

SECRETS TO OUTLIVING  
**YOUR MOST AUTHENTIC SELF**

UNSHAKEABLE  
CONFIDENCE

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# Introduction

Have you been thinking of ways to grow your confidence? Do you feel that fear has taken over a huge part of your life and is holding you back from living your true purpose? Do you want to shake all that fear and have unstoppable confidence that will leave people in awe of you? Well, this book is designed just for you!

Today, there are so many of us not living up to our full potential due to the fear of failure, or what others will think of us. In fact, that is one of the most common regrets most people have when they are near their deathbed. One thing that you have to understand is that fear will take away the sunshine in your life and leave you with so much darkness and sadness within.

The good news is that you can shake all that fear and self-judgment so that you take control of your life and live a purposeful and happy life. The one way to do this is to master the art of confidence. It is through authentic confidence that you lay a solid foundation for making better decisions, building long-lasting relationships, and positioning ourselves for success.

## **What Comes To Mind When You Think Of Confidence?**

“Happiness is when what you think, what you say, and what you do are in harmony.” – Mahatma Gandhi

This is exactly what I think serves as a recipe for confidence. If you are going to live a fulfilled life, then you must have the confidence to go after the things that make you happy. In other words, you have to demonstrate confidence in yourself; abilities, personality, and intellect.

So, what is confidence? Well, the truth about unshakeable confidence is living true to yourself. It is all about embracing your true self. To do this, you must believe that you have full control of your life, and not letting circumstances hinder you from your life purpose. You have to decide the value of your true self and never allow yourself to be defined by someone else’s opinion. The more you do this, the more it becomes effortless to express confidence.

When you master the art of embracing your true self, you will realize that the doors of opportunity are all around you. You will be spoilt for choices. When limitless opportunities come your way, there is no more room for fear of scarcity. Soon, you’ll

realize that you can live a life of abundance. This is exactly what I consider an effective pathway to unshakeable confidence and a fulfilled life.

# CHAPTER 1

## THREE PILLARS OF UNSHAKEABLE CONFIDENCE



# Chapter 1

## Three Pillars of Unshakeable Confidence

### **Pillar 1: Experiential Confidence**

When I was a teenager, one thing that scared me the most was chatting up women, especially strangers. Making the initial approach felt impossible and made me feel like I had completely lost strength in my feet. It simply made me shut down!

Now, two decades later, I can't wrap my head around what it is that I was so afraid of.

The truth is, you and I can overcome fear and easily do the things that we once thought impossible, simply because we now have experience. I was able to push through those frightening moments and conversation. Now, I can strike up a conversation with every person I find, on the train, coffee shop, or at the office.

I have the confidence to do pretty much anything I put my mind to. It is just like learning to drive on the highway for the first time. At first, it was scary, but with time, you adjust, and your body learns that it does not kill you.

Well, this kind of confidence is what is referred to as experiential confidence. It is the type of confidence that you gain through experience. You have developed this type of confidence at some point in your life. The first step is to have the courage to act and take risks. Each time you fail, you build that confidence because you understand that failure is not permanent.

One thing that you have to appreciate is all the things that did not work out in your life because they allowed you to learn. It is through the past failures that we have confidence today. Therefore, if you want to build your experiential confidence, the first thing that you need to ask yourself is what is the worst thing that could happen if you fail? Will you die? If not, then there is no reason to back down. You must understand that everything you act against fear, you grow your experiential confidence, and all the tasks that is difficult now will be easy later on.

## **Pillar 2: Emotional Confidence**

This simply refers to the kind of confidence that you can turn on at will. Well, here's an example: I started working for an International company at the age of 21 as a project assistant. One time, for some reason, I wanted to work from another city for three weeks. However, I was so nervous to ask my boss for permission to work away from the main office. Did I eventually do it? Definitely.

Well, I first had to prepare myself mentally. I started by brainstorming how I would walk into his office, present my case, and how I would handle his responses. I created a small decision tree with all the possible ifs, how and why questions he would ask and what my responses would be. This was to help me stay on top of my game so that nothing caught me off-guard. In other words, I needed this to maintain my composure.

What I was essentially doing was tapping into my emotional confidence by learning the tips and tricks of controlling my body language so that I do not send out the wrong message. If you control your body, then you will be able to control your emotions. On the contrary, if you fail to control your body, then your emotions will be running all over the place.

What I simply did was rehearse every statement I was going to say, and how I would do it, with a firm handshake, smiling face, and shoulders high. What I realize was, when you resist the urge of crossing your arms and showing your anxiety, the conversation flows naturally, and the other party eases into the discussion. That is how you gain emotional confidence.

It is important to note that, emotional confidence serves a great purpose especially when you are caught in a situation that you already anticipate; for instance, a presentation, a difficult conversation with your superiors or parents, a performance, etc. Unlike experiential confidence, emotional confidence is not limited to just a single domain.

The only problem, in this case, is that having emotional confidence is not automatic. You have to tap into your inner self to turn it on.

But then what do you do in such a difficult situation when you just don't feel like it? We will be delving deeper into how you can stick up for yourself and various ways in which you can handle tough situations that come your way.

### **Pillar 3: Self-Esteem**

This is the deepest level of confidence and is the true definition of unshakeable confidence! One mistake that people make today is thinking that confidence has everything to do with survival. The tough truth is that there are so many people with huge muscles, decorated war veterans, and even firefighters who do not have self-confidence! They do not have the confidence to initiate a conversation with a stranger. You have to understand that confidence is something that in this time and age, is broken by identity and not broken bones.



We often think to ourselves... What if others hate me? What if I gave the presentation and they ignore me? What would people think of me? These are all self-defeating questions.

Having high self-esteem simply means that you have the ultimate level of confidence because in such a case, your identity is not broken. Instead, your identity is self-generated. You must never let others shape your identity and purpose. You have the power and the will to uphold your internal code.

The first thing to winning high self-esteem is ensuring that your true identity is tied to your values and standards. It starts by you realizing and accepting that the only person that will break your identity is yourself!

The moment you stop feeling like your identity is at stake, is when you are truly confident. If you live up to your standards, there is no rejection, weirdness, or public humiliation that can upset you. So what are the steps that we need to take in order to live with high standards and peerless confidence? Some of these include you trying your best, fully expressing yourself, taking responsibility for your happiness, and always purposing to do what is right rather than taking the easy way out.

What others think don't matter. When you live with this mantra, you will never be at the mercy of other's opinions. Let your purpose always be the guiding light and do your best at all times. Don't be afraid to do the things that scare you and give your best shot! There is no way to lose with such mentality. In fact, you will gain more than you could ever imagined.

There's a saying which goes: familiarity breeds comfort. Therefore, ensure that you are exposing yourself to situations that offer you a sense of familiarity if you are going to attend a meeting, scope through the agenda of the meeting in your head. If you are going to give a presentation, run through it in your head.

Additionally, it is critical that you take control of your emotions. Take at least three minutes and speak loudly, with a smile on your face and taking slow and deep breaths into your belly to effectively snap out that bad feeling, anxiety, or pattern. If you make this your identity, you will notice that no failure, rejection, or humiliation will shake your true identity.

# CHAPTER 2

## IMPORTANCE OF HAVING CONFIDENCE IN LIFE



# **Chapter 2**

## **Importance of Having Confidence In Life**

### **Reduce Fear and Anxiety**

The greatest enemy of progress is fear. However, one thing that you have to understand is that building your confidence plays a very significant role in offering a calming effect. It simply quiets the voice inside you that tries to convince you that you cannot do it. It is through the confidence that you can effectively unhook from your thoughts and act by your standards and values.

Have you ever experienced low self-confidence in the past? Are you still struggling with low self-confidence? If yes, then there is a high likelihood that you already have experienced rumination many times. Rumination simply refers to the tendency to replay worries and perceived mistakes over and over again.

When rumination is occurring too frequently, this is linked to anxiety and even in extreme cases; depression. This is something

that can cause you to withdraw from the entire world around you. However, when you fill your tank with confidence, there is special energy that springs from within you and acts by breaking the cycle of negative thinking so that your inner critic is silenced.

## **Achieve Greater Motivation**

Building confidence is not something that you can achieve overnight. It is a continuous process that needs lots of small steps which leave a strong sense of lasting accomplishment. Well, it is more like learning a new language, or being on a weight loss program, or even overcoming an obstacle. Think of it as mastering a new skill.

Well, you may be wondering what your grades or success on weight loss has to do with being confident. One thing that you will notice is that those achievements you have had did not happen overnight. They must have taken time and lots of perseverance. If you can triumph through tough situations and adversities, then you definitely can duplicate the same grit and tenacity to other areas of your life.

As your level of confidence continues to grow little by little, you will find that your self-drive is stretched and your abilities become deeply rooted and impeccable.

The good thing is that even in the wake of these thoughts, the self-assurance within you will render these thoughts paralyzed rather than the other way round. In other words, the voices that tell you may not make it will be silenced by the wide grin on your face saying what if I make it! When you start to see progress, you will feel energized.

## **Increase Resilience**

When you have confidence, you are well equipped to cope with anything that happens in your life. Even when faced with harsh setbacks and failures, you simply hold your head up, and shoulders pushed back, and you give it another try. Trust me, even the most confident people in the world fail. So, this does not mean that when you have self-confidence, you will never fail. It simply means that you will not stay down, beat yourself up, or become crippled by them. You will brace yourself and rise to the challenge of giving it another try.

Confidence will allow you to push yourself to try new techniques, approaches, and means to make your dreams a reality. In other words, when you fail or make a mistake, you will learn that they are a part of the learning curve. Only through mistakes we can grow into a stronger version of ourselves. It simply means that you will accept failure knowing that it is part of life.

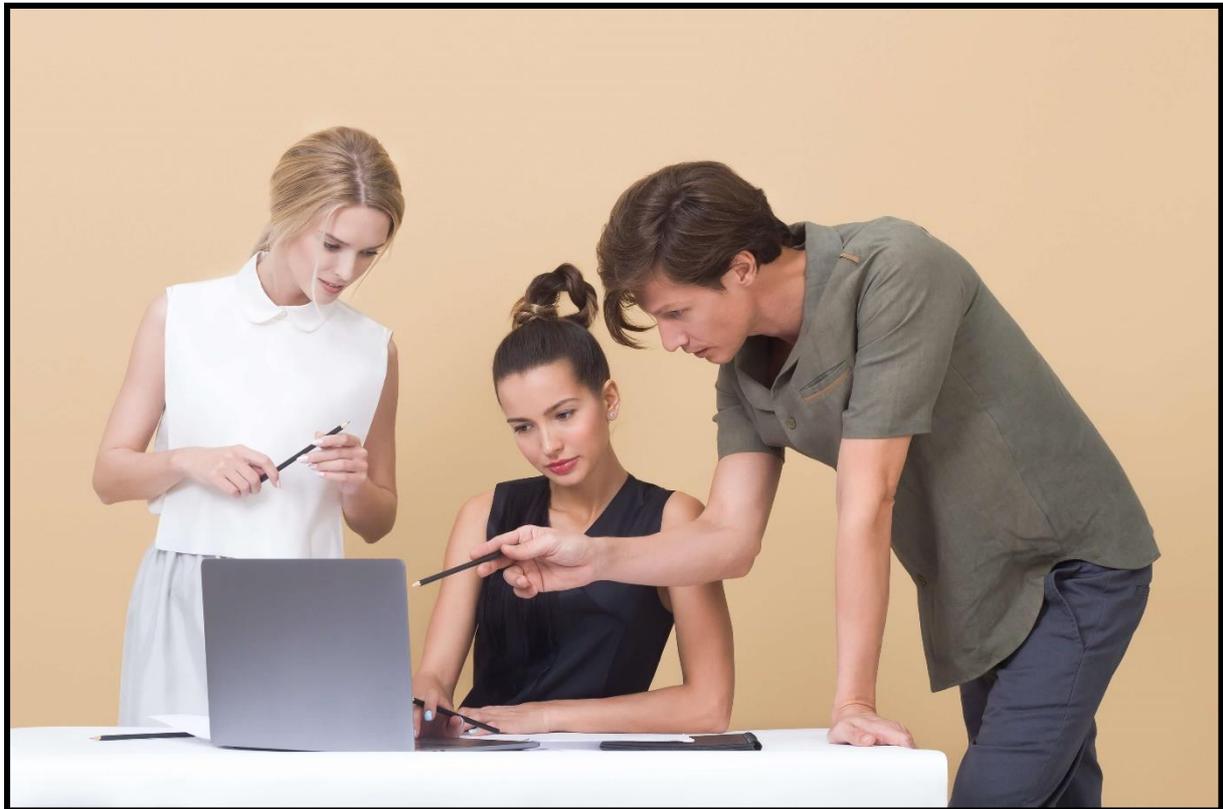
Studies have shown that ironically, when you are willing to fail, you will become more successful. The main reason behind this is that you are not expecting that everything will be 100% perfect. Instead, when you take more shots, you can only get better.

## **Improve Relationships**

This may sound a little counterintuitive. However, one thing that I have learned over the years is that the more confidence you cultivate, the less self-centered you become. Imagine yourself walking into a room full of people, when everyone is paying attention to the speaker, and then there you come in to take a seat.

Often times, you'll feel awkward and think that people are staring at you. Well, 90% of the time people will just take a glance

and pay no attention at you afterwards. They are all wrapped up in their thoughts or what the speaker is talking about that nothing happening outside their zone of focus matters at all.



Confidence wipes out the feeling that you need to make a lasting impression on people, and you find yourself flowing with the crowd and enjoying every bit of your interaction. You will not be caught up in a moment of trying to compare yourself with others. You simply sink into a relaxed state that puts everyone else at ease and hence helping you connect deeper.

Studies have also shown that having unshakeable confidence breeds empathy. The truth is, when you are less confident, all

your thoughts are roaming around thinking of what people might be thinking. However, when you are confident, you are comfortable in your true identity, and your thoughts are fully present in the moment. Instead of letting the external environment affects your internal dialogue, you divert the attention elsewhere and focus on things that truly matter at the moment. Simply put, you do not get preoccupied with self-doubt. You reach out and lift others.

## **Experience A Stronger Sense Of Your Authenticity**

It is only confidence that can unleash your full potential. This is when you easily accept your weaknesses and failures with the knowledge that these shortcomings do not change your true sense of self-worth. Instead, you appreciate the fact that you have strengths you can celebrate even amid all adversities and hence, are empowered to use them fully.

In other words, unshakeable confidence is what helps align your actions with your values, principles, and standards. This, in turn, offers you a superior sense of purpose. Confidence opens you up to self-discovery so that you can appreciate who you truly are and

what you represent. When you see anything that is not right, you have the courage to show up, stand up, and raise your voice over the issue. You effortlessly allow your best self to shine through.

# CHAPTER 3

THE SECRET LANGUAGE OF  
**ROCK-SOLID**  
CONFIDENT PEOPLE



# **Chapter 3**

## **The Secret Language of Rock-Solid Confident People**

Here are the 3 most powerful secrets of Rock-Solid Confident People:

### **They Manage Their Minds At Every Moment**

People who have rock-solid confidence know how to manage their minds at every moment. The reason why you feel overly anxious about that job interview or presentation or performance is because you can't manage your mindset well to handle the tasks.

The beauty of our mindset is that we can easily choose to shift it at any time towards the direction we choose. Let us consider an example where you are relaxing in your home on Saturday

morning having breakfast with your loved ones. Suddenly, the phone rings. Out of nowhere, you were told that you must attend an urgent meeting in an hour! And you have to abandon your family for this unexpected meeting elsewhere.

Wow! Anyone in their right minds will feel ambushed, angry, and anxious being put in such situation. However, all you have to do is try to instantly shift your focus from enjoying family time to getting into the confident, high-level meeting mindset.

No one said that this would be easy, because it is not. But the first thing you should do is try and gather information from your boss about the expectations of the meeting, the agenda, the stakeholders seating in the meeting, and other important details. You could then talk to your family about what just happened and get going.

One thing that is important to note is that when a new, unexpected situation arises, you have to accept that you will feel frustrated, challenged and stressed out. However, you can trick your brain into the right state of mind and get the important things done right away. At first, this may not be easy. However, as you gain more knowledge and learn from experience, you will always be mentally prepared for this kind of unexpected events.

Simply ask yourself whether there is anything at all that will get you in the right frame of mind. Think of your brain like Google, which anything you ask will be answered.

## **They Start A "Dream factory."**

If you are going to have confidence in life, the key to have a sense of direction in which your life is growth. Just a simple question such as, "What would you like your life to be like?" is enough to help you put things into perspective. Determine what your dream lifestyle is like and how do you measure your own level of success. Then write all your responses on a piece of paper.

Ideally, you should get up each morning and read this paper about your dream life and take a few minutes to visualize it. As days go by, you can add more specifics to your dream life. By starting the day in such way, you are actually imprinting rock-solid confidence into your subconscious mind. This will also inform what steps you take to bring you closer to your dream life.



Well, don't get me wrong, healthy competition isn't bad! When you have great motivators in life, you will always aim to work hard and model their successes. If you are an athlete and you managed to beat your all-time best record. Even though you might have come in second in a race, you should not be disappointed because you have done your best and broke your own record. That is all that really matters.

Every single day, purposefully do the right thing and give it your best, and then go ahead and be proud of the person you are. If you have a strong desire to quit your job and start a business in pursuit of your dreams, then, by all means, do it! It does not matter what people think. All that matters is that you are running your race for the ultimate prize- your dream life!

That said, having rock-solid confidence is not an easy task. You have to learn to shut out all the external noise so that you can listen to your inner voice. If you always live your pleasing others, you will never confidently pursue your dreams, but live a miserable life. A life of regret is a life that we should always stay away from. Unshakeable confidence comes when you stop being controlled by people and rather take control of your own life and steer it in the direction you want to go.

# CHAPTER 4

## STEPS TO BUILDING AN UNSHAKEABLE CONFIDENCE



# Chapter 4

## Steps To Building An Unshakeable Confidence

### Step 1: Step Out Of Your Comfort Zone

If you are going to have unshakeable confidence, you have to be willing to step out of your comfort zone so that you can do things out of the ordinary. You have to stir up that urge burning within you to be extraordinary.

Perhaps you have a brilliant idea that your believe could benefit your company, but you do not know how to share that with your boss. Perhaps you have a crush that you never dared to approach.

The problem that comes with not acting on these desires is that you will stagnate right where you are. Truth is, when you fail to explore new experiences, you are letting fear take away your sunshine. You are simply digging deeper into your zone of

comfort. The hole that you have been sitting in for several decades now.

Yes, it may be intimidating to make the first approach into the unknown, risking being embarrassed by failures. But if you think about it, it's just 'FEAR' – False Evidence Appearing Real. What is the worst that could happen? Often times, you are just overthinking. Stepping out of your comfort zone can be so daunting, but it is important if you wish to fulfill your life's purpose and have unshakeable confidence. This could be the way you can finally prove to yourself that you can achieve anything you set your mind to.

After all, what is the worst that can happen? You can share with your boss and steer the company to success, or the boss simply turns it down. You could ask that girl or boy out, and they could say either yes or no – You also get your answer without wasting too much time guessing. Either way, it is a win-win situation.

The secret to having unshakeable confidence starts with you!

One thing that I will tell you for sure is that to get out of your comfort zone; you have to start by setting micro-goals that will all eventually add up to the bigger picture. Micro-goals simply refers to small pieces of the larger goal you have. When you break your bigger goals into chunks, accomplishing them becomes

quite easy, and you will have so much fun while you're at it. This will also build up your momentum to keep pushing until you have reached your target.

Let us go back to the example we just talked about earlier. So, you have a business idea or strategy that you would like to share with your boss but haven't gotten the courage to do it. What you can do instead is break your major outcome into smaller goals that eventually yield similar outcomes. Take small steps to get started, no matter how small it is. Instead of taking the big leap and feeling overwhelmed, starting small will take the pressure off you. When you do this, you simply make things quite easy to digest and make follow-ups easy.

So you like that girl or boy and have no courage to tell them how. But he or she may not be single in the first place. So your micro goal should be to establish a rapport with them first before you dive into the deepest end of things. Even before you ask them out on a date, get to know who they are by just initiating a short conversation with her/him. Isn't that better? This does not sound like you are stalking them.

That said, you have to appreciate that when you set micro-goals, it allows you to step out of your comfort zone. As you achieve your micro-goals one after the other, you will realize that every

small wins can help you get the confidence you need to move forward. Challenge yourself that you are going to do something out of the ordinary every day and see how that grows your confidence.

## **Step 2: Know Your Worth**

Did you know that people with unshakeable confidence are often very decisive? One thing that is pretty admirable with successful people is that they do not take too much time trying to make small decisions. They simply do not overanalyze things. The reason why they can make fast decisions is because they already know their big picture, the ultimate outcome.

But how can you define what you want?

The very first step is for you to define your values. According to Tony Robbins, an author, there are two major distinct values; end values and means values. These two types of values are linked to the emotional state you desire; happiness, sense of security, and fulfillment among others.

## **Means Values**

These simply refer to ways in which you can trigger the emotion you desire. A very good example is money, which often serves as a mean, not an end. It is one thing that will offer you financial freedom, something that you want and hence is a means value.

## **Ends Values**

This refers to emotions that you are looking for, like love, happiness, and a sense of security. They are simply the things that your means values offer. For instance, the money will give you security and financial stability.

In other words, the means value is the things that you think you desire for you to finally get the end values. The most important thing is for you to have clarity on what you value so that you can make informed decisions much faster. This, in turn, will give you a strong sense of identity, and that is where you draw everlasting confidence from. You have to be in control of your life and not the other way round.

One way you can do that is ensuring that you define your end values. You can start by dedicating at least an hour or two each

week to write down what your end values are. To get there, start by stating what your values are that you'd like to hone to get to your dream life.

Some of the questions that might help you put things into perspective include;

- What are some of the things that matter most in your life?
- Are there things that you do not care about in your life?
- If you were to make a tough decision, what are some of the values that you will stand by and what are those that you will disregard?
- If you have or had kids, what are some of the values you will instill in them?

### **Step 3: Be Ready To Embrace Change**

Have you ever found yourself obsessing about the future or the past? This is something that many of us find ourselves doing. However, here is the thing; the person you were five years ago or will be five years from now is very different from who you are right now.

You will notice that five years ago, your taste, interests, and friends were different from what they are today and chances are that they will be different five years from now. The point is, it is critical that you embrace who you are today and know that you are an active evolution.

According to research conducted by Carol Dweck, it is clear that children do well at school once they adopt a growth mindset. In fact, with the growth mindset, they believe that they can do well in a certain subject. This is quite the opposite of what children with a fixed mindset experience because they believe that what they are and all that they have is permanent. Therefore, having the notion that you cannot grow only limits your confidence.

What you should do to embrace all that you are is stopping self-judgment. Most of the time, we are out there judging people by what they say, how they say it, what they wear, and their actions. In the same way, we judge ourselves in our heads comparing our past and present self.

For you to develop a strong sense of confidence, it is important that you start by beating the habit of self-judgment and negative criticism. Yes, this is something that can be difficult at first, but when you start to practice it, you realize how retrogressive that was.

You can start by choosing at least one or two days every week when you avoid making any judgment at all. If you have got nothing good to say, don't say it. If there is a negative thought that crosses your mind, you replace it with a positive one. Gradually, your mind will start priming to a state of non-judgment, and it will soon become your natural state of mind. This will not only help you embrace others but also accept yourself for who you truly are.

## **Step 4: Be Present**

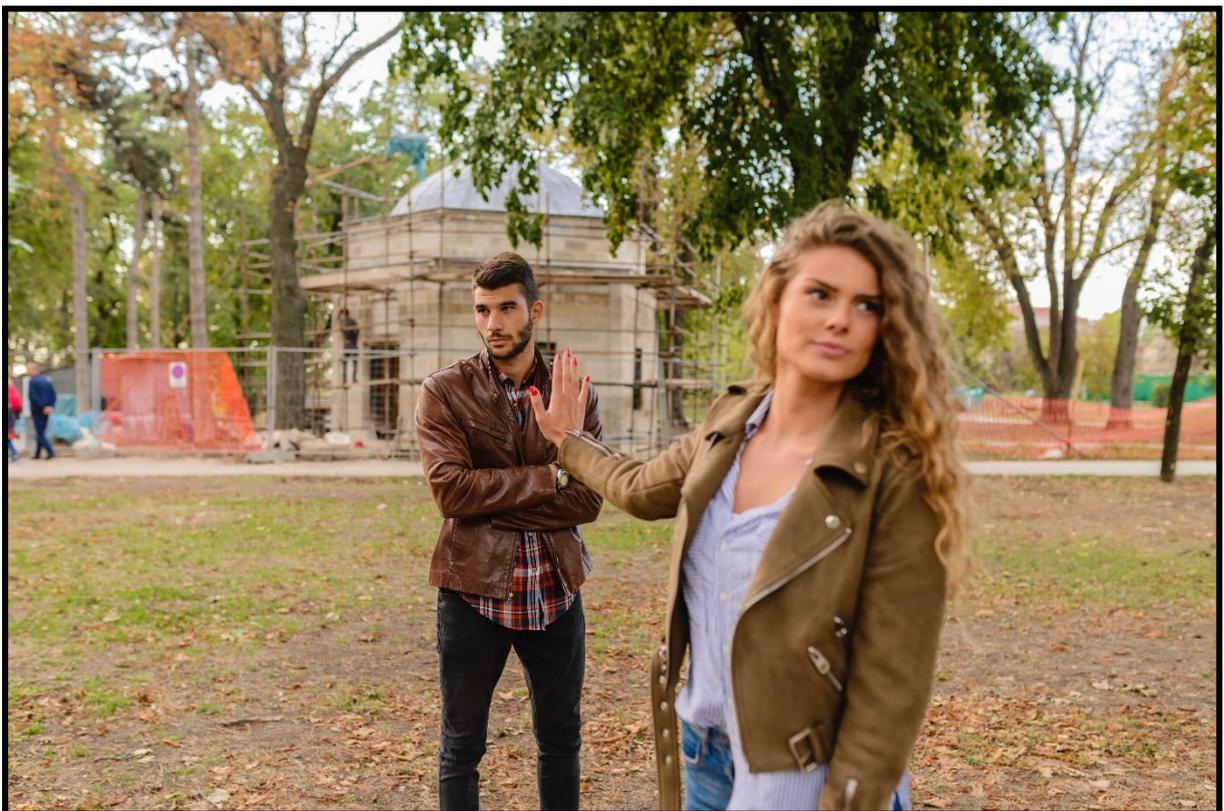
Sounds simple, right? It is important and necessary that you build your confidence. By being present, you are simply allowing your mind, body, and soul to be engaged in the task at hand.

Let us imagine speaking to someone that is not listening to what you are saying. This is something that has probably happened to a good number of us. How did you feel? On the other hand, imagine speaking to someone, and you feel like you were the only person in the room. Feels pretty special, huh?

The reason why you feel special is that they were present at that moment. They paid very close attention to what you were saying,

feeling every emotion with you. They were engaged in the conversation at a deeper level. This way, you can retain information while still experiencing empathy.

To be present, you have to develop a mental double-check. This simply means that you should mentally check-in on yourself regularly. To do that, you have to develop a mental trigger or calendar when you ask yourself where your mind is. This is the time when you act as an observer of your mind.



Are you thinking of dinner reservations while in a meeting? Do you think that you are not good enough? To call yourself out of these negative thoughts means that you mentally check in on

yourself every often. Once you have the answer to your question, take in a deep breath and bring back your focus on your most important things.

# CHAPTER 5

## STICKING UP FOR YOURSELF



BELIEVE  
IN  
YOURSELF

# Chapter 5

## Sticking Up For Yourself

Most people do not know how to stand up for themselves when they are caught up in a fix. There are people out there who will always be waiting for your downfall and crushing your confidence if you do not know how to stick up for what you believe in. If you want to live a life with unshakeable confidence, start by learning how to stand up for yourself.

### **Before You Can Confront, Be Certain Of What You Want**

This is the very first step; knowing what you want. When people come attacking you from all sides, what do you want as the ultimate outcome? Do you want them to stop being disrespectful? Is it their specific behavior you do not like? When you know what you want from a situation or what intentions you

have, you will have the power to control the situation and not letting the situation get out of hand.

## **Have Clarity On Your Response & Understand The ‘Truth’**

One thing that you have to note here is that how you respond is derived from your own filter, experience and understand the fact that the others have the right to hold a different opinion. If you take the time to understand that truth, you will know that you can't always change others but only change how you see things from within. Just accepting that will set you free from always feeling intimidated by other people's behavior.

Nevertheless, the point is not about being desperate for someone else's approval. It is about you ensuring that before you can confront anyone, you clearly know what values you stand for and that your integrity is strongly grounded.

## **Release Any Attachment**

We have discussed previously that it is important that you know what you want, why you want it and how you perceive other people's expectations. Also, you must understand that you cannot expect someone else to change for you.

Therefore, rather than betting your happiness on others, simply accept that behaviors are hard to change and let go of any attachment. It is normal for everyone to want an unhealthy situation to change. However, betting your happiness on them changing is a losing bet.

## **Write It Out Before You Talk**

This is as simple as it is. There are so many things that people will do or say that will make you angry. However, what truly matters is ensuring that you do not allow that anger to develop into an attack.

“The truth doesn't attack.”

–Danielle LaPorte

## **Create Some Time To Have A Talk**

Well, there is always that desire to put someone in their rightful place, something that works perfectly well in movies. However, in reality, this does not come as a very helpful strategy. The best means by which you can cause a shift in your relationship is having a real talk with them. A real talk is not about talking down on others verbally, it's more about having a mature conversation.

## **Stop Talking**

This is probably something that many consider a sign of weakness. Well, in this case, knowing when to stop talking is a form self-confidence. It is a sign that you are grounded with your principles, standards, and values and do not allow others to define who you are. You know what your true identity is and you do not need to prove yourself to others and beg for validation.



Rather than wasting your time and energy trying to engage with people who are clearly stubborn with their own opinion, the biggest favor you can do for yourself is simply walk away. This is a move that only truly confident people do because they know what is important to them, what they want, and treasure their time.

With unshakeable confidence, you realize that your time is far too precious to waste on people who have no respect for themselves and others. If they cannot respect the people around them, then you know that they are not the kind of people you want to waste your time on.

If you try to take them down, you will not feel any better. You have to understand that sticking up for yourself does not always

mean that you have to win. Simply walk away so that you create more space and time for the people that will embrace, accept, and honor you the way you are. This is the ultimate path of those with unshakeable confidence.

# CHAPTER 6

## HOW TO BOUNCE BACK FROM FAILURE



# Chapter 6

## How To Bounce Back From Failure: Strategies Successful People Use

### **Accept Failure**

Even though failure is truly unpleasant, you have to understand that it is an opportunity to learn. When you are trying to create something, you need to accept the fact that things will never be perfect, and that is why failures are bound to happen from time to time.

From every failure, ask yourself what can you learn from it, and what will you do differently next time. This will ensure that you can implement proper strategies in your next project to ensure that these things do not happen again. One of the greatest lessons you can learn is how to fail gracefully. This way, you get to learn the necessary lessons to boost your ability to innovate.

## **Allow Your Employees To Fail**

Failure does not always happen to a selected few. Everyone will make mistakes in an organization. If you are going to be a successful leader, then you should learn to take responsibility for your employees, whether senior or junior at the company.

Allow your employees to take responsibility for their actions and give them time to rectify their mistakes. When you lead people through failure, your focus should be making sure that they learnt their lesson and fall forward, not backward. If they fail to learn from past mistakes and repeat them over and over again, you can then consider firing them.

## **Quickly Apologize**

When you face a problem, it is important that you quickly solve it. The worst thing you can do when a problem arises is ignoring them or sweeping issues under the carpet. If you do this in business, the chances are that your clients will lose trust in you and pull away. The best course of action is to apologize and move on.

## **Address Your Failures**

If there is anyone that is going to take care of mistakes and failures, it is you. If you are the one responsible for the mess, then you should be ready to clean it. Just do your best to keep the damage under control. If there are collateral damages in the process, the best thing to do is apologize as fast as you can to restore mutual trust.

## **Move On**

Life goes on despite failures. When you fall, it is important that you do not stay down but rather pick yourself up, dust yourself and keep moving. The secret is for you to try again and again until you achieve your goals. With every failure comes a lesson, and the better you become in handling the same situation. With more competence, you have more confidence. Whatever happens, just remember that what is important is to keep your eyes on the ultimate prize.

Did you know that being consumed by failures deactivate the brain's motivational centers? This means that you have to learn to frame failures in ways that make you feel empowered. If things are untenable, there is a high likelihood that the outcome will be

an unsuccessful business venture. Failing is not the end of the world!

## **Tips To Achieving Your Micro-Goals**

### **Write Them Down**

Writing your goals down ensures that you think through every little detail and how each task will be actualized to eventually accomplish the goal. It also ensures that you can remember your goals because research has shown a strong correlation between writing and memory retention.



## **Be Specific**

It is important that you select at least a specific day and time when you will dedicate to working on your micro goals. You can also set a reminder on your phone so that it can repeatedly condition you to ease into a habit of working towards those goals.

## **Track Your Goals Regularly**

It is important that you track your goals regularly on a weekly or monthly basis. Every time you accomplish any of these goals,

your brain will be conditioned to focus on what matters most and start achieving more!

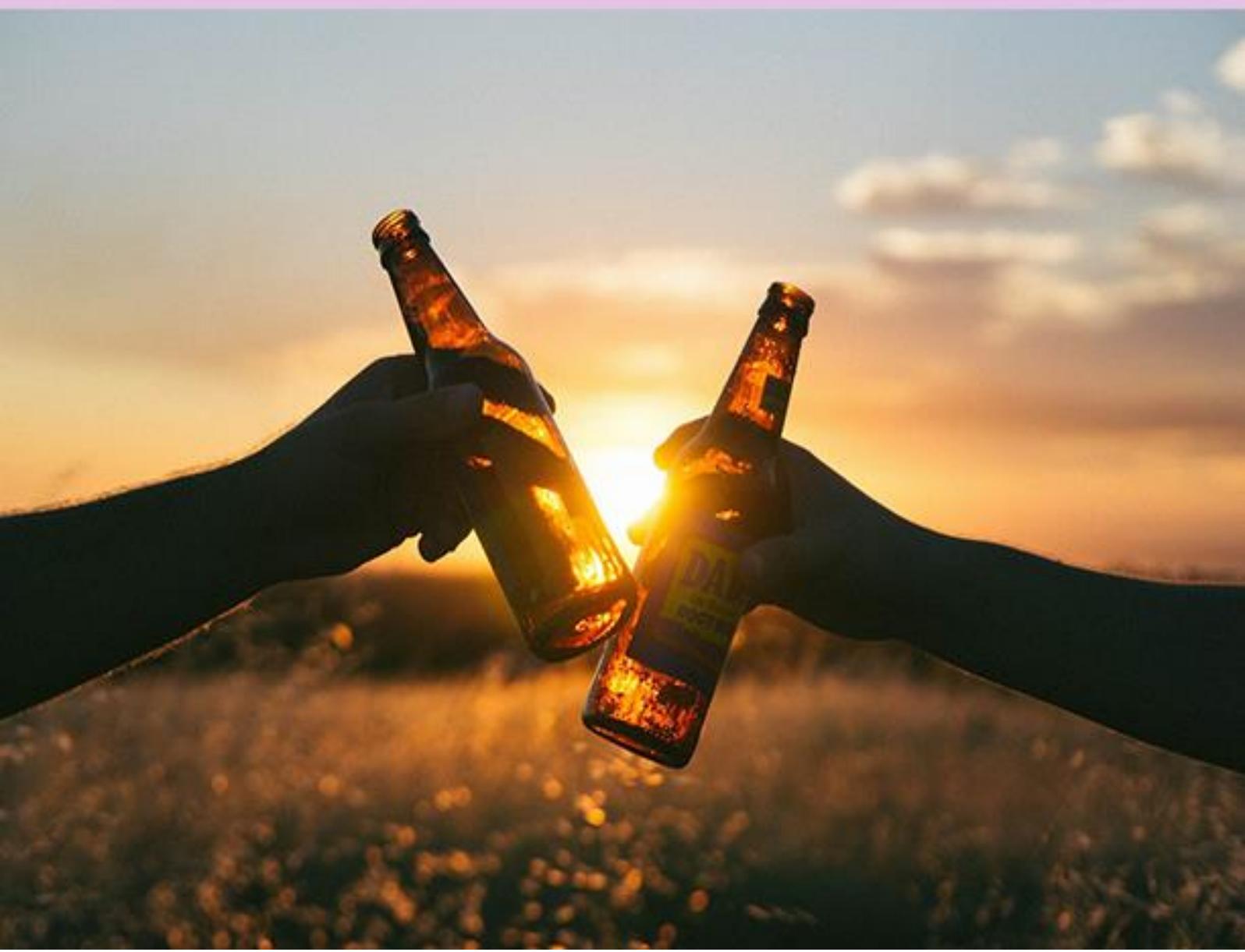
## **Visualize**

The other important tip is for you to picture yourself having attained the goals. Studies have demonstrated that, the motor parts of the brain will be activated when you perform the tasks physically. One study had two groups; one that practiced the piano physically and another that played piano mentally.

The most interesting thing was that those that practiced through visualization were just as effective as those that practiced physically. Meaning you don't have to physically practice something to get good at something. This study explains the power of visualization and you too, should use visualization to get better at any skill or achieve any goal.

# CHAPTER 7

**ACTIONABLE TIPS  
& EXERCISES  
TO CONSOLIDATE  
YOUR CONFIDENCE**



# **Chapter 7**

## **Actionable Tips & Exercises To Consolidate Your Confidence**

### **Grow Your Knowledge**

The very first step to growing your confidence is ensuring that you gain knowledge both in your personal and professional endeavors. There is always that area that you feel you are limited in knowledge and understanding.

If you want to have more confidence, then you have to demonstrate mastery in this area. You can expand your knowledge by taking online courses, attending similar conferences and events, as well as reading books. The other thing that you can enjoy while gaining knowledge is teleclasses where you get to interact and engage in discussions with your peers. This will go a long way in improving your level of confidence.

## **Experience And Celebrate Small Victories**

Unshakeable confidence comes from the ability to experience and celebrate small victories and successes. Think of this as giving rewards for applying knowledge. Remember when we discussed micro-goals? Well, now each time you achieve a micro-goal, you reward yourself. Yes, they are not the ultimate big goal, but they are small chunks that make up the bigger goal.

The reward does not have to be big. Even a simple pat on the back or just a simple compliment from a colleague is adequate to boost your level of confidence. Therefore, ensure that you keep track of each small achievement and allow yourself to fully experience it. This way, you will start to feel your confidence growing every single day.

## **Exercise Passionate Faith**

One of the qualities I admire about confident people is that they have faith in a supreme being. They believe that the creator of the universe has a purpose for every living soul. In other words, the reason why we are on earth at this time is to discover and fulfill our higher purpose.

In other words, they seem to have perfect knowledge that when they forge through with the creator's plan, achieving success is just a matter of time. Therefore, if you truly want to achieve success, you must have faith that it is possible. It is important that you have unwavering faith in your potential. When your faith is filled with passion, then there is a high likelihood that you will follow your true purpose.

## **Enable A Firm Resolve**

In this life, it is natural that you will face setbacks and disappointments along the way. It is, therefore, natural to feel angry and discouraged. However, it is important that you view these setbacks as an opportunity for learning. Start seeing your setbacks as a set up for something bigger yet to happen in your future.

When you express faith in your abilities, you will get past discouragements and gain a firm resolve. It is this resolve that will, in turn, help you overcome obstacles. This is mainly because firm resolve is a true mark of patience at work. Rather than despairing, you will realize that without these challenges, you

would not have a growth mindset. It is critical that you ensure that your mind is focused on the intended outcome and not on roadblocks. Instead of thinking of a thousand reasons why you can't, think of one reason why you can.

With time, you will see your talents grow into abilities. It is only then that you will begin to see what is truly possible, a measure of success steering you forward with so much vigor and enthusiasm. It is this enthusiasm that will keep you fired up to keep scoring those small micro-goals.

## **Enlist Expert Help**

Identify areas where you have gaps in knowledge and would like to fill them up. Once you do that, enlist help for professionals that will help you gain more knowledge and experience. Knowing that you have experts' guidance, you will also be more confident when taking action and making decisions. You can gain knowledge from the experts from books, blogs, videos, phone calls, one-on-one meetings, and seminars, etc. The good thing with a professional coach is that they will help you remain accountable for every action you take in completing your plans.

Note that, if you want unshakeable confidence, then you have to attract confidence. Yes, experts will show you the way, but they will not walk the path for you. You have to be willing to go through all obstacles with your head held high and keep your eyes on the prize. Eventually, you will get there.

## **Visualize Confidence**

When you can see yourself as someone confident, then confidence will become a trait that is easy and natural to manifest in real life. You start to experience it firsthand. Take a minute to imagine yourself having the confidence that you need in a certain situation.

Imagine how that would make you feel and act as though you already have that confidence. If possible, close your eyes and see yourself using your mind's eye, acting with so much confidence and conviction. Keep that picture in your mind, and you will realize that your vision will begin taking root and becoming a reality.

## **Expect To Be Confident**

Did you know that expectations are faith in actions? At this point, you have already envisioned yourself being confident and how that would make you feel. When you are confident, you will talk, act, and move assuredly and with so much zeal as you pursue your goals. This is when you know that you have the sight, emotions, and actions of a confident person. In other words, you will be better positioned to achieve above and beyond your expectations. When you expect to be confident, it becomes a reality.



Like we have already said, confidence is not something that happens overnight. You have to constantly put these actionable tips into practice for months. Start by writing down ways you intend to apply these action plans. This way, you know exactly how it would be like to take action towards your goal. When you act on them, you start realizing tremendous improvements in your confidence, and soon this translates to unshakeable confidence, happiness, joy, and ultimate success in life.

**CHAPTER**

**8**

**RECONNECT WITH FRIENDS  
TO BUILD YOUR  
SELF-CONFIDENCE**



# **Chapter 8**

## **Reconnect With Friends To Build Your Self-Confidence**

You may be thinking, what do friends have to do with self-confidence? Each one of us has moments of self-doubt and insecurities. It is very common to be anxious about our looks. Often times, you may find yourself questioning whether you said the right thing or did the right thing in any given situation. Sometimes, it is something as minor as matching your dress with the right pair of shoes, or your shirt with the right tie.

Just like any other person, when I am not sure of these things, I turn to my friends for a second opinion. One thing that you may have noticed is that certain people play a very important role in building our confidence. It is through friends that we can shake that skepticism or uncertainty we have about ourselves. It is through them that we can make better decisions in life.

These are some of the ways reconnecting with friends helps build up our confidence:

## **They Cheer For Your Success**

If there is someone that you call when you have good news to share, it is your friend. Friends are among the first few group of people we can go to when we have problems, frustrations or setbacks. The main reason is that they take pride in what we accomplish. They are the people that cheer us on and believe in us that we can do it! Knowing that someone's got your back will help you face anything with so much confidence.



## **They Model New Ways Of Being**

No man is perfect, so the saying goes. However, with friends, they also have strengths and skills that help them perform better in what they do. I have a friend that moves the crowd with his speech. At some point, I wondered whether I might do the same. With a model to look up to, it became a lot easier to move towards your goal. By simply modelling his way of giving speech, I became better eventually. The same thing applies to you; having a friend helps us see ways we can use their strengths to improve our areas of weakness.

## **They Support Our Efforts To Grow**

Did you know that sometimes the only thing that stands between you and your success is your mindset? Well, now, you do. The reason why you have cold feet about going after that business idea is that your thoughts are telling you that you cannot do it. However, when you surround yourself with positive friends, they can see strengths in you that you never knew existed. That will give you enough motivation to give it a try, and you realize that you just needed a little push to soar like an eagle.

## **They Wipe Our Tears Away**

In this journey called life, there will always be bumps along the road. It can be failing an exam, losing a tournament, being dumped or even worse losing a loved one. However, when you have friends, you have someone to lean on to when you're down. They will be there to give you insights from a different perspective. They will bring so much sunshine to your darkest moments.

## **They Teach Us The Value Of Teamwork**

Confidence is not just about working alone. It is about knowing how to walk the road alone and when to walk it with a team. Sometimes, when you are alone, you may feel timid and insecure about going to places or try new things or do things differently. However, if you are doing those things with a friend, there is a sudden splash of energy, and you realize that you can become creative. This allows you to soar higher than you had dreamed possible.

The truth is, the very best parts of reconnecting with friends is the fact that feelings are reciprocal. They are the people that

share our dreams, and we can do the same for them. So, surround yourself with true friends and see how that impacts your attitude and confidence to stretch beyond limits.

# Conclusion

Indeed, it is through unshakeable confidence that we can attain success and happiness in life. However, the most important question you should ask yourself is, how do you develop that confidence?

It is important for you to understand that confidence begins with your mindset. This is what will help you remain genuine and true to yourself. It is the thing that helps you retain your true identity no matter what circumstances you face in life. It helps to think of confidence as that character that ebbs and flows from you. With the actionable tips that we have discussed in this book, you will be able to build confidence that is long-lasting.

The trick is for you to be willing to set your mind towards achieving it. Then push and step out of your comfort zone, define your values, and embrace change by being present. This way, you will not only have the foundational confidence to make it happen, but you will also be wildly successful with the unshakeable confidence that draws admiration and inspires others to do the same.