes have been too stiff; I have been cold; I have felt they are too formal or too casual for my taste; or they simply have not been mine in the first place.

This affects MY performance and I know it doesn't allow me to give the maximum I am capable of. It may not be visible to the audience, but I feel it and **my confidence suffers from it!** I prepare by knowing myself and what I need physically first.

This, of course, you may disregard as too simplistic and many also say that they don't care about how they are dressed to begin with. But this is precisely why we are different and why research is needed in order to know what makes it tick for you.

CHOOSE A SPECIFIC SITUATION WHEN YOU'D LIKE TO FEEL CONFIDENT

What do YOU need and you control that must be in place for you to feel at ease and confident?

Take your time and move to the next paragraph only after you've given yourself some answers. It may be hard at first because you haven't thought about it before, but it is important to pause and write those thoughts down.

The predictability matters also because of our deeply rooted need to control what's happening. According to Keith Denton (1999), from ancient times what has distinguished humans from other species and what has driven progress is precisely the need for control and the ability to gain it by developing tools, language and ideas that serve this purpose. Feeling helpless makes us highly vulnerable – both biologically as well as emotionally (Goleman, 1985).

What I am sharing here is *not* a matter of opinion. It is a fact and the solution is – preparation!

Prepare by knowing exactly how your body reacts to the factors you are planning to expose it to, address the expected physical changes, the expected emotional reactions and all else that you CAN control. Spending more time uncovering your needs and attending to them rather than focusing on external factors that you cannot mend, is key to your success.

Getting to here is awesome and knowing what you need is powerful! Take a minute to process the new findings before we move on...

Well, it is fair to say that life sometimes throws a couple of curveballs, so there is an additional layer to consider in the overall equation of "becoming predictable to yourself".

How will you know what you need and how will you become predictable and feel confident BEFORE you do something for the first time?

...Through the next practical method which gives the insight you need...

STEP 2: THE MIND GAME “REPETITION”!

Repetition is the mother of all learning – says a Latin proverb.

There isn't a single area where if you wanted to excel and gain confidence, it wouldn't work with repetition and practice. The true difficulty in this is not the actual doing but the mind- game that goes on before, during and after the practice.

Humans are often ruled by the need of immediate gratification and satisfaction. Repetition and practice on the other hand are associated with the opposite. They refer to something that goes on, not always promising results, yet chaining us in a time-consuming path.

Who in their right mind would want to practice and repeat something unless there was a 100% promise of “return on investment” or a shared, social belief that “this is the right way forward”?

On top of that, if you haven't to date proved to yourself that repetition and practice gets you results, then what are the chances you would even start?

The mind-game that challenges most people and discourages them from taking consistent actions goes something like this...

- **Before** a consistent practice begins, we question the real value of doing it and weight the costs and benefits through the prism of “immediate satisfaction”. Why bother starting when it seems so difficult and it asks for so much effort before you and I can see any positive outcome? Would there be any positive outcome?
- **While** we practice and repeat something we face discouragement, failures, and the improvement-trajectory isn't as straightforward as people want it to be. Often times when we start improving our skills we notice that the path isn't as they show it on TV. One day we might make great progress and suddenly the next 5 we seem to struggle. We begin to doubt our abilities, the worthiness of the endeavour in the first place and much more. We face difficulties which make us want to give up.
- **After** the completion of a practice we look for results “then and there” and they are often not there (visibly) yet! Our concerns about the value of doing what we do continue to mount up and creep in. Should I continue doing it? What's the point? Was the end result that desired after all? Maybe I was too hyped, too ambitious – be real!

Does this quick summary sounds familiar to anyone?

I bet it does because I've been through it myself... more than once.

What matters is that - none of this thought process, is a reflection of the true reality! Humans- we are not rational! You are not rational and that's the good news. Regardless of the mind-game challenges, you are still in control by simply having the knowledge of this phenomenon.

We can't always trust the thoughts and feelings we have. That's a complex problem, but definitely not unsurmountable. Understanding and awareness is all you need to build confidence through practice.

When we question the value of practicing and repetition, it's our brain protecting us from "wasting energy". It's our need for immediateness, our impatience and a concern based on the view and belief that life is linear and finite.

The essence of practical step 2 is thus simple:

- Recognise your immediate thoughts and feelings, but remain in control of the final word about what you'd like to believe and do next.
- Be driven by your knowledge of the importance of practice and repetition and the effect this has on your confidence. Think of Michael Jordan, Arnold Schwarzenegger, Salvador Dali, Jenifer Lopez, Ivet Lalova, Anthony Robbins ... think of meditation gurus that have spent years practicing their art!

The results and the confidence comes through exposing yourself consistently to what you want to excel in.

STEP 3:

VISUALISATION & RESULTS

Plenty of research has been done in the area of visualisation exercises, particularly in sports, confirming the benefits of using internal and external imagery techniques. They are often used within cognitive-behavioural coaching and coaching psychology practice to increase confidence and self-compassion, enhance performance, induce relaxation, reduce stress and anxiety (Palmer, S., 2010; Neenen and Dryden, 2002; Palmer et al., 2003; Palmer, 2008, 2009, 2010; Palmer and Szymanska, 2007)”.

One of the most cited studies conducted by Dr. Biasiotto at the University of Chicago drives the point home. He split basketball players into three groups and tested each group on how many free throws they could make. He told the first group to practice free throws every day for an hour. The second was instructed to visualize making of free throws successfully. The third group did not practice at all.

After a month, Dr. Biasiotto measured the results and found that the first group improved by 24%; the second by 23% without touching a basketball! And the third didn't improve at all - as expected.

These are incredible results that definitely shows the power visualisation holds. It is, however, also interesting to notice that the second group reported having difficulties imagining making the throws successful. They struggled to accept they are capable in their own minds. They had to overcome this and condition their mind for accepting success.

It's undeniable that you can apply the same strategy. Best results are produced when visualisation and practice are coupled. You can use the technique even if it sounds new or unfamiliar. Spend 30min a day visualising how you excel at something that you'd like to be confident in. Imagine how a successful sales call goes, a successful presentation, a confident handling of difficult negotiation, how you successfully pass an exam, etc.

It is not a substitution for the actual doing or a way of promoting laziness, but rather, a very powerful addition to your arsenal of tools that will allow you to get to where you want to be quicker.

Is there a right and wrong way of visualising?

I am glad you asked. It is indeed important to explain the difference in the way you should visualise for maximum results.

You can see the activity through your own eyes (internalise it) or you can see yourself from a distance (externalise it). For someone who's new to the practice of visualisation it can be easier to start with seeing themselves from the outside successfully performing or going through the situation in question.

The more experienced and comfortable you get, the easier it would be to internalise the visualisation and involve **Sight, Sound, and Feeling**. See the activity and situation through

your own eyes. Hear the sounds around you, smell the air, feel the confidence, notice the colours and details. Add as much detail as possible.

Research suggests that if you picture yourself shooting free throws in third person as if it was a movie, you probably won't improve as much as you could. The goal is to make it as real as possible through 1st person. You should try to be there at the free throw line **feeling** the basketball. **Seeing** the goal. **Hearing** the noise....

As you shoot, you should **FEEL** the ball roll off your fingers. You should **SEE** the ball traveling through the air with perfect backspin. You should **SEE** your hands out in front of you with the perfect follow through as you **HEAR & SEE** the ball swish through the net.

RE-CAP ON BUILDING YOUR SITUATIONAL CONFIDENCE

When it comes to *SITUATIONAL CONFIDENCE*, as Dr. Ivan Joseph says in a Ted Talk – “there is no magic button” - becoming good at something enables you to reap the rewards of inner and outer acceptance and acknowledgement which builds confidence.

The key to building this is simple: 1) becoming predictable to yourself; 2) practice and repeat what you are after; 3) use the power of visualisation.

The *SITUATIONAL CONFIDENCE*, i.e. the confidence in performing well in a particular area, although incredibly important, is not sufficient on its own to make you a fully confident person.

I know you've struggled at times with feelings of being inadequate, not good enough/ beautiful/ extroverted/ expert/ cool/ interesting (or whatever else you've had difficulty with) enough. And it's not that you don't have the skill or you completely lack confidence, but you wish there was a deeper sense of fulfilment and satisfaction with **WHO YOU ARE**.

Let's look at Jack. Jack is a virtuous pianist and has full confidence in his abilities to play the instrument and to learn new things. He steps on the identity that he built around this but he remains a man who lacks self-esteem regardless of all his achievements and capabilities.

WHY?

BUILDING HOLISTIC CONFIDENCE

This is where the other circle comes in place – the **HOLISTIC SELF-CONFIDENCE!**

The holistic self-confidence refers to self-love and self-acceptance. It is not as dependent on how you perform in certain situations and at certain tasks, but rather on how you perceive yourself as a whole and how you interpret information relevant to your self-image.

The sense of self-acceptance and self-love is the core ingredient of confidence and determines to a larger extent the way in which someone's lives unfolds and will unfold in the future.

Most people have some degree of confidence in both circles but on average the "HOLISTIC CONFIDENCE" is more difficult to develop as it's more elusive and we lack tradition in understanding it and building it.

Situational confidence, on the other hand is something that's more familiar to us and we learn many of the principles of practice and repetition from an early age.

So, how do we go about building self-acceptance and a healthy self-esteem for real?

Let me shock you a little ...

Although there is a general social acceptance of the saying "your harshest critic is yourself", the truth is that simultaneously each one of us also possesses a strong propensity to cast ourselves in the best possible light and to accentuate our positive sides! (Owens, 1993). Self-esteem is a mechanisms that protect us (Rosenberg, 1979) and our well-being.

So why the low confidence and criticism when we think of ourselves as better than we actually are?

ONE - Because, we struggle to **VALIDATE** consistently the self-image that we create for ourselves. In simpler words – we constantly search for things that will support our beliefs (of greatness) and if we don't find them easily, our confidence deflates and a mismatch between what we think about ourselves and what we find as proof in the outer world is created.

A well-intentioned, but harsh comment; a rude cashier; a new situation in which we didn't excel ... all of this can cause us to doubt the self-image we have. A painful mismatch begins to exist and new, negative beliefs start to form. Negative and positive **CAN** co-exist in one person. They often do.

TWO - We look for validation of our beliefs even if those beliefs are negative, because (and this is where it gets a bit more interesting and complicated) → there can be *perceived BENEFITS* from holding on to them (Owens, 1993). If I decide to believe that “I am naturally introverted and direct in my communication”, I get the hidden benefit of having the green light to not try harder to build better rapport with others. “This is who I am, I can’t change”, right? It also protects me from exposing myself to potential disappointment and hurt when it comes to relationships with others too. “I am naturally introverted” means I can’t and I won’t bother doing anything about my communication skills or about my inclination to judge others before I get to know them.

Let’s take one more example. Charlie believes “he is just not good enough and never becomes number one in anything he does”. This seemingly critical thoughts also hold a flip side. When we believe we are “not good enough” or that “we are never number 1 no matter what we do”, we not only suffer from it but also gain the excuse to not adjust something or push a bit harder. It allows us to not cross the boundary of our current limits and often makes us shift responsibility somewhere else. This is not aiming at being harsh or critical towards you. Most people have had a moment when they have felt as if they are not good enough and it is a terribly painful thought to have. But in all its terribleness, we are still able to control what we will do about the thought itself and the situation that has caused it. It is incredibly difficult sometimes and yet – you are capable.

THREE - Above all, the reason why many of us struggle with our confidence levels is because of our need for CONSISTENCY. Consistency in our image and in knowing who we are. Whether or not this comes from supporting negative or positive vision is secondary.

That’s why it’s so difficult to apply in practice the strategies that main-stream advice on the topic of confidence-building gives. Meditations, affirmations and so much more, may not give you the desired end result unless you address the need of consistency and control first and only if you are honest about the “benefits” from maintaining a negative self-image.

What are the negative thoughts you have about yourself?

What are the most common critical phrases that you tell yourself?

“God, you are so clumsy!”; “Man, you always do this...”; “I always come across as if...”; “I am so stupid”; “I am not as good as ...”; “I can’t do this..” ... “nothing ever works” ... “I’ve tried to fix things before and now I know they never get fixed...”; “I have tried many times but I always fail”; “I can’t take decisions...”; etc.

Humans are selective in their interpretation of events and information, bending it all in ways that serve the ultimate purpose of having a consistent self-image.

We are perfectly capable of surrounding ourselves with critical, judgemental people or entering relationships where we are undervalued if this is consistent with our perception of ourselves.

We can even find it pleasurable to have friends who often make negative comments about us, thinking of them as “clever” and “enlightened” because they share our beliefs.

Alternatively, some people with low self-worth may even seek negative feedback from others in the hope that they will win them over and find proof that they are after all worthy (Kelley, 1971)

See, I acknowledge that the human brain and emotions play a complex game together and confidence-building has layers, nevertheless, my practice shows that it still remains something that you can build and reap the rewards from no matter how old or young you are, how long you’ve struggled or what exactly has happened to you.

Knowing what you know now, let me invite you to step into the second circle of confidence and let’s build yours holistic one up!

THE REAL BEGINNING: YOUR CURRENT SELF-PERCEPTION

We’ve discussed how your thoughts create your reality. “Reality” is clearly subjective and you’ve got the power to decide how to control the experiences you have going forward.

This is exciting because it means **YOU CONTROL YOUR CONFIDENCE** too. You have controlled it before, now and you will continue to control it as you wish.

Below you will find the 5 “how to”s that have worked for myself as well as clients. None of them is “compulsory” but all of them together is what will make a difference to you quicker. I cannot promise you the easiest journey, but I do promise you that significant shifts are on the horizon if you decide to engage with each one.

Are you ready?

HOW TO 1.1

COMPLETE THE “ME TIME” QUESTIONNAIRE

Write down your answers to the 3 initial questions below. Spend some time that a “me time” and reflect with honesty and gratitude towards yourself.

Question 1:

How Confident are you right now – from 0 to 10?

(0 – completely dislike myself and lack self-confidence – 10 – I am truly the best version of myself, rightfully having full confidence in myself and all I do)

Question 2:

What is the self-confidence number that I want to have?

What does it mean to be at this number for me? How does it feel to be at this number?

Question 3:

How will my life be different if I already was that confident?

What would be the first 5 things I’d do differently if I was that confident?

Remember that initially it might feel as if the “Me Time” exercise is hard work, that you can’t “see” exactly what you want or that you don’t have the time right now. Note that all those thoughts and feelings are *not* what you should listen to. They are subjective and you have control over them. It’s worth completing it.

HOW TO 1.2

NOT ALWAYS LIVE BY YOUR BELIEFS

Great work on completing the previous step! This will help you here...

Have a look at your beliefs. This should not be scary or hurtful in any way. You are in a safe-space, exploring only your internal reality as it is right now. The things you put down are your personal views and they don't need to be shared with anyone. It's simply you and this e-book. Explore with comfort...

What are the critical and negative things that you say to yourself about yourself?

Take a piece of paper and write yours. When you are ready and you have a full list → look at the questions in the second column and answer them for each statement you've listed (as per table below)

Step 1

Step 2

My negative and critical thoughts about myself...	<p>How do you know this is true? Who or What makes you think that? What makes this belief or thought untrue?</p>
I am difficult...	
I've never won a competition and I never will...	
I don't excel in anything really...	
I am not special...	
I am fat/too thin/ ugly/ etc....	
I am lazy/ inconsistent/ I haven't made it big in anything...	
What are your beliefs?	

Now, move on to...

Step 3

Which negative beliefs about myself I now see are not real?	Which negative beliefs about myself I still believe are true if any?
1.	
2.	
3.	
4.	

Finish with self-reflection. **Step 4** - What was really valuable for you in this exercise? Did you question critically your beliefs and thoughts?

HOW TO 1.3

FOLLOW A PERSCRIPTION

I am offering you a 7 days treatment with a confidence serum.

I'd like you to imagine this.

As a coach and psychologist, am currently conducting an experiment. In my capacity as a qualified professional, can I please ask you to do me a favour and participate in this research that can only have positive outcomes for you?

All I want you to do is, after only 7 days of participating, to let me know how it went.

What day is today? What day it would be after exactly a week?

Great! Thank you! Ready!?

Your task is to get into a role and become an actor for a week. I'd like you to act as a confident person and I assure you that it's really vital for this experiment that try your best.

For 7 days only, you are required to follow the instructions below. You can do this.

You are asked to act with confidence in all encounters and project a personality through...

1. Adopting a confident, slower and more assertive voice and speech
2. Adopting a confident walk that feels good to you and give you internal stability
3. Adopting a freer way of engaging in conversations with new people
4. Adopting a mind-set that you are enough as you are
5. Your role requires you to not apologise for your actions or criticise yourself.
6. You are encouraged to think as and see through the eyes of your character.
7. Your ultimate task is to create a believable performance of a confident character.

Keep a small diary of those 7 days and capture the experiences that you go through when you are in character. You are an extremely important part of this project and I rely on you fully.

You may wish to make notes of the following:

- What did you do and what happened during each day?
- How did it feel?
- What helps you most in creating the character and project it?
- What other characteristics did you add (if any) to your character?
- What else you think is important for you tell us about this experience?

HOW TO 1.4

MEET YOURSELF WITH IMPROVED CONFIDENCE

Practicing your confidence through imagination seems the easiest way forward, but is nothing short from difficult, especially when it's new to you.

Spend 30min each day, at a convenient time for you, visualizing yourself as confident!

Practice is key and the safest way is to rehearse in your own head first. Theory suggests that if we engage in any activity for long enough, it will become a habit. This is why the practical method 1.4 invites you to do it for a month (or 28 days) consistently.

How exactly...

Imagine how you look when you are confident; how you walk; where are you when you are confident; how do you breath; how do you talk; how does it feel to be confident; how does your life unfolds; what is the tempo of your day; what do you eat or drink; who do you see in the mirror in the morning; what are you energy levels; what do you attract; how do other people treat you when you are confident; how does your day go by when you are confident; what do you no longer do because you are confident; what have you started doing since you are confident...

HOW TO 1.5

INTRODUCE NEW THINGS

Don't wait for the time when the external world will give you enough reasons to believe in your own confidence. Instead, build a base on which you can step that **PROVES** you are an amazing person proactively. Support the fact that you deserve having confidence with actions.

Learn a new thing or get into a new sport for the first time when you are 47 - it doesn't matter what it is as long as it's new.

If we are left with thinking alone, the monster under the bed will never disappear. You and I need proof that we are worthy of being confident!

This last bit reinforces the fact that you and I need to merge the *situational confidence* with the *holistic one* in order to feel truly well in our own skin.

Choose at least one **NEW** thing that you will engage with every 2 months!

It needs to be something that adds to **YOU** – be it investing in a beautifying procedure that you didn't find the time for before; running a marathon; reading 5 books; signing up for a course –

Eliminate the procrastination in the name of confidence.

Experiment.

I promise you – you will reach new levels of confidence that you didn't even think were possible before.

FOR DESERT

The last point I'd like to share with you is this. It ultimately all comes down to self-love and self-appreciation. Knowing your value, cherishing the 'you' that you are right now. Wanting to build your confidence should step on acceptance of the current self above all. But building it is a non-linear process and you are allowed to switch from working on situational to working on holistic confidence as often as you want and need. Imagine it is a back and forth dance, rather than a step by step path to a goal.

The timing of being ready to love yourself that little bit more is different for everyone and this is perfectly normal and fine.

AND FINAL WORDS

It's an incredible achievement that you've reached the end of this text. In a few pages a lot can change and a lot was asked of you. "Simple" exercises, I am well aware, are difficult. That's because they are actually powerful. That's because in most cases we haven't actually done them before. The understanding that you gained right now and the commitment that you've made to yourself is not only admirable but it humbles me every time.

I want to thank you for having the faith in the possibility to grow.
Thank you for making me a part of this exploration and journey.
Thank you for getting here and being who you are!



With Respect,

Valentina Dolmova
CEO & Performance Coach
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