



NOAH ST. JOHN

THE
POWER
HABITS™

OF
ULTIMATE
SELF-CONFIDENCE

HANDBOOK

IMPORTANT

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THE POWER HABITS OF ULTIMATE SELF-CONFIDENCE

How to Get the Most out of This Program

Welcome to *The Power Habits of Ultimate Self-Confidence*! *The Power Habits of Ultimate Self-Confidence* will not only increase your level of self-confidence, but also help you overcome social anxiety, eliminate the fear of public speaking, and feel relaxed, comfortable, and in control in any business or social setting. These habits, when you practice them, will positively affect every area of your life — from your personal and business relationships to your health and finances. By the end of this program, you'll have everything you need to become self-confident and to effortlessly attract the success you desire.

There are three parts to this program: The first two we've supplied for you, and the third is the one YOU are going to supply. The first part is the audio portion of this program. You'll recognize that part because it's the one when I speak and you listen. The second part is the written portion of the program, which is this Habit's Handbook. At the end of every session, we've included a blank page called Confidence Builders, which is your place to write down any insights, observations, or ideas you get when listening to the program.

The third and most important part of this program is YOU. You are being asked to bring your whole self to this teaching — to open yourself up to a new way of thinking about and looking at the relationship between your daily habits and this phenomenon called “success.”

In order to get the most out of this program, I'm going to recommend you do three things. First, learn the material. That is, get comfortable with the concepts, habits, and principles I'll be teaching you. Do the exercises in this Habit's Handbook. Think deeply about these new habits, and use the power of your mind to shift your self-perception.

The second way to get the most out of this material is to SHARE: That is, SHARE the ideas from your Confidence Builders with your friends and co-workers in the 24 to 48 hours that follow your learning them. When you share your insights with your friends and colleagues —

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whether through social media or in person — you also get the benefit of reinforcing the material in your own mind.

Third, and most important, if you want to get the most out of this program, you must make a commitment to live the material. Any program must be lived in order for it to make a difference, to become real, and to become a part of your everyday life.

Making a commitment to LIVE the material — along with learning and sharing — will give you the power to make the changes you want in your life and to become the self-confident person you've always wanted to be.

Session 1: Unleashing Your Self-Confidence

What Is Self-Confidence?

Self-confidence is simply the belief that you can DO what you set out to do. It's the belief that you can and WILL reach your goals and accomplish what you set out to do, no matter what the obstacles.

Self-confidence is often referred to by other names like *self-worth*, *self-image*, and *self-esteem*. While none of these are right or wrong, my belief is that each of these terms is actually talking about something a little different.

Self-worth refers to the value that you place on yourself and your contribution to society and to the world.

Self-image means how you see yourself and what you see when you look in the mirror.

Self-esteem refers to your opinion of yourself and how good or bad you feel about yourself in general.

While all of these are important, in my opinion, self-confidence is the most important because self-confidence affects every aspect of your life.

To look at self-confidence in another way, let's think about what happens in your life if you DON'T have self-confidence.

If you don't have self-confidence, you won't have the belief that you can reach your goals. That means, at the first roadblock, setback, or bump in the road, you will quit or give up on your dreams.

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If you don't have self-confidence, you won't speak up for yourself at the next board meeting or sales presentation. And if you don't speak up for yourself, you'll have to settle for whatever the world gives you — and many times, the world won't give you much unless you ask for it.

If you don't have self-confidence, you won't walk up to that person you'd like to meet at the next networking event or social gathering. That means you'll miss out on the chance to meet someone who could become a good friend or business colleague.

The bottom line is this: *If you don't have self-confidence*, you'll have to settle for whatever crumbs are left over after the people who DO have self-confidence have helped themselves to the bounty of life. And you don't want that, do you?

What Have You Been Told About Self-Confidence?

Most of us are taught that we should be “modest” and that it's not okay to exude self-confidence. Well-meaning adults tell us, “Don't talk too highly of yourself,” “Don't be arrogant,” and “Don't get too big for your britches.” Unfortunately, that only imprints us to hold our self-confidence down.

Exercise: What did your parents and others tell you about self-confidence?

In the following space, write down some of the phrases or messages you learned about self-confidence as a child.

Self-Confidence Myths

Self-Confidence Myth #1: You've either got it or you don't.

Head Trash Translation: "I wasn't born with self-confidence, so I'll probably never have it."

Like most myths, there is a grain of truth to this. The fact is, based on my studies and having interviewed more than 100 millionaires and multimillionaires, it seems clear that there is a small group of people who I call the Naturals, who did seem to pop out of the womb with high self-confidence.

However, and this is a hugely important point, if self-confidence was something that either you have at birth or you'll never have, then you wouldn't be listening to me right now! I am living proof that ANYONE, no matter what your background or circumstances, can develop self-confidence — provided, of course, that you are serious about it and willing to make some simple changes in your life.

Self-Confidence Myth #2: The key to self-confidence is "Fake it til you make it."

Head Trash Translation: "I have no idea what I'm doing, so I'll just smile and hope no one finds out that I don't know what I'm doing."

There are indeed times in life when we have to, shall we say, grin and bear it, and hope things will turn out all right even though we feel as if we're in way over our heads. However, just faking it won't help you make it. You have to prepare.

Legendary basketball coach Bobby Knight said it best when he put it this way: "The key is NOT 'the will to win.' Everyone has that. What makes a champion is the will to PREPARE to win."

Self-Confidence Myth #3: Confidence comes naturally to talented people.

Head Trash Translation: “I don’t feel that confident, so I must not be very talented.”

This is a very dangerous myth because it stops many talented and creative people from taking action and following their dreams. The fact is, there are millions of creative, talented people who don’t have much self-confidence. Conversely, there are also millions of people who aren’t very talented who believe they’re God’s gift to humanity!

It is definitely not true that all talented people have high self-confidence. In fact, it’s often the people with the most talent that have the LEAST self-confidence. However, there’s no arguing the fact that in life, it is not always talent that wins the day, but the person who has the courage and self-confidence to step up to the mic and belt out his or her song.

Self-Confidence Myth #4: If I’m nervous in social situations, it means I’m not self-confident.

Head Trash Translation: “I don’t know what to do or say in social settings, so I mostly avoid them so I don’t embarrass myself.”

The fear of embarrassment is definitely one of the most common fears when it comes to this issue of self-confidence. The fact is that MOST of us feel nervous when meeting new people because we’re afraid that other people will judge us.

People are far too busy worrying about THEMSELVES to worry about judging YOU!

Self-Confidence Myth #5: If I were smarter, better-looking, taller, thinner, richer, or whatever, I'd be more self-confident.

Head Trash Translation: "I'm not: smart, attractive, tall, thin, rich, or fill-in-the-blank enough, so I'll never be really self-confident."

Now we are getting to the root of the entire issue. This is the essential belief that is holding us back from being truly self-confident, which is the belief that "I'm not enough."

Exercise: Take Out the Trash

Write down 5 things your head trash has been telling you — or that you've been telling yourself — which are the reasons you can't get ahead or can't reach your goals or don't have enough self-confidence.

Next take those 5 "I'm not enough's" and list exactly what you've done or haven't done because you believed these things about yourself.

Everyone has potential. Almost no one is reaching it.

Confidence Builders Session 1

Session 2: Character vs. Personality: How to Be Yourself in a World That Doesn't Want You to Be

Character is the foundation upon which the house of self-confidence and success is built. If you don't have a strong foundation, you're building your house on sand — and it won't stand the test of time. Character is the ability to say “No” to yourself, and having the habit of making the right choices even when it's easy to make the wrong choices.

Exercise: Strengthen Your Character

Here are five exercises you can do that will demonstrate your character and your willingness to do the right thing even when you don't really want to. Self-confidence comes from knowing you have the ability to make good choices. Then, you can form them into habits.

Exercise 1

The next time you are on a bus or train, stand up and give up your seat to someone else, even if you prefer to stay seated. Act so, not just because it is polite, but because you are doing something that you are reluctant to do. This is an exercise in overcoming the resistance of your body, mind, and feelings.

Exercise 2

There are dishes in the sink that need washing, and you postpone washing them for later. Get up and wash them now. Do not let laziness control you. When you know that, in this way, you are actually strengthening yourself, it becomes easier to take immediate action, despite laziness and the desire to procrastinate.

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Exercise 3

Do you like your coffee with sugar? If you do, then for one whole week drink it without sugar. Do you drink three cups of coffee each day? If you do, then drink only two cups a day for one whole week. Such exercises prove to you that you can control or change your habits, and this inner strength.

Exercise 4

Do you find yourself overindulging in social media? Then for one whole week abstain from doing so. This might not be easy, but it's a good training. Take a hiatus from Facebook, Twitter, Instagram, and the other social media sites. When you come back, make an effort to read and post only positive, uplifting items.

Exercise 5

If you have the choice of going up with the elevator or climbing the stairs, choose climbing the stairs. Of course, only do this if you are in good physical condition.

Character Habits

How can you develop character in a world that doesn't seem to value character, and how can you increase your self-confidence in a world that keeps telling you to "fake it until you make it"?

First, *practice the habit of daily journaling*. Every morning when you wake up, make it a habit to write one to three pages in a journal. Why is journaling so important? There is something mystical and powerful about asking yourself what you really think about things and setting them to paper.

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Second, *practice the habit of meditation*. Meditation is simply the practice of quieting your mind and shutting out all the distractions of the world.

A great suggestion to focus your thoughts when you're meditating is to keep a notepad and pen within arm's reach of where you're meditating. Then, when your laundry list thoughts start to come up — which they invariably will — simply take out your pen and paper, and write them down. What this will do is get the thought out of your head and onto the paper. That means that once you have written it down, you don't have to think about it any more and you can go back to meditating.

What you'll find is that, pretty soon, your mind will run out of things to remind you of! You'll be left with nothing to think about and nothing to remember. What do you do then?

Your mind is probably used to thinking, thinking, thinking of all the things you have to do today. That's why it's so important to get these things out of your HEAD and capture them on paper.

Once you've written down all your to-do's that your mind can come up with, your mind is going to look for something else to think about. THAT is when the real meditation starts.

Finally, along with journaling and meditating, *practice the habit of affirmative prayer*.

Affirmative prayer reflects the certainty that we are each being led to our highest good, despite any temporary appearances. If, for example, one were to pray traditionally, one might say: "Please God, help me find a life partner." By contrast, an affirmative prayer might be: "I am now guided to my right and perfect life partner."

Exercise: Affirmative Prayer

Create an affirmative prayer for the following circumstances:

Getting a job

Increasing your income

Healing a health condition

Improving a relationship

Practicing daily introspective habits like journaling, meditation, prayer, and reading sacred literature will enable you to get in touch with the still, small voice within — the voice of your character — the special imprint of your soul that is unique to you.

Persistence is the habit of not giving up in the face of setbacks.

Confidence Builders Session 2

Session 3: How to Take Control of Your Habits

What Is a Habit?

What is a habit? Simply put, a HABIT is a tendency to act in a particular way in a particular situation. It is a pattern of behavior that a person typically does in response to a given situation or set of circumstances.

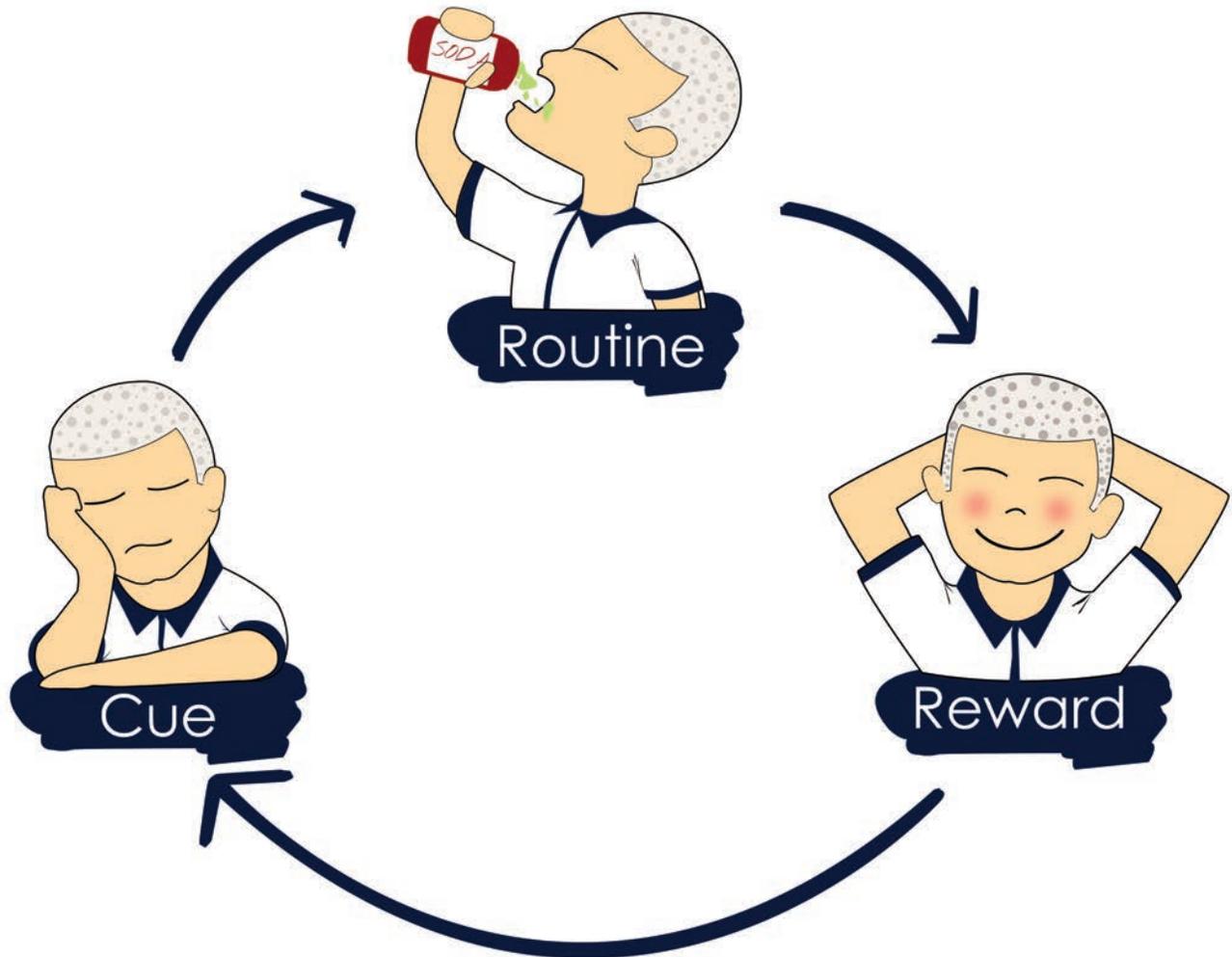
The human brain developed in three separate stages. First came the old brain, or what we'll call the **reptile brain**. This part of the brain is responsible for our basic survival, fight-or-flight responses. The reptile brain doesn't have a lot of thinking capacity because it is the part of the brain that developed millions of years ago, long before our higher brain functions evolved.

Next comes the **midbrain**, which is the part of the brain that determines the meaning of things and social context. And finally, the **neocortex** evolved with the ability to solve problems, and is able to think about complex issues and produce answers using reason and logic.

The Habit Loop

According to the latest scientific research, these three distinct parts of your brain work together but independently.

And this is where we come to what neuroscientists are now calling "The Habit Loop." As I showed you in *The Power Habits System*, The Habit Loop begins with three basic elements: the Cue, the Routine, and the Reward.



The Habit Loop

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Let's look at how these elements work to create a habit, and specifically how it relates to the subject of self-confidence.

The first element is *the Cue*. The Cue is what happens in your world. In other words, there is a stimulus or trigger that comes from either the outside world — such as in the case of someone yelling in a parking lot — or your inside world, such as in the case of your getting sleepy around 3 in the afternoon.

If you think about it, there are hundreds, perhaps thousands of Cues that happen every day in your world. The sun comes up, you feel hungry, you feel tired, an email arrives in your inbox, the mailman arrives, you feel hungry again, and so on.

Each of these things that happens in your life is a Cue that triggers your brain to “do something.” What the “something” is, is the next element of the Habit Loop, and it's called *the Routine*. The Routine is what happens after the Cue is triggered.

The third element of the Habit Loop, then, is called *the Reward*. Just like the rats in the maze, our human brain craves rewards for all the activity it's doing. On a brain level, the Reward is what happens after the Cue is triggered and the Routine is performed.

The point is, rather than trying to use your WILLPOWER to change any habit, there's a much simpler and easier way to do it.

Let's use one of the examples from the previous session, giving your seat up on a bus. Typically, you may not have wanted to do that because you were too self-conscious to stand up and have everyone on the bus looking at you. Let's use the Habit Loop on that scenario.

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Cue: An elderly person gets on the bus.

Routine: Stay seated and look away.

Reward: At least I don't have to get up and have people looking at me.

What happens is that the Habit Loop becomes a self-perpetuating cycle. It does this by causing Craving. You start to crave the reward of the routine, and so every time you experience the Cue, you engage in the routine to get the reward.

Craving: Avoidance of the perceived pain of feeling self-conscious because people are looking at me.

The Naturals

Naturals are people who seem to have natural self-confidence in everything they do. Naturals have developed habits of thinking and behaving that, in nearly every case, started when they were very young. Using the concept of the Habit Loop, the Naturals were rewarded for behaviors that led to self-confidence.

Cue: An elderly person gets on the bus

Routine: The young boy gets up to offer his seat.

Reward: His parent praises him. "What a good boy!"

Craving: Parental praise.

Exercise: Your Habit Loop

Now it's your turn. Identify a situation in which you felt socially awkward or self-conscious. What was the Habit Loop there?

Cue:

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Routine:

Reward:

Craving:

If we were to start *asking ourselves the right questions* and *stop asking the wrong questions*, it would change everything.

Confidence Builders Session 3

Session 4: The Missing Piece to Ultimate Self-Confidence

What Is a Question?

A *question* is “an expression of inquiry that calls for a reply.” When you ask a question, what happens?

For example, right now, you’re probably thinking, *I don’t know — what happens when I ask a question?*

Do you see that? When you ask a question, *your mind automatically begins to search for an answer.*

You create your life in two ways: by the statements you say to yourself and others, and by the questions you ask yourselves and others.

Exercise: Negative Questions

Write down the five most disempowering questions that you ask yourself on a regular basis. These disempowering questions may have come from someone in your past, or perhaps you made them up on your own.

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What would happen to your life if you started asking empowering QUESTIONS, that led to phenomenal ANSWERS, and would FORM a wonderful LIFE?

The D.B.A.R. Cycle

This is how you create your life in four simple steps.

The first step is **DESIRE**. Everything we do starts with desire. A desire is a destination — someplace we want to go. A destination is a goal — something we want to achieve. Therefore, your desires reveal what your goals are.

The next step is **BELIEF**. Do you believe you have the ability to actually do the thing you desire? When you don't believe it, it causes a **BELIEF GAP**. It's your inner self telling you you can't do it.

The next step is **ACTION**. If you believe you can do it, what will your actions be? If you have a Belief Gap, what will your actions be?

If you have a Belief Gap, your actions would probably be tentative and fearful, since you believe that you can't succeed in the first place. And if your actions are tentative and fearful, what will your RESULTS be? Versus if you don't have a Belief Gap, your actions will be confident and your results effective.

Let's look at an example. Your son has asked you to talk about your job to his class for Job Share Day. You'd love to do it, but you're terrified. You ask yourself a disempowering question. "Why am I such a terrible speaker?"

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When you put it all together, it looks like this:

Desire: I want to be able to give a talk to my son's class for Job Share Day.

Belief: I'll be a terrible speaker and will embarrass my son. It's better to disappoint him than embarrass him.

Action: Not agreeing to give the talk.

Result: Not doing it, disappointing your son, and, consequently, having low self-confidence.

The Affirmations Method

Affirmations are, in essence, empowering questions. They are designed to bridge the Belief Gap by shifting the disempowering questions to empowering ones so that your belief (and actions and results) change.

Exercise: Empowering Questions

Five New Empowering Questions I'm Going to Start Asking Myself:

Four Steps of the Affirmations Method

Step 1. The Affirmations Method is to Ask Yourself What You Want.

Step 2. Form a New Question That Assumes That What You Want Is Already True.

Step 3. Accept the Truth of Your New Questions.

Step 4. Write the BELIEF That Is Installed.

Read them; Write them; Say them; Listen to them.

Exercise: Create Affirmations for Increasing Self-Confidence

Step 1. *Write a list of things* that you want to be, do, and have in the next 12 months.

Step 2. For each thing you want, *write an empowering Affirmation* that assumes that what you want is already true.

For example, let's say you want to be more self-confident. Your Affirmation could be. *Why am I so confident?*

Or let's say you want to make more money. Your Affirmation could be. *Why is it so easy for me to make more money?*

Step 3: *Accept the truth of your new questions* using the four modes of human communication: reading, writing, speaking, and listening.

Step 4: For each Affirmation, *start taking new actions* to make it true. If you've written Affirmations for increasing self-confidence, follow the steps I'm giving you in this program to help you raise your self-confidence.

And remember to join the Affirmations Revolution. Because you're listening to this program, I'd like to personally invite you to join the Affirmations Revolution. That means sharing this message with as many friends, family members, and co-workers as possible in the next 48 hours.

Another way to join the Affirmations Revolution is to join me on our official Affirmations fan page at AffirmationNation.com.

If human thought is the process of asking and searching
for answers to questions, why are we going around
making statements that we don't believe?

Confidence Builders Session 4

Session 5: Mastering the Inner Game and Outer Game of Ultimate Self-Confidence

Inner Game vs. Outer Game

Let's start with looking at your INNER Game. Your Inner Game consists of the things that happen between your ears. These are the things that you cannot see directly but that you can see the EFFECTS of.

For example, your Inner Game consists of things like your thoughts, your beliefs; your desires, your priorities; your values and your character. These are all things that happen INSIDE of you, so those would be classified as your Inner Game. Your Inner Game is Who You Really Are and what you THINK and BELIEVE about yourself.

If that's your Inner Game, your OUTER Game consists of the things you CAN see directly and that ALSO affect your results in life. For example, your Outer Game would mean things like your behaviors and habits; your personality; your decisions and choices; your lifestyle and your actions. Your Outer Game consists of the things that you DO and the actions that EXPRESS your personality.

Why, then, is it so important to master BOTH your Inner AND your Outer Game, if you want to have Ultimate Self-Confidence and have the success that you really want in life?

How do you master your Inner Game and Outer Game if you want to have Ultimate Self-Confidence? Let's start with your Inner Game. Remember, your Inner Game consists of the things that happen between your ears, that are invisible to the outside world but that affect everything you think, say, and do in every situation.

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The essential message of the Inner Game has to do with PERCEPTION OF VALUE. Specifically, YOUR perception of your own Value to yourself, to other people, and to the world.

If you believe something to be true, you are going to act as if it were true, whether it's true in reality or not.

What I'd like you to realize, then, is that in order to change your BEHAVIOR, you first have to change your BELIEFS — specifically, your Beliefs about your own VALUE to yourself, to other people, and to the world. I believe that the number one reason people suffer from low self-confidence is because they don't understand their own Value.

Now I want to point out here that when I talk about Value, I am not talking about your net worth or how much money you make. When I talk about your Value, I am talking about your worth as a human being. The fact is, you have Value because you exist. No one has more Value than anyone else, any more than one person's life is worth more than another person's life. But the problem again is one of perception. It's easy to see that when people value themselves, they don't do things that hurt themselves.

Inner Game Mastery essentially comes down to one thing — your perception of your own ability to be of Value to yourself, to add Value to other people's lives, and to be of Value to the world.

The Value Exercise

In the following spaces, take your current age and divide it by four to get the four stages of your life. For example, if you are 44 years old, your first stage would be from ages 0 to 11, the second from ages 12 to 22, the third stage from ages 23 to 33, and the current stage from ages

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34 to 44. Of course it will be different if you are older or younger. Next, list everything you have accomplished in each of the four stages of your life. I want you to keep writing until you've listed at least 100 accomplishments for your life. You can do 25 in each stage, or mix it up. But don't stop writing until you've reached 100 accomplishments that you've done.

Stage 1

Stage 2

Stage 3

Stage 4

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After you've done this exercise, take a moment and pause. Really look at your list and see the 100 things or more that you've done, won, achieved, or accomplished in your lifetime.

It means that you are going to recognize the labels and judgment that the world places on people — and you are going to STOP DOING THAT. Now, of course, it's easy to say that but not very easy to do.

And that's where we reach the final level of Mastery — to remember Who You Really Are, and to treat others as THEY Really Are — neither better nor worse than you or anyone else; but all equal in the eyes of God.

All of us have worth and value because we ARE.

Confidence Builders Session 5

Session 6: Transforming Shyness into Ultimate Self-Confidence

What Is Shyness?

Shyness is essentially the feeling of fear or awkwardness when a person is in social settings, particularly in new situations or with new people. As we've seen in this program, stronger forms of shyness are often called social anxiety, or even social phobia.

While there are many possible causes of shyness, one of the main characteristics of shyness is that it is caused by the fear of what other people will think of you — what Napoleon Hill referred to in *Think and Grow Rich* as “the fear of criticism.” This fear of criticism or fear of what other people will think of them causes people to become scared to do what they want to do or say what they want to say because they are too afraid of what other people will do or say.

This, in turn, often leads to a person simply choosing to avoid social settings altogether. When we look at the causes of shyness, one of the most important things to understand is that shyness is an aspect of social skills development; that is, the understanding and practice of how to behave around other human beings.

The Worst Piece of Advice Ever Given

The advice “Just be yourself” is not exactly WRONG, but it's also the single most non-helpful piece of advice ever given in this industry.

The irony of that answer is that it is half-right. One of the reasons that the Naturals ARE the Naturals is that they are, indeed, always being themselves. They exude a natural self-confidence and never seem to be pretending, posturing, or posing. They ARE “being themselves” in every situation, and of course that is one of the things that makes them appear self-confident and in control.

The problem is, for those of us who are naturally shy or self-conscious, “being yourself” is the LAST thing we want to do!

Not only that, but for those of us trying to overcome things like social anxiety or shyness, how can we “be ourselves” when what we really want to do is run out of the room?

The Habit Loop of the Shy

Cue: Walking into a cocktail party.

Routine: Go stand near the food table and focus on the food instead of conversation.

Reward: You don’t have to talk to anyone.

Craving: The reinforcement of not feeling socially awkward.

Change the Loop

The challenge with the Habit Loop of the Shy is that it’s self-focused. It’s focusing on what you need (I need to not talk to anyone) or what you don’t have (I don’t have confidence that I have anything meaningful to say).

If you are constantly focused on what you NEED, what you are really focusing on is WHAT YOU DON’T HAVE. And when you focus on what you don’t have, what do you get more of? The experience of NOT having!

Conversely, if you simply switch your mental focus from “What can I GET” to “What can I GIVE” and “What VALUE can I bring to this situation?” — your mind will instantly start to focus on what you HAVE.

The Habit Loop of the Confident

Cue: Walking into a cocktail party.

Routine: Go stand near the food table and ask someone a question. “Where do you think they catered the food from?”

Reward: You’re focusing on the other person.

Craving: The reinforcement of feeling that you can comfortably interact with others.

Exercise: Get to Give

In the following spaces, identify what you can give, bring, or add to the person or situation. What value do you add?

A meeting at work

Thanksgiving with your in-laws

Giving a lecture or teaching a class

A crying woman on a park bench

An attractive person at a party whom you'd like to ask out

The Naturals have made it a HABIT to walk into most situations essentially saying “What can I BRING?” and “What can I ADD?”

Life gets very easy when you focus on how the other person benefits.

Confidence Builders Session 6

Session 7: The Hidden Secret of the Naturals

Loving Mirrors

The person who believes you into being is what I call your Loving Mirror. A Loving Mirror is someone who believes in you, before you believe in yourself. Almost every Natural had a Loving Mirror to reflect back the best of him or her.

You are probably the least capable person to know
what you're truly capable of.

When people try to “believe in themselves” without having someone BELIEVE IN THEM first, it rarely works — because trying to believe in yourself without someone else believing in YOU is like trying to see your own eye color without the benefit of looking into a mirror.

Exercise: Loving Mirrors

Have you had Loving Mirrors in your life? If so, list them, along with what they believed about you.

Head Trashmen

“Head trash” is that negative voice inside your head that says disempowering things. Just as you did in the previous exercise, list the people in your life who’ve filled your head with head trash, and what belief they installed in you.

Identifying Your Head Trash Triggers

This exercise comes in two parts. Part One is the following four steps:

Step 1: Write the **CUE** that triggers your head trash.

Step 2: Write the **ROUTINE** you’re currently doing.

Step 3: Write the **REWARD** you get when you follow this current Routine.

And Step 4: Write the **BELIEF** that is installed.

Let’s use the example of wanting to be more social.

Step 1: Write the CUE that triggers your head trash.

Getting invited to Happy Hour after work triggers the head trash, “I wouldn’t know what to say to these people. I’m not social. I’m shy. Why do I always say the wrong thing in social situations?”

Step 2: Write the ROUTINE you’re currently doing.

Staying late at work because you’re “too busy” for Happy Hour.

Step 3: Write the REWARD you get when you follow this current Routine.

You have a legitimate reason to avoid Happy Hour and avoid the head trash cue in the first place by not even getting invited.

And Step 4: Write the BELIEF that is installed.

I'm shy and people don't invite me to things.

Part Two of this exercise is to list all the possible new ROUTINES you could do – that would lead to a far more satisfying and fulfilling REWARD – than the Routine you're currently doing.

I could stop work earlier and walk out of the office at the same time as everyone else.

I could go to Happy Hour myself and join them on my own.

I could find someone who is going to Happy Hour and go with that one person.

I could use Affirmations to change my questions.

Now it's your turn.

Step 1: Write the CUE that triggers your head trash.

Step 2: Write the ROUTINE you're currently doing.

Step 3: Write the REWARD you get when you follow this current Routine.

And Step 4: Write the BELIEF that is installed

Exercise: “Excavating and Evicting Your Negative Reflection”

Your Negative Reflection or head trash is that voice that will say those mean, nasty things to you like, “I can’t do it” or “If I were going to succeed, I’d have done it by now” or “I’m just not a confident person.”

That’s why we are going to *excavate* your **Negative Reflection** — get it out in the open — and then *evict* it — tell it to take a hike.

At the end of this explanation are two columns. The left-hand column is your **Negative Reflection** and the right-hand column is your **Authentic Self**.

Think of something that makes you feel un-self-confident. Write down what your Negative Reflection is saying to you about all this. What is your head trash telling you?

Maybe it is telling you, “I can’t do this. I’ll never make it. It’s too hard. I’m never going to be a confident person.” Whatever it is, as bad as it is, just write it down.

By the way, in case you’re wondering if writing down all this negative stuff will give it more “power,” the fact is that your Negative Reflection is already in your head. You’re simply turning on the light by doing this exercise. To use an analogy, the elephant’s already in the room; ignoring it or pretending it’s not there won’t make it go away. After all, you’ve probably tried that for years, haven’t you?

Therefore, let’s get your head trash out in the open, once and for all. Turn the light on so we can look at it, analyze it, and finally take out the trash in your head.

After you’ve done this part of the exercise, take a deep breath. You might even want to get up from where you were writing and walk around for a bit.

THE POWER HABITS OF ULTIMATE SELF-CONFIDENCE

After you've done that, I want you to get quiet and listen. Just listen to Who You Really Are. Now, I'd like you to write a statement from your **Authentic Self**.

Your *Authentic Self* is Who You Really Are, not the bully in your head. That Negative Reflection, your head trash, is just a bully who's been living in your head. Conversely, your Authentic Self is that still, small voice within. It's that voice that says, "Hey, you know what: I am good enough. So what if I didn't finish college? A lot of highly successful people didn't finish college, either. If they can do it, I can do it too."

Or maybe your Authentic Self will say, "I AM good enough because I am a child of God. I enjoy bringing Value into people's lives, so I CAN succeed at whatever I choose to do."

Negative Reflection

Authentic Self

Then, write some Affirmations to support the message from your Authentic Self.

See yourself through the eyes of your Loving Mirror,
not your Negative Reflection.

Confidence Builders Session 7

Session 8: Unleashing Your Inner Superhero

Unleashing your inner superhero really boils down to two essential things: first, a deep inner acceptance of Who You Really Are; and second, an unswerving commitment to add VALUE to everyone you meet.

The C.L.E.A.R. Formula to Unleash Your Inner Superhero.

1. Come from enough. Remind yourself that there is only one of you and many of them. Your self-worth isn't dependent on something external to you.
2. Learn what makes them thirsty. Make people want to do something themselves by finding out what they need.
3. Earn respect by demonstrating high value. No one does anything until and unless he or she perceives there is a BENEFIT to himself or herself of doing it.
4. Ask for what you want without attachment. Your ability to not care increases the chances the other person will give you what you want.
5. Relax by remembering that you can't control the outcome. You can only control what you do.

Exercise: C.L.E.A.R. Ahead

Imagine you want to ask your boss for a raise or a promotion. Use the C.L.E.A.R. Formula to unleash your inner superhero. What do you say to yourself?

1. Come from enough.

2. Learn what makes them thirsty.

3. Earn respect by demonstrating high value.

4. Ask for what you want without attachment.

5. Relax by remembering you can't control the outcome.

People who come from a scarcity mindset will always attack people who they see as having “more” than they do.

Confidence Builders Session 8

Session 9: How to Turn Worry and Fear into Self-Confidence and Achievement

The great news is that there are proven and simple steps you can take to turn the fear of public speaking — and indeed, nearly any fear and worry — into self-confidence and success. And because you know how I love using acronyms to help you remember things, the method I've developed to help you is what I call **The APPLAUSE Method for Turning Worry and Fear into Self-Confidence and Success.**

The first **A** in **The APPLAUSE Method** stands for **ADMIT WHAT YOU'RE REALLY SCARED OF.** This is counter-intuitive, but a big reason so many people don't overcome their fears is that they don't realize or admit what's causing them.

Then, the first **P** in **The APPLAUSE Method** stands for **PICTURE THE BEST POSSIBLE OUTCOME.**

The second **P** in **The APPLAUSE Method** stands for **PRACTICE AND PREPARE TO WIN.** The simple truth is, it's not enough just to picture good things happening or imagining the best possible outcome. If that's all it took, then every person who ever dreamed of playing football would have won the Super Bowl!

The **L** in **The APPLAUSE Method** stands for **LET GO OF THE OUTCOME.**

The second **A** in **The APPLAUSE Method** stands for **ACCEPT THE WORST THAT COULD HAPPEN.**

“The Willis Carrier Formula”

Step 1: Analyze the situation fearlessly and honestly, and figure out what is the worst that could possibly happen.

Step 2: Reconcile to accepting the worst that could possibly happen. In other words, emotionally ACCEPT that the worst HAS happened and that you now have to face the reality of that awful situation.

Step 3: After identifying the worst that could happen and mentally accepting that the worst HAS happened, calmly devote yourself to improving on the worst which you have already mentally accepted.

When we go into worry mode — which is simply another form of fight or flight — the reptile brain takes over and we literally can't think straight. But when we apply this simple 3-step method, we actively flip the switch ON in our neocortex — which, as we now know, is designed for problem solving, communication, and other higher brain functions.

The U in The APPLAUSE Method is to UNDERSTAND YOUR AUDIENCE'S POINT OF VIEW.

And that leads to the **S in The APPLAUSE Method**, which stands for **SPEAK TO YOUR AUDIENCE'S NEEDS AND WANTS.**

The **E in The APPLAUSE Method** stands for **END WITH A CALL TO ACTION.**

THE POWER HABITS OF ULTIMATE SELF-CONFIDENCE

Admit what you're really scared of.

Picture the best possible outcome.

Practise and Prepare to win.

Let go of the outcome.

Accept the worst that could happen.

Understand your audience's point of view.

Speak to your audience's needs and wants.

End with a Call to Action.

Let's walk it through. Remember in an earlier exercise we used the example of a person whose son wanted him to talk at Job Share Day at his school? We'll use the APPLAUSE Method to reverse his anxiety.

A: Admit what you're really scared of. He is really scared of embarrassing himself and his son.

P: Picture the best outcome. The father imagines all the little kids telling his son that his dad is "so cool."

P: Practice and prepare to win. The father practices his talk, making sure to connect it to the things little boys like, such as video games and SpongeBob.

L: Let go of the outcome. He understands that in the big scheme of life, this talk won't matter. What will matter is that his son knew he was there for him.

A: Accept that the worst could happen. It's possible. The dad could totally choke. So, he accepts that as a possibility. And then he mentally accepts it.

U: Understand the audience's point of view. These are kids. They're not looking for a presidential-quality speech. They are looking to see what's interesting about his job.

S: Speak to your audience's needs and wants. The kids are interested in learning about his job, but only in ways that relate to them. Does he make enough money to drive a nice car? Does he have an office? A cool computer?

THE POWER HABITS OF ULTIMATE SELF-CONFIDENCE

E: End with a Call to Action. What is the key takeaway he wants the kids to understand? What does he want them to DO? Maybe the Call to Action is to ask a family member about his or her job.

Now it's your turn. Identify something that's making you worried or anxious. Use the APPLAUSE method to work through it.

Admit what you're really scared of.

Picture the best possible outcome.

Practice and Prepare to win.

Let go of the outcome.

Accept the worst that could happen.

Understand your audience's point of view.

Speak to your audience's needs and wants.

End with a Call to Action.

The fear of public speaking really is the fear of being rejected, which is the fear of being banished from the tribe, and ultimately, the fear of death.

Confidence Builders Session 9

Session 10: The Final Frontier — Embracing the Freedom to Be Who You Really Are

The 8 Eroders of Ultimate Self-Confidence

1. Fearing criticism
2. Being needy
3. Comparing yourself to others
4. Perceiving failing as failure
5. Not having Loving Mirrors to support you
6. Feeling overwhelmed
7. Not telling the truth about who you are
8. Not taking appropriate action

Exercise: Identify the Eroders

In the following spaces, identify times in your life when you've experienced the 8 Eroders.

1. Fearing criticism

2. Being needy

3. Comparing yourself to others

4. Perceiving failing as failure

5. Not having Loving Mirrors to support you

6. Feeling overwhelmed

7. Not telling the truth about who you are

8. Not taking appropriate action

Curing Comparitis

Step 1: *Notice when you start comparing yourself to someone else.* Let's call this person your Inner Rival.

Step 2: *Remember that the place this rivalry is actually happening is in your own mind.*

THE POWER HABITS OF ULTIMATE SELF-CONFIDENCE

- Step 3:** Ask yourself, “*What is it about this person I’m actually jealous of?*” List specific things about your Inner Rival that you wish you had or were. If you think the person is more successful than you, what is it about success you really want? If you think the person is thinner or better looking than you are, what is it about having those things that you really want?
- Step 4:** Decide to *learn from your Inner Rival’s positive points*. In this step, you must actively move your mind from the space of “I’m less than he or she is” to “What can I learn from this person?”
- Step 5:** *Try to imagine what your Inner Rival had to go through to get where he or she is*. Try to imagine what challenges the person has faced and what the person has overcome in his or her own life. To paraphrase the theologian Reverend John Watson: “Everyone you meet is fighting a battle you know nothing about.”
- Step 6:** *Act differently toward your Inner Rival*. Rather than acting from the belief that this person is better than you, start acting as though you are different people on different journeys with different obstacles to overcome and different legacies to leave. Because that, of course, is the truth. Stop behaving with envy, and you’ll find that your envy will actually start to evaporate almost by itself.
- Step 7:** *Give to others what you want for yourself*. Remember, you think you’re jealous because the person is more successful or better-looking than you are. But it’s not those things you’re jealous of — it’s what you think those things will GIVE YOU. For example, if you think that being rich and famous will make other people like and respect you more, start to give respect and liking to others.

And Step 8: *Wish your rival well.* This is the hallmark of a person with Ultimate Self-Confidence — the ability to wish someone well when that person has something that you want.

Call to Action

If you've been feeling less than self-confident, if you've been feeling beaten up or beaten down by life, you now have tools that will help you to build unstoppable self-confidence.

However, you must USE the tools we've given you and KEEP using them at higher levels as you progress and become more and more successful. That's because even the best tool in the world won't do you any good until you pick it up and start using it.

This program was created to help you advance confidently in the direction of your dreams. But what do you do now that the program is over? If you really want to get the benefits promised in this program — greater self-confidence, happier relationships, and more success in life and business — you must do what I've shared with you throughout this program and Take ACTION!

When your opinion of your past, present, and future tends to be positive,
you will be happy.

When your opinion of your past, present or future tends to be negative,
you will be unhappy.

If you want to Release Your Spirit, change your opinion of your past,
present, and future.

Confidence Builders Session 10

THE POWER HABITS OF ULTIMATE SELF-CONFIDENCE

Also by Noah St. John:

The Book of Affirmations® (4th Edition): Discovering the Missing Piece to Abundant Health, Wealth, Love and Happiness (Hay House)

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