

AMAZON BEST SELLING AUTHOR

America's #1  
Confidence  
Coach

*Confidence*  
**MANIFESTO**

30-DAY GUIDE TO  
BOOSTING YOUR CONFIDENCE,  
UNLEASHING YOUR POTENTIAL

DR. KEITH JOHNSON

# *Confidence* **MANIFESTO**

30-DAY GUIDE TO  
BOOSTING YOUR CONFIDENCE  
AND UNLEASHING YOUR POTENTIAL

DR. KEITH JOHNSON

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I also want to thank Julie Daniels for all of her hard work on this book. I am so proud of you! Special thanks to Amy Brosnan for helping us on this project.





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Discovering  
the Hidden  
Secret of Success

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## DAY 1

# Confidence Is Not a Destination: It's a Journey

*“Self-confidence is the first requisite to great undertakings.”*

—Samuel Johnson, 18th century English writer

**W**hat quality does Tiger Woods, Bill Gates, Warren Buffet, Michael Jordan, Coach Tony Dungie, Donald Trump, Tom Hanks, Rev. Billy Graham, Celine Dion, Lance Armstrong, Kenny G, and Oprah Winfrey have in common that everybody wants? They all have the force of confidence working in their lives. They all have an extreme level of confidence in the field of their profession. They are at the top of their game—doing what they love. They do not work for money. They have focused their energy in one direction and have found that money comes to them as a by-product.

Confidence is one of your most valuable assets, and more is always better. Confidence breeds success. This book will empower you to achieve higher levels of self-confidence so you can obtain the things you really want in life:

**More Happiness!**  
**More Success!**  
**More Relationships!**

**More Money!**  
**More Power!**  
**More Fun!**

Confidence is not a destination; it's a journey. This book takes us on that journey together. We will take an in-depth look at the subject of confidence, that elusive quality everyone—and I mean everyone—wants more of in their life. If you think you are the only person in the world that wants more confidence you are mistaken. Several studies show that happiness is clearly related to our level of confidence.

## Confidence Manifesto

According to several recent studies, only one out of three people have high levels of self-confidence. The world is suffering from an epidemic of low self-esteem.<sup>1</sup>

It is a sad but true fact that many people who have mediocre abilities sometimes get further along in life than those with extraordinary abilities simply because they know how to act with confidence.

Confidence is not a complicated trait to develop. No matter who you are, you can have mountain-moving confidence. You do not need great intelligence, sophistication, or talent to be a giant among others. But you do need the force of confidence working daily in your own life. Confidence will actually take you further than your looks, talent, and education can take you. I have met many people who are highly intelligent, good looking, and extremely talented who are so insecure that they never attempt to achieve anything significant in their lives.

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### **CONFIDENCE COACHING KEY:**

**A person without confidence is like a jumbo jet sitting on the runway with an empty fuel tank.**

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The confidence-boosting concepts shared throughout this book will pump high octane confidence fuel into the jumbo jet inside you. I am going to help you boost your level of confidence to an all-time high. By increasing your confidence, you will be able to boost your potential and performance. Trapped within every person is a confident champion waiting to emerge. There is a champion hidden inside screaming to get out. As you read, you will be inspired to discover and unleash the champion within you!

Let me ask you a very important question: When do you need confidence? Answer: Every day of your life. Nobody wakes up charged with confidence. Your level of confidence runs on the fuel of daily encouragement. Therefore, this book is designed to give you an explosive surge of confidence each day. Studies show that if you listen or read something positive the first 20 minutes of your day, you will increase your productivity by 35 percent. Remember, your morning input will determine your daily output.<sup>2</sup>

Just imagine having a surge of confidence every day. What would your life be like? How would a dose of confidence affect your performance and success in life?

I love to share the message of confidence whenever an opportunity arises. Applying the confidence coaching keys in this book has radically changed the lives of thousands of people and I've become known as "The Confidence Coach." It is just as easy to communicate confidence, as it is doubt and insecurity. When you finish this 30-day journey to a more confident you, you will feel like you can take on the world with a water pistol and win. I want you to allow me to personally coach you on developing a confident lifestyle on a daily basis.

I will never forget the day that I discovered my own personal need to develop a higher level of self-confidence. I was sitting at our dining room table crying hysterically after a several million-dollar business deal fell apart. I had spent countless hours of hard work and I had invested a large sum of my own money on this project. My best friend and partner had invested part of his retirement money. Everything came crashing down that day. We lost everything! I felt like my life was over. I kept saying to myself, "I am such a loser. There is no way I can recover from this failure. I will never succeed in life. Why do bad things always happen to me?" My confidence that day was at an all-time low.

Yes, there was a day when "The Confidence Coach" had no confidence. After my pity party, I started pondering about the mistakes I made during the business transaction. I discovered that day my own self-doubts and insecurities were hindering me from obtaining the success in life I desired. I made a life-changing decision that day. I decided that I was going to work on overcoming my self-doubts and insecurities and build back my confidence to an all-time high. I decided that I would intensely pursue learning about the subject of confidence. What is it? Where does it come from? How can I build it? When do I need it? How will it help me in life? The commitment I made that day has not only helped me to build my confidence, but has also helped countless people around the world.

Many people think that if they have lost their confidence, it is gone forever. Friend, nothing can be farther from the truth. The best

## Confidence Manifesto

decision that you can make in your life today is to finish this entire book and do the exercises at the end of each day. I guarantee you; the champion inside you will be awakened and unleashed.

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**CONFIDENCE COACHING KEY:**  
**The road to confidence begins**  
**with a commitment to personal growth.**

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Successful people who achieve the upper levels in entertainment, sales, sports, writing, business management, coaching, preaching, acting, engineering, marketing, e-commerce, and every other pursuit get there because they have a plan for self-development and personal growth. This is not a book that you will read once and then put on your book shelf. The Confidence Makeover is a daily personal development program designed to give you a fresh boost of confidence on a daily basis.

*“Many people today are in love with the image of success, but they are far less interested in the process of becoming successful.”*

—Tony Miller, speaker, leadership coach,  
and author of *The Journey to Significance*

You are reading this book because you have a desire to live an extremely confident lifestyle. Therefore, you must commit to completing this 30-day journey with me. Why? The road to confidence begins with a strong commitment on your part to personal change and growth.

All meaningful change comes from within. Most people do not like their life, so they start by trying to change their outside circumstances. They will change jobs, churches, homes, spouses, and cars hoping their lives will change for the better. The only problem they have is that they take themselves with them when they change. Therefore, they end up with the same problems. Why? They tried to change the outside without first making a commitment to changing the inside.

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**CONFIDENCE COACHING KEY:  
Confident people embrace change.**

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The process of change is an ongoing development in the life of a confident person. You must develop a heart that is willing to embrace change as a lifestyle. In order for you to embrace change as a lifestyle, you are going to have to confront every barrier that is preventing you from having unstoppable confidence. *Change is not change until you actually change.* Change can intimidate you. Change can be feared. For the timid person, change is frightening. For the confident person, change is an opportunity.

Every journey begins with a first step. The road to success begins with small steps. Give yourself the confidence to take the first step toward developing your confidence so you can achieve your dreams. Taking your first step will give you the boost of confidence to take the next one. Vince Lombardi said, "Inches make champions." Your greatest challenge is in getting started. Make the decision to get started today!

The most important factor to a successful and happy future is YOU. I want you to say it, "The most important factor to a successful and happy future is ME!" Always remember this fact. No one person or book, including this one, can do the "improving job" for you. I cannot make you confident. However, if you don't quit, I can lead you day-by-day, step-by-step on that journey of making you a more confident person.

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**CONFIDENCE COACHING KEY:  
Confidence is fueled by right information.**

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If someone is going on a journey and heading down the wrong road, the traveler does not need motivation to speed up or encouragement to keep going. What the person needs is education to turn them around. Learning is the beginning to creating a confident lifestyle.



## Confidence Manifesto

Learning is the beginning of success. Learning is the beginning of radical riches. Learning is the beginning of living a happy and healthy life. Learning is the beginning of spirituality. Searching, studying, and learning is how the transformation process begins.

A recent study reports that only 14 percent of our society actually goes into a book store or library and walks out with a book. Only 10 percent of those people will read past the first chapter. Book sales are at an all-time high. However, many people who buy books are not actually reading them. According to the American Booksellers Association 80 percent of Americans did not buy or read a book this year.<sup>3</sup> The average American is fortunate to read one book a year. The average American millionaire is reading one book per month! If you want to be a wealthy LEADER, you have to start being a READER.<sup>4</sup>

The book you decide not to read will not help you. The chapter you decide to skip will not help you. So, miss your favorite television show if you have to, but don't miss reading this book on a daily basis. Miss breakfast if you have to, but don't miss supercharging your confidence every day. Nourish your mind like you nourish your body. The mind cannot survive on only junk food.

The successful completion of this 30-day journey will cause you to experience the joy of finishing, which will instantly multiply your confidence. There is no greater way to boost your confidence than by getting things done. Don't just start this 30-day journey—finish it! Remember this point, your life will not be remembered for what you started, but for what you finished.

The road to confidence is paved by daily accomplishments. Confidence does not just suddenly appear in your life. You have to grow in confidence one day at a time. Your commitment today will start you on your way to becoming the confident giant you were meant to be!

### TODAY'S EXERCISE

Make a commitment today to begin your journey by boosting your confidence level through reading this book every day.

**I accept the 30-day Confidence Challenge.**

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(Your Signature)

Go to [KeithJohnson.tv/BeConfident](http://KeithJohnson.tv/BeConfident) to receive 4 FREE inspirational confidence coaching videos for accepting this challenge.

\_\_\_\_\_  
**DR.** \_\_\_\_\_  
**KEITH JOHNSON**  
\_\_\_\_\_  
AMERICA'S # 1 CONFIDENCE COACH \_\_\_\_\_

#### ENDNOTES

1. Jack Canfield and Mark Victor Hansen, *The Aladdin Factor* (New York: Berkley Books, 1995), 24.
2. Delatorro L. McNeal, *Robbing the Grave of its Greatness!* (Tampa: Novel Idea Publishing, 2003), 207.
3. Larry Winget, *Shut Up, Stop Whining & Get A Life* (Hoboken, NJ: John Wiley & Sons, Inc., 2004), 107.
4. McNeal, *Robbing the Grave*, 207.



## DAY 2

# The Confidence Factor

*“Confidence is the hinge on the door to success.”*

—Mary O’Hare Dumas, author

Great world leaders, Olympic champions, successful entrepreneurs, and those who have achieved extraordinary results have known the importance of acting in a confident manner. Napoleon, although not an example of good human relations in many other ways, knew how to project confidence and he used it to his advantage. Following Napoleon’s first exile, when the French Army was sent out to get him, he didn’t run and hide. Instead, he boldly met them; one man against an entire army. Napoleon’s confident control of the situation worked to his benefit. He acted as if he expected the army to follow his commands, the soldiers marched behind him, and the rest is history.<sup>1</sup>

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### CONFIDENCE COACHING KEY:

**The world will make a way for a person  
who walks in confidence.**

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What is the difference between a singer who stands on stage and sings a song with a weak, trembling voice and one who sings the very same song with a strong, robust voice? One singer just sings and the other sings with confidence.

What is the difference between the number one salesperson and a mediocre salesperson? The mediocre salesperson just talks about the product; but, the number one salesperson exudes confidence, expertise and knowledge about the quality and benefits of buying the product.

## Confidence Manifesto

What is the difference between the Olympic first-place athlete and the athlete who comes in tenth? The tenth-place Olympic athlete knows he or she is a good athlete; but, the first-place athlete is confident that he or she is the “best” athlete.

### **THE CONFIDENCE FACTOR DIFFERENCE!**

The difference between those who succeed and those who do not is the confidence factor. There is an invisible, but powerful current called confidence. This current flows through every conversation, athletic event, meeting, and appointment when a confident person is present. People carry an atmosphere around them. You are either projecting an atmosphere of confidence or insecurity. Your self-confidence unlocks an atmosphere of greatness, excellence, and achievement. The atmosphere you create determines the outcome of the success you desire.

Walt Disney was known as an extremely confident man. He founded his company in 1923, and led it during exciting milestone years that included the first sound cartoon, the first full-color cartoon, the first animated feature, the first widely acclaimed nature series, and the first eminently successful theme park.

During his long career, Walt Disney commented on his philosophy of life, his ideas, his dreams, his hope for a better world. He made the following comment about the force of confidence, “Somehow I can’t believe there are many heights that can’t be scaled by a man who knows the secret of making dreams come true. This special secret, it seems to me, can be summarized in four C’s. They are Curiosity, Confidence, Courage, and Consistency and the greatest of these is CONFIDENCE. When you believe a thing, believe it all over, implicitly and unquestioningly.”<sup>2</sup>

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**CONFIDENCE COACHING KEY:**  
**Confidence will improve your lifestyle.**

---

It does not matter whether you were born rich or poor, if you have an eighth grade education or a Doctorate Degree. It does not matter if you have a disability or if you have the body of a world-class body-builder. No matter what your limitations may be, confidence can improve your lifestyle. Improving your self-confidence can be the most rewarding venture of your entire life.

### WHAT IS CONFIDENCE?

**Confidence is...**assurance or complete and total persuasion. Being fully persuaded. A firm belief, trust, reliance. The fact of being or feeling certain. The belief in one's own abilities. A feeling of assurance.

**Confidence is...**an inner conviction about the outcome of a given situation. The inner conviction that you have the ability to deliver and perform in a given situation.

**Confidence is...**trust or faith in a person or thing. A trusting relationship. When you trust something or someone, you have confidence in it.

**Confidence is...**the settled peace of certainty in the soul. Knowledge that you can achieve a goal. The inner sense that all is right and well. To be sure of what you are going to do.

**Confidence is...**fearless boldness. Courage. The quality that leads you to stand up under or endure adversity. It causes you to undertake a difficult task with diligence. You will never take a firm stand for something without confidence.

Once you realize what you are looking for, confidence is not hard to identify. When a person with confidence walks into a room, all of a sudden the entire atmosphere changes—the presence of that person can be felt. There is something about a confident person that you admire. Their lives are an example of what you would like your life to become. Almost everybody on the planet has a certain degree of self-confidence—without it you would never get out of bed in the morning for fear of life itself.

## Confidence Manifesto

You may not know it, but you practice confidence on a daily basis. When it rains, you open up your umbrella, confident that it will keep the rain off your head. You have confidence when you turn on the kitchen faucet that water will come out. You have confidence when you apply the brakes that your car will stop. You have confidence the sun will rise and set tomorrow and that if you cut yourself you will heal.

You have confidence that your dining room chair will hold you when you sit down on it to eat. The thought never crosses your mind, “will the legs of this chair break if I sit down.” You do not doubt the ability of your chair to hold you up. I want to create in you such a strong belief in yourself and in your ability to achieve, that the thought of not achieving success will never cross your mind.

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**CONFIDENCE COACH KEY:**  
**In an atmosphere of confidence,**  
**doubt and insecurity cannot exist.**

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Confidence and doubt are like two bulls in a car—either confidence is going to stay or your doubts or insecurities are going to stay, but there is not room for both to remain. To be doubtful or insecure means to be undecided or skeptical about something; a lack of certainty or a lack of trust; not firm or fixed; unsteady; to be uncertain. Confident champions tell the bull of doubt to get out. Which bull are you making room for?

### MYTHS ABOUT CONFIDENCE

One of the myths about confidence is that, like wealth, it's usually inherited. Both assumptions are incorrect. I have found that only a few people begin their early careers with a high level of self-confidence. Many successful people have told me that they were able to develop, nurture, and increase their confidence even when they were in their 40s and 50s.

Many people think confidence is seeing how loud you can talk and how belligerent you can be. Others think it is a “in your face” quality, exclusively for extroverts. These traits are not necessarily confidence attitudes, but can actually be expressions of insecurity.

Confidence is an inward knowledge, not an outward arrogance. Some of the greatest self-promoters are wearing a mask of confidence when they boast about how strong they are and what they can do. These people are actually trying to hide their inner feelings of fear, insecurity, uncertainty, or lack of confidence. They put on an outward expression of confidence to ensure that they remain in control. They try to make themselves look big by making other people look small. Again, this is not real confidence.

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**CONFIDENCE COACHING KEY:**  
**Confidence is an inward knowing,**  
**not an outward arrogance.**

---

Real confidence is different. The word confidence is similar to the words *confide* or *confidential*. It is about quiet things in quiet places. It is a state of trust that does not need to be advertised or shouted. When a person is confident, their confidence will speak for itself. Real confidence is more of a quiet state. Confident people know who they are, why they are here, and where they are going. Therefore, they do not have to prove themselves to anyone.

When a confident person genuinely knows their own worth, there is no need to tell the world how “wonderful” they are. The person who lacks confidence has to inform the rest of humanity of their value. Remember, quiet confidence supersedes loud insecurity.

---

**CONFIDENCE COACH KEY:**  
**You were born with confidence.**

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Did you know that you were born with confidence? You naturally have a certain level of confidence. When you were first born, the



## Confidence Manifesto

moment you took your first breath, you were confident that you could take a second breath. You did not question in your mind, “Am I going to be able to take another breath?”

You were born naturally confident that it was acceptable to express yourself. Your first confident expression was when you cried. Since that first cry, people have been trying to hush you up. But remember, you were born to express yourself. If people cannot hush you up, they cannot keep you down. You experienced a level of confidence when your mom and dad held you for the first time; you felt loved, important, valued, and secure.

Some people think that every human being is either born with confidence or they were born with a sense of insecurity. I have a different view. I believe that every person is born with a certain level of confidence. That level of confidence can be nurtured and accelerated if a child is raised in a positive and affirming environment. Or it can be reduced, shattered, and almost destroyed if the child is raised in a negative, abusive, and a non-affirming environment.

No matter what kind of environment you were raised in, from the time you were born outside forces have been working to destroy your confidence. These outside forces of negativity are ever-present. In his book, *The Walking Drum*, Louis L'Amour wrote, “Up to a point a man's life is shaped by environment, heredity, and movements and changes in the world around him. Then there comes a time when it lies within his grasp to shape the clay of his life into the sort of thing he wishes to be. Only the weak blame parents, their race, their times, lack of good fortune, or the quirks of fate. Everyone has it within his power to say: This I am today; that I will be tomorrow.”

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### **CONFIDENCE COACHING KEY:**

**Confidence is a choice.**

**Choose today to be a confident giant!**

---

Confidence is something that every individual can acquire and must develop. Confidence does not drop on you because you decided to get out of bed in the morning. You must decide to be confident on

a daily basis! Why are some people poor? Because they never decide to be rich. Why are some people so sad? Because they never decide to be happy. Why are some people insecure? Because they never decide to be confident.

### **TODAY'S EXERCISE**

Turn to the back of the book and take the Confidence Assessment Test. How well did you do? Do you think there is room for improvement? What action steps do you need to take to increase your confidence?

### **ENDNOTES**

1. Les Giblin, *How To Have Confidence and Power In Dealing With People* (New York: The Benjamin Company, 1979), 40.
2. Dave Smith, *Walt Disney: Famous Quotes* (The Walt Disney Co., 1994), 43.



## DAY 3

# Confidence Maximizes Your Potential

*“Confidence is like a helpful virus spreading throughout your body. If you have it, it will infect everything you do in a positive way. If you don’t, it will undermine everything you do.”*

—Dr. David Niven, psychologist and best-selling author

Confidence is the fuel that empowers your natural talents and causes you to perform at your maximum potential. It propels your ability to perform forward like the rocket boosters sending the space shuttle into orbit. Confidence is the force that launches your abilities to unlimited possibilities. Having a high level of confidence will open doors to success, happiness, and peace of mind. However, self-doubt and insecurity will destroy or limit your natural talents, causing you to operate far below your potential. The hidden secret to becoming more successful than you are now is to improve and strengthen the abilities, talents, and strengths you already possess by boosting your confidence.

---

### CONFIDENCE COACHING KEY:

**Confidence is the power switch that empowers you to perform at your maximum potential.**

---

Scientists in the field of human potential have estimated that we use as little as ten percent of our abilities.<sup>1</sup> This means that 90 percent of your capabilities may be lying dormant and wasted. It is sad to think that some people are only using a small portion of their abilities and talents because they lack the confidence needed to perform at their full potential. You have no idea how much talent and potential

## Confidence Manifesto

you really possess. It is time you stop allowing self-doubt and insecurity to destroy and limit your potential.

What do you think you could accomplish if you could operate at 20 percent, 40 percent, 50 percent or even 90 percent of your abilities and talents? Without a doubt, the sky is the limit!

I remember the day I discovered the reality that I have much more potential than I ever imagined. I was invited to train with my track coach for the Boston Marathon. My track coach was the best marathon runner in the tri-states (Indiana, Illinois, and Michigan). When I met him at the park, I discovered that we would be jogging ten miles that day. I had never jogged more than two miles a day in my entire life. I responded by saying, "I will never be able to go ten miles with you today." My coach confidently said, "Sure you can! You are the best runner on the team." His words gave me the confidence I needed to start the training period.

The first two miles I was able to stay stride for stride with my coach. However, at the two-mile mark he decided to increase his speed. I said, "Hey! Why are you going so fast?" He said, "I was just warming up the first two miles. It is time to pick up the pace." Instantly I thought, "Just warming up? I'm almost finished!" In an effort to impress my coach I forced myself to stay up with him. However, I continued to tell myself, "I can't do this, I will never make it." My coach kept increasing my confidence by saying, "Stay up with me! You can do it! You have the potential to be one of the best runners in this region!"

To my surprise, I completed the third mile, the fourth mile, the fifth mile, and the sixth mile. At the seventh mile marker an amazing thing happened to me. Something seemed to kick in—a sudden boost of energy. Keeping the pace now seemed effortless and I had the confidence to believe that I could finish the course. For the first time in my life I completed a ten-mile run, and afterward I was so energized with confidence I felt like I could run another ten miles.



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**CONFIDENCE COACHING KEY:**  
**You possess more potential  
to be successful than you realize.**

---

Motivational speaker Zig Ziglar said, “Far too many people have no idea of what they can do because all they have been told is what they can’t do.” My coach told me from the beginning what I *could* do. Therefore, I was able to accomplish something that I had never done before. When people say you can’t do something respond to these confidence shakers by asking, “Why not?”

You possess more potential to be a success in life than you realize! Just imagine what you could accomplish if you had the confidence to support your natural abilities and true potential. What would your life be like? Where would you be today? I can guarantee you would be a lot further along in life.

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**CONFIDENCE COACHING KEY:**  
**Confidence + Competence = Maximized Performance**

---

When your confidence increases, your competence increases at the same time. It is important to understand the difference between confidence and competence.

**Competence: The ability to do something.**

**Confidence: Your belief about your competence.**

Confidence without competence can be a very dangerous combination. An absolute recipe for disaster consists of people who lack competence yet have unjustified confidence. For example, you can be confident that you can fly an airplane. However, if you tried to fly an airplane with no training, your outcome would spell DISASTER!

Conversely, a competent person who has tremendous skills, wisdom, and understanding yet lacks confidence will never act on what they know. I had the competence to run ten miles with my track coach. However, I did not have the confidence in my abilities to achieve the

## Confidence Manifesto

goal. A competent person without confidence will end up stuck where they are because they refuse to act. Therefore, you need both competence and confidence to operate and perform at your full potential.

*“I have more confidence than I do talent, and of the two, confidence is the main achiever of success.”*

—Dolly Parton, successful country music singer and performer

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### **CONFIDENCE COACHING KEY: Self-doubt cripples you from performing at your maximum potential.**

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When my confidence increased, both my performance and potential increased as well. If I had continued to listen to my self-doubts, I would have never tried to accomplish something that I had never before attempted. Thus, I would have allowed my self-doubt to cripple me from performing at my full potential. Your own perception of your personal potential can be a barrier to performing at your peak performance. By eliminating all your self-imposed limitations, you will unlock the mighty river of potential that resides within.

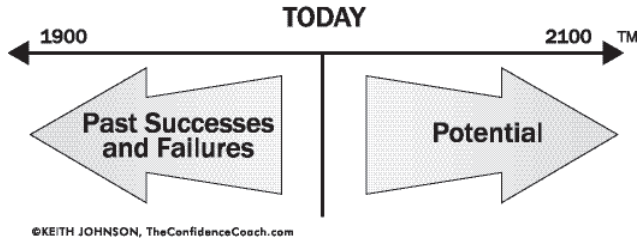


### **WHAT IS POTENTIAL?**

One of the most thorough definitions of potential is given by Dr. Myles Munroe. He defines your true potential this way:

**POTENTIAL IS...**Unexposed ability, reserved power, untapped strength, uncapped capabilities, unused success, dormant gifts, hidden talent, and latent power.

## Your Past Is Not Your Potential



**POTENTIAL IS...**Doing what you have not yet done. Going where you have not yet gone. Becoming the person you have not yet been. Imagining what you have not yet imagined. Reaching what you have not yet reached. Seeing that which you have not yet seen. Accomplishing that which you have not yet accomplished.<sup>2</sup>

The simple truth is that you and I have more natural potential than we could use in a lifetime. The release of your potential demands that you refuse to be satisfied with your past or latest accomplishments. What you have currently accomplished is only a fraction of what is truly possible for you. Yes, I was the best track runner on the team, but was I running at my full potential? No! My true potential had not been released yet.

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### **CONFIDENCE COACHING KEY:**

**Satisfaction and contentment breeds containment.**

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The gap between where you are and where you want to be will always demand a new level of confidence. If you are continually stretching yourself to maximize your full potential, you should never feel satisfied, content, or comfortable. Satisfaction and contentment with your current level of success kills your potential. When you get to the place where you are content with your latest accomplishments, you put yourself into a box of containment that keeps you from accomplishing more.



## Confidence Manifesto

I could have been satisfied with the accomplishment that I was the best runner on my track team. However, my desire was to be the best runner in the region. Therefore, the number one enemy keeping you from reaching your full potential is your last success. No matter what you have achieved in this current stage of life, it is nothing compared to what you can achieve in the future. Instead of celebrating your current level of success, use your current success as a springboard to increase your confidence and release your full potential. I truly believe that 70 to 90 percent of your true potential is yet to be realized.

### The Bridge of Confidence



*“The potential of the average person is like a huge ocean un-sailed, a new continent unexplored, a world of possibilities waiting to be released and channeled toward some great good.”*

—Brian Tracy, America’s leading business authority on success

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### **CONFIDENCE COACHING KEY:**

**Champions are those who  
become the “best” they can be.**

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You have a God-given desire for greatness. You were born to win, to be the best you can be. However, there can be only one person who is the “best” in the world in the field you have chosen in life. There can

be only one gold medal champion in the 100-yard dash at the Olympics. There can be only one Super Bowl championship team each year. There can be only one company or salesperson who turns in the most annual sales. Therefore, to encourage you to be the *best in the world* could actually destroy your confidence.

All around you are insecure, average people who are not changing. The confident person is continually evolving into something better because that person is secure within. I challenge you to commit yourself to becoming the “best” that you can be. I want you to “better” your best! Say this out loud, “I am not going to be average! I am going to better my best!” Yes! Your best can get better. Motivational speaker Jim Rohn often says, “Success is not something you pursue. Success is something you attract by the person you become.” If you perform at your best—you are a success! When you are the best you can be, you are unleashing the confident champion within.

You can become more than you ever dreamed of becoming!

### TODAY’S EXERCISE

Make a list of the top ten accomplishments in your life. Now, look at your list again. This list is now your NUMBER ONE personal enemy keeping you from reaching your full potential. What would you like to accomplish that you have not yet accomplished?

### ENDNOTES

1. Myles Munroe, *Understanding Your Potential* (Shippensburg, PA. Destiny Image Publishers, 1991), Introduction.
2. Myles Munroe, *Releasing Your Potential* (Shippensburg, PA. Destiny Image Publishers, 1992), 15.



## DAY 4

# Your Potential Pusher

*“I absolutely believe that people, unless coached, never reach their maximum capabilities.”*

—Bob Nardelli, President and CEO of Home Depot

**W**hat does Tiger Woods, Michael Jordan, Warren Buffet (one of the richest men in the world), and Elvis Presley have in common? They have all used a coach or mentor to maximize their potential so they could achieve extraordinary results in life. Think about it: Every world-class athlete or athletic team has a coach. Every expert dancer has a dance instructor. Every movie star and best-selling author has an agent. Every singer has a voice instructor. Every great preacher has a spiritual father. Why shouldn't every business owner, leader, pastor, and person have a business, leadership, or a life coach?

Michael Jordan and Tiger Woods do not have several coaches because they have not achieved success, but because they want to continue to be the best. Have you ever felt like you should be further along in life by now? Well, you should be! What has been holding you back? Maybe you just need a coach to help you unlock your potential and accelerate your destiny.

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### **CONFIDENCE COACHING KEY:**

**A life coach will push you to maximize your potential.**

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Confident people continually look for ways to improve themselves. You will never maximize your full potential in any area of life without the assistance of a personal life coach. You may think that you can improve on your own, and you will to a degree. However, you

## Confidence Manifesto

will not perform at your maximum potential. It is almost impossible to maximize and maintain your confidence all by yourself.

My track coach that summer taught me the value and importance that a coach adds to a person's life potential. He revealed to me the potential I did not know was there. He pushed me beyond my self-imposed limit. Right now you may be highly successful, excellent at what you do, a notch above everyone else. However, without a personal coach pushing you along, you will never be as good as you could be.

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### **CONFIDENCE COACHING KEY:**

**Wise people learn from their mistakes.**

**Wiser people learn from the mistakes of others.**

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The majority of business executives admit to having outside help when planning for their future success. They realize that there are two ways to learn: 1) By making mistakes, or 2) By having a mentor/coach. You can learn the hard way from your own experiences and mistakes or learn the easy way from other people's experiences and mistakes.

### **FIVE THINGS I HAVE LEARNED ABOUT PEOPLE**

*1. People do not have confidence in themselves.*

Unfortunately, far too many people today do not have confidence in themselves. With a simple boost of confidence, people can accomplish miraculous things. However, the person who lacks confidence will never see their full potential revealed.

*2. Most people do not have another person  
who has confidence in them.*

Finding someone who will have confidence in your personal potential is a rare commodity. Anyone can believe in a person after they have achieved success in life. However, every person needs someone who has confidence in their success *before* they have proven themselves.

*3. People can sense when you show honest confidence in them.*

People know if your confidence in them is real or fake, just as you can tell when someone's confidence in you is genuine.

*4. People will do whatever it takes to live up to the level of confidence you have in them.*

Having confidence in a person can positively change their life. Why? Because people naturally rise or fall according to the level of others' expectations of them. If a person knows that someone has confidence in them, that person will strive to do the very best. However, if someone doubts their ability to perform, they will return the lack of confidence with mediocrity. There is an unconscious urge in each of us to "live up to" or "live down to" the opinions of the most important people in our lives. Evangelist Bill Glass noted, "Over 90 percent of prison inmates were told by parents while growing up, 'They're going to put you in jail.'"<sup>1</sup>

*5. People will be attracted, like a magnet, to a person who has confidence in them.*

People are desperately looking for someone who believes in them. Everyone needs and loves to be encouraged and when they find someone who meets this need, they are drawn to that person like a bee to a beehive. Mark Twain said, "One compliment can keep me going for a whole month."

Andrew Carnegie was one of the richest men who ever lived. He was an American industrialist. He employed 43 millionaires at the height of his success. When asked how he made millionaires, Carnegie talked about mining for gold. "You develop people the same way you mine gold. To mine gold, one digs several tons of dirt to get an ounce of gold. But one does not go into the mine looking for dirt. One goes in looking for gold."

You have gold inside of you! Your real potential has not been uncovered yet! You have special and unique gifts, talents, and abilities lying dormant within. A piece of gold is worthless lying deep in the

## Confidence Manifesto

earth's crust. Your life coach or mentor will bring that gold to the surface. He or she will draw those beautiful nuggets out of you to show to and share with the world.

### WHO IS A LIFE COACH?

- A person who cares about you and your life performance.
- A coach who holds regular one-on-one telephone coaching sessions with you, partnering with you to help you achieve your dreams.
- Someone who takes time to listen and help guide you in making adjustments in your personal life.
- A person who helps create solutions to the problems you deal with in everyday life.
- A mentor who prevents you from measuring or comparing yourself to those around you.
- One who evaluates your performance based on your strengths, capabilities, and potential—not on your personal performance.
- A “voice of encouragement” empowering you with the confidence to believe in yourself.
- A teacher who educates you. Excellent life coaches are teachers.
- Someone who provides a sense of accountability. Everyone works harder and does better when someone is watching and evaluating them.
- A person who will empower you with the necessary tools to move one step closer to your goals so that you can achieve your dream and become the person you are striving to be.

A personal life coach is like the fairy godmother in the story of Cinderella. The fairy godmother saw through the rags, the dirt, and the current status of Cinderella, and saw what Cinderella was capable of becoming. When everyone else saw an ugly little peasant girl, the

fairly godmother saw a princess. That's what a life coach will do for you. People may perceive you as a loser. However, your life coach will pull out the true, confident champion that is residing within.

*“Deep within man dwell those slumbering powers; powers that would astonish him, that he never dreamed of possessing; forces that would revolutionize his life if aroused and put into action.”*

—Orison Swett Marden, prolific author of success and motivational books

### **Four Powerful Things Will Happen in Your Life When You Allow Someone to be Your Personal Life Coach**

- 1. You will maximize your true potential and increase your confidence.*
- 2. You will accelerate your destiny causing you to go faster and farther than you ever thought, hoped, or dreamed.*
- 3. You become empowered to produce results more quickly.*
- 4. You become the “best” that you can be.*

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**CONFIDENCE COACHING KEY:**  
**Your life coach is your “carpool” to achieving your dreams faster than you imagined.**

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There is a special traffic lane in most cities reserved for those traveling with two or more people—a carpool lane. This special lane is most advantageous during rush hour traffic when the cars on the highway are bumper-to-bumper and creeping along very slowly. The drivers who have decided not to go on their journey alone can jump in the carpool lane, where there is hardly any traffic, and fly by all the other cars in the congested lanes. When you decide to take a life



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coach along on your journey, you will get to your destination much faster.

My friend, remember this, the majority of people choose to take their journey through life by themselves. Consequently, that is why their life gets caught up in what appears to be one big traffic jam going nowhere. That is why failure is more common than success.

It is imperative to understand the power of having a personal life coach or a mentor. Get yourself a mentor today! It is your “carpool” to achieving your dreams faster than you ever imagined. It is your shortcut to success.

*“There is nothing more motivating than having your own personal cheerleader to guide you through the rapids and keep you from banging into the boulders as you flow gently downstream toward your goals.”*

—Harriet Meyerson, speaker, author, and success coach

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### **CONFIDENCE COACH KEY:** **You can lose your confidence.**

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Why do you need a personal life coach? Because your confidence is not set in cement, you can lose your confidence. Your level of confidence will tend to fluctuate according to your success or failure rate. What are the areas in your life where you have lost your confidence? What happened to you? You probably gave up. You got stuck. You could not go any further. You created a roadblock of failure and self-doubt in your mind. You doubted yourself and your own abilities.

Now, think about the times you confidently told yourself that nothing would stop you from accomplishing your dreams and goals. It may have taken a while, but it is likely that you achieved some measure of success.

It is time for you to work on getting your confidence back! You could be the next Michael Jordan, Tiger Woods, Bill Gates, Warren

Buffet, Coach Jon Gruden, Donald Trump, Tom Hanks, Rev. Billy Graham, Celine Dion, Kenny G, or Oprah Winfrey.

For the last three years I have had the pleasure of speaking in Garden Grove, California. While I am there, I enjoy taking a tour of the magnificent Crystal Cathedral pastored by the television personality, Dr. Robert Schuller. If you are ever in the Los Angeles area I recommend that you take the tour of this magnificent facility. I always leave dreaming and thinking bigger about my future. In Pastor Schuller's book, *Move Ahead with Possibility Thinking*, he tells a story about an incident that changed his life as a young boy. It occurred when his uncle became a voice of confidence in his life:

### **CONFIDENCE BUILDER STORY**

“His car drove past the unpainted barn and stopped in a cloud of summer dust at our front gate. I ran barefooted across the splintery porch and saw my uncle Henry bound out of the car. He was tall, very handsome, and terribly alive with energy. After many years overseas in China, he was visiting our Iowa farm. He ran up to the old gate and put both of his big hands on my four-year-old shoulders. He smiled widely, ruffled my uncombed hair, and said, “Well! I guess you're Robert! I think you are going to be a preacher someday.” That night I prayed secretly, ‘And dear God, make me a preacher when I grow up!’ I believed that God made me a POSSIBILITY THINKER then and there.”

Everyone wants and loves to be encouraged. However, finding a confidence-building relationship today is a scarce commodity. Do you have an uncle, coach, mentor, or anyone for that matter, who is a voice of confidence in your life? If not, I want to be that constant voice of confidence in your life.

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**CONFIDENCE COACHING KEY:**  
**You need a voice of confidence in your life.**

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## Confidence Manifesto

Don't you love it when someone says to you, "I can't do that!" and you say, "Of course you can!" with all the confidence in the world, and they prove you right by successfully doing whatever it was? What caused that person to achieve what they thought was impossible? Your positive voice of confidence in their ability to achieve something they once thought was impossible. What would happen to your life if you had a consistent outside voice telling you that "you can do it" when you face challenges and obstacles? Where do you think you would be today if you would have had your own personal confidence coach in the past? You need a voice of confidence in your life. Your success depends on it!

### TODAY'S EXERCISE

List five people who you would like to coach or mentor you. Now, contact each person by letter or phone and let them know that you would like them to mentor you.

### ENDNOTE

1. John Maxwell, *Relationships 101*, (Nashville, Thomas Nelson Publishers, 2003) 21-24. Points were inspired after reading these pages.

## DAY 5

# The Success Triangle

When you start looking and listening for the word *confidence*, you will be amazed how often the word is used in our daily vocabulary. Sports announcers use the word confidence to describe an athlete's impressive performance. Businesses create television commercials that build the customer's confidence in their services or products. Motivational speakers and training coaches talk about the need for confidence. Pastors use the word to encourage their parishioners.

The word confidence appears over 100 times in different translations throughout the Holy Bible. Dr. Mike Murdock wrote, "Achievers are confident. They believe against all odds that they will win and succeed. The entire 11th chapter of Hebrews heralds the great achievers in Biblical history. Interestingly, two Greek words for *faith* denote traits of the confident achiever."<sup>1</sup>

In Genesis, the very first book of the Old Testament, you will discover Adam had a supreme level of self-confidence. When God brought all the animals before Adam to name, Adam did not doubt his ability to give each animal a specific name. What a huge challenge! There are millions of different species of animals on the earth. Go ahead, try it yourself. Start naming some animals and see how many you can name. What caused Adam to accomplish such an incredible task? It was Adam's supreme level of confidence in his own abilities that caused him to perform at his full potential. He had no outside voices (or inside voices) telling him that he could not do it.

Did you know an ant can carry 50 times its body weight? Why? Because the ant has never had an outside voice telling it that it could not do it. Did you know that it is a scientific fact that the bumblebee is NOT supposed to be able to fly? Its body is too big and its wings are

## Confidence Manifesto

too small to support its own weight. However, nobody ever told the bumblebee that it couldn't fly. So guess what—it flies!

If my guess is right, you have not been as fortunate as Adam, the ant, or the bumblebee. You have been told your dream is too big and your abilities and finances are too small. Don't you think that it is time for you to stop allowing those outside and inside voices to kill your dreams and potential?

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**CONFIDENCE COACHING KEY:**  
**God + (You + Confidence) + Other People**  
**= You Can Accomplish Anything.**

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Mother Teresa of Calcutta had a dream. She told her superiors, "I have three pennies and a dream from God to build an orphanage." "Mother Teresa," her superiors chided gently, "you cannot build an orphanage with three pennies. With three pennies, you can't do anything!" "I know," she said, smiling, "but with God and three pennies I can do anything!"<sup>2</sup>

Yes, with God's help, your effort, mixed with massive doses of confidence, you can accomplish anything you set your mind to do. The foundation of your confidence is built on what I call the SUCCESS TRIANGLE:

### SUCCESS TRIANGLE LEG 1 — CONFIDENCE IN GOD

King Solomon of ancient Israel stated the value of a person putting their confidence in God this way: "For the Lord will be your confidence and will keep your foot from being caught." Many multimillionaires and successful athletes will tell you their faith in God is a major factor in their successes. Your belief in God translates into a strong belief in yourself and how you make a living.

You may say, "I don't believe in God! I believe in evolution and the Darwin theory." Well, my friend, this is probably why your confidence and self-image is so low. I believe Darwin's "theory" of evolution has crippled the confidence of thousands of people. This "theory" teaches



a person that man is not created in God's image but is animalistic in origin. If the core of your belief system is that you came from a monkey or a rat, your confidence has taken a deadly blow. What a humiliating, degrading, self-image destroying belief system. Many of our school systems teach our young people this confidence-destroying theory. No wonder some of

our kids are so messed up today! Did you know that before Darwin died, he acknowledged God as the architect of the universe?<sup>3</sup>

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**CONFIDENCE COACHING KEY:**  
**Your roots start with God.**

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Give yourself a confidence boost today! Choose to believe that you did not evolve from a monkey, but you were designed, engineered, and created by the same God who created the universe.

When Dr. Thomas Stanley asked S.Truett Cathy, Chairman of Chick-Fil-A, how faith helps overcome fears and worries, or in making decisions in business he replied, "I see no conflict between good Biblical principles and good business practices: We honor God in our successes and not our failures. God created us all to be successful. God's on our side and He wants us to be successful."<sup>4</sup> What a confidence building statement! I want you to make that statement out loud, "GOD IS ON MY SIDE AND HE WANTS ME TO BE SUCCESSFUL!"

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**CONFIDENCE COACHING KEY:**  
**When you make God your partner in life and business,**  
**your confidence will take a quantum leap.**

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# Confidence Manifesto

## CONFIDENCE BUILDER STORY

It was a tragedy that sent shockwaves around the world. On October 25, 1999, a small plane plummeted to the ground near Mina, South Dakota killing everyone aboard. Among them was golfing great Payne Stewart.

Just a few months earlier he had captured the U.S. Open in storybook fashion after a devastating loss in the same tournament the year before. He was back at the top of his game and brimming with confidence. But when he accepted the trophy, he surprised everyone by saying: “First of all, I have to give thanks to the Lord. If it weren’t for the faith that I have in Him, I wouldn’t have been able to have the faith that I had in myself on the golf course.”<sup>5</sup>

## SUCCESS TRIANGLE LEG 2 — CONFIDENCE IN YOURSELF

All successful people share this one characteristic: a confident belief in themselves. You must be confident in the fact that the God who created you also put within you the necessary abilities and talents to succeed. Your personal faith in God must translate into a confidence in yourself. You must believe in your own ability to succeed and accomplish extraordinary things in life. You know deep down inside of you that there is a reason why you were created. You do not want to leave this planet without accomplishing something significant in your life. Your personal will to succeed and win in this game called life is what will give you the winner’s edge.

Tom Mann is often credited with inventing one of the most widely used lures for fishing. Billions of this type of lure have been sold: the rubber worm. Mr. Mann is more than an inventor. He is a world-class fishing pro, and he has scientifically studied fish and the productivity of fishermen, lures, and techniques. Mr. Mann says that “the best lure for catching fish is the one the fisherman has the greatest confidence in. If you have great confidence in your lure, you will fish with confidence. You will succeed if you believe. Even the fish know who has confidence.”<sup>6</sup>

Have you ever fished with a lure that you did not have confidence in? Of course not! If you do not have confidence in yourself, you will never be able to convince others to join you on your journey to accomplishing your dream. How can you convince other confident people to follow you if they see self-doubt in your heart? How can you sell yourself if people sense you do not believe in yourself?

You may succeed if nobody else has confidence in you, but you will never succeed if you don't have confidence in yourself.

### **SUCCESS TRIANGLE LEG 3 — CONFIDENCE IN OTHER PEOPLE**

Increasing your personal level of confidence empowers you to believe in other people. Your confidence in God and in yourself will produce confidence in other people. It is difficult for those who do not have confidence in themselves to have much confidence in others. Placing confidence in other people is a very important leg on your triangle of success. Why? Because you will only accomplish a fraction of your potential working alone. If you do everything alone and never partner with other people, you will create barriers to unleashing your full potential. John Wooden said, "The man who puts the ball through the hoop has ten hands." Always remember—championships are never won by a winning player, only by a winning team.

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### **CONFIDENCE COACHING KEY: Nobody succeeds alone!**

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In order to succeed, you will have to put your confidence in other people's intelligence, abilities, and talents. You must reject the myth that one person can achieve something great. Nobody succeeds alone! It takes teamwork to make the dream work. Even the Lone Ranger partnered with Tonto. Be assured, there are no real Terminators or Rambos who can single-handedly take on an entire city or nation. This only happens in Hollywood! Everyone needs other people to help them achieve their dreams. John Maxwell made



## Confidence Manifesto

a profound statement when he said, “One is too small a number to achieve greatness.”<sup>7</sup>

The bigger your personal dream is, the more you will need the input, energy, time, and help of other qualified people. President Woodrow Wilson said, “We should not only use all the brains we have, but all that we can borrow.”<sup>8</sup> If your dream can be fulfilled by yourself, then your dream is too small. If you want to accomplish something big, link up with other people and create your personal dream team.

*“No one can whistle a symphony. It takes an orchestra to play it.”*

—Halford Luccock, Christian writer

Start developing a true love for people. Those who you decide to include in your circle of love will help you. The people you exclude from your circle of love can hurt you. You must eliminate all negative attitudes toward other people such as jealousy, envy, hatred, resentment, and cynicism. These negative attitudes toward others will never bring you success.

If you don't put your confidence in God, you may become arrogant and cocky. If you don't develop confidence in yourself, you will live a defeated lifestyle. If you lose your confidence in other people, you will limit your potential and always be uncertain of other people's motives and their ability to perform.

“Confidence is contagious. So is lack of confidence,” said Vince Lombardi, head coach of the Green Bay Packers who led them to six division titles, five NFL championships, and two Super Bowl games.

Confidence begets confidence. If you have confidence in God, confidence in yourself, and confidence in others, you will inspire others to have confidence in each of these areas as well.

### TODAY'S EXERCISE

In which Success Triangle leg area are you strong? In which leg area are you weak? Do you need to change an old belief system in

order to embrace a new level of confidence? Have you made God your partner? Do you have confidence in yourself? How about other people?

### ENDNOTES

1. Mike Murdock, *One-Minute Pocket Bible For The Achiever* (Dallas, TX: Wisdom International, 1994), iii.
2. Canfield and Hansen, *Aladdin Factor*, 255.
3. Zig Ziglar, *See You At The Top* (Gretna, LA: Pelican Publishing Company, Inc., 1993), 62,63. Points were inspired after reading these pages.
4. Thomas J. Stanley, *The Millionaire Mind* (Kansas City, MO: Andrews McMeel Publishing, 2001), 174.
5. Taken from a God News Publishers handout, Wheaton, IL. Tracey Stewart with Ken Abraham, Payne Stewart (Broadman & Holman publishers, 2000).
6. John Maxwell, *The 17 Indisputable Laws of Teamwork* (Nashville, Thomas Nelson Publishers, 2001), 2-4.
7. Maxwell, *The 17 Indisputable Laws of Teamwork*, 7.
8. Stanley, *Millionaire Mind*, 166.



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# How to Create the New Confident You

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## DAY 6

# The Foundational Building Block of Confidence

*“Outstanding leaders go out of the way to boost the self-esteem of their personnel. If people believe in themselves, it’s amazing what they can accomplish.”*

—Sam Walton, Wal-Mart founder

**M**y personal confidence level throughout high school was very high in the area of sports, appearance, and social acceptance. I was always the “life of the party” and the captain and star of my high school track team. However, my confidence level concerning my communication skills and intelligence was very poor. Throughout childhood, my parents, unlike some parents I hear about today, never told me I was dumb, stupid or ignorant. But, they never told me that I was smart either. This omission was just as bad, if not worse. Toward the end of my senior year I thought that I was not smart enough to go to college. I set a lower standard for my life because of a lack of academic confidence. Instead of attending a four-year college or university, I chose a technical college because I thought it would be easier and best for me because they provided more “hands on” training than book learning.

During the first week of school I realized there was both book work and practical training. I decided to buckle down, open my books, and study. To my amazement, I discovered that I wasn’t as “dumb” as I once thought. I finished the entire schooling with an “A” average. There was just one major problem. Although I completed the bookwork, I had a terrible time with the practical shop work. It became very obvious that I was not designed to work with my hands.

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My natural talents and abilities surfaced: to love and get along with other people and to communicate, encourage, and teach others. When I was younger, I thought my time going to that technical college was wasted. However, now that I look back at those days, I realize that it was during that time that I started believing in myself. I realized that I was intelligent. When I started believing in myself, I built the confidence I needed to apply to a university. Today, I have earned a Master's degree and a Doctorate degree from an accredited university.

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### **CONFIDENCE COACHING KEY:** **You are a genius!**

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Maximizing your brain's ability is essential to becoming the success you desire to become because it controls who you are. Your brain is the command center involved in and controlling absolutely everything you do. Your brain determines how you think, feel, and act. Simply put: when your brain is working at peak performance, it allows you to be your best, because it controls the rest. Professor Howard Gardner was the catalyst behind Project Zero which involved developing intelligence tests for babies. Researchers found that up to age four, almost all the children tested were at the genius level in terms of multiple frames of intelligence that Gardner identified—spatial, kinesthetic, musical, interpersonal, mathematical, intrapersonal, and linguistic. But by the age of 20, the percentage of those who tested at a genius level was down to 10 percent; and over 20 years of age, the genius level proportion of the subjects dropped to 2 percent.<sup>1</sup>

How smart do you think you are? Recently I came across some facts about the brain that will help you realize that you are actually a genius. Here are a few facts about your brain: It comprises about 2 percent of body weight. It consumes about 20-30 percent of the body's energy. There are about 100 billion neurons in the brain. Each neuron or nerve cell is connected to other nerve cells in the brain. There are over 1,000 billion connections in the brain. Each one of these neurons is a little "learning center" capable of storing knowledge. Needless to say, most of us have barely scratched the surface when it comes to

tapping into those neurons! Many people do not believe that they are already a genius, that they can learn, master knowledge, or become “smart.” These are deeply held beliefs for many, and ultimately if you do not believe it, you will not achieve it.<sup>2</sup>

*“The number one problem that keeps people from winning in the United States today is lack of belief in themselves.”*

—Arthur L. Williams, founder of A.L. Williams Insurance Company,  
which was sold to Primerica for \$90 million in 1989

Do you believe in yourself? Have you stopped believing in yourself? Let me ask you this question: have you ever believed in yourself? I will give you the information and skills that cause you to develop a deep, strong and confident belief in yourself. Believing is a verb and it requires action. Believing is more than just knowing or saying. It is doing! I can believe that a glass has water in it. If I am thirsty, my belief that there’s water in the glass will cause me raise the glass to my lips. If my belief does not move me to action, then I actually do not believe.

If you take the time and effort to develop absolute confidence in yourself, then you can accomplish virtually anything. You will even be able to achieve those things that other people are confident you cannot accomplish.

*“Accomplishment is more than a matter of working harder; it is a matter of believing positively. It’s called the ‘sure enough’ factor. If you expect to succeed, ‘sure enough,’ you will; if you expect to fail, ‘sure enough,’ you will. We become outside what we believe inside.”*

—John Maxwell, author

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**CONFIDENCE COACHING KEY:**  
**The foundation of confidence is built on belief.**

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## Confidence Manifesto

The very foundation of confidence is built on what you think, know, and ultimately believe. Beliefs are nothing more than a by-product of what you have thought long enough about that you have bought into it—always remember that. What you believe is a collection of continual thoughts that have formed themselves into a conviction. Your personal belief in yourself or lack thereof, will show up in the way you talk, walk, work, and act.

Belief in yourself is the knowledge that you can do something. It is the inner feeling that makes you believe that what you undertake, you can accomplish. For the most part, all of us have the ability to look at something and know whether or not we can do it. Your beliefs control everything you do. If you believe you can or you believe you cannot, you are correct. So, in belief there is power. Belief is positive power. Disbelief is negative power. Your personal belief in yourself is like a thermostat that regulates what you can and will accomplish in life.

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**CONFIDENCE COACHING KEY:**  
**It is easier to believe the bad stuff  
about you than the good stuff.**

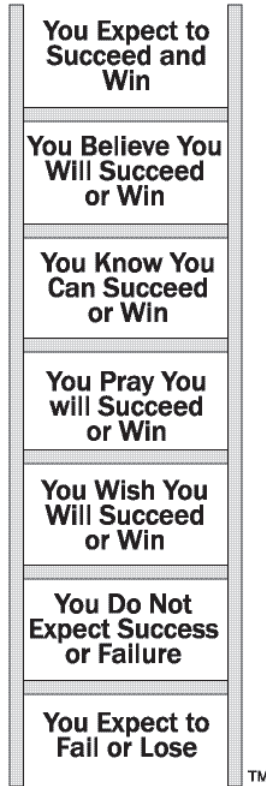
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Your mind does not have to work very hard to believe all the bad stuff you think about yourself. It is naturally easy to believe you are stupid, ugly, worthless, or a failure in life than to believe that you are successful, highly talented, smart, valuable, and beautiful.

Most improvements in your life come from changing the negative beliefs or thoughts you have about yourself and your potential. Personal growth comes from changing your beliefs about what you expect you can do and about what is possible for you.

The supremely confident person thinks, believes, and expects with every cell in their body that they will succeed and win in life. Self-doubters always expect to fail or lose or they simply do not expect success or failure. When you expect and believe that you will succeed, you will. Successful people are just ordinary people who have developed an extremely strong belief in themselves and what they can do. They have no doubts. If for some reason they do not

## THE CONFIDENCE LADDER FOR SUCCEEDING AND WINNING IN LIFE



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succeed, it rarely effects their strong belief that they will succeed the next time an opportunity arises. They strongly believe in themselves and in their unique and special abilities.

You must start believing in your own personal abilities. You must believe that you are smart, multi-talented, gifted, good looking, a great person, and well able to accomplish anything you set your mind to do. Believing that you can succeed makes others place confidence in you.

*“The only thing that stands between a man and what he wants from life is often the will to try it and the faith to believe that it is possible.”*

—Richard M. DeVos, billionaire entrepreneur

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### **CONFIDENCE COACH KEY:** **Confidence produces history changers.**

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People who believe in themselves become history changers. They are the ones who set trends and break records. They boldly do what others say cannot be done. These people are very often the inventors, athletic superstars, and the multimillionaires of a generation. When you start believing in yourself, you will start making a difference in the world around you. People who believe in themselves inspire others to believe in themselves. Your self-confidence is directly connected to how you think and feel you are making a difference in the world.

#### **CONFIDENCE BUILDER STORY**

Elvis Stojko was already a three-time men's world figure-skating champion and an Olympic silver medalist. In his early 20s, he had reached the pinnacle of a sport that is not only demanding, but laced with controversial politics. Usually you must wait your turn before being accepted into the upper ranks. Elvis is unique. He skates a different program, one that incorporates his martial arts expertise on the ice. He is a refreshing talent. Like every other top athlete, he trains hard and practices relentlessly. When asked what the number one reason for his outstanding success is, he paused for a moment to think, and then simply said, "I believe in myself. Yes, that's it, I believe in myself."<sup>3</sup>

#### **TODAY'S EXERCISE**

Make a quality decision today to believe with every cell of your body that you will succeed. Refuse to listen to that little voice telling you that you can't make a difference in the world. You are a world changer! Now, go and change your world!

**ENDNOTES**

1. Simon T. Bailey; E-Zine, [www.simontbailey.com](http://www.simontbailey.com), 2004.
2. Jim Rohm; E-Zine, [www.JimRohm.com](http://www.JimRohm.com).
3. Jack Canfield, Mark Victor Hansen, and Les Hewitt, *The Power of Focus* (Deerfield Beach, FL: Health Communications, Inc., 2000), 183.



## DAY 7

# The Performance Killer

*“There is a difference between conceit and confidence. Conceit is bragging about yourself. Confidence means you believe you can get the job done.”*

—Johnny Unitas, extolled as one of the greatest football quarterbacks

Confidence is one of the most powerful personal skills that you can ever develop. Having confidence will eventually lead you to success. Every person should work on developing a higher level of confidence. Why? Because confidence is the most important factor you need to guard yourself against the forces of negativity, failure, fear, worry, and insecurity. In the absence of confidence these forces can take over and keep you from performing at your maximum potential. When you decide to develop and build your self-confidence, you will have the ability to deal with these negative forces in a healthy manner.

When Victor Seribriakoff was 15, his teacher told him he would never finish school and he should drop out and learn a trade. Victor took the advice and for the next 17 years he was an itinerant worker at a variety of odd jobs. He had been told he was a “dunce” and for almost two decades he acted like one. When he was 32 years old, an amazing transformation took place. An evaluation revealed that he was a genius with an I.Q. of 161. Guess what? That’s right; he started acting like a genius. Since that time he has written books, secured a number of patents, and has become a successful businessman. Perhaps the most significant event for the former dropout was his election as chairman of the International Mensa Society. The Mensa Society has only one membership qualification: an I.Q. of 140 or above.

## Confidence Manifesto

The story of Victor Seribriakoff makes you wonder how many geniuses there are wandering around acting like dunces because somebody told them they were not smart. Obviously, Victor did not suddenly acquire a tremendous amount of additional knowledge. But he did suddenly acquire a tremendous amount of added confidence.<sup>1</sup>

When Victor realized his intelligence and potential, he started believing in himself. He instantly unlocked the possibilities and maximized his performance. Unfortunately, though, for the first 32 years of his life he did not believe in himself and lived far below his full potential.

*“If you think you’re too small to have an impact,  
try going to bed with a mosquito.”*

—Anita Roddick, founder of the Body Shop

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### **CONFIDENCE COACHING KEY: Disbelief is a performance killer.**

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If you do not believe you can accomplish extraordinary things, you will not attempt to do extraordinary things. Therefore you will never change history and you will never stand out from the multitude of people who love hanging out at the place called “ordinary.”

When you choose not to believe in yourself, a whole chain of negative events start happening in your life. If you do not believe that you are valuable, people will treat you like you are unvaluable. If you believe that you are unimportant, you will handle everything you do as unimportant. If you do not believe you deserve a better life, you will never follow through with the commitment that it takes to maximize your confidence and performance. Believing that you do not deserve better is most clearly seen in what you can, or cannot, do.

If you do not believe you can change, you will never make a quantum leap from being an insecure person to an extremely confident person. If your internal belief system does not believe you can

maximize your performance, it does not make any difference what external forces may try to force you to change.

People who lack self-confidence find it hard to be successful. It is extremely hard to be motivated if you do not believe in yourself.

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**CONFIDENCE COACHING KEY:**  
**Belief determines your level of performance.**

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Confidence is the only way others will know what you believe in. What you believe you can do predicts your level of performance in everything you do. You will never achieve beyond what you can believe. When you start believing that you are among the best, you will start acting and performing at your best. When you start believing that you can accomplish big things, you will actually do big things. When you believe that you are important you will automatically handle everything you do as important and with a spirit of excellence. When you start believing that you are worth millions of dollars, people will start treating you like you are valuable.

*“Sometimes you have to look reality in the eye and deny it.”*

—Garrison Keillor, author, storyteller, performance artist, and comedian

Many people, over a period of time, develop limiting beliefs about who they are and what they are capable of accomplishing. A 5-year-old boy was intently working with his crayons at the kitchen table when his mother walked in and questioned what he was doing. Her son replied, “I’m drawing a picture of God.” “But honey,” she responded, “no one knows what God looks like.” With great confidence the boy boldly said, “They will when I’m done.” This young boy stayed confident in the face of negativity. He refused to allow his mother’s limiting belief system to stop him from achieving something extraordinary.<sup>2</sup>

Walt Disney’s brother tells an amusing story about Walt’s budding genius as a fifth-grader. The teacher assigned the students to color a flower garden. As she walked among the rows examining the



## Confidence Manifesto

students' work she stopped by young Walt's desk. Noting that his drawing was quite unusual, she remarked, "Walt, that's not right. Flowers don't have faces on them." Confidently he replied, "Mine do!" and continued his work. And they still do; flowers at Disneyland and Disney World all have faces.<sup>3</sup>

*"The world would stop if things were run by those who say,  
"It can't be done."*

—Bob Grass, author and speaker

If you have not succeeded in the past, you can develop a belief that you will not be able to succeed in the future. This deadening belief system will cause you to constantly focus on being "realistic." Most people who say, "Let's be realistic," are simply living in fear. What are they afraid of? I think they are afraid of experiencing the pain of failure and the feeling of disappointment again.

I have had a few people over the years say "Oh, Dr. Johnson, I am afraid that if I start believing good things about myself I will start setting goals that are unrealistic." Friend, nothing of significance has ever been accomplished by realistic people.

Trust me! Most people today are more persuaded into thinking and believing too little about themselves than believing too big. The size of your personal belief will determine the size of your achievements in life. You cannot achieve or perform beyond what you can think and believe you can do. Therefore, set extraordinary goals for your future. Extraordinary goals produce extraordinary accomplishments. Small or ordinary goals will only produce small achievements.

*"The first and most important step toward success  
is the expectation that we can succeed."*

—Nelson Boswell, British writer, journalist, 1740-1795

Never sell yourself short! Believe you can achieve the impossible!  
You are better than you think you are!

### **TODAY'S EXERCISE**

Do you believe that you can change? Do you believe that you are important? What negative belief systems do you have about yourself? Have you allowed a negative comment from another person to shape your belief system about your life potential?

### **ENDNOTES**

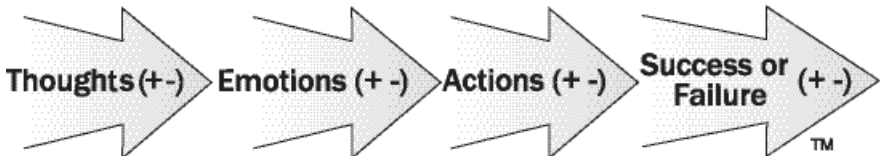
1. Zig Ziglar, *See You At The Top* (Gretna, LA: Pelican Publishing Company, Inc., 1993), 47.
2. John C. Maxwell, *Be A People Person* (Colorado Springs, CO: Victor Books, 1994), 36-37.
3. Maxwell, *Be A People Person*, 61-62.



## DAY 8

# How to Reset Your Mind-Set

**T**o my knowledge, medical doctors have not discovered a breakthrough confidence pill that will instantly boost your confidence. Confidence cannot be caught like a disease nor physically transferred from one person to another. Confidence is a thinking process that starts in your mind. Fears, insecurities, stresses, and feelings of depression are also emotions that have been created by your thought processes. All of these emotions start as a thinking process that you allow to flow like a river in your mind. You can make a decision as to which process of thinking you are going to allow to flow in your mind. You can allow the process of confident thinking to flow or you can allow the floods of negative thinking to flow. You have a right to choose which process you are going to allow to flow in your own mind.



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Do you want to take your life to the next level? I am confident that your answer is “Yes”! You cannot change your life unless you can change your pattern of thinking. Your life today is built around the thoughts you had five to ten years ago. It is imperative you realize that the same pattern or way of thinking that has brought you to this place in life will not get you to where you want to go in the future.

Many people who have achieved a degree of success in life are sometimes the most difficult to help. Why? They tend to justify their current way of thinking and working and state that it is what got them

## Confidence Manifesto

to the current level of success they are now enjoying. This is a valid point. However, a new level of thinking and a new way of working must take place in order to experience a new level of personal and professional success.

*“Where confidence is concerned, people are not measured in inches or pounds, or college degrees, or family background. They are measured by the size of their thinking. How big we think determines the size of our accomplishments.”*

—Source unknown

*“Before you can become a millionaire,  
you must learn to think like one.”*

—Dr. Thomas Stanley, author, *The Millionaire Mind*

You might be asking yourself, how can I really change the way I think, my belief systems, and the way I feel about myself? I’m glad you asked. We will walk through a three-step process that will help you reset your mind-set so you can preset your destiny.

### **STEP 1 - WHEN YOU CHANGE YOUR THINKING, YOU WILL CHANGE WHAT YOU BELIEVE ABOUT YOURSELF.**

The first step toward change begins when you actually think about changing something. Most people never take the time to think about making changes in their life. In order to change your life, you must be willing to change your thinking. Change always begins in your mind. It starts with what and how you think.

Your brain is an organ used for processing your thoughts. In an average day your mind will produce over 50,000 thoughts. Statistics show that for most people, 85 percent of these thoughts are self-doubting, negative, and self-defeating. You can condition your mind to reject all those negative thoughts and convert them into positive thoughts. Think of it this way: Your thought factory has two bosses in charge; Mr. Confident and Mr. Doubt or put another way, Mr. I Can

and Mr. I Can't. You can choose which boss to listen to. Which one do you listen to on a regular basis?

*“The most powerful muscle in changing the body is the mind.”*

—Quote from *Extreme Make-Overs* television show

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**CONFIDENCE COACHING KEY:**  
**Your thoughts and actions are controlling**  
**where you are going in life.**

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One single thought has the potential power to change the entire world. Your thoughts and actions are controlling where you are going in life. Billionaire Ross Perot said, “All you need is one good thought to live like a king the rest of your life.”<sup>1</sup> If your thoughts are not growing, nothing else in your life will grow.

The makeup of the mind includes your thoughts, beliefs, feelings, perceptions, attitudes, reflections, imaginations, intuitions, and memory. All of these aspects of your mind are affected by your memory.

Deep in your heart and mind you have stored away memories of every event in your life. Every word, every book, every class, every song, every motivational tape, every television program, and every good or bad experience in life is stored somewhere in your memory banks. Each influence has had a positive or negative impact on your belief system. These influences have affected the way you think, act, speak, and even feel about yourself. Some of the bad events have had such a powerful impact on you that they continue to exercise control over your thinking years after the initial event.

No matter what you have been through or learned in the past, you can reset your mind-set and begin again. Fears, insecurities, and self-doubts are all learned feelings and behaviors. If you can learn them, you can also unlearn them. Yes, you can reprogram your mind to think like a confident champion! Don't allow restrictive belief systems to paralyze you from success another day of your life.

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It would be almost impossible to go back into your past and erase all of the negative inputs in your memory banks. Zig Ziglar said, “You are what you are and where you are because of what has gone into your mind. You can change what you are and where you are by changing what goes into your mind.”<sup>2</sup> The best way to erase and to change your old thinking habits is to start changing your inputs. You can do this by putting positive messages of success into your mind on a regular basis.



The great summary statement of all religions and philosophies is this: You become what you think about the most. Solomon was one of the richest kings in the world and he said, “*For as he thinks in his heart, so is he...*”<sup>3</sup> If you think of yourself as a loser—you are a loser. If you see yourself as a millionaire—you may be one. If you see yourself as a winner or a confident champion—you will be one. Your outer world ultimately becomes a reality of your inner world. How and what you think on the inside will become manifest on the outside. Earl Nightingale is known as one of the world’s foremost experts on success and what makes people successful. He has said, “*You become what you think about all day.*”

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### CONFIDENCE COACHING KEY:

**How big you think reveals your level of confidence.**

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Do you think you have an incredible future? How much do you see yourself achieving in the future? The size of your belief in your future determines the level of confidence you have in yourself. Your dream will never grow beyond your thinking capacity. You cannot create any further than you can think. If you cannot see yourself accomplishing wonderful things, this reveals your lack of belief in yourself. Refusing to think small and negative thoughts

about yourself is the first step toward resetting your mind-set and changing your destiny.

*“You have to move up to another level of thinking, which is true for me and everybody else. Everybody has to learn to think differently, bigger, to be open to possibilities.”*

—Oprah Winfrey, successful television talk-show host

When you think average thoughts about yourself, you will live an average life. Most people become satisfied with average. Average is your personal enemy to being your personal “best.” Most people have built negative filters in their mind that restrict positive messages of success from getting through. They have built a “rock solid” case proving only to themselves that they are just average people with average potential. Friend, nothing, and I mean NOTHING, can be farther from the truth!

The way you see your future determines your level of thinking today. If you see a small future, you are having small thoughts today. If you see an absolutely huge future full of success, happiness and prosperity, you are having large thoughts today.

Your thinking today determines your performance tomorrow. If you think that you have a big future today, you will have the confidence to do what it takes to accomplish your dreams. Your life will change when you decide to start thinking and dreaming big thoughts about your future. When you begin to have big thoughts, you start changing what you believe about yourself.

When little people try to drag you down—think bigger! When non-achievers criticize you—think bigger! When you get discouraged—think bigger! When the odds are against you—continue to think bigger! When you start thinking bigger, you will naturally start living bigger.

### **TODAY’S EXERCISE**

As you go through your day become aware of the thoughts you are thinking. Realize you can control which process of thoughts you are



## Confidence Manifesto

going to allow to flow through your mind. Choose to think big—like a confident champion!

### ENDNOTES

1. Stated by Dr. Mike Murdock, Super Channel TV 55 telethon fall program.
2. Zig Ziglar, *Zig Ziglar's Little Book of Big Quotes* (self-published), 23.
3. Proverbs 23:7, New King James Version Bible.

## DAY 9

# Developing the Heart of a Champion

*“Watch your thoughts, for they become words.  
Choose your words, for they become actions.  
Understand your actions, for they become habits.  
Study your habits, for they will become your character.  
Develop your character, for it becomes your destiny.”*

—Author unknown

A world-class athlete can be physically fit, highly talented, and have home-court advantage; however, if the athlete is not mentally prepared for the game they will not be able to perform at their maximum potential. Former football coach Bill McCartney spoke a profound truth when he said, “Mental is to physical what four is to one.” No matter how smart, physically fit, or talented you may be, if you do not have a strong mental aptitude, you will not succeed in life. Therefore, it is very important for you to develop a confident thought life.

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### **CONFIDENCE COACHING KEY:**

**Your emotions or confidence cannot become any stronger than your mental aptitude.**

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The common law of mental progress says: The level of your confidence and the state of your emotions are in direct proportion to your mentality.

- Your emotions or confidence cannot become any stronger than your mental aptitude.

## Confidence Manifesto

- If you are not developed mentally, your confidence and emotional state is limited.
- The more developed you become mentally, the more you can sustain the feeling of confidence and other positive emotions.
- The greater the feat you desire to achieve, the greater the mental preparation required for overcoming obstacles and persevering over the long haul.

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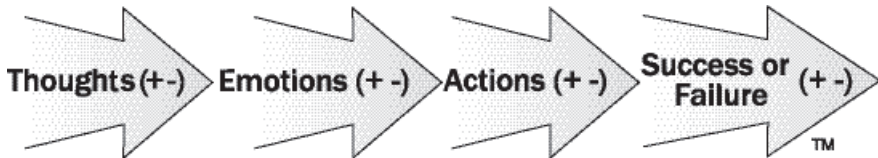
### CONFIDENCE COACHING KEY:

**Losers think doubt and fail.**

**Champions think confidently and win.**

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Mental toughness is the mark of all great champions. If you want to feel stronger, you must develop a stronger mental attitude. Confident thinking produces confident living. When an athlete thinks confidently they start feeling confident. This brings us to our next step to changing our mind-sets.



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### STEP 2 - WHEN YOU CHANGE YOUR THINKING, YOU CHANGE YOUR EMOTIONS OR FEELINGS.

I want you to take a moment to reflect. Think of a time when you did not have confidence, when you totally doubted yourself. Do you remember a time like that? What were you feeling? Discouraged? Frustrated? Overwhelmed? Limited? Depressed? These are all descriptions of the feelings you experience when you

live with self-doubt. These are probably the worst feelings you can experience in life. These feelings cause a very dangerous threat to your success, happiness, and peace of mind.

Now think of a time in your past when you felt very confident. Do you remember a time like that? What were you feeling? Did you feel especially good about yourself? Did you feel excited and full of energy? Could you feel your adrenaline pumping? Did you feel like you could take on the world and win? These are all descriptions of the feelings you experience when confidence is present. There is truly no greater feeling than the feeling of confidence.

Let's slow down for a moment and really think about these two scenarios. What was the difference between the experience you had when you were confident and the experience you had when you were not confident? You felt confident because you were thinking confidently, right? When you felt insecure and afraid, you were self-doubting and thinking insecurely. Therefore, your thoughts or beliefs were creating your feelings, whether positive or negative, depending on how you were thinking.

Is there someone you dislike and whenever you get around that person you feel terrible or uncomfortable? Why do you feel that way? Because you believed that the person was bad, so you have a bad feeling come over you. Your beliefs created your feeling.

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**CONFIDENCE COACHING KEY:**  
**Your emotions are tied to your belief system.**

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What happens when you enter into an atmosphere of someone you think is a wonderful person? You have a good and peaceful feeling. Yes, your feelings or emotions are directly tied to the beliefs that created them.

Suppose your wife or husband asked you to go to the grocery store. One hour later you are still sitting on the couch and your spouse asks you, "Why don't you go to the store?" Your answer, "I don't feel like it." The only reason you did not want to go to the store is because in your mind you have established a belief system that says that going

## Confidence Manifesto

to the store is not a pleasurable experience. Therefore, because your thoughts tell your feelings that “going to the store is not pleasurable,” you do not want to act.

What if you changed the thoughts in your mind about going to the store into a rewarding and positive experience? What if somebody told you that if you went to the store today you would receive a million dollar check? I am sure that your belief system about going to the grocery store would instantly change. You would now “feel” good about going. Therefore, your positive feelings would cause you to get up off the couch and go to the store. When you start thinking confidently, you will start feeling confident. So, by developing a confident thought life, you can actually change how you feel about yourself, others, and about life in general. These feelings will move you to take constant positive actions in your life.

*“The first and most important step toward success  
is the feeling that we can succeed.”*

—Nelson Boswell, author of several success books

### **STEP 3 - WHEN YOU CHANGE YOUR FEELINGS, YOU WILL CHANGE YOUR ACTIONS AND BEHAVIOR.**

Your behavior is tied to your feelings. Most people want to change but they cannot get past their emotions or feelings. Your E-motions are what sets things “IN-motion.” If you do not feel confident, you will not act confident. If you do not feel like a success in life, you will not act like a success in life. Here are six facts that you can use to change your actions by changing your thinking:

- You will have both positive and negative thoughts.
- You can control your thoughts.
- Your feelings come from your thoughts or beliefs.
- You can control your feelings by taking control of your thoughts.
- You can change your behavior by changing your feelings.

- When you change your behavior, you change your future.

If you are willing to change your thinking, you can change your feelings. If you will change your feelings, you can change your actions. Changing your actions can change your life. Let me put it to you this way: If you will start thinking confidently, you will start feeling confident. When you start thinking and feeling confident, you will start acting confident. When you start acting confident, you will consistently perform at your peak performance. When you perform at your peak performance you will enjoy the thrills of success.

When you start thinking and feeling confident you will look at mountains and only see anthills. You will look at obstacles and see opportunities. You will run into problems and will always find solutions. Being confident will become part of your natural behavior. When you get into this confidence flow, everything you attempt to accomplish will happen effortlessly. You will get into a perpetual flow of repetitive success. Soon, you will get to the place where you do not even think, feel, or act like a failure.

### **TODAY'S EXERCISE**

Make a list of all the negative thoughts you have about yourself that you need to change. How will changing these thoughts change your feelings and actions?



## DAY 10

### You Can Be a Great One

I want to start this day with you by sharing the following confidence building story told by Zig Ziglar. After 2 ½ years of less than overwhelming sales success (to be honest I wasn't even a whelming success), the picture changed dramatically and my career took a 180 degree turn. I attended an all-day training session in Charlotte, North Carolina, conducted by P.C. Merrell of Nashville, Tennessee. It was a good session, but I have long since forgotten the specific techniques I learned. Later that evening I drove back home to Lancaster, South Carolina, to conduct a dinner demonstration. I was late getting home and even later getting to bed; then the baby kept us up most of the night. At 5:50 a.m. the alarm sounded and force of habit rolled me out of bed. We lived in a small upstairs apartment over the grocery store. More asleep than awake, I looked out the window and saw snow falling. There was already about ten inches of snow on the ground and I was driving a heater-less Crosley automobile. I did what any intelligent human being would do that morning, that's right, I crawled back into bed.

As I lay there, it dawned on me that I had never missed or ever been late for a sales meeting. I stumbled back out of bed and made that cold drive to Charlotte, and a whole new way of life.

When the training session was over, Mr. Merrell quickly took me aside and said, "You know, I've been watching you for 2 ½ years and I have never seen such a waste." Somewhat startled, I asked what he meant. He explained, "You have a lot of ability. You could be a great one and maybe even become a national champion." Naturally, I was flattered, but a little skeptical, so I asked if he really meant it. He assured me, "There is no doubt in my mind if you really went to work, and started believing in yourself, you could go all the way to the top."



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To tell you the truth, when those words really soaked in I was stunned. You have to understand my background to appreciate what those words meant to me. As a boy I was rather small, weighing less than 120 pounds fully dressed when I entered the senior class in high school. Since the fifth grade I had worked after school and on Saturdays and hadn't been active in sports. In addition to being little and slow, I was also scared. I never dated a girl until I was 17 and that was a blind date someone had 'fixed' for me. My self-image was that of the little guy from the little town, who some day was going to go back to that little town and earn \$5,117 in a single year. Now, all of a sudden, here's a man whom I admired and respected telling me, "YOU COULD BE A GREAT ONE." Fortunately, I believed Mr. Merrell and started thinking like a champion, acting like a champion, seeing myself as a champion—and performing like a champion.

Mr. Merrell didn't teach me a lot of sales techniques but before the year was over, I was the number two salesperson in America in a company with over 7,000 sales staff. I moved from a Crosley to a luxury car and qualified for a fine promotion. The next year I was one of the highest paid managers in the United States. Later I became the youngest division supervisor in the country.

After my encounter with Mr. Merrell, I did not suddenly acquire a whole new set of sales skills, nor did my I.Q. jump 50 points. Mr. Merrell convinced me that I had the ability to succeed, gave me something to live up to and the confidence to use what I already had.<sup>1</sup>

The day Zig Ziglar's life changed was the day he started believing in himself. I want to be your Mr. Merrell. I want the privilege of telling you that "**YOU CAN BE A GREAT ONE!**" Do you believe it? If so, go ahead and make this confidence building statement about yourself: "I am going to be great at what I do!"

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### **CONFIDENCE COACHING KEY:** **Confidence responds under pressure.**

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The road to your destiny will be filled with bumps, pot holes, road blocks, unexpected turns, and sudden stops. Your personal belief and

confidence in yourself will always come to the surface in the waters of pressure, obstacles, and challenges. Just because Zig Ziglar's life changed that day does not mean his road to success has been a walk through the tulips.

Dr. Thomas Stanley is the author of two best-selling books, *The Millionaire Next Door* and *The Millionaire Mind*. He has spent a great deal of his life studying the actions and thoughts of highly successful people, particularly millionaires. Dr. Stanley conducted a national survey on the actions and thought processes used by millionaires to eliminate/reduce fears and worries when difficult circumstances arose. He received 733 responses. Here are the top ten life skills used by millionaires:

Believing in Myself	94%
Hard Work	94%
Preparation	93%
Focusing of Key Issues	91%
Being Decisive	89%
Planning	87%
Being Well Organized	83%
Visualizing Success	68%

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**CONFIDENCE COACHING KEY:**

**Confidence is the defining difference between  
the common and the uncommon person.**

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I was so excited when I saw this report.<sup>2</sup> This survey adds fuel to my point that self-confidence is the major difference between the person who lives an uncommon life and the person who lives a common life. Ninety-four percent of the millionaires surveyed indicated that a major key to their ability to overcome negativity, worry, and fear is the direct result of "believing in themselves."

This does not mean that successful people have an unwavering belief in themselves. As a matter of fact, Dr. Stanley said, "I have never

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interviewed one millionaire who did not have some fears and worries. However, when they encountered fears, they were able to overcome these feelings. Successful people know how to defeat fear and worry, and one of the first ways they do this is by calling on their inner self-confidence and belief in their own abilities.”<sup>3</sup>

If you can start believing in who you are and where you are going, then the obstacles that you are facing cannot stop you from getting there. One of the most uplifting confidence building statements is found in the Bible. “*So Jesus answered and said to them, “Have faith [or confidence] in God. For assuredly, I say to you, whoever says to this mountain, ‘Be removed and be cast into the sea,’ and does not doubt in his heart, but **believes** that those things he says will be done, he will have whatever he says”*<sup>4</sup> (emphasis added).

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### **CONFIDENCE COACHING KEY:** **When you believe you can, your mind will design a road map to make it happen.**

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Someone once said, “How can a person move mountains?” Easy! You simply start by moving one rock at a time. When you believe you can, your mind will figure out a way to get the job done. Believing that you can will unlock the door to a creative plan. When you believe you can, you will unlock the enthusiasm, power, and energy to accomplish anything you desire.

If you are going to believe anything—first start believing in yourself! If you do not believe in yourself, no one else will either. Stop waiting for other people to believe in you. Affirm yourself. Believe in yourself. Start controlling your thought life. Believe you can surpass. Believe you can go beyond your current achievements. Imagine yourself doing all the things you want to do with absolute confidence. Remember, it does not matter what other’s think or say. You can do it as long as you believe that you can do it. The confidence coach says, “YOU ARE A GREAT ONE!”

**TODAY'S EXERCISE**

Believe with all your heart that you can be a great one and then say it 25 times—"I am a great one!"

**ENDNOTES**

1. Ziglar, *See You At The Top*, 98-100.
2. Stanley, *Millionaire Mind*, 137.
3. Stanley, *Millionaire Mind*, 167.
4. Mark 11:23, New King James Version Bible.



## DAY 11

# Get Rid of Your Real Handicap

**H**er name has become synonymous with incredible determination and unprecedented achievement. Profoundly deaf since she was 18 months old, she strove to live a normal life, refusing to listen to the voices of discouragement that often confronted her. She ignored the doctor who said she wouldn't develop beyond third-grade abilities, and those who said she would never dance ballet or speak.

On September 17, 1994, Heather Whitestone McCallum became the first woman with a disability to be crowned Miss America, in the pageant's 75-year history. In that moment, she proved to the world that no obstacle is too big and that with hard work, determination, and God's help, we can accomplish whatever we set out to do. Often, people would ask Heather what it felt like to hear Regis Philbin say, "and Miss America 1995 is...Heather Whitestone!" Heather laughs and says, "I never heard it." Heather has always believed that the biggest handicap is negative thinking and that people handicap themselves by concentrating only on the negative instead of the positive.<sup>1</sup>

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### **CONFIDENCE COACHING KEY:**

**Get rid of your real handicap—a bad attitude!**

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The attitude you have about life, people, work, marriage, money, events, and the world around you determines your level of success and happiness. A negative attitude concerning these issues can paralyze you in your tracks. However, a positive attitude can cause you to take massive positive action on any given day. When a person has a right mental attitude, they believe that they can move mountains and achieve the impossible. However, when a person has a wrong mental

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attitude, even the smallest pebble can stop them from moving forward to achieve success in life.

A study of the Olympics will reveal that the difference between the gold or silver medal can be only one-tenth of one second. Sports psychologists have determined the difference between one-tenth of a second of success or failure is not athletic ability—but attitude. Chris Evert was one of the greatest tennis players of her time and she said, “The thing that separates good players from great ones is mental attitude. It might only make a difference of two or three points in the entire match, but how you play those key points often makes the difference between winning and losing. If the mind is strong, you can do almost anything you want.”

I have discovered that the thinking of a confident person is what separates him or her from the crowd of people who chose to live on “Insecurity Boulevard.” The confident person has developed a unique positive mental attitude that the forces of negativity can rarely penetrate. In essence, confidence is an attitude. What is attitude?

### ATTITUDE IS:

- a positive or negative state of mind or way of thinking;
- a deep-seated, chosen belief, either positive or negative, that sets in motion corresponding behavior, generally resulting in a self-fulfilling prophecy;<sup>2</sup>
- an inward feeling expressed by behavior.

Your attitude becomes a manifestation of how you think. Your attitude is what determines your behavior or your corresponding actions. Your actions are what ultimately determine your outcomes in life. A confident, positive mental mind-set will produce confident and positive actions.

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### CONFIDENCE COACHING KEY:

**Confidence can be a negative or a positive force.**

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Yes, confidence can become a negative force. How? You may be confident that you will not succeed or that you will not perform at your maximum potential. You can talk or think yourself into not being able to do something.

**POSITIVE ATTITUDE + POSITIVE ACTIONS = POSITIVE RESULTS**

Confidence can become a positive force when you combine two important elements: 1) Positive attitude, and 2) Positive actions. Both of these elements require you to make a choice. There is a direct link between your attitude and the choices that you make. A positive attitude will respond with positive actions. It is very important to realize that positive thinking or a positive attitude is useless without positive actions. You can think positively all day long but if you do not act on what you are thinking, you will not get the positive results you want. Positive actions create successful results. However, negative attitudes produce negative actions. Negative actions produce poor results. The good news is your attitude toward life, people, and circumstances can change.

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**CONFIDENCE BUILDER KEY:**

**Confident people have positive attitudes.**

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Your attitude is on the inside but it is revealed on the outside. Remember, your attitude is everything. Good, bad, and ugly, attitudes have this aspect in common—they are contagious. Is your attitude worth catching?

The people you spend most of your time with will affect your attitude in a positive or negative way. If you hang around people who are always complaining about how bad everything is, you may start believing what they say. On the other hand, if you surround yourself with people who are confident, strong and positive, you are more likely to see a world full of opportunity, happiness, and adventure.



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*“It is our attitude at the beginning of a difficult task which, more than anything else, will affect its successful outcome.”*

—William James, American psychologist and philosopher

A positive attitude is the ability to see people and situations in a positive way. John D. Rockefeller said, “I will pay a man more for his ability to get along with others than for any other skill he may possess.”<sup>3</sup> A positive attitude gives you the ability to get along with other people. Your attitude is one of your most important assets. Your positive attitude will naturally attract quality people to you. However, a negative attitude will repel people from you. Your personal attitude will either draw people toward you or push them away from you. Your personal success in life will depend on your ability to get people on your side. Remember, you are going to need “other people” on your side to help you fulfill your personal dreams. Therefore, you must protect your attitude just like you would protect a briefcase with ten million dollars in it.

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### **CONFIDENCE BUILDER KEY: Confidence will boost your paycheck.**

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I have personally seen the results of this confidence building key in my own life. For the last three years, my income has doubled each year. You can almost always determine a person’s income by their level of confidence. The more confidence they have, the more money they will normally earn.

### **THE REASON WHY ALMOST 87.5 PERCENT OF PEOPLE FAIL IN LIFE**

The Stanford Research Institute says that the money you make in any endeavor is determined only 12.5 percent by knowledge and 87.5 percent by your ability to deal with people.<sup>4</sup> What do these percentages reveal? Executives hire and promote positive and confident

people. If you will spend time boosting your confidence, you will also boost your paycheck.

*“A self-confident attitude is the most important asset you can possess.”*

—Paul Meyer, author of *The Million Dollar Success Plan*

### **THE RESULTS OF A POOR ATTITUDE**

- People will not like you, unless they are as negative as you are.
- People will avoid you, especially positive and successful people.
- People will say unkind things about you.
- You will experience one failure after another.
- Your confidence level will be low.

*A negative or bad attitude destroys your self-confidence. Why?*

- When people do not like you, your confidence is shaken.
- When people avoid or reject you, your confidence is shaken.
- When people talk about you, your confidence is shaken.
- When you experience one failure after another, your confidence is shaken.

Are you catching on yet? By changing your attitude, you can stop these negative forces from crushing your self-confidence. You don't have to live a handicapped life! Choose to be positive and people will be attracted to you like a magnet.

Gale Haymen transformed her childhood dreams of stardom into the retail success story of a lifetime when she turned a run-down store into one of the most glamorous and influential clothing stores and perfumeries in the world. She is the cofounder of the legendary

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Giorgio of Beverly Hills Boutique. Gale had this to say about how each person carries a sense of confidence: “At Giorgio, I used to see more than body language—I call it body attitude. Some of the most beautiful women with the best bodies and faces were the most self-critical, self-conscious and uncomfortable, while many women with much less to start with were perfectly comfortable with what they had, and it showed. They took their flaws in stride and presented themselves to the world with an aura of confidence that drew the people to them wherever they went. The way we think about ourselves is all in the mind. The lesson I learned from all these women is that attitude is a choice—a choice we all make every minute of every single day.”<sup>5</sup>

It appears that in many cases we are socially conditioned to look at the negative side of life. If there are ten things going right and one thing going wrong we tend to draw attention to what is wrong. Accept the fact that you will have ups and downs, just like everyone else. Your confidence grows when you actively take on the challenges of life with a “Can Do” attitude. You will not win them all, but with a confident attitude you will win more than enough.

I want to close this time together with a quote from former President Thomas Jefferson. “Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude.” Syndicated columnist Ann Landers wrote, “If I were asked to give what I consider the single most useful bit of advice for all humanity, it would be this: expect trouble as an inevitable part of life, and when it comes, hold your head high. Look it squarely in the eye, and say, ‘I will be bigger than you. You cannot defeat me.’” This is the kind of attitude that leads to victory.<sup>6</sup>

### TODAY’S EXERCISE

Rate your attitude on a scale between 1-10 in the following areas: God, life, people, work, marriage, money, and the world around you. What bad attitudes do you need to work on?

**ENDNOTES**

1. Heather Whitestone McCallum Website. Information accessed at [www.heatherwhitestone.com](http://www.heatherwhitestone.com), 1/15/2004.
2. Michael Q. Pink, *Selling Among Wolves, Without Joining The Pack* (Gainesville, FL: Bridge-Logos Publishers, 2000), 20.
3. John Maxwell, *The Winning Attitude* (Nashville, Thomas Nelson Publishers 1993), 21.
4. Maxwell, *The Winning Attitude*, 20
5. Gale Hayman, *How Do I Look?* (New York: Random House Publishing, 1996), 229.
6. Brian Tracy, *Goals* (San Francisco: Berrett-Koehler Publishers, Inc., 2003), 255.



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# Eliminating Insecurity

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## DAY 12

# The Disease of Insecurity

*“No amount of personal competency can compensate for personal insecurity.”*

—Wayne Schmidt, Christian author

**H**ave you ever faced a situation in your life when you felt overwhelmed or under qualified for the task or challenge set before you? Have you ever made statements like “I don’t know if I can do this? Do I have what it takes to accomplish this task? Can I pull this off? Am I able to do this? Do I even have the ability to accomplish this?” During these times, trust me, all your insecurities will come to the surface.

Many books have been written about insecurity and low self-esteem issues. You don’t learn to identify counterfeit money by studying the fake. You simply study the real and the fake will be easily identified. In the same way, you do not develop confidence by an in-depth study about insecurity. It is not my desire or intention to do an intensive study about insecurity. However, in order to move you from where you are to where you want to be, you must first discover where you are. Self-discovery is the starting line for identifying and destroying limitations that can be stopping you from making forward progress in your life.

I will reveal some signs that allow you to see the areas of your life where you need to build more self-confidence. You do not just wake up in the morning confident. Confidence is cultivated on a daily basis. Thousands of successful and unsuccessful people feel like they operate in confidence, but many are simply imitating confidence out of



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their insecurities. Unfortunately, the disease of insecurity has hijacked thousands of people's brains.

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**CONFIDENCE COACHING KEY:**  
**Confidence will cause you to rise to the top.**

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A confident person will naturally rise to the top of any organization, sports team, or any other endeavor in life. However, outward success is not always an indication of self-confidence. Many people use the mask of confidence to climb the ladder of success only to find out that the higher they climb up the ladder, the more of their “behind” shows. The higher a person climbs in a place of leadership, the greater number of insecurities are revealed. Why? Because higher levels of leadership positions require more skill, quick and effective decision making, and bring increased pressures. Therefore, if you go into a higher place of leadership without dealing with your personal insecurities, your personal insecurities could sabotage your destiny. This is why you must develop a higher level of authentic self-confidence.

*“Few things are worse than an insecure person  
in a leadership position.”*

—John C. Maxwell, leadership expert and best-selling author

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**CONFIDENCE COACHING KEY:**  
**Confidence determines your altitude in life.**

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The following equation shows how insecurities can keep you from performing at your full potential:

**Natural Abilities - Security = Limitations**

If you are honest with yourself, you must admit that you have at least one or more areas of personal insecurity in your life. Face it!

Everybody deals with issues of insecurity. You may be insecure over your appearance. Your hair may be the wrong color or it is receding. Your nose may be too big, too small, or has an odd shape. Your ears are too big or too small. Your body weight is too high or too low, or you are too short or too tall.

You can also be insecure about your abilities, intelligence, communication skills, ability to succeed in life, athletic prowess, ability to relate to peers, technical aptitude, or your ability to accomplish the impossible.

If you lack security in your life, you will be limited in what you will be able to accomplish. Your insecurities will become a ceiling that will keep you from advancing to the next level of peak performance.

I have learned that a person can be very confident in one area of life but be totally insecure in other areas. For example, an extremely successful accountant can have a high level of confidence when working with large budget numbers. However, that same person can be scared stiff to stand up in front of a group of people and give a presentation.

Today, I want you to zero in on your own insecurities in your personal behavior. You may feel like you are a very confident person. However, you may discover that you are actually masking your insecurities by projecting a false self-confidence. By identifying your areas of insecurity, you will be able to concentrate on overcoming them. Let me give you some of the behavioral symptoms of an insecure person:

### **1. YOU COMPARE YOURSELF WITH OTHERS.**

This is one of the most common insecurity issues among people today. You begin to compare yourself to others and score yourself against their achievements, looks, or talents. This self-imposed comparison score card will cause you to ignore the unique role you play in life.

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## CONFIDENCE BUILDING STORY

One woman fell into the “comparison trap” and ended up, at the age of 38, a scrub woman on welfare. Then she read Claude M. Bristol’s book, *The Magic of Believing*. She started believing and looking at her positive qualities, one of which was the ability to make people laugh. Since that time, Phyllis Diller has earned as much as \$1 million in a single year using her natural talent.<sup>1</sup>

You will never find your uniqueness if you continue to compare yourself with other people. Do you ever say, “I am good, but I am not as good that person,” or do you say, “I am not as bad as a lot of other people”? You see my friend, you are trying to measure up to others or you are trying to be like them. Making comparisons is a sure path to additional frustrations and insecurities.

### *Insecurity Indicators*

- You become preoccupied with the status of others.
- You grumble and complain about perceived inequities.
- You judge others as less worthy of prosperity than you.
- You cannot feel good about your own accomplishments because you are always comparing it to other people’s accomplishments.

*“Success is not measured by what you do compared to what others do; it is measured by what you do with the ability God gave you.”*

—Zig Ziglar

**Confidence Coach Recommendation:** Comparison is a receipt for mediocre living. Compare your progress in life with your own previous results. Look to the success or failures of others to learn and not to create a measure of your own success.

Make it easy for yourself and only engage in self-comparison when you are assessing your progress. By doing this you will make it

easier to continue when the going gets tough and your competence will grow day by day.

Recognize the things that you do well, and do them. God made you an original so don't spend your entire life trying to be a copy. Take the things that you excel in and use them to change your destiny.

## 2. YOU OVER-COMPENSATE.

Let me describe compensation. You feel like a victim and must now compensate for your losses or for your inferiority. You take matters into your own hands and force your own agenda. You over-compensate in the areas where you feel weak.

### *Insecurity Indicators*

- You scheme on how to get ahead to gain success and recognition.
- You begin to depend on personal politics to advance yourself.
- You become consumed with the pursuit of "me."
- You fight irrational battles to get what you think you deserve.
- You may stoop to dishonesty and deception to get results.

**Confidence Coach Recommendation:** Stop trying to force success to come your way. Focus on the daily improvement of your own skills and abilities. When you do this you can, and will, grow very quickly. When you grow, your confidence will also grow. When your confidence grows you will become a natural magnet for success.

## 3. YOU BECOME VERY COMPETITIVE.

You can be consumed by outdoing others and receiving attention and reward. You become obsessed with building your own kingdom instead of helping others succeed.

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## *Insecurity Indicators*

- You tend to keep score in life.
- You will do anything to win.
- You tend to be ungrateful.
- You tend to be unteachable.
- You tend to get jealous of recognition.
- You tend to be prideful.
- You tend to be critical and judgmental.
- You tend to be loveless.
- You tend to live a self-centered life.

**Confidence Coach Recommendation:** When you start working on improving your confidence, you will no longer compete with others; you now start competing with yourself. Remember, compete only to improve yourself. Confident people are motivated by another person's achievements. However, self-doubters are intimidated by them. Do not envy another person's success more than you study it.

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### **CONFIDENCE COACHING KEY:**

**Those who study champions, become champions.**

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#### **4. YOU ARE AN EXCESSIVE PEOPLE-PLEASER.**

You are driven to perform compulsively to gain others' approval. You are a people-pleaser. A person who just has to be a people-pleaser is insecure and compulsive.

## *Insecurity Indicators*

- You risk burnout due to impure motives and unrealistic expectations.
- You expect a lot of yourself. You are not secure so you think you always have to perform.

- You get into a performance mode thinking, “I’ve got to do more. I’ve got to do better. I’ve got to do it quicker.”
- You have a hard time saying “No!”
- You project your self-worth to others and overestimate your importance.
- You experience self-pity and seek recognition for your hard work.
- You grow weary because you attempt to do too much for the wrong reasons.
- You tend to be a perfectionist.

**Confidence Coach Recommendation:** Herbert Bayard Swope said “I cannot give you the formula for success but I can give you the formula for failure, which is: Try to please everybody.” Tune out other peoples’ opinion of you. When you stop worrying about what other people are thinking and saying about you, you will be free to become the person God made you to be.

## 5. YOU ARE EXTREMELY HARD ON YOURSELF.

Self-condemnation is the behavior of people who are insecure. You have a judgmental attitude about yourself or others which creates self-pity, self-hatred, or self-conceit. You continually beat yourself up.

### *Insecurity Indicators*

- The distortion of reality and the temptation to withdraw from responsibility.
- You have a shortsighted perception of your circumstances.
- You feel self-pity and loneliness as though you are the only one to endure hardship.
- You complain about unjust circumstances.
- You feel overwhelmed.
- You feel your own demise and insignificance.

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- You either project neurosis or a character disorder, blaming yourself or others for everything wrong.

**Confidence Coach Recommendation:** Stop beating yourself up over the past failures, mistakes, and hurts in your life. Remember, there are no failures in life, only outcomes. If the outcome did not turn out the way you desired, just make the necessary adjustments and move on.

### 6. YOU ALWAYS WANT TO BE IN CONTROL.

In order to validate your own worth, you feel as though you must take charge to protect your interest and monopolize situations. You think “win/lose,” not “win/win.” Because you have to chart your own course, you risk integrity, protect personal “turf,” and often slip into the “poverty mind-set.”

#### *Insecurity Indicators*

- You feel that people are against you.
- You are continually fighting with your co-workers.
- Your life seems scarce rather than abundant.
- You become self-seeking and manipulative of others.
- You feel intimidated; you deal with others through intimidation.
- You resent the success of others.
- You may turn on successful people in anger.
- You feel that if someone succeeds, then someone else must lose.
- You frequently blame others for your dilemma.
- You will eventually suffer from the martyr syndrome.

**Confidence Coach Recommendation:** You cannot control the world. You cannot control someone else’s life. You cannot control the world, but you can control you.

## **7. YOU DESPISE DIVERSITY.**

People who are insecure typically do not like diversity. They wish everyone to be like them. They want everyone to think alike, and when someone is way out there and different, it makes them nervous.

## **8. INSECURE PEOPLE TEND TO:**

- Fear public failure.
- Avoid risk.
- Are not open to new relationships.
- Will not hire others better than themselves.
- Resist change.
- Do not affirm and empower others.
- Stay in their comfort zones.
- Talk all the time.
- Want positions and titles to feel important.
- Are petty.<sup>2</sup>

## **TODAY'S EXERCISE**

What area of insecurity do you deal with on a regular basis? What are you going to do to correct it?

## **ADDITIONAL SUPPORT**

The Confidence Assessment Test™ is a new revolutionary system designed to help you discover specific problem areas where you personally lack confidence. For an in-depth assessment report, go to [TheConfidenceCoach.com](http://TheConfidenceCoach.com).

## **ENDNOTES**

1. Ziglar, *See You At The Top*, 60.



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2. John Maxwell, *Security or Sabotage? How Personal Insecurity Prevents Effective Leadership*; Enjoy Life Club lesson notes. Chapter inspired by these notes.

## DAY 13

# When Your Insecurity Raises Its Ugly Head

**Y**ou will need confidence to succeed and to perform at your full potential. You have read this several times during our time together. You have heard it and you now know it. You will suffer blows to your confidence when you fail or when you are under pressure to perform. No matter how positive you think or how strong your confidence is, negative circumstances will try to shake your confidence. No matter how well prepared you are just before your special performance, you will hear those little self-doubting voices say that you are going to fail. When pressures overwhelm you and negative circumstances try to undermine your self-image and self-esteem, you must have a confidence in yourself that is unshakeable, unquestionable, and undeniable.

A good coach will give his team a “heads up” about their opponent. As your personal coach, I want to give you a “heads up” on times in your life when your insecurity will raise its ugly head. When you know ahead of time your opponents strategies, you can spend some extra time boosting your confidence so you can have added confidence to face the coming challenges.

There are key times when insecurity surfaces in life. Here are just a few:

### **1. WATCH OUT WHEN YOU GO TO THE NEXT LEVEL.**

Do you think that a job promotion would increase your confidence? I am sure your answer is, “Yes”! However, you may want to reconsider. You might think that a job promotion will automatically

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raise your confidence and self-worth. Instead, studies find nearly half of recently-promoted managers in the technology industry express uncertainty and doubt about themselves and their new position. Psychologists find that the promotion can undermine self-confidence because instead of being the best among a group of lower-level workers, they now find themselves surrounded by more accomplished people to measure themselves against.<sup>1</sup>

### 2. WATCH OUT WHEN YOU DO SOMETHING FOR THE FIRST TIME.

We all have a comfort zone, a set of things we feel comfortable doing because we have done them on a regular basis. When you have done something hundreds of times, you perfect the job and the way you do it. It also becomes much easier to dive into these situations and just do it. A heart surgeon can be calm and cool while he literally holds his patient's life in his hands. However, if he had to take apart the engine to his Mercedes Benz, he would probably panic because he is stepping outside of his comfort zone by attempting to do something for the first time.

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**CONFIDENCE COACHING KEY:**  
**You will never discover your full potential  
unless you have the confidence  
to do something new for the first time.**

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When you step out of your comfort zone and actually do something for the first time, remember three things:

- The first time you do something new is the hardest.
- Each time you do the same new thing over and over, it gets easier and easier.
- If you don't achieve your desired outcome, learn from your mistakes and work on improving the next time.

The pressure to get things right the first time you do something new will inhibit your ability to learn and will probably keep you from

even trying. Confidence says, “Even though I have not done this before, I am going to do it. If I fail, I can always do it again.”

When you do something that you have never done before, and you realize how successfully you did it, you feel good, don’t you? And you look back and casually remark, “It wasn’t such a big deal after all.” Confidence says “I can do what I was afraid I couldn’t do!”

### **3. WATCH OUT WHEN YOU FACE CRITICISM.**

Insecurity has a tendency to raise its ugly head when your critics, colleagues, or subordinates attack your performance or perhaps your character.

*“Criticism is the gargoyle of a non-achiever.”*

—Dr. Mike Murdock, speaker, best-selling author, and television personality

Your confidence is destroyed in the atmosphere of criticism. However, your potential is significantly increased through encouragement. Do you remember how you taught your first child to walk? Close your eyes and remember that first time you got down on your knees, extended your arms, and encouraged your child to take the first step. You had that winning smile and your face was radiant, expectant, and full of excitement. Now, do you remember some of the words that you used in helping your baby take those first steps? Did they sound something like this? “Come to Mamma or Daddy! Come on! Go ahead! You can do it! I know you can! You’re a big boy/girl now! You can do it!”

What happened when your baby took those first two little steps and fell? What did you say? Did you lecture the baby? Did you start yelling at your baby telling him or her what a loser they were? Of course not! You picked up the baby and gave your baby a great big hug and kiss. Then you told your child, “It’s OK, you will do better next time.” You encouraged the baby to try and try again. How many times did you help your baby try to walk? You gave your child as many chances as necessary until there was success. The atmosphere

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of encouragement produces the confidence and energy to get up and try again.

*“I have yet to find the man, however exalted his station, who did not do better work and put forth greater effort under a spirit of approval than under a spirit of criticism.”*

—Charles Schwab, industrialist

I have had many people tell me that I would not succeed in life. I am sure countless others have spoken negatively about me and my future behind my back. You will rarely find another human being who will be a true voice of encouragement to you. It matters not what others believe about you, as long as you believe in yourself. I have always used criticism to fuel my passion to fulfill my dreams. I silence the voices of my critics with my successes.

*“Don’t be distracted by criticism. Remember, the only taste of success some people have is when they take a bite out of you.”*

—Zig Ziglar

To boost your confidence today we will learn about some stars who were criticized but did not allow their confidence to be shaken.

### **Buddy Holly**

In 1956 he was fired by Paul Cohen from the Decca Recording Co. who called Holly “the biggest no-talent I ever worked with.”

### **Clint Eastwood**

In 1959 a Universal Pictures executive told him that he had a chip in his tooth, his Adam’s apple stuck out too far, and he talked too slow.

### **Lucille Ball**

In 1927 she was told by the head instructor of John Murray Anderson Drama School, “Try any other profession. Any other.”

**Arnold Schwarznegger**

He was told if he wanted to succeed as an actor he had better learn to speak without an accent and to change his name.

**Julio Iglesias**

He was kicked out of his high school choir but that didn't stop him from becoming the biggest selling recording artist in the history of the world.

**Herschel Walker**

He was told by his high school coach that he was too small to play football. However, only a few years later, he won the Heisman trophy and became an accomplished NFL running back.

**Wayne Gretzky**

He was told when he tried out for the pros that he was 50 pounds too light.

*“When you make your mark in the world,  
look out for people with big erasers.”*

—Author unknown

When Abraham Lincoln's popularity was at its peak, he said, "If I tried to read, much less answer, all the criticisms made of me and all the attacks leveled against me, this office would have to be closed for all other business." You must avoid relationships that do not respect you and your dreams. Avoid negative people at all costs—they are the greatest destroyers of self-confidence and self-esteem. Eliminate all relationships that are full of criticism. You will have to sever ties—wrong people do not leave your life voluntarily. Life is too short to permit discouragers close to you. People are like elevators, they take you up or down.

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**CONFIDENCE COACHING KEY:**

**A great joy in life is doing what people say you can't do!  
Destroy criticism with success.**

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## Confidence Manifesto

### 4. WATCH OUT WHEN YOU MEET SOMEONE IMPORTANT.

When you are introduced to someone you feel you must impress, insecurity rises up. To overcome these insecurities you need to get a proper perspective about other people. Confidence never has to prove itself to intimidation. Let me give you four key thoughts that will help boost your confidence when you are going to meet an “important” person:

- The person may be important, but you are an important person too. Look at your meeting together as just two important people meeting together.
- The important person is just like you in many ways: They put on their underwear the same way you do. They get up in the morning with their hair all messed up just like you do. They have problems just like you do. They like the same things that you do—good food, money, success, and fun.
- The most effective way to make a good first impression with the other person is to let him/her know that you are impressed with him/her. When you let another person know that you are impressed with him/her, they will judge you as a smart and personable person.
- If you really believe that this is an important person, then spend some time beforehand thinking about what you will say when you meet him/her.

### 5. WATCH OUT WHEN YOU FAIL AT AN ASSIGNMENT.

You had a special assignment and you failed to reach the goal or the standard and you took the failure personally. Confidence will empower you to overcome any attack based on failure or even a series of failures.

**6. WATCH OUT WHEN A PERSON CLOSE TO YOU SUCCEEDS.**

When a peer achieves notoriety and reward for their own success, insecurity will increase.

**7. WATCH OUT WHEN YOUR ACCOMPLISHMENTS  
ARE UNRECOGNIZED.**

In other words, when people you respect fail to notice your success and accomplishments and you think, “Why haven’t they noticed what I’m doing?” then insecurity has a tendency to rise.

**8. WATCH OUT WHEN YOU EXPERIENCE PERSONAL LOSS.**

Insecurity will rise when people and resources you have relied upon are taken away and all of a sudden that security base is gone.

**TODAY’S EXERCISE**

Refuse to allow circumstances to regulate your level of confidence today. Make this confidence boosting statement ten times, “There is nothing life can throw at me that I cannot overcome!”

**ENDNOTE**

1. N. Cassired and B. Reskin, “High Hopes: Organizational Position, Employment Experiences, and Women’s and Men’s Promotion Aspirations,” *Work & Occupations* 2000: 438-63.





## DAY 14

# Four Easy Steps to Destroying Insecurity

**Y**ou may be thinking now, “Okay. I have some symptoms of being insecure. So what do I do next”? Here are some quick and easy suggestions for destroying your insecurities:

### **STEP 1 - FIND A LIFE COACH OR A MENTOR.**

Start working on a way to get off the expressway of insecurity. You owe it to yourself, your family, the people you lead, and the friends you love to eliminate your insecurities. Find a good mentor, counselor, or a life coach.

*“If you can tell me who your heroes are, I can tell you  
how you’re going to turn out in life.”*

—Warren Buffett, one of the world’s most wealthy entrepreneurs

You need someone in your life who is not impressed with who you are or what you have accomplished at this point in your life. It is very important that you find the “right” coach or mentor. You need to find a coach that has been there and done that. Why? Because they will truly celebrate your accomplishments when you go there and do that. The last thing you need is a jealous coach or mentor. In fact, a good coach will be truly happy about your successes and will want to help you expand your accomplishments.

In order to fight your insecurities and to tame the waves that the sea of life will throw at you, you must develop and maintain strong relationships with mentors and coaches who believe in your

## Confidence Manifesto

successes. They will throw a lifeline to you while others will try to make you sink to save themselves. Your mentor or life coach will be solution-oriented and will not allow you to stay in your storm any longer than necessary.

*“Coaching isn’t therapy. It’s product development,  
with you as the product.”*

—*Fast Company Magazine*

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**CONFIDENCE COACH KEY:**  
**The confident person continually  
reaches for advice and assistance.**

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Your life coach or mentor carries an attitude of accomplishment and confidence that you need. The successful completion of anything brings accomplishment and breeds confidence. Your life coach or mentor represents successful completion. You need to take note on how your life coach manages his/her attitude and encourages confidence in others. Invest whatever it takes to observe and learn from your mentor. Again, he/she carries an attitude of accomplishment and confidence that you need.

### **STEP 2 - IDENTIFY THE AREAS OF INSECURITY.**

The great poet, William Shakespeare, wrote, “To thine own self be true.” You cannot conquer the demons that are holding you back from success until you admit them, identify them, and make a concentrated effort to confront and destroy them. What you are unwilling to confront, you will never conquer. Go back over the insecurity indicators again and make a decision to work on overcoming these issues. The Confidence Assessment Test™ (TheConfidenceCoach.com) can help you identify your specific areas of insecurities.

**STEP 3 - TALK TO A TRUSTED FRIEND.**

You will have some insecurities that others see in you but you do not see in yourself. I call them blind spots. The greatest deception you can have is self-deception. Therefore, self-knowledge is the key to changing who you are.

Sit down with a close, personal friend. Ask them “Do you see any areas of insecurity with me that can be limiting my potential and destiny?” Share some of your inner feelings and struggles with this person. This will mean that you will have to open up your deepest insecurities. It is always easier to do this with a compassionate and a supportive friend. Let me give you a little wisdom secret before you begin this step: Don’t tell anybody your problems who are incapable of helping you solve them.

**STEP 4 - WORK ON DEVELOPING AND STRENGTHENING  
YOUR CONFIDENCE LEVEL.**

Developing your confidence will not happen overnight. However, when you decide to deal with your personal insecurities you will be amazed at the difference it will make in your life. I recommend that you start by reading this book several times. Purchase all of our confidence training material and attend one of our exciting seminars.

Within you there is a champion! You can win the battle over every bit of insecurity in your life and become the confident champion you were meant to be. I guarantee it!

**TODAY’S EXERCISE**

Schedule a time to talk to one of your most trusted friends. Have the confidence to ask them the following question, “Do you see any areas of insecurity in me that may be limiting my potential and destiny?”



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# Destroying Your Number One Enemy to Success

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## Take the Fear Out of Your Heart!

One of the best jobs that empowered me to develop a higher level of self-confidence was when I went into the professional automotive industry at the young age of 22. I started in the company as a sales representative. The dealership that I worked for was known for having the “highest priced” cars in town. The sales theory at this dealership was to start the price negotiation process with our dealership asking top dollar for our new car, with no money off the sticker price. They would offer the potential buyer less than wholesale price for their trade-in car. When Mr. Ambush, the owner, would figure out the beginning proposal and hand the negotiation sheet to me, I would say “Mr. Ambush, I told this customer that we were going to give them a great deal today. I can’t take this deal into them. They will march right out of this dealership.” Mr. Ambush would always look at me with his dark piercing black eyes and say, “Keith, if you are going to be the best salesman at this dealership then you must learn to take the fear out of your heart.”

Can you imagine the customers sitting in those little cubical boxes waiting for me to walk in with a “great deal?” I would have to walk into my office and confidently project a really excited expression, “I have a great deal for you today!” I would tell the customer that we wanted top dollar for our new car and that we were going to give them less than wholesale price for their car. Usually, the customer would blow up in my office. However, after I calmed down the customer, I would say, “What can we do to earn your business today?” To my amazement, the customer would instantly tell me what price they would be willing to pay for the car. Each customer would leave our dealership feeling like they got a great deal.



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I will never forget the last time Mr. Ambush had to tell me to “take the fear out of my heart” after receiving a price negotiation sheet. I walked into the office and confidently presented the offer to the customer. The customer replied, “Do you think I can drive the car home today?” They did not even fuss over the price! I was shocked. I almost didn’t know what to do. Then I quickly said, “Sure! Just sign here and we will get the paperwork started right away.”

From that day on, I made a decision that I was not going to walk in fear, but in absolute confidence. I realized that when I projected confidence that my customers had more confidence in me and in the product that I was trying to sell them. Retail customers, especially high-dollar purchasers, buy into the person before they buy into the product. Their fear of making a major purchase vanishes in the presence of confidence. From that month on, at a mere 22 years of age, I was the top salesman for the entire dealership, almost every month.

When you are faced with the force of fear and intimidation, simply remember this: “Take the fear out of your heart!” When customers sense that you have confidence in the product, service, or solution you are presenting them, it builds confidence in them toward you and your proposition.

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**CONFIDENCE COACHING KEY:**  
**Confidence will empower you to  
overcome all your fears.**

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The simple truth is: everyone is afraid of something. Some people are afraid of more things than others. When people hear the words cancer, job layoff, divorce, bankruptcy, and rape, they are overcome with fear.

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**CONFIDENCE COACHING KEY:**  
**Confidence empowers you to transform  
any negative situation.**

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- Confidence turns fear into faith.
- Confidence turns dangers into adventures.
- Confidence turns obstacles into opportunities.
- Confidence turns weaknesses into advantages.
- Confidence turns breakdowns into breakthroughs.
- Confidence turns setbacks into comebacks.

When you entered this world you were born with only two natural fears: 1) The fear of falling, and 2) The fear of loud noises. Aside from the fear of falling and the fear of loud noises, all other fears are learned. Human beings are magnificent at learning and because you have learned to fear, you can naturally empower yourself to move past your fear by learning new ways of behaving.

You can learn to become supremely confident. When you become supremely confident, you become fearless. Fear is your greatest enemy to success. Why? Because fear destroys your level of confidence. Fear is real. Fear is enemy number one to destroying your confidence. Fear is a powerful force. In one way or another fear keeps people from accomplishing what they really want out of life.

*“Fear, uncertainty, and doubt are, and always have been, the greatest enemies of success and happiness.”*

—Brian Tracy, America’s leading business authority on success

The five confidence destroying fears that you will face on the road to success are: 1) Fear of success, 2) Fear of failure, 3) Fear of rejection, 4) Fear of taking a risk, and 5) Fear of the unknown. We will look at each of these fears in more detail over the next few days. Let’s begin with the fear of success.

### **CONFIDENCE DESTROYER 1 - FEAR OF SUCCESS**

Yes, many people are actually afraid of becoming successful. I thought that everybody wanted to be a success, but then I learned that

## Confidence Manifesto

many people are actually sabotage their own success, just to stay at a comfortable, mediocre level.

People who fear success can sometimes appear to be very humble and modest and are disgusted by others who are highly confident. They feel unworthy and undeserving of higher levels of success and achievement. One of the most frequent messages created by the fear of success is, “I do not deserve to earn more money,” or “What will people think of me if I become really successful?”

If you have a fear of success, you need to be convinced that it is appropriate to like yourself and that you are worthy of higher levels of achievement. People can experience fear of success because they don't want others to think less of them, or suspect that they have become successful, rich, big-headed or have dreams beyond their current status in life. Peer group pressure can disable a person's desire to get ahead, simply because they are afraid of the reaction and possibly the pain of rejection if they leave their friends behind and move ahead.

Every 60 seconds, someone in the world becomes a millionaire. That's right. A new millionaire is created every minute of every single day. There are literally millions of millionaires. Some of these millionaires took 60 years to accumulate that much wealth. Others took less than a year. Some did it in less than 90 days. And a few did it in less than a minute.<sup>1</sup> Think about this, according to government figures, in 1980 there were 1.5 millionaires in the United States. By 2000 there were 7 million. The number is expected to grow to approximately 50 million by the year 2020.<sup>2</sup> Why can't one of those millionaires be you?

### CONFIDENCE DESTROYER 2 - FEAR OF FAILURE

*“People are training for success when they should be training for failure. Failure is far more common than success; poverty is more prevalent than wealth; and disappointment more normal than arrival.”*

—J. Wallace Hamilton, Speaker

The fear of failure will keep you from attempting to do the things that you have always longed to do. Fear of failure keeps you stuck at a job that you hate or at a dead end job that is leading you nowhere. The fear of failure will stop you from making forward progress in your life. What have you always wanted to do but have been too afraid to attempt?

Did you know that entrepreneurs almost never get their first business off the ground? Or their second? Or their third? According to Tulane University business Professor Lisa Amos, the average for entrepreneurs is 3.8 failures before they finally make it in business. They are not deterred by problems, mistakes, or errors. Why? Because they don't see setbacks as failures. They recognize that three steps forward and two steps back still equals one step forward. As a result, they overcome the average and become achievers.<sup>3</sup>

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**CONFIDENCE COACHING KEY:**

**Fear says, "What if I fail?"**

**Confidence says, "What if I succeed?"**

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The average millionaire in America has gone bankrupt or out of business 3.5 times on his or her way to becoming a millionaire, and there are now over 4.5 million millionaires in America. The Texas Banking Association estimates that one out of every 36 American workers is a millionaire.<sup>4</sup>

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**CONFIDENCE COACHING KEY:**

**The difference between average people and achieving people is their perception of, and response to, failure.**

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Jonas Salk attempted 200 unsuccessful vaccines for polio before he came up with one that worked. Someone asked him, "How did it feel to fail 200 times trying to invent a vaccine for polio?" This was his response: "I never failed 200 times at anything in my life. My family

## Confidence Manifesto

taught me never to use that word. I simply discovered 200 ways how not to make a vaccine for polio.”<sup>5</sup>

Henry Ford failed and went broke five times before he finally succeeded.<sup>6</sup> Walt Disney went broke seven times and had one nervous breakdown before success smiled on him.<sup>7</sup> Artist Vincent van Gogh, whose beautiful paintings set records for the sums they bring at auction, sold only one painting during his lifetime.

If you have a dream to achieve greatness, you too can fail your way to success if you refuse to give up. Thomas Edison believed, “Many of life’s failures are people who did not realize how close they were to success when they gave up.” Tell yourself, “I’m not a failure. I failed at doing something.” There’s a big difference.

What separates the best in their chosen professions from the rest is their ability to handle failure. They follow the belief system of, “We will not have failure—only success and new learning experiences.”

### HOW CONFIDENT PEOPLE EXPLAIN FAILURE

- Confident people know that failure is not final and success is not forever.
- Confident people see failure as an opportunity to learn and improve. They never blame themselves when they fail, but look to see what went wrong, why it went wrong, and how they can learn from the experience.
- Confident people view failure as merely an opportunity to start over wiser than before.
- Confident people give themselves permission to fail!
- Confident people move past setbacks, trials, obstacles, and failures and keep moving forward to accomplish something great in life.
- Confident people see failure simply as a price they pay to achieve success.
- Confident people know that the fear of failure stops them from forward progress.

- Confidence Coaching Key: You cannot fail without your consent and you cannot succeed without your participation.

Your personal fear of failure, if left stagnant, can become toxic and cause long-lasting damage to your mind, emotions, body, and spirit. From these toxic fears arise guilt, shame, humiliation, self-doubt, and embarrassment. You can hold these feelings inside, using them to undermine yourself, or you may project them onto others and damage relationships with those around you.

The fear of failure gives you a feeling of, “I can’t do that.” I have learned, and you can learn, to destroy or at least neutralize these feelings by repeating this phrase over and over again: “I *can* do it! I *can* do it! I *can* do it!” When do you stop? When you have said it enough that the fear of failure leaves you and you start believing that you can do it. When you repeat these words, your fears are decreasing and your confidence is increasing.

The fear of failure can also make you feel like you are “not good enough.” These feelings will keep you from even trying to accomplish the dream in your heart. You can neutralize these feelings by repeating this phrase over and over again: “I *am* good enough! I *am* good enough! I *am* good enough!” When do you stop? Again, when you have said it enough times that you believe it.

### TODAY’S EXERCISE

Are you afraid of becoming a success? Is the fear of failure keeping you from attempting to do something new? Repeat this phrase over and over again until your fears are released, “I can do it!”

### ENDNOTES

1. Mark Victor Hansen and Robert G. Allen, *The One Minute Millionaire* (New York: Harmony Books, 2002), VIII.
2. Jack Canfield, *The Success Principles* (New York, Harper Collins Publisher, 2005), 393.

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3. John C. Maxwell, *Failing Forward* (Nashville, TN: Thomas Nelson, Inc., 2000) 7-8.
4. Jack Canfield and Mark Victor Hansen, *Chicken Soup for the Soul: Living Your Dreams* (Deerfield Beach, FL: Health Communications, Inc., 2003), 48.
5. John Ortberg, “A Mind-Expanding Faith,” *Preaching Today*, Tape No. 126.
6. Jack Canfield & Mark Hansen, *Living Your Dreams*, 320.
7. Ziglar, *See You At The Top*, 86.

## DAY 16

# Overcoming One of Life's Greatest Challenges

*“We keep going back, stronger, not weaker, because we will not allow rejection to beat us down. It will only strengthen our resolve. To be successful there is no other way.”*

—Earl G. Graves, Founder and publisher of *Black Enterprise* magazine

**W**hat keeps a salesperson from asking a customer to buy their product? What prevents a single person from talking to another single person in whom they have an interest? What keeps a wife from asking her husband to buy her something that she wants? What prevents a person from asking for a better price during the negotiation process of a major purchase? What keeps a person from applying for a job that they may not be totally qualified for? What keeps a person from asking their boss for a raise? The answer: The fear of rejection!

### **CONFIDENCE DESTROYER 3 – THE FEAR OF REJECTION**

Everyone you meet is afraid of both failure and rejection to some degree. Fear of rejection is one of the most common fears shared by all human beings. Nobody wants to be turned down, put down, left out, kicked out, disliked, or unwanted. Everybody wants to be loved, accepted, respected, cared for, and valued by everyone.

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### **CONFIDENCE COACHING KEY:**

**Overcoming rejection is one of life's greatest feats.**

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*“The fear of rejection is worse than rejection itself.”*

—Nora Profit, Widely published award-winning writer

You are not living in a fairy tale world full of people who have all been brainwashed with the same beliefs, opinions, likes, and dislikes that you have. People will reject you no matter how smart you are, how attractive you may be, no matter how loving you are, or how successful you may become. As a matter of fact, you could become just like Jesus Christ himself and some people will still reject you—they did him. No matter what you do or achieve in life people will reject you. Therefore, it is a pointless cause to try to win everyone to your side.

Your life will leave a trail of rejection—rejection is one of life’s givens. You can, however, change the way you think about rejection. You can do this by redefining your personal meaning of rejection. If you will look at each rejection as one step closer to someone’s approval, you will learn to handle rejection in a healthy way.

When trying to sell my very first home, I would call my real estate agent the same night that my home had been shown. When my agent said, “No, they were not interested in buying your home.” I would get really excited and say, “Great! I am one person closer to finding a buyer for my home!” When publishers rejected this book, I would say, “Great! I am only one publisher away from a publisher smart enough to accept my book.”

### CONFIDENCE BUILDING STORY

Baseball’s home run king, Babe Ruth, would strike out and come back to the bench with a smile on his face. His teammates used to say to him, “Babe, you just struck out. How can you smile?” He would confidently reply, “I am just that much closer to my next home run. Just stick around. It will not be long and one of my hits will be sailing over the fence.”

Overcoming rejection is truly one of life’s greatest feats. Every achiever knows that to get ahead you must endure rejection.

Champions know it, sales people understand it, actors endure it, writers face it, and successful telemarketers eat it for breakfast.

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**CONFIDENCE COACHING KEY:**  
**The fear of rejection causes rejection from others.**

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You are more responsible for how you are accepted or rejected than anyone else. Many people spend every waking moment worrying about what others think about them. However, very few people actually realize that people form an opinion of us based on our opinion of ourselves. Stop basing your personal opinion of yourself on the rejection of other people.

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**CONFIDENCE COACHING KEY:**  
**The fear of rejection creates inaction.**

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Here are some typical fear-of-rejection messages: “Why ask him/her for a date, he/she will never go out with me. Why ask? That customer does not want to give me a referral. Why ask? They are not interested in buying today. Why should I cold call? Nobody is interested in our products or services. I’m not going to ask for a raise, the boss may turn me down or get mad at me. Why ask? They don’t want to help me. Why ask? My husband will not buy it for me anyway.”

Do any of these sound familiar?

Confident people deal with rejection very differently than the average person. They accept rejection as part of the process of getting to the place of approval. So, instead of avoiding rejection they have mastered skills necessary to handle it.

**REJECTION HALL OF FAME**

The following are actual rejection notices received for these famous and incredibly successful books.

The Book: *Animal Farm* by George Orwell

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The Rejection: “It is impossible to sell animal stories in the U.S.A.”

The Book: *The Diary of Ann Frank* by Ann Frank

The Rejection: “The girl doesn’t, it seems to me, have a special perception or feeling which would lift that book above the curiosity level.”

The Book: *Lord of the Flies* by William Golding

The Rejection: “It does not seem to us that you have been wholly successful in working out an admittedly promising idea.<sup>1</sup>

The Book: *M\*A\*S\*H* by Richard Hooker

The Rejection: Richard Hooker worked for seven years on his humorous war novel, only to have it rejected by 21 publishers before Morrow decided to publish it. It became a runaway best seller, spawning a blockbuster movie and a highly successful television series.

The Author: Louis L’Amour

The Rejection: He received 350 rejections before he made his first book sale. Now, he is a successful author of over 100 Western novels with over 200 million copies in print.<sup>2</sup>

The Author: Dr. Seuss

The Rejection: His first book, *And to Think I saw it on Mulberry Street*, was rejected by 26 publishers. However, the 27th publisher accepted it and the rest is literary history.

The Movie: Rocky

The Rejection: Sylvester Stallone was rejected over 50 times.

*“The single most important difference between champion achievers and average people is their ability to handle rejection and failure.”*

—Tom Hopkins, Professional speaker and trainer

You can allow each rejection you receive in life to destroy you or you can use every rejection as fuel to ignite your enthusiasm to find

someone who will accept you. Use each rejection as a stepping stone, not a stumbling block, to achieving something extraordinary in your life.

### **TODAY'S EXERCISE**

What is the number one thing you would like somebody to do for you? Ask several different people to do something for you until you get a, "Yes!"

### **ENDNOTES**

1. Anthony Robbins, *Awaken the Giant Within* (New York: Free Press, 2003), 46.
2. Canfield & Hansen, *Living Your Dreams*, 321.



## DAY 17

# Life Does Not Come With a “Money Back Guarantee”

**M**ost of us start out our lives with a healthy attitude toward risk. However, between the ages of 2 and 22, many people undergo a dramatic change of attitude. They become preoccupied with being “comfortable, safe, and secure.” Can people become truly successful if they are unwilling to take a risk? The answer is No! You have to take some risk in life in order to succeed in life.

### **CONFIDENCE DESTROYER 4 – THE FEAR OF TAKING A RISK**

Confident people are risk takers. They boldly step out of their boring comfort zones and decide to live their life in the excitement of the adventure zone. The greatest defeat in life is to never risk a thing. The person who attempts nothing, has nothing, and can only be nothing. You can avoid risky situations, pressures, criticism, suffering, and you may escape the feelings of disappointment, but you will never really live, learn, grow, or change. You will become a caged prisoner in your own comfort zone, held captive by your own inner doubts and fears.

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### **CONFIDENCE COACHING KEY: Getting out of ruts takes guts!**

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Confident people are not afraid to take calculated risk. However, most people are not willing to take a risk. It is easier to play life safely with little or no chance of loss. It is part of human nature to stay in your comfort zone instead of venturing out into the adventure zone.

# Confidence Manifesto

## ADVENTURE ZONE

- Risk
- Unknown
- Creating a Life
- Big Dreams
- Full of Energy
- Life is Exciting
- Financial Abundance
- Living Above The Status Quo



## You Need The Fuel of Confidence to Get You Out of The Comfort Zone

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You will need the fuel of confidence to get you out of your current comfort zone so you can enjoy the life of your dreams.

Please listen my friend; life does not come with a “Money Back Guarantee.” There will always be an element of risk in any endeavor you set out to do in life. Someone wrote: “To laugh is to risk appearing the fool; to weep is to risk appearing sentimental; to reach out for another is to risk exposing your true self; to place your ideas, your dreams before the crowd is to risk their rejection; to love is to risk not being loved in return; to live is to risk dying; to hope is to risk despair; to try is to risk failure.” Let’s face it, life is a series of risks.

Risk is the companion of fear and danger. Confidence or insecurity is revealed in the face of fear. Your personal fears and insecurities can keep you from accomplishing what you really want in life and in business. Your personal fears will keep you from taking a RISK!

Confident people have mastered the art of dealing with and overcoming their fears. Confidence gives you the ability to conquer your fear of taking a risk.

The greatest risk that you will ever take will be the risk to become the person you really want to be. The risk to grow and change will require you to let go of the old, self-doubting, insecure, and fearful self you are accustomed to and to really become the confident person you want to be.

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**CONFIDENCE COACHING KEY:**

**Don't expect to gather a crowd out on the limb.**

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Taking a risk will sometimes leave you out on a limb by yourself. Individuals are often willing to take risks while committees or large groups rarely will. Consensus thinking seldom dares to go out on a limb. It takes every opinion and sandpapers it down to the acceptance of all. That way, no one loses and everyone's contributions are safe. Or are they? To achieve anything extraordinary, there is always risk.

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**CONFIDENCE COACHING KEY:**

**The person who lives an uncommon life will have to forge an uncommon path. The uncommon path is blocked by common thoughts of disapproval, doubt, and fear.**

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Anyone who uses a computer is likely to recognize the name “Microsoft.” What most people don't realize is that Bill Gates, the co-founder of that company, was not just some genius who got lucky, but a person who put himself on the line with no references to back up his belief. He dared to dive into the uncharted waters of the unknown. When he found out that an Albuquerque company was developing something called a “personal computer” that needed BASIC software, he called them and promised to deliver it, even though he had no such thing at the time. Once he had committed himself, he had to find a way to meet the goal. His ability to create a sense of certainty was his



## Confidence Manifesto

real genius. Many people were just as intelligent as he was, but he used his certainty to tap into his resources and within a few weeks he and his partner had written a language that made the personal computer a reality. By putting himself on the line and finding a way, Bill Gates set in motion that day a series of events that changed the way people do business, and he became a billionaire by the time he was 30 years old. Certainty carries power!<sup>1</sup>

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**CONFIDENCE COACHING KEY:**  
**Fear will drive you into poverty.**  
**Confidence will drive you into a wealthy place.**

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*“Never take counsel of your fears.”*

—General “Stonewall” Jackson,  
Confederate general during American Civil War

### CONFIDENCE DESTROYER 5 – FEAR OF THE UNKNOWN

The final confidence destroying fear to examine is the fear of the unknown. We are always unsure of ourselves and face a lack of confidence when we are dealing with the unknown. Watch a mechanic try to repair the engine of a strange automobile that he does not understand. He hesitates. His every movement shows lack of confidence. Then watch a master mechanic who understands the engine he is working with. His every movement exudes confidence. It is the same for anything we are dealing with. The more we know about it, the more confidence we will have in dealing with it.

*“The definition of impossible: something nobody can do  
until somebody does.”*

—John Mason, Best-selling author of *An Enemy Called Average*

Don't be afraid of attempting to do something new. The real spice of life is in doing new things. Those who change history are always those confident champions who dared to attempt the impossible. History books are filled with stories of people who confidently stepped into the unknown and overcame the odds to achieve greatness. Thomas Edison, Christopher Columbus, the Wright Brothers, Alexander Bell, Martin Luther King, Jr., Henry Ford, and even Bill Gates had to confidently stand up and say, “This can be done! I do not care what you think or say! It is possible!” So don't allow those confidence shaking voices stop you from doing something that has never been done before. Born of fear and a lack of confidence, they can be vanquished with a supercharge of confidence.

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**CONFIDENCE COACHING KEY:**  
**Fear runs away from challenges.**  
**Confidence runs toward the challenge.**

---

One of my mentors challenged me one day to start writing a book. I will never forget my first reactions. I thought “Me? Write a book? I could never write a book. I failed English in high school and had to take special English classes to get into college. I can't spell. I don't even know how to operate a computer.” I found out later that I have a gift for writing and I actually enjoy it. You are reading my eighth book in print. Just the other day somebody asked me what my favorite hobby was and I said, “I love to write books.”

The next time you catch yourself saying, “I could never do that,” take a moment to consider how this statement can kill your potential. I could have limited my future by believing I could not write. Make sure you take advantage of every opportunity to expand your abilities. Allow yourself to do those things you don't really think you can do. You can then use your new achievements to give you a sense of confidence that you can do more than you thought. Start by asking yourself, “What more can I do? What more will I be?”

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### TODAY'S EXERCISE

What new door of opportunity is before you? Are you allowing the fear of taking a risk or the fear of the unknown to stop you from achieving something new and amazing? Why?

### ENDNOTE

1. Robbins, *Awaken the Giant Within*, 80.

## DAY 18

# How To Conquer Every Fear— Take Action!

*“The two greatest fear busters are knowledge and action.”*

—Dennis Waitley, best-selling author, speaker,  
and high-performance consultant

### CONFIDENCE BUILDING STORY

**M**y grandfather had an effective way of dealing with any fears I had as a kid. I was very afraid of my grandparent’s horse when I was a young boy, but one day my grandfather finally convinced me to at least get up on the horse and feel what it was like to sit up there. As soon as I got on the horse, my grandfather took a two-by-four and hit the horse on its rear end. That horse took off running as fast as it could across the ten-acre Indiana corn field. I was able to hang on for the first 400 yards and then down to the ground I went. I picked myself up off the ground and was ready to go on another exciting ride. All my fears of riding that horse suddenly vanished that day when my grandfather forced me to face my fears with action.

Another day I was at my grandparent’s lake cottage. I was always afraid of the water, so I would not go swimming with the other kids. Once again, Grandpa had a way of curing my fears. He gathered us together to go for a ride around the lake in the pontoon boat. As soon as we got close to the beach on the lakeshore, he threw me into the water and off he went

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across the lake in the boat. I thought I was going to drown that day. However, I made it to the shore and from that day on I was never afraid of swimming. Once again, when I was forced to confront my fears with corresponding action, my fears were released!

Most people move away from or blatantly avoid fearful situations. Writer and philosopher Ralph Waldo Emerson said his entire life was changed the day he read the words, “If you would be a great success, make a habit throughout your life of doing the things you fear.”

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**CONFIDENCE COACHING KEY:**  
**When you confront your fears with action,**  
**they disappear.**

---



**Destroy The Wall of Fear by Taking  
Action so You Can Achieve Your Dreams.**

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When you confront your personal fears with corresponding action, an amazing thing happens—your fears disappear. Another fascinating principle is that often, when we finally develop the confidence and courage to meet a problem head on, the problem disappears and we don't have to face it. When you have the confidence to make the difficult phone call, confront a problem employee, or make the sacrifice, very often it becomes unnecessary. You can worry about firing an employee for weeks and when you finally get the confidence to break the news, they may tell you that they can't wait to quit working for you.

---

**CONFIDENCE COACHING KEY:**  
**Uncommon acts create an uncommon confidence.**

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*“Believe in yourself. You gain strength, courage, and confidence by every experience that you stop to look fear in the face. You are able to say to yourself, ‘I have lived through this horror. I can take the next thing that comes along.’ You must do that which you think you cannot do.”*

—Eleanor Roosevelt, Wife of American President Franklin D. Roosevelt

Police officers and firefighters deal with fear on a daily basis. The fear of death hits them every time they prepare to arrest a drug dealer or enter a burning building. Just before they go into action they experience the feelings of fear and uncertainty of not knowing whether they will survive or not. However, the force of fear is destroyed when they take the first action step and knock down the door of a drug dealer's house or as the firefighter takes that first step into the burning building to save a child. They literally step into fear with confidence, and because they do, the fear disappears. They are totally focused on the reward of capturing the crooks or saving a person's life. By confronting their fears, they can focus on the immediate situation and get the job done.

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*“The one thing that separates winners from losers is winners take action!”*

—Anthony Robbins, motivational speaker

The moment of truth will eventually come in your life. That special moment when you will have to stop preparing and leap into action. Every new professional athlete plays that first game. Every new doctor treats that first patient. Every new race car driver drives that first official race. Every pilot flies that first solo flight. Every mechanic disassembles that first engine.

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### CONFIDENCE COACHING KEY:

**When you say “I can do it” your fears go away and your self-confidence increases.**

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Everything you truly want in life is on the other side of your greatest fear. To overcome fear you must have confidence that you “can do it” and that you will have a positive, rewarding outcome. You will need added confidence to get you beyond “I can,” or “I will try” to “I will do!” Someone once said, “There isn’t a chance if you are afraid to take it.”

Overcoming life’s obstacles and making it to the top in life will require confident actions. Confidence will move you to action and action will destroy all your fears. Action breeds confidence. Confidence grows by doing, not just by thinking you can. Only courageous actions produce extraordinary results. Webster’s dictionary defines courage as “mental or moral strength to venture, persevere, and withstand danger, fear, or difficulty.” Courage is taking positive moral actions that conjure up fear.

*“Courage is doing what you are afraid to do.  
There can be no courage unless you are scared.”*

—“Eddie” Rickenbacker, highly decorated American WWI aviator

Fear's antidote is confidence. Most of your fears in life rarely come to fruition. You can overcome all your fears and uncertainties and start developing the habit of confident living. You can do this by creating a strategic action plan to help you destroy every fear you have. When you have a strategic plan to counteract your fear, you sow the seeds of confidence and certainty. Here is a chart with a list of fears and a list of corresponding actions to empower you to overcome your fears.

### **FEARS VS. ACTIONS<sup>1</sup>**

<b>Commons Fears</b>	<b>Strategic Plan to Counteract Fear</b>
Poor health	Learn more about good health habits, nutrition, exercise, and your genetics.
Losing your job	Become so valuable that you can't be fired. And if you are, your special skills will open up new opportunities. Keep refining your strengths. Focus on your brilliance; develop excellent connections.
Loneliness	Surround yourself with positive, supportive people. Be a giver. To attract friends, become a friend.
Uncertainty about the future	Most of the jobs in the future haven't even been invented yet. Focus on developing your greatest talents. Design exciting goals.
Dying	It happens to all of us. Have faith. Live every day to the fullest. Explore spiritual truths.
Failure	The spiritual side of you proves there is a bigger plan. God gave you talent. Seek it out. Surround yourself with winners. "Failure" is an opportunity to learn. Making mistakes is essential for long-term success.



## Confidence Manifesto

### Commons Fears

### Strategic Plan to Counteract Fear

Making  
major decisions

Think on paper. Plan ahead.  
Seek good advice.

Rejection

Don't take it personally, especially if you're in a sales career. We all experience some form of rejection every week. Become thick-skinned.

Conflict

Step into the fear. Look for a win/win solution. Accept that conflict is a part of life. Take a course in conflict resolution.

Ignorance/  
Lack of knowledge

Practice the habit of learning something every day. Read, study, become more conscious. Remember: The use of knowledge is your greatest power. Learn more. Become an expert in what you do best.

Losing your family

Continually nourish your most important relationships. Build a lifetime of positive memories you can cherish forever.

Public speaking

Join Toastmaster; take a Dale Carnegie course; join the National Speakers Association; choose a great mentor; write a ten-minute speech about your favorite subject. Practice. Accept opportunities to speak when asked. Hire a speech coach.

Poverty

Learn about money and how a budget works. Check your belief system. Find an excellent financial coach. Set specific goals to save. Invest a portion of everything you earn.

Success

Embrace the fact that success comes from study, hard work, good planning, and taking risks. You deserve it if you do all of this.

I want to challenge you today to live your life contrary to the ordinary. The ordinary person loves to stay within the confines of the comfortable, the easy, and the secure. If you do what everybody else does, then you can expect to get what they get. Do what they fear and they will wish they had what you got.

Brian Tracy made this powerful statement in one of his weekly E-mail newsletters; “Remember that success is rare. Only one person in 100 becomes wealthy in the course of a lifetime. Only 5 percent achieve financial independence. That means that the odds against you are 19-to-1. The only way that you’re going to achieve your financial goals is if you get really serious. To succeed, you must get serious. You must get busy. You must get active. You must get going.”

*“On the plains of hesitation bleach the bones of countless millions who at the dawn of victory sat down to wait—and waiting, died.”*

—Burt Dubin, business coach and professional speakers’ mentor

Failure’s most successful strategy is procrastination. This causes the person to get into the “until” game. The “until” people are always waiting...

...until they have more time.

...until they make more money.

...until things change.

...until the conditions are favorable.

...until things settle down.

...until, until, until.

Take action today! It is critical that you understand this one thing: Confidence grows by doing, not by just thinking. Only action produces results and builds more confidence along the way. Don’t allow your personal fears to keep you in a state of procrastination and inaction any longer. Real confidence in yourself is always demonstrated by action. It only takes a small leap to bridge the gap between fear and confidence. You are only one action away!

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Langston Hughes said, “Hold fast to dreams for if dreams die, life is a broken-winged bird that cannot fly.” Remember my friend; the confident person is a different breed. They dare to believe that they can fly. You have a choice, huddle in the shadows of earth or leap off the mountain cliffs and soar into the sunlight of the sky.

*“Come to the edge.”*

*“It’s too high.”*

*“Come to the edge.”*

*“We might fall.”*

*“Come to the edge.”*

*And they came.*

*And he pushed them.*

*And they flew.*

—From a speech given by Garland Wright,  
Artistic Director of the Guthrie Theater

### TODAY’S EXERCISE

What are some of your greatest fears? When do they manifest? How do they manifest? What are you feeling fearful about? What is the next immediate action step you are going to take in order to confront your greatest fear?

### ENDNOTE

1. Canfield & Hansen, *The Power of Focus, The Achievers Coaching Program*, 165-166.

## Keep Your Eyes on the Prize

*“Without the promise of success or fruit or reward, life becomes a drudgery. God works by the reward system.”*

—Pastor Dave Williams, Mount Hope Church, Lansing, Michigan

I am not a television watcher. However, my favorite TV show is “The Fear Factor.” I love this show because most of the contestants model the force of confidence. This show teaches us the powerful principle of focus.

What would cause a person to eat cow eyes, African cave spiders, and chicken eggs with baby chickens in the egg? What would cause a person to jump off the top of one speeding semi trailer onto another, reach their hand into a fish tank with electric eels, or get into a box the size of a coffin and have snakes, scorpions, and roaches poured on them?

First, it is the reward of winning. Second, it is the reward of \$50,000 if they win. These people have learned the art of confronting their greatest fears with action by keeping their focus on the future reward that overcoming their fears will produce. I have found that people are motivated to action in three basic ways:

**Motivator 1. Incentive** based on rewards. Your boss says, “Whoever sells the most products today will receive a \$1,000 bonus.”

**Motivator 2. Fear** based on punishment. Your boss says, “If you do not sell your quota today you are fired.”

**Motivator 3. Greatness** based on the possibility of who you can become—a champion! Your boss says, “You have the ability to be the number one salesperson this month.”

## Confidence Manifesto



**Destroy The Wall of Fear by Taking  
Action so You Can Achieve Your Dreams.**

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When I first started working as a professional speaker, I thought I could just send out marketing material and people would start calling me out of the blue to have me speak at their business or organization. I sat by my phone...and I sat by my phone...and nobody, and I mean nobody, called me. Thankfully a friend of mine, who is also in the speaking business, told me clients will rarely, if ever, call you. He also taught me that the main thing a new speaker had to do was make phone calls to potential clients and “sell myself.” I instantly thought, “I hate cold calling. I hate being rejected. I can’t do it.” However, my next thought was, “If I don’t get some speaking engagements really fast, I am not going to be able to put food on the table.”

The reward of food being on the table and my bills being paid moved me to overcome my fear of rejection. So I picked up the telephone and started calling potential clients. My friend told me that I

would need to make about 20 calls in order to book one client. I decided that I was not going to focus on the rejections that I was going to receive. Instead, I chose to focus on the reward of landing one customer that would produce a financial reward for me at that time of \$2,000-\$10,000. This financial reward motivated me to keep calling until someone said, "Yes!" By focusing on the reward, I was able to confidently move into action and destroy the wall of fear that was keeping me from success in life. Those early days of cold calling were not very easy. However, by focusing on the rewards I was able to overcome my fear of cold calling and actually got to a place where the rewards for my efforts were turning out so good that I started looking forward to the days I made cold calls.

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**CONFIDENCE COACHING KEY:**  
**Rewards motivate us to action.**

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The reward of a paycheck coming to you on Friday motivates you to get out of bed on a cold Monday morning and go to work. Even a stubborn, lazy donkey is motivated to action when you place a carrot in front of its face.

Many people go through life and never get to experience the joy of actually eating the carrot. The only way I can stop a really hungry donkey that sees a carrot in front of his nose from moving to action so he can eat the carrot is to break his focus. If I can get the donkey to focus on the vomit that he threw up the last time he ate a carrot, it could cause the donkey to stop moving toward experiencing the same reward of eating the carrot.

*"I believe that life is constantly testing us for our level of commitment, and life's greatest rewards are reserved for those who demonstrate a never-ending commitment to act until they achieve."*

—Anthony Robbins, motivational speaker

## Confidence Manifesto

Many people major on their fears instead of focusing on the rewards that they will receive by destroying their fears with their corresponding action. Many people stop short of receiving their rewards in life because they allow their focus to be broken. There is nothing more discouraging and draining in life than to work hard and receive little or no rewards for our effort. Today, I want to give you some focus facts that will help you stay motivated so you can press through all your fears and obtain the rewards that you really want in life.

### **FOCUS FACT 1 – YOUR FOCUS MUST BE ON ONE THING OR IT BECOMES A BROKEN FOCUS.**

Phenomenal success is the natural outcome of a focused life. Companies invest \$2.4 million for one commercial during the Super Bowl game to capture one minute of your concentrated focus. The main reason most people struggle professionally and personally is simply lack of focus. They allow themselves to be easily distracted and interrupted.

Walt Disney was a very successful and focused man. He made this statement, “I love Mickey Mouse more than any woman I’ve ever known.” Simply put, the successful man is the average man, focused. Every great life has a focus. Focus equals power. Focus gives you both strength and direction. Most people today are living scattered, frantic lives that desperately need a focus. Day by day they add more and more activities but are not seeing progress. The missing piece of the puzzle is their lack of focus. When you start understanding and applying the principle of focus to your life you will become a virtually unstoppable force.

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### **CONFIDENCE COACHING KEY:**

**Champions know what to ignore and what to focus on.**

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Your focus needs to be razor sharp. How do you sharpen your focus? You can sharpen your focus by choosing what you are going to ignore. Six things to ignore in order for you to sharpen your focus:

**Ignore** Past Mistakes

**Ignore** Distractions

**Ignore** Wrong People

**Ignore** Your Critics

**Ignore** Negative Atmospheres

**Ignore** Substitutes

Champions focus on tomorrow instead of the past; the possibilities instead of the pain; and, the rewards instead of the risk. You can also sharpen your focus by choosing what reward motivates you the most. Here are ten rewards produced by your personal accomplishments:

**Rewards**

Happiness

Wealth

Recognition

Self-Expression

Love

Respect

Pleasure

Survival

Power

Friends

Which of these rewards motivate you the most? Then focus on it! Keep your eyes on the prize! Don't allow your focus to be broken by focusing on your fears. For focus to be a force it must be aimed in one direction.

**FOCUS FACT 2 – FOCUS DETERMINES YOUR DIRECTION.**

They teach race car drivers to not look at the wall when they are driving around the track. Why? Because what has your attention will have your direction. If the wall has the race car driver's attention, guess what? The driver will inevitably hit the wall. Have you ever been



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driving down a country road and notice that a car had wrecked into the only tree along an open field? What caused the driver to crash into the tree and not into the large open field? In the tailspin, the tree caught the driver's attention. Therefore, the tree had the driver's direction.

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### **CONFIDENCE COACHING KEY:**

**What you focus on, you will naturally move toward.**

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You will always move toward your most dominant thought. You must have a thought of reward in your vision at all times. You must visualize the pain of failure and the rewards of accomplishment.

#### **FOCUS FACT 3 – FOCUS DETERMINES YOUR LEVEL OF ENERGY.**

Your energy will stop at the point of your focus. In high school, I was the captain of our track team. My track coach taught me to focus my attention five yards beyond the finish line. If I focused directly on the finish line my energy would run out and stop before the finish line and I would lose several seconds and possibly lose the race.

Karate experts teach their students who are attempting to break cement blocks, to focus a half inch below the blocks so they will have the energy to follow through and break the last block. Focus becomes a mighty force when it is applied properly.

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### **CONFIDENCE COACHING KEY:**

**When you focus on the reward, you will have the energy you need to continue to act until you obtain your reward.**

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#### **FOCUS FACT 4 – YOUR FOCUS SHOULD BE ON YOUR STRENGTHS.**

In Dr. David Nivens book, *100 Simple Secrets of Successful People*, is this powerful statement: "Open up a motivational book, listen to a

tape, attend a lecture, and you will hear all about the wonderful powers you possess and the amazing feats you are capable of. It is true that you must believe in yourself to succeed. To that extent, such a message is useful to you. But an exaggerated sense of your abilities is no more valuable to you in the long run than a stunted sense of your abilities. You do not, you should not, try to convince yourself you are Superman or Superwoman. You do yourself a disservice by trying to claim too many strengths because such an effort will ultimately undermine your confidence in the areas in which you do excel. Failure will be your kryptonite, and all your self-confidence powers will fade. The best self-confidence is based on a realistic assessment of all your abilities, and it highlights the path to all your dreams.”

*“Confidence, in combination with a realistic self-appraisal produces a 30 percent increase in life satisfaction.”*

—Dr. David Niven<sup>1</sup>

When you concentrate on your weaknesses you lose confidence and self-respect. No matter which profession or sport you choose, the big winners all have one thing in common. They spend most of their time focusing on their strengths. Business coach Dan Sullivan says, “If you spend too much time working on your weaknesses, all you end up with is a lot of strong weaknesses!” It just keeps you average. Your greatest rewards in life will come from spending the vast majority of your time in the areas of your strengths. Stop looking at your weaknesses. Start concentrating on your strengths. A true champion never magnifies their weakness.

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**CONFIDENCE COACHING KEY:**  
**Focus on one thing you are good at and**  
**then specialize until you are special.**

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Champions do not focus on the strengths of their competitor. They focus on the rewards of beating their competitor. Former World Heavy-Weight Boxing Champion, Evander Holyfield, did not go into a

## Confidence Manifesto

boxing match with Mike Tyson focusing on how Mike bit off his ear in their last match or how much more physically fit his opponent was. Evander was focused on the reward of a \$30 million payoff after the fight was over. By focusing on the reward, Evander confidently stepped into the ring and conquered his fears and his opponent.

There is never a reward without a fight. There will always be a fight to win before you receive your desired reward. If success came without a fight, then everyone would experience it. If being a success in life was easy, everyone would experience it. Remember, God is good. Life is a fight, so fight life through until you win!

*“The most rewarding things you do in life are often the ones that look like they cannot be done”*

—Arnold Palmer, successful professional golfer

For the next ten consecutive days I want you to work on sharpening your focus. Make sure that your whole focus in life is on solutions and not on problems. The minute you see a possible challenge, immediately focus on what the solution could be. Stop focusing on what you can't do and what you should have done. Get your “buts” and “what ifs” and “should haves” out of the way. Losers focus on what they are going *through*. Champions focus on what they are going *to*.

I can tell your level of confidence by your daily focus. Your focus reveals and determines your level of confidence. Let's look at the difference between what confident people choose to focus on versus what insecure people focus on:

### **Confident People Focus On**

Being confident  
Success  
Possibilities  
Rewards  
Seeking growth  
Learning as a lifestyle  
Reaching goals

### **Insecure People Focus On**

Being afraid  
Failure  
Limitations  
Problems  
Avoiding change & pain  
Learning as an effort  
Falling short

**Confident People Focus On**

The right doors opening  
Results  
Health  
Prosperity  
Happiness  
Future  
Planning for the future  
The need to explore  
Expanding their potential  
Setting the standard  
People as extraordinary  
Being responsible  
Seeing the results

**Insecure People Focus On**

Brick walls  
Frustrations  
Sickness  
Poverty  
Depression  
Current problems  
Blaming the past  
Sticking with the familiar  
Feeling secure  
Meeting the standard  
People as ordinary  
Pointing the finger  
Making excuses

*“The winners in life think constantly in terms of, ‘I can,’ ‘I will,’ and ‘I am.’ Losers, on the other hand, concentrate on what they should have done, or what they can’t do.”*

—Dennis Waitley

To bust through your current plateaus, you are going to have to learn how to kick your fears out of the way. Fear will stop you from progress and success. Somewhere along the line you have to stop allowing fear to control your life. The encouragement I give you is that people who realize their dreams are not without fears, but are people who are willing to move forward in the face of fear. Obstacles lie in their path as with everyone, but they understand that overcoming these obstacles is a part of life and, ironically, part of the reward.

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**CONFIDENCE COACHING KEY:**

**Keep your eyes on the prize.**

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No matter what is going on around you, stay focused on the rewards of obtaining your dreams and goals.

## Confidence Manifesto

### TODAY'S EXERCISE

List three things you are brilliant at doing. These are activities you do effortlessly, that give you energy, and that produce the greatest results. What rewards motivate you? Focus on the benefits and rewards of sticking to your dreams, and remind yourself of the negative consequences if you don't. What do you need to ignore for you to sharpen your focus?

### ENDNOTE

1. David Niven, *The 100 Simple Secrets of Successful People* (New York: Harper Collins Publishers, Inc., 2002), 160-161.

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# The Triangle of Supreme Confidence

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## DAY 20

# Change Your Picture So You Can Change Your Performance

### CONFIDENCE BUILDING STORY

I heard a true story that will help you understand the power of visualization. Gunder Burkeland was born in Norway. At the age of 2, Gunder contracted polio. His legs shriveled up and would not work. His parents would put him in a wooden box. They would tie a rope onto the box and pull him around in the box. In the winter time they had ski runners on the box, and in summer they put wheels on it. For several years he heard such things as: “You will never walk. You will never do anything or have anything. You will never amount to much. You will not live long.”

Can you imagine hearing all those negative words spoken about you? Maybe people have said the same thing about you. Can you imagine watching everyone walking around having fun, but there you are in a box? Do you feel like you have “legs” and great talents yet people around you keep trying to put you in a box and tell you that you will never amount to anything? If so, the rest of this story will encourage you.

One day his parents sat little 7-year-old Gunder Birkeland before a mirror. He looked into the mirror that day and saw a new picture of himself. He did not see himself trapped in that old, ugly box. He saw himself standing up like every normal kid.



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This new photograph transformed his life. After that vision, he would rock back and forth until he tipped the box over. Every now and then his parents would come in and scold him and spank him. They would say, "Get back in that box." But as soon as they left, he would rock back and forth again, and he would get out of the box. He kept saying to himself, "I'm getting out of this box. I'm getting out of this box!" and eventually he did.

He started with a crawl as he dragged himself across the floor. Then he started getting up on his deformed little legs. Pretty soon he began to walk. What people said he could never do, he began to do.

Gunder Birkeland outlived every one of his relatives and he died at the age of 75. He became one of the ten wealthiest men in Seattle, Washington, where he lived most of his life. The space shuttle was built on his property. Gunder left this testimony:

"I realized that I did not have to stay in the box. My mission in life is to tell people this: You don't have to stay in the box either. You can get out. You can become what you see in your spirit, and in your dream. And you can obtain, you can abound in this life. You can get out of the box. You don't have to be surrounded by adversity of circumstances. You can get out of the box!"<sup>1</sup>

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**CONFIDENCE BUILDING KEY:**  
**The goal of every enemy in your life**  
**is to destroy your self-portrait.**

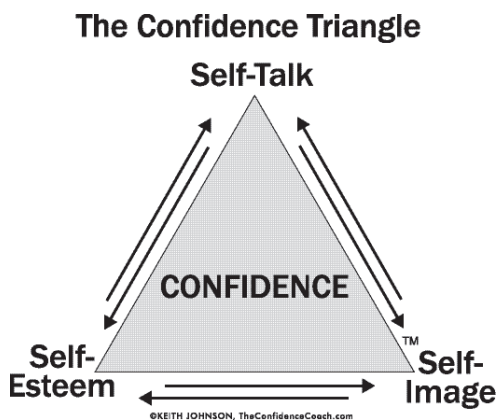
---

Do not allow other people to create in you an image of failure or destroy your image of success. In order for you to live at your full potential and fulfill your destiny in life, you have got to get out of the box that people like to put you in and the box that you may put yourself in. Stop believing what other people have said about you and your

future. Refuse to allow other people to destroy your confidence. Look at yourself in the mirror and see yourself as strong, confident, intelligent, successful, good-looking, and a true champion in life.

*“My friends said that they did not believe I could become a professional speaker, so I did something about it. I found some new friends.”*

—Joe Larson, professional speaker



Do not accept any labels people have given you. Labels will cripple you and limit your confidence and your potential. You are not your past! You are not what people have said that you are! As a matter of fact, you are much better than what people have said you are. I will be so bold as to say you are even better than what you have said you are.

Let's discuss your self-image today.

Your personal level of confidence is determined by three things; your self-talk, your self-esteem, and your self-image. This is what I call *The Confidence Triangle*. Today we will look at the first leg of the triangle which is your self-image. The word *image* is the root word for imagination, meaning something in the mind. Your self-image is simply a mental picture of how you see yourself.

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**CONFIDENCE COACHING KEY:**  
**How you see yourself determines the level of  
success you will achieve in life.**

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## Confidence Manifesto

Your positive self-image is a major key to your future success. Developing a positive self-image is based on the principle that each of us is the product of what we think and believe about ourselves. The more positive your self-image, the more opportunities you will have to achieve success. Eventually, all of us have to come to grips with how we see ourselves. How do you see yourself? When you look into the mirror, what do you see? This is a very important question and you should really take a moment and think about it.

Your self-image determines how you see yourself, the world, and life in general. How you see yourself determines how you will function in life. You must have a visual photograph of what you want to become, achieve, or possess in your future. Why? Because you are motivated to become what you picture yourself to be.

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**CONFIDENCE COACHING KEY:**  
**You are motivated to become what you  
picture yourself to be.**

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Your behavior is a mirror image revealing your self-portrait. If you see yourself as a champion in life, you will be motivated to develop all the positive qualities and actions of a winner. However, if you see yourself as a loser, you will continue to experience one failure after another in life.

If you see yourself as being ignorant, you will always have difficulty with your ability to study, read, and learn new facts. Then you will develop an attitude of “I have a hard time reading and studying.” Therefore, you will not even try. If you see yourself as being poor, you will continue to live in poverty. If you see yourself as a klutz in sports, you will fumble all over yourself on the court. If you see yourself as a poor communicator, you will always have a hard time developing relationships with other people or speaking in front of crowds. The more you tell yourself that you are ugly, hopeless, worthless, a failure, or unable to do something, the more deeply embedded that self-image becomes.

## FOUR FACTS ABOUT YOUR SELF-IMAGE

*Fact 1. You will only rise to the level of your own self-image.*

Your self-image is like a thermostat that will only allow you to perform within the prescribed range. You will act and perform in direct response to your self-image. It is axiomatic that “water will always seek its own level.” You will always live your life at the level of your own self-image. When you are fishing, you throw your line into the water and the bobber will naturally rise to the level of the water. Once the bobber rises all the way to the top of the water, it has now hit a “glass wall” that keeps the bobber from going any higher than the water table of the lake. In the same way, your low self-image creates an invisible glass over you preventing you from achieving your full potential.

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### CONFIDENCE COACHING KEY:

**You can never outperform your inner self-image.**

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The first step toward improving your job performance has nothing to do with the job itself but instead with improving how you feel about yourself. Every man or woman will rapidly rise in life, business, performance, or success in relation to the level of their own self-image. Once that level is reached, you stop the progress of your full potential. A *positive* self-image enables you to set goals for your future that will reflect your true potential. A distorted photograph of yourself, created by your *negative* belief systems, will create a glass ceiling that limits you from achieving higher levels of success in life.

### CONFIDENCE BUILDER STORY

A story in the book *Confidence* by Alan Loy McGinnis, reveals the importance of having a positive self-image. Consider this man, who had several strikes against him. As a boy he was extremely thin and painfully shy. He wanted to be hard-boiled, tough, and fat, but no matter how many milk

## Confidence Manifesto

shakes and banana splits he downed, he couldn't gain a pound. To make matters worse, he was a minister's son, and that was an inhibiting factor for somebody growing up in the small towns of Ohio. Practically every member of his family was a public performer—a platform speaker—and that was the last thing he wanted to be.

“I was shy and bashful,” he says, “and this self-image of inadequacy might have gone on indefinitely had it not been for something a professor said to me during my sophomore year in college. One day after I had made a miserable showing, he told me to wait after class. ‘How long are you going to be bashful like this, a scared rabbit afraid of the sound of your own voice?’ he demanded. ‘You’d better change the way you think about yourself before it is too late.’”

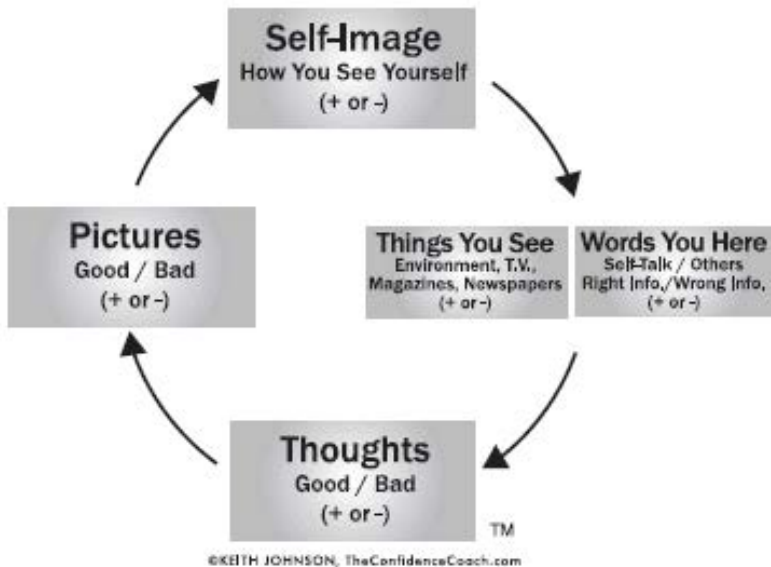
That may sound like a strong dose of medicine for the young boy, but it worked. The boy's name was Norman Vincent Peale, and he went on to become one of America's most popular preachers and writers.

You'd better change the way you think about yourself. Is it really possible to make such a change? After that encounter, Peale says something did change, “The inferiority feelings were not all gone; I have some of them to this day. But I changed the image I had of myself—and with it the course of my life.”

When you change your self-image you will increase your potential and maximize your performance just like Norman Vincent Peale did. Your self-image is a blueprint of what you can accomplish, the people you will hang around, what you will attempt to try, and what you will avoid.

*Fact 2. Images are created by your thoughts.*

Many people think they can change their inner image by changing their outer image. To do so, they buy new cars, homes, clothes, and change occupations in an effort to change their self-image. Nothing can be more burdensome than trying to change your outward image without first changing your inward image.



Images are created in all of us by the words we hear and the pictures we see. We are told that two-thirds of our lifetime impressions are made before we are seven years old.<sup>2</sup> In reality, your self-image was formed in your mind during your childhood. In order for you to change the wrong image you have of yourself, you must first change the way you think about yourself.

Your thoughts are a product of the words you hear (self-talk and others) and the pictures (environment, television, magazines, newspapers) you see. Thoughts create images in your mind. The words that you hear create the thoughts that generate the pictures in your mind. If we were in the same room together and I said “pink elephant” your mind would instantly picture a pink elephant.

Changing the place from where you get your information can erase negative thoughts and pictures. Delete the negative thoughts and images that your parents may have spoken over you, what your ex-husband/wife said about you, what doctors might have told you, or what your old school mates used to say about you. This is wrong information that must be rejected so you can create a new self-image.

Start thinking some new thoughts and you will begin to see a new picture of yourself. What you start picturing in your mind, your mind

## Confidence Manifesto

will go to work to accomplish. When you change your picture you automatically change your performance.

*Fact 3. You can delete your old self-image.*

One of the most powerful things you can do in life is to create a new, positive self-image. The next most powerful thing you can do is to destroy all negative images you have of yourself.

The picture you have of yourself has been developed in the dark room of your past experiences. Each failure, success, how your parents treated you, created either positive or negative images of yourself. I recently purchased a new digital camera. I love my camera because after every shot I take, I can review it. If I do not like the picture I see, I can choose to delete the distorted or ugly pictures. I can also choose to keep all the good pictures. You can choose to delete that “digital” photograph that you have in your mind about yourself and take a new snapshot of the successful, confident, new you.

*Fact 4. You can create a new image of success.*

The “You,” you see today, is nothing compared to the “You,” you can become! Developing a new picture of yourself is the way to move into a new realm of success in life. Stop looking at the ugly, distorted picture of yourself. Stop seeing yourself through your failure glasses. Go buy a set of success glasses. See yourself as a confident champion in life, full of potential, enthusiasm, personality, and a person of promise.

### CONFIDENCE BUILDING STORY

Like many fairy tales, the story of Rapunzel has a deeper meaning—it is a story about self-image. Rapunzel is a young lady who lives locked up in a castle, imprisoned by an old witch. One day, a handsome prince passes by the tower and tells Rapunzel of her loveliness. She lets down her golden locks, (apparently of some considerable length), so he may climb her hair to rescue her.

It is neither the castle nor the witch that has kept her a prisoner, but the belief in her own ugliness. When she recognizes her beauty, reflected in the face of her Prince Charming, she sees that she can be set free. We all need to be aware of the witch (or witches) inside ourselves that are stopping us from breaking free.<sup>3</sup>

You, like Rapunzel, can change your self-image! You can change your inner self-image by changing the inner picture that you currently have of yourself. Simply replace those old negative images of yourself with positive images. See yourself the way God sees you: Confident! Smart! Beautiful! Gifted! Loved! Special! A confident champion in life!

### TODAY'S EXERCISE

What kind of labels have people put on you? Have you accepted these labels? If so, don't you think it is about time to shed these labels?

### ENDNOTES

1. Robert Tilton, *Charting Your Course By The Dream In Your Heart*, (Dallas, Word of Faith Publishing, 1983), 32-34.
2. Edwin Louis Cole, *The Potential Principle* (Springdale: Whitaker House, 1984), 45.
3. Andrew Matthews, *Being Happy! A Handbook To Greater Confidence & Security* (Singapore: Media Masters Pte. Ltd., 1994), 22.





## Fall In Love With Yourself First

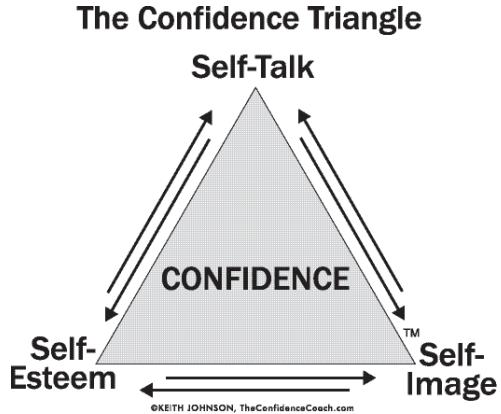
### CONFIDENCE BUILDING STORY

She was born black in a poor, broken home in rural Mississippi. She ran away from home at age 13 because she was being sexually abused by an uncle. At age 14 she had a premature baby who died shortly after birth. She had every right to hate herself, people, God, and life. However, in spite of all these horrific things that happened in her early life, she did not let go of her confidence. She became one of the most successful women in the television industry and one of the wealthiest women in the world. Oprah Winfrey is living proof that maintaining a healthy self-esteem is a major factor to producing a happy and successful life.

Dr. Nathaniel Branden is known as the psychologist who awakened America's consciousness to the importance of self-esteem. He made this profound statement in his book *How to Raise Your Self-Esteem*: "Apart from problems that are biological in origin, I cannot think of a single psychological difficulty—from anxiety and depression, to fear of intimacy or of success, to alcohol or drug abuse, to underachievement at school or at work, to spouse battering or child molestation, to sexual dysfunctions or emotional immaturity, to suicide or crimes of violence—that is not traceable to poor self-esteem. Of all the judgments we pass, none is as important as the one we pass on ourselves. Positive self-esteem is a cardinal requirement of a fulfilling life."

## Confidence Manifesto

Today, we are going to look at the second leg on the confidence triangle called self-esteem. What is self-esteem? It is “how much you love or like yourself.” It is your own personal estimation of your worth to the world. It is the value that you place upon who you are and what you do. Your self-esteem, in turn, is determined by your self-image which we talked about on a previous day.



Your performance in life will thrive when you boost your self-esteem. Whatever you honestly believe about yourself on the inside is what you will manifest on the outside. If you feel invaluable, unlovely, unlovable, or unhappy on the inside, that is how you are going to feel and behave on the outside.

I have noticed that people who like themselves are better able to learn than those who do not. When you like yourself, you are more open, receptive, and relaxed, which are qualities or conditions that are necessary to take in and absorb new information. When a slow learner is ignited with confidence in their own abilities, they can quickly become fast learners.

When you start liking yourself, you will increase the number of people who will like you. You will also attract more quality people into your life. Why? Because when self-esteem is at a high level, people are easy to get along with. They are cheerful, generous, tolerant, and willing to listen to other’s ideas. They have taken care of their own primary needs and are able to think about the needs of others. Their own personalities are so strong and secure that they can afford to take a few risks. They can afford to be wrong occasionally. They can admit to themselves that they have made a mistake. They can even be criticized and insulted, and take it in stride. Such things only make a small dent in their self-esteem and they have plenty more left.

When you look into the mirror, how do you feel? What kind of inner dialogue do you go into when you look into that mirror? Do you like what you are looking at? Or do you hate what you are looking at? Just how valuable do you think you are? Do you dislike yourself?

Your self-esteem may be so low you actually hate yourself. When people dislike themselves they tend to develop self-destructive behaviors. For example, when you do not like yourself, you will have a tendency to abuse yourself. This may take the form of junk food binges, eating disorders (anorexia, bulimia, and gluttony), accidents, illnesses, overindulgence of alcohol or drugs, self-rejection, self-mutilation, and self-punishment. These acts are not necessarily conscious ones. It is simply that the way you treat yourself will automatically reflect how much you like yourself at any given moment. Do you have any of these tendencies?

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**CONFIDENCE COACHING KEY:**

**You must accept yourself before you can really like anyone else or before you can accept the fact that you deserve success and happiness.**

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The person with low self-esteem thinks, “I don’t deserve success, happiness, and peace of mind.” These thoughts lead a person to subconsciously sabotage his/her own success and happiness. Whenever exciting opportunities come along, a chance to take a new job promotion, an opportunity to develop a relationship with a quality person who will treat them with respect, or a chance to do something adventurous, that person will either consciously or subconsciously find reasons why it can’t be done.

Most people who have low self-esteem don’t even try to succeed. Why? Because they feel as if it’s not worth trying because they are convinced they will fail anyway. Their opinion of themselves is so low they have resigned themselves to playing the role of the loser or the victim. They believe that, in life, others win and succeed but not them. They become trapped in this cycle.

## Confidence Manifesto

How does self-esteem seem to erode away? I like Anthony Robbins' description of how our self-esteem can be reduced to nothing in his book, *Awaken the Giant Within*. Imagine playing tennis and hitting a poor serve. From your perspective, you blew it. From your opponent's perspective, it was a great shot—for him. From the line judge's perspective, the serve was neither good nor bad; it was simply "in" or "out." What often happens after hitting a poor shot? People start generalizing—and more often than not, in a disempowering way. "What a terrible serve" becomes "I couldn't serve today to save my life." Their next few serves are likely to be equally underwhelming. Then the train of generalization picks up speed, moving from "I can't serve" to "I'm really not such a hot tennis player" to "I never seem to be able to master anything" to "I'm a horrible person." It looks ludicrous here, spelled out in lurid detail, but isn't this the way it happens in so many areas of our lives? If we fail to take control of our evaluation process, it literally runs wild and sweeps us into the spiraling pattern of self-recrimination.<sup>1</sup>

Most people with low self-esteem allow one or two failures in the past to bring them to the conclusion that they are a "no-good, piece of trash." Don't allow your personal failures to determine your self-worth. Stop beating yourself up just because on the tennis court of life you happened to hit one bad serve! Stop hating yourself just because you made one wrong decision. People who are confident don't give up! They keep trying because they don't base their self-worth on their performance or a negative experience. Instead, they have an internally based self-image. Rather than say, "I am a failure," they say, "I missed that one," "I made a mistake," or "I will do it again."

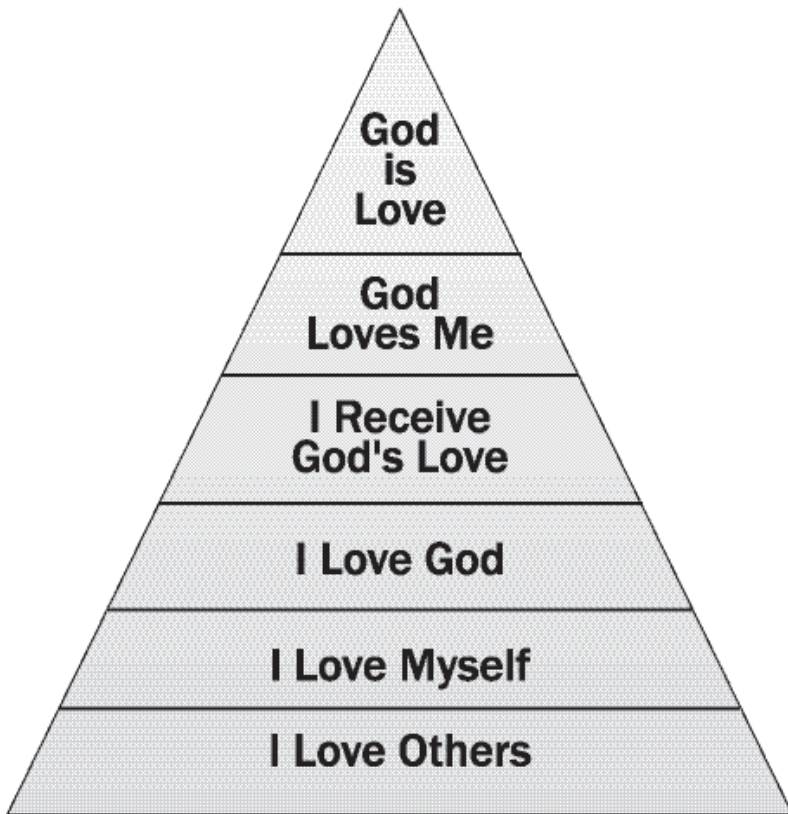
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**CONFIDENCE COACHING KEY:**  
**Self-hatred destroys your confidence—**  
**so fall in love with yourself.**

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Love is unconditionally accepting yourself the way you are. One of the most quoted Scriptures in the Bible is, "You shall love your neighbor as you love yourself." You cannot properly love other people

# The Love Pyramid



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until you first learn to fall in love with yourself. You cannot give something away that you do not have. Therefore, you must know that if nobody else loves you, God loves you.<sup>2</sup> However, you must receive His love so you can give some away to yourself and others. Psychologists are even telling us that unless you love yourself in the sense of having some self-esteem, it is impossible for you to feel friendly toward other people. Let's look at some other key clues that will reveal symptoms of self-hatred:

## Confidence Manifesto

### SYMPTOMS OF SELF-HATRED

Feeling unattractive and undesirable

Hating aspects of your personality and physical body

Self-condemnation and self-rejection

Insecurity

Highly sensitive and critical

Sense of unworthiness or worthlessness

Depression

Thoughts of suicide

Underestimating your abilities

Feelings of inadequacy

Difficulty receiving compliments

Difficulty receiving love

Difficulty getting along with people

Do you have any of these symptoms? If so, I have some great news for you today! If you do not like yourself, do not worry anymore. Why? Because you are not stuck with “who” you are or “where” you are. You can change! You can fall in love with yourself! You can grow! You can become bigger and better than you are today. You may be thinking, “How can I improve my self-esteem?”

### FOUR KEYS TO UNLOCKING THE DOOR TO A HIGH-ESTEEM LIFESTYLE

*“A piece of paper coming out of the presses of the U.S. Treasury can be worth either \$1 or \$1,000. It depends on the message that is printed on it.”*

—Jim Hartness and Neil Eskelin, co-authors of *The 24-Hour Turn-Around*

*High-Esteem Key 1 – Discover your value.*

Improving your self-esteem starts by changing the way you think about the value of each human being on this earth—especially yourself! You are unique, one of a kind. You are worth millions of dollars! There is nobody in the world like you. Nobody else in this world has the exact same voice as you. Nobody has the same finger print or DNA as you. Nobody has the same facial features or expressions you do. This makes you special. Therefore, you have something you can contribute to the world that nobody else can give.

*“If you put a small value on yourself, rest assured that the world will not raise your price.”*

—Author unknown

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**CONFIDENCE COACHING KEY:**

**Stop trying to be somebody or something you are not.**

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My grandmother has always had a problem with her weight. For as long as I can remember she was always on some kind of new diet. She is very hard on herself because of her weight. I made a comment to her one day that really helped her, I said, “Grandma, you would not be Grandma if you did not have the extra weight on your body. I like to feel that extra meat on your body when you give me a big hug. I like your hugs better than my skinny Grandma’s hugs.” An amazing thing has happened to her. Now that she does not allow her weight to determine her value; she has lost more weight than she ever has.

Billionaire Donald Trump has an unattractive head of hair, but he does not change it. His difference or weakness has become his trademark. Almost every woman has one part of her body that she does not like. Sadly, most women tie their entire self-esteem on that one body part that they do not like. Fall in love with your weakness and turn your difference into your personal trademark.



### **CONFIDENCE COACHING KEY:**

**You can make a difference and your difference can make you. Allow your difference to define you and not confine you.**

---

Somebody is going to love what makes you different from everybody else. Usually, when we were young someone discovered our uniqueness and made fun of us. Sometimes what we consider weaknesses are actually God-implemented “plus factors.” Do you shop at one store because it reminds you of another? Of course not! You shop at different stores because they are different. If there are two identical stores in town, there is no need for one of them. It is your personal difference that makes the difference.

If you are going to start feeling better about yourself, you must start by knowing that you are valuable and unique. Love is a choice. You have to choose to love some people even though you do not like everything about them. Falling in love with yourself is also a choice. You can choose to love your differences or you can choose to hate them. Remember, you will be known for your differences not your similarities. The price of popularity is conformity. Popularity is when people like you. Confidence is when you like yourself.

*High-Esteem Key 2 – Get some small successes under your belt.*

The condition of low self-esteem needs careful re-building. A few successful victories under your belt will give you the confidence you need to attempt to do bigger things. When you keep winning, you will start feeling like a champion. Failure produces the opposite effect, you will begin to feel like a hopeless loser. The best way to develop rational, well-balanced confidence is to go after a few small victories immediately following a failure. Whatever you do, do not allow yourself the luxury of wallowing in self-pity.

In the sport of horse racing, English trainer Martin Pipe became a champion National Hunt trainer for many years by sending his young horses to races where they were certain to win. He thus bred

confidence in his horses by setting them simple, “can’t fail” challenges, so that they became accustomed to success.

He gradually made the targets harder for his horses, but they had become so used to winning, that when the major races came along, they simply carried on winning, as this was what they were used to.

You need to reduce the steps in achieving your personal goals into simple, bite-sized chunks that you can achieve effortlessly. When each small success occurs, more successes occur as success attracts success. Lots of small successes will lead to one big success, causing your confidence to soar to higher heights. You will then become a “success magnet.” Each success you attract will confirm your self-worth.

*High-Esteem Key 3 – Accept compliments people give you.*

Those who have low self-esteem will not give nor receive a compliment. Why? They cannot compliment themselves so they cannot give compliments to others. A confident person allows people to compliment them on the achievements and successes they have made. Yes, it is ok to accept a compliment when someone gives you one. As a matter of fact, a compliment is a great gift and must be received. When a compliment is given, a confident person says, “Thank you very much.” You must understand that it is very healthy to receive a compliment on a job well done.

Compliments are vitamin pills for strengthening your confidence, self-image, and self-esteem. Remember my friend, criticism is more common than compliments. Therefore, receive every single compliment that someone dishes out.

*High-Esteem Key 4 – Don’t become a pack-rat of wrong people.*

In order to improve your self-esteem you may have to disconnect from wrong people. You can assess your own self-esteem by evaluating the people around you. We form relationships with people who are the way we believe we deserve to be treated. People with healthy self-esteem demand to be respected and treated well by those close to

## Confidence Manifesto

them. They treat themselves well, and so set an example to other people as to how they should be treated.

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### CONFIDENCE COACHING KEY:

**If you are afraid to embrace a healthy relationship, you will naturally move toward a destructive one.**

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If Suzie has low self-esteem, she will put up with all kinds of mistreatment and abuse from just about everybody, especially her boyfriend or husband. In the back of her mind will be thoughts like, “I am just a little nobody. I don’t matter that much. It’s only me. I have always been treated badly. Perhaps I deserve it!”

How long will Suzie allow people, and especially men, to mistreat her? The obvious answer is, “As long as she has low self-esteem.” People naturally treat you the way you treat yourself. The people you associate with will quickly recognize whether you respect yourself. If you treat yourself with dignity and respect, they will follow suit!

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### CONFIDENCE COACHING KEY:

**You cannot expect people to treat you like a king or a queen if you always act like a peasant.**

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I imagine that we all know women with low self-esteem. These women stumble from one disastrous relationship to the next. Each time their partner has either been a womanizer, bum, drunk, or a drug addict. In every relationship they find themselves being abused, either physically, verbally, sexually, or emotionally. Unfortunately, the cycle will continue as long as they live with low self-esteem. Are you caught in this trap? If you are, I have five suggestions for you:

**Suggestion 1.** Fall in love with yourself.

**Suggestion 2.** Realize you deserve to be treated much better.

**Suggestion 3.** Stop asking yourself, “What did I do wrong?” Stop blaming yourself for your abuser’s poor behavior!

**Suggestion 4.** Don't be afraid to disconnect from confidence-destroying relationships.

**Suggestion 5.** Overcome your fear of being alone. This is the major obstacle you will have to conquer in order to leave the person who has been abusing you. *Many abused people would rather live in a known "hell" than to live in an unknown "heaven."* This little thought might help you; God cannot bring someone new into your life if you have somebody else taking up space.

### CONCLUDING THOUGHTS

When you do not like yourself, you will not have the ability to like others. When you start liking yourself a little better, you will start liking others a little better. Once you start feeling good about yourself, you will start feeling good about others. When you start loving yourself and others, you will start attracting the right people into your life who will help you achieve your dreams. You have two choices every day: You can feel good about yourself, or you can feel bad about yourself. Why would you choose the latter?

### TODAY'S EXERCISE

This exercise may make you feel a little uncomfortable but do it anyway! First, let's imagine that you love yourself 100 percent. You fully love all aspects of yourself, body, personality, etc. Now, I want you to repeat this phrase 25 times: "I love myself!" When you first start saying this, you may feel a little funny. If these feelings arise you will know that you are on the right track.

### ENDNOTES

1. Robbins, *Awaken the Giant Within*, 324.
2. John 3:16, New King James Version Bible.



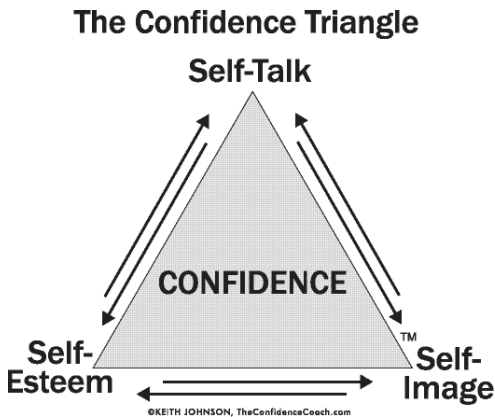
## The Vocabulary of a Champion

*“If you hear a voice within you say ‘you cannot paint,’ then by all means paint, and that voice will be silenced.”*

—Vincent Van Gogh, Dutch postimpressionist painter

**D**o you remember the old rhyme that you said as a kid, “Sticks and stones may break my bones but words will never hurt me?” Friend, nothing could be farther from the truth. Words can cause wars and words can stop wars. Words can cause a divorce and words can cause a marriage to be restored. Words can, and do, hurt us. Especially those silent words that you speak to yourself on a daily basis, those words that nobody hears on the outside, but you hear on the inside.

The third leg on the confidence triangle is self-talk. Throughout the day you are continually talking to yourself. What you say can make you feel confident or insecure, fearful or courageous, good or



bad. Motivational speaker Zig Ziglar said that 77 percent of all people practice negative self-talk. Have you ever been around a person who always talks about how many aches and pains they have in their body? How about someone who always talks bad about themselves? Their self-talk is centered on how “bad” they are or how “bad” they feel.

## Confidence Manifesto

Therefore, they actually feel bad. And as surprisingly as it may seem, almost 77 percent of all sickness is psychosomatic.

If what you say can make you feel bad, then what you say can also make you feel confident on a daily basis. What *you* are saying about you, your talents, your abilities, your personal worth, and your future is more important than what others are saying about you.

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### CONFIDENCE COACHING KEY:

**Champions know the secret of positive self-talk.**

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King David had a reputation in Israel for being a championship fighter. He was well known for killing the giant Goliath and he was also known for killing armies of thousands of people. He gave us a major secret when he said, “Let the words of my mouth and the **meditation of my heart** be acceptable in your sight Lord.”<sup>1</sup>

Most of your emotions are determined by the way you talk to yourself. The words that you say about yourself actually hurt you more than the negative words others have said to you. Your life will never grow beyond the level of how you talk about yourself.

Think about this for a moment: When Michael Jordan goes to the foul line with no time left on the clock, facing a one and one, and the team is one point behind, he doesn't think he will miss that foul shot. Great athletes have learned that the private conversations that they have with themselves determine the results. How many times have you gone to do something with the thought, “I am going to mess up, I can't do it.” The private conversations you have with yourself are so important. How can you begin the process of changing your negative private conversations with yourself? Here are three quick steps that have helped others obtain good results.

**STEP 1 – IMPROVE YOUR SELF-IMAGE AND SELF-ESTEEM.**

*Positive Self-Image + Positive Self-Esteem = Positive Self-Talk*

The internal picture (self-image) that you have of yourself and the value (self-esteem) you place on yourself is what creates your inner dialog. Many people who do not like themselves are constantly saying negative, self-doubting, and self-defeating words about themselves. Thus, they create a self-fulfilling prophecy. By improving your self-image and self-esteem, you will automatically improve your self-talk.

**STEP 2 – REJECT ALL NEGATIVE SELF-TALK.**

Why do you tend to talk negatively about yourself? Jack Canfield and Mark Victor Hansen, authors of the *Chicken Soup* book series, give you an answer and solution to that question in their book, *Chicken Soup for the Soul: Living Your Dreams*.

“Sometimes the negative and defeating words are coming from someone else—a parent, spouse, friend, classmate or boss. It is important to understand that what other people say is not what makes you feel bad. It is what you say to yourself after they stop talking that determines how you feel.

Think about it. If someone says something critical or mean to you, instead of agreeing with them, just say internally to yourself, **NO MATTER WHAT YOU SAY OR DO TO ME, I’M STILL A WORTH-WHILE PERSON.** This will cancel out the negative effects of what they have said, and allow you to maintain your self-esteem and self-confidence.”<sup>2</sup>

**STEP 3 – CHANGE YOUR “I AM” CONFESSION.**

Whatever you consistently attach to the words “I am,” you will become. Your internal “I am’s” reveal your belief system about yourself. One of the most life-changing things you can do to supercharge your confidence is to repeatedly affirm *positive* “I am” declarations about yourself. An affirmation is a positive thought that you repeat to



## Confidence Manifesto

yourself. Using positive affirmations allows you to select quality uplifting thoughts and implant them into your subconscious so that you can feel better and perform at your maximum potential. Let's start by looking at the top ten most common negative "I am" messages:

1. I am worthless.
2. I am fat.
3. I am poor.
4. I am ugly.
5. I am a failure.
6. I am stupid.
7. I am a misfit.
8. I am bad.
9. I am an accident.
10. I am unloved.

How many of these negative statements do you make about yourself? Now, let's look at the new positive "I am" statements that you need to make about yourself.

- I am worthy of success, happiness, and peace of mind.
- I am loved, accepted, and valuable.
- I am brilliant and beautiful.
- I am smart enough to do anything I want.
- I am smart enough to figure out a solution to my problem.
- I am good enough.
- I am unique.
- I am a person of destiny.

### TODAY'S EXERCISE

I want you to look in the mirror and say this affirming statement: "I totally love and accept myself just the way I am." What inner dialogue does this statement produce after you make this statement?

### ENDNOTES

1. Psalm 19:14, New King James Version Bible.
2. Canfield and Hansen, *Chicken Soup For The Soul: Dreams*, 16.



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Developing a  
Lifestyle of  
Unshakable Confidence

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## DAY 23

### Dress Your Way to a Confident Day

People who are successful dress that way! Your personal appearance influences your confidence, attitude, and your emotions. The way you look on the outside has a definite bearing on how you feel and see yourself on the inside. What you wear daily can affect you in a positive or negative way. I learned this secret several years ago. When I woke up in the morning, I would basically dress the way I felt. If I was not in the “mood” to dress up, I would put on a pair of jeans and an old tee shirt. I noticed that throughout the day, I felt sloppy and tired and feelings of insecurity would hit me if I received an important phone call from a client. I discovered the sloppy clothes I put on in the morning gave me a sloppy feeling throughout the day. Now, when I wake up feeling tired, down, or sloppy, I intentionally put on a crisp, white dress shirt and a silk tie with a nice pair of dress pants. Almost within minutes, my confidence level increases and my mood starts changing and I begin my day with a fresh surge of confidence. You will feel and become the way you decide to dress.

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**CONFIDENCE BUILDING KEY:**  
**Dress the way you want to feel,**  
**not the way you are currently feeling.**

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*“All men are created equal, and then they get dressed.”*

—Billboard advertising a men’s clothing store

The cliché that “clothes don’t make the man” is a half-truth. Your dress may not make you but it surely tells a lot about you. Over 90

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percent of all communication is visual, not verbal. Your personal appearance is like a billboard that tells all about you. Yes, your appearance “talks.” It is either saying positive or negative things about you. When you dress for success you present an appearance of confidence, success, wisdom, and excellence. If you dress sloppily you present an appearance of low self-esteem, failure, ignorance, laziness, and sloppiness.

People see what we are before they hear what we say. Therefore, your dress can influence the decisions and plans of those who see you. Your personal appearance produces an atmosphere of acceptance or rejection. You will never get a second chance to make a good first impression.

Your dress tells people where you’re going in life. If you see a woman wearing a wedding gown, you know she is going to a wedding. If you see another woman wearing a bathing suit, you know that she is headed for the beach. If you see a kid wearing a baseball uniform, you know he is headed to a baseball game. If you see a person wearing a clown costume, you know they are headed for the circus. If you see a man who is wearing a navy blue, pin-stripped suit, with a red tie, and carrying a briefcase, you know he is going to an important business meeting. The way you are dressed tells people where you are going.

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### **CONFIDENCE COACHING KEY:** **Dress like you want to be addressed.**

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Your clothing educates others about how you desire to be approached. I have gone into a department store wearing shorts and flip flops and the associates will totally ignore me. However, I have gone into the same store wearing a suit and tie and have received immediate help from a sales person. Don’t expect people to address you like a king when you dress like a peasant.

*“Don’t judge a book by its cover.”*

—Source unknown

There have been many exceptional books written that had very poor sales because the cover was poorly designed. There have been thousands of terribly written books that experienced great sales because of an eye-catching cover design. Consequently, publishers will instruct you to spend extra money on the cover design of any book you hope to sell. You may be a very hard worker, intelligent, highly educated, loyal, honest, and have great leadership abilities, but a natural human tendency is to judge a person or a thing by the outward appearance. Therefore, if you do not put a “nice cover” on your body, people may perceive you as a bad book.

According to *Secrets of Style*, a book from *In Style* magazine, dressing with style involves more than wearing what you like. It takes strategy. Just follow these simple rules: 1) play up your strengths, 2) develop a signature look, and 3) never underestimate the power of good posture, a great haircut, and last but not least, sheer confidence.

Many people think they have a right to dress the way they want, and they do. However, there is a time to work, a time for leisure, and a time to play. There is a time to dress for success (work), a time to wear your pajamas (leisure, definitely not in school), and a time to wear shorts and a tank top (play). You can choose how you want to dress for leisure and play, but not for work; that is, if you want to be a success. How you look on the outside affects the way you feel on the inside. Looking important will help you think important, feel important, talk important, and act important.

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**CONFIDENCE COACHING KEY:**

**Dressing for success improves your performance.**

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Teachers will tell you that the students who are nicely dressed perform better at school. Employers note that employees do better work when they are neatly or sharply dressed. Almost every husband around the world will admit his wife is happier, feels better about herself, and is more productive after she comes home from the beauty shop. The truth is, your outward appearance does affect



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your confidence and your performance. The old adage is so true, “Dress for success.” Fads come and go but principles never change.

### TODAY’S EXERCISE

Here are two questions that you should ask yourself: How do I look when I go to work in the morning? What can I do to take a step up to another level in my personal appearance? Ask those closest to you what you can change about your appearance. Have the confidence to listen to their response without getting offended. Put on your clothes of confidence and success today!

## DAY 24

### Confidently Prepare to Win!

*“I do not believe in luck. I believe that success comes when preparation meets opportunity.”*

—Oprah Winfrey

**W**here does confidence come from? Does confidence come because you have a charismatic personality? No, I have run into people who have great personalities but have absolutely no confidence at all. Does confidence come from having great potential or talent? No, I have seen many people who are overloaded with potential and talent, yet when it was time for them to perform they had no confidence in themselves. Does confidence come from people around you? No, some people around you will actually try to destroy your confidence.

Does confidence come from having a high school or college education? Not necessarily, a lot of high school drop outs have gone on to become multimillionaires. In an analysis of the members of the Forbes 400 (the 400 richest men and women in America) conducted a few years ago, found that a person who dropped out of high school and who made it into the Forbes 400 was worth, on average, \$333 million more than those who had completed college or university.<sup>1</sup>

Here is a list of reported billionaires who never graduated from college: Bill Gates, of Microsoft, net worth \$48 billion; Paul Allen, of Microsoft, net worth \$20 billion; and Michael Dell, of Dell Computers, net worth \$14.2 billion. Here are additional multimillionaires who never graduated from college: Steve Jobs, Apple Computer; Thomas Monaghan, Domino's Pizza; Jim Jannard, Oakley Sunglasses; Peter Jennings, ABC News; Walter Cronkite, CBS News; Harry Truman, U.S.

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President; Stephan Spielberg, movie director; Ralph Lauren, clothing Designer; Ted Turner, Turner Networks; and, Wayne Huizenga, Blockbuster Video.<sup>2</sup>

Where does confidence come from? Preparation! Winston Churchill said, “To every person there comes that special moment when he is tapped on the shoulder to do a very special thing unique to him. What a tragedy if that moment finds him unprepared for the work that would be his finest hour.” Many people believe in success, talk about success, and even think about success. However, very few people actually train and prepare themselves for success.

When asked about the importance of preparation, Abraham Lincoln said, “If I had 8 hours to chop a tree down, I would spend 6 hours sharpening my ax.” You can predict success based on how hard you have prepared for it. The motto for the confident person could be the same as for the Boy Scouts: “Be Prepared.” If you are going to achieve success, risk will be part of the game plan. Risk-takers live by three rules: Prepare, Prepare, and Prepare. By preparing yourself today, you position yourself for an excellent chance for achieving your desired outcomes in life.

*“You were born to win, but to be the winner you were born  
to be you must plan to win and prepare to win.  
Then and only then can you legitimately expect to win.”*

—Zig Ziglar

### **THERE ARE THREE DIFFERENT TYPES OF PREPARATION:**

#### *Type 1 – Immediate Preparation*

This is the preparation that you have to make in a short time to get yourself ready for a presentation, an athletic event, meeting a new client, a romantic date or just preparing for dinner for the kids later in the day.

### *Type 2 – Future Preparation*

This preparation takes place over a period of many years. Authors spend years writing a manuscript for a future book publication. Pastors spend years studying the Bible so they can accurately teach spiritual truths to their congregations. Athletes spend years training for the Olympics. Doctors spend years at medical school preparing to care for their patients. Pilots spend years in flight school and in actual flying time before they can become a commercial airplane pilot. Long-term preparation is what will make you an expert.

### *Type 3 – Daily Preparation*

A prepared life is a perpetually growing life. The continued daily pursuit of mental, emotional, and spiritual growth is common to all winners. Every new day provides you an opportunity to prepare for your tomorrow. Gaining more confidence is a process rather than a single event. Whatever level of confidence you have, you can always have more. Therefore, you should have a plan to grow spiritually, mentally, physically, and socially every day of your life.

*“A genius is an intelligent person who does his homework.”*

—Thomas Edison, prolific inventor including the incandescent lamp

All three of these types of preparation are absolutely necessary for becoming a confident champion in life. Proper preparation will cause you to be a well-balanced person, well able to handle anything that life can throw at you. From the day of your conception, you have been in the incubation chamber of preparation. Everything you have been through up until today is all preparation for tomorrow.

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### **CONFIDENCE COACHING KEY:**

**Champions are made in the process of preparation.**

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The desire to win, to be successful, or to do something great in life is not enough. The will to prepare to win is the most important thing.

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Champions are not just born. Champions are made in the process of preparation. Long before the Olympic gold medalists cross the finish line, they have spent countless hours preparing themselves to win. The preparation time has brought a change in their muscle structure, their level of confidence, their character, and their way of thinking. On the day of the race, the gold medalist is oozing with supreme confidence. When the race is finished, the gold medalist is not surprised to come in first place. Why? Because they know that they paid the price of preparation.

Mary Kay Ash was quoted in the *New York Times* as saying, “You can have anything in this world you want, if you want it badly enough and you’re willing to pay the price.” Goodness is free but greatness comes with a high price tag. Winners pay the price of preparation. The price to pay is the currency of time.

*“Champions do not become champions in the ring.  
They are merely recognized in the ring.  
Their becoming happens in their daily routine.”*

—Source unknown

Preparation is the difference between winning and losing. You are already preparing, whether you know it or not. The question is, for what? To win or just to finish? Success or failure? English theologian, H.P. Liddon once said, “What we do on some great occasion will probably depend on what we already are. And what we are will be the result of previous years of self-discipline.”

*“Do not have your concert and tune your instruments afterward.”*

—James Hudson Taylor, Successful missionary to China

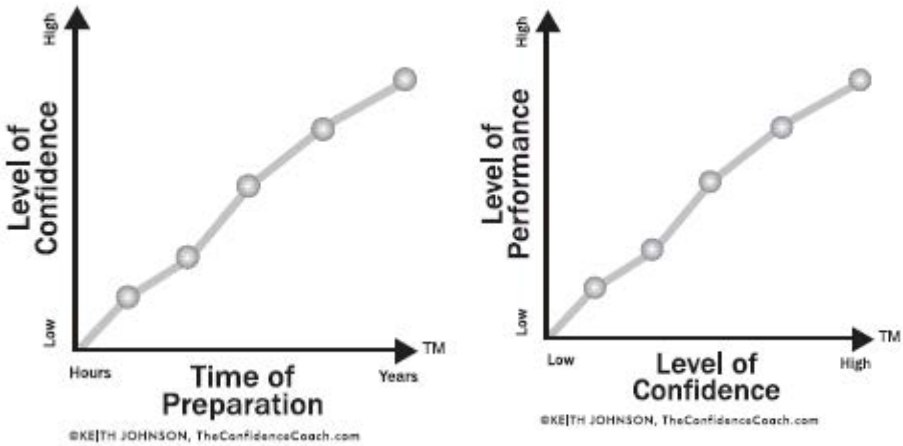
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### **CONFIDENCE COACHING KEYS:**

**Time of preparation = The level of confidence.**

**The level of confidence = The quality of performance.**

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The quality of your preparation determines the level of your confidence. The level of your confidence determines the quality of your performance. What you are doing today is preparing you for tomorrow. When you learn to do the right things every day, you are guaranteed success in your tomorrow. If you continue to do the wrong things today, you are guaranteed failure in your future.

*“Before anything else, getting ready is the secret of success.”*

—Henry Ford, developed the first gasoline-powered automobile in 1893

Many people today have a “lottery mind-set.” They are waiting around for a “big event” to happen in their lives. They are waiting for their lottery ticket number to be chosen so they can strike it rich. They are waiting for Ed McMahon to show up at their front doorstep with a multi-million dollar sweepstakes check. Lottery mind-set people are waiting for the big customers to call them “someday.” They are waiting for the boss to enter their office and say “it is time for your promotion today.” Remember this: Promotion will naturally come to you when you first become a PRO. Being a PRO will then set you in MOTION to rise to the top of your field.

*“The more you sweat in peace, the less you bleed in war.”*

—U.S. Navy Seal Commandment

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The preparation time of a soldier during times of peace determines their performance during war time. If a soldier is in good mental and physical shape he will be more apt to survive during war. The preparation process is far more important than the “big event.” Most people focus on the big event instead of the process. You cannot have progress unless you go through the process of change. To become successful, you must be willing to embrace the process of change. In order to change you have to overcome all the fears that have held you captive.

You are in a process of becoming the person you were meant to be. However, without a desire to prepare and improve yourself, growth is impossible. Do you want to be the best that you can be? Do you want to experience promotion? Do you long to step into greatness? Do you want your career, ministry, or business to take off?

If your answer is yes, then what are you doing today to prepare yourself for tomorrow? What books are you reading? What classes are you taking? What are you doing to develop your skills, knowledge, and talents? Are you listening to audio tapes from your mentor or from someone who knows more than you about your field of interest? Are you practicing every day?

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### **CONFIDENCE COACHING KEY:**

**Preparation makes perfect.**

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Have you ever watched a top athlete in action and wondered about how easy the athlete makes it look? Or listened to one of your favorite songs on the radio and felt inspired by the talent of the singer? Think. How did these superstars get to the top? Practice, practice, and more practice. Most of your fears can be overcome by practicing. When you spend more time honing your skills your confidence will soar because you will know with certainty that you can and will perform when the curtain goes up.

*“When you are not practicing, remember someone, somewhere, is practicing; and when you meet him, he will win.”*

—Bill Bradley, Hall of Fame basketball player

Don't just practice, practice right. Why? Practice does not make perfect. You can practice, but actually be practicing wrong. It's the quality of your practice that produces *quality* results.

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**CONFIDENCE COACHING KEY:**  
**Nourish your potential by becoming an expert.**

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*“Whatever you are, be a good one.”*

—Abraham Lincoln, U.S. President during the Civil War

Sixty-eight percent of people who consider themselves successful say that in at least one area of their job they are an expert.<sup>3</sup> What is an expert? An expert is defined in Webster's Dictionary as: One who has special knowledge of a subject or special skill in a field of action.

How can you become an expert? It's actually very easy. If you study one subject, one hour a day for five years, you will become an expert on that particular subject. This will give you tremendous confidence in the area of your passion.

It is very important for you to choose just one subject and learn everything you can about it. Many people try to become an expert on many different topics. They live their life with the theology of “don't put all your eggs in one basket” or “you need to learn a little bit about everything so you will have something to fall back on.” Both of these statements are motivated by fear. Make a focused effort to become an expert on one topic. Seven benefits will emerge when you become an expert on one subject.

**Benefit 1** - Your confidence will multiply because of increased information.



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**Benefit 2** - Your confidence toward your dreams and goals will increase.

**Benefit 3** - People will listen to your thoughts and perspective because they have less knowledge than you.

**Benefit 4** - People will put more confidence in you and your abilities.

**Benefit 5** - You will be respected and followed.

**Benefit 6** - You will become an invaluable asset to your company.

**Benefit 7** - Your knowledge of other subjects will instantly increase.

*“Every study of high-achieving men and women proves that greatness in life is only possible when you become outstanding at your chosen field. The foundation of lasting self-confidence and self-esteem is excellence, mastery of your work.”*

—Brian Tracy, America’s leading business authority on success

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### **CONFIDENCE COACHING KEY: Invest in your most valuable asset—You!**

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All the confidence in the world is meaningless if you do not have the knowledge it takes to put your confidence to use. Confidence is built upon what you know. Ignorance breeds fear; the more you learn about your subject, the less power fear has over you. When you increase information you increase confidence. Learn all there is to know about your field of business; daily operations, customers, competitors, services, and product lines.

How will knowing more about all these things help you gain more self-confidence? That is very simple. If you knew every imaginable answer about your business, you would never be afraid of any conceivable question that a client, customer, or fellow employee might ask. You would be an expert in your clients’ eyes, your work

associates' eyes, and in your boss's eyes. Most importantly, you will be an expert in your own eyes. Would this make you more self-confident? You better believe it will!

Your personal goal should be to become an authority at what you do. When people come to you for answers, you know that you have become an expert in your field.

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**CONFIDENCE COACHING KEY:**

**Be a lifelong student. The more you learn, the more you earn and the more self-confidence you will have.**

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Make a decision today that you are going to prepare yourself to become an expert at what you do. You are going to know more about your field of business than any other person knows about your business. This is a big decision. It will take a great amount of personal pursuit, study, and effort. Here are five easy keys to help you prepare for expert status.

*Key 1. Read an hour every day about your chosen field.*

Charlie "Tremendous" Jones, author of *Life Is Tremendous*, says, "You will be the same person in five years except for the people you meet and the books you read." If you take the time to read one book every month about your industry or desired profession, in ten years you will have read 120 books. That will put you in the top one percent of your field and guarantee your success. The person who does not read is no better off than the person who can't. The person who has knowledge and does not apply it is no better off than the person who is ignorant. Remember this, all the books you have not read will not help you a bit! Become committed to becoming a lifetime learner. When you're green you grow, when you are ripe you rot.

*Key 2. Turn your car into a university on wheels.*

Listen to educational audio programs in your car. The average person drives between 12,000 and 25,000 miles per year which works out

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to spending between 500 and 1,000 hours per year in the car. You can become an expert in your field by simply listening to educational audio programs as you drive from place to place.

Many specialty stores sell audio tapes, CDs, and video tapes featuring top personal development trainers and business leaders.

*Key 3. Attend seminars given by experts in your field.*

Learn from the experts. Ask them questions, write them letters, read their books, read their articles, and listen to people with proven track records in the area in which you want to be successful.

*Key 4. Take additional courses and learn everything you possibly can.*

Pursue an advanced degree or take some intensive training classes. You can become an expert and gain additional self-confidence if you are willing to pay the price of extra effort.

*Key 5. Search the Internet.*

We are living in the information age. The internet is a wonderful source for finding information. Add your name to some mailing lists of organizations or groups of people in your professional field. All types of terrific information is out there waiting for you.

*“What I do is prepare myself until I know I can do what I have to do.”*

—Joe Namath, only quarterback in the NFL to pass for 4,000 yards in a 14-game season

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**CONFIDENCE BUILDER KEY:**  
**Preparation today gives confidence tomorrow.**

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Your dream will require a high level of confidence. The best way to meet the future is to prepare for it as much as you can. People who

are afraid of the future are the ones who have not prepared for it. Always, always prepare! Think in advance how you want to look, what you want to say, or what you want to do. Waiting until the last minute causes you to be frantic and stressed.

The preparation period can be tedious. It takes a lot of work to prepare, which is why so few people do it. However, preparation today gives you confidence for tomorrow. Therefore, preparation today gives success in your future. You can claim to be surprised once, after that you're unprepared.

*“The secret of success in life is for a man to be ready for his time when it comes.”*

—Benjamin Disraeli, novelist, brilliant debater,  
and England's first and only Jewish prime minister.

### CONFIDENCE BUILDING STORY

Ross, a dancer from Springfield, Missouri, dreams of making it to Broadway. His road to dancing glory began with local amateur productions. These are the productions in which auditions take place in front of all the other performers trying out for a role. Ross found the experience daunting; it was like being examined by a doctor with all your peers watching. “I was so scared. I felt like I had just come out of the cornfields,” Ross said.

Sometimes he succeeded and sometimes he didn't, but Ross was able to try out for different parts in various productions and to gain tremendous confidence from the experience. “I have more confidence about my auditioning technique now that I have done it in front of so many people so many times.”

When he tried out for the first time for a professional touring company, he won a spot in a production of *Footloose*.

Ross has one explanation for his immediate success in landing this professional part: “I had confidence. If you want to do it, you have to really want it and believe in it. You have

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to make it happen. You can't sit back and hope that someone is going to help you along."<sup>4</sup>

Suppose you have just prepared yourself for an important presentation, business meeting, sporting event, speaking engagement, or meeting with a high-profile client. You have finished all your homework and then you hear a voice inside your head say, "What if you mess up? You are going to make a fool of yourself. What are people going to think of you? You are not cut out for this job."

You must acknowledge that this is the quiet whisper of your personal insecurities. It is the voice of your self-doubts trying to undermine and destroy your confidence. In a sinister way, these voices of self-doubt and insecurity are trying to tell you that you cannot accomplish the task set before you. If you really want to walk in confidence and succeed, you must tell those negative voices inside your head to pack their bags! There is a battle raging within you. Will you listen to the voice of confidence or the voice of your self-doubts?

When these voices attack me I always say, "I have spent the last 15 years of my life preparing myself for this day. Everything I have gone through, the notes I have taken, the hours of self-development, every book I have read, every audio tape I have listened to, has prepared me for this moment. I have prepared, therefore, I will perform at my maximum potential. I will succeed because I have prepared myself." Now, if you have not prepared yourself—you are in big trouble!

*"I've often said that to have more, we must first become more, and to become more, we must begin the process of working harder on ourselves than we do on anything else."*

—Jim Rohn, America's leading master of success

The secret to becoming confident is preparation. When you prepare, you are preparing to win. By becoming an expert and by practicing, you can come to a point of competence. You will suddenly find yourself accomplishing your dreams. It is then when you will do things that you never dreamed you could do. You will discover the power of the champion in you that you never knew existed.

### **TODAY'S EXERCISE**

On what subject do you want to become an expert? What information do you need to perform at your job more confidently? Make a list of what you need to learn and schedule a time to acquire this knowledge.

### **ENDNOTES**

1. Tracy, *Goals*, 124.
2. Mark Victor Hansen and Robert G. Allen, *The One Minute Millionaire* (New York: Harmony Books, 2002), 360.
3. Niven, *100 Simple Secrets*, 123.
4. Niven, *100 Simple Secrets*, 1-2.



## DAY 25

### The Stunning Picture of Success

*“The mind is the limit. As long as the mind can envision the fact that you can do something, you can do it— as long as you really believe it 100 percent.”*

—Arnold Schwarzenegger, Governor of California,  
former successful body builder and film star

When I get a chance, I enjoy spending the day golfing with my friends. My golf time is spent on courses in Florida where most of the courses have a lot of water holes. One day we arrived at one of those tees where you had to drive the ball over a large pond in order to get it onto the fairway. My golf partner addressed the ball and swung his golf club with great force at the ball. The golf ball only went about 50 yards and plunged right into the water. My friend instantly turned to me and said, “I knew I was going to do that!” Have you ever done the same thing? My immediate reply was, “Yes, because you were so worried that you were going to hit your ball in the water, you created a visual picture of your golf ball going into the water before you hit it. You were meditating on what you did not want to happen, and that is why your ball went in the water.” Of course, he agreed with me that I was right. Professional golfer Jack Nicklaus said, “I never hit a shot, not even in practice, without having a very sharp, in-focus picture of it in my head.”

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**CONFIDENCE COACHING KEY:**  
**Worry creates a mental picture of what you  
do not want to happen.**

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### CONFIDENCE VS. WORRY

When you spend time worrying about tomorrow or what can go wrong in your life, you are wasting time that you could be using to improve your confidence. When you constantly worry about things going wrong, you increase the chances that they will go wrong. In a survey of high-tech employees, those who spend “a lot” of time worrying about their jobs are 17 percent less productive than workers who “seldom” or “never” worry about their job.<sup>1</sup>

#### *The Difference between Confidence and Worry*

Worry is having confidence in the impossible, the negative, something disastrous happening, and being convinced you are going to be defeated. Worry is like a magnet that will naturally attract negative circumstances into your life.

Confidence is having faith in the possible, focusing on the positives, and expecting that something wonderful is going to happen. Confidence is being convinced you will be a success in every endeavor that you set out to do in life.

*“I have learned to use the word ‘impossible’  
with the greatest caution.”*

—Werner von Braun, one of the world’s first and foremost  
rocket engineers and a leading authority on space travel

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### CONFIDENCE COACHING KEY:

**Confidence creates a mental picture of what you  
want to happen.**

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On the golf course the shot actually starts behind the ball in the mind of the golfer. Only from that position can one visualize the shot and plan for proper execution. I told my friend to hit the ball again and advised him to stand behind the ball and visualize himself taking a nice smooth swing. I told him to see the ball landing 200 yards ahead right in the middle of the fairway. On my golf partner’s next shot, the

ball went exactly where he envisioned it and even better. The ball sailed about 220 yards out and landed right in the middle of the fairway. What did he do differently? He developed a mental picture of what he wanted to happen. This new photograph gave him the confidence he needed to perform at his full potential. Research shows that visualization prior to any activity helps maximize your performance—a secret that star athletes and others have known for decades.

Now, please understand, I have had my share of hitting my own golf balls into the water. However, I know that I would have hit a lot more of my shots into the water if I had visualized failure instead of success.

*“I visualized every step of the 400-meter race until  
I saw every stride I would take.”*

—Lee Evans, Olympic gold medalist

Have you learned how to visualize what you want? I believe that this is one of the main reasons why people do not live up to their full potential in life. They are constantly visualizing everything they do before they do it, with a photograph of failure. All they can see is hitting the ball in the water, failing, messing up, or simply not being able to do anything. If I can increase your confidence by changing the photograph you see of yourself, I can change the outcome in your life.

Your mind has two great resources for building your confidence so you can increase your potential and maximize your performance:

*Resource 1 – You can increase your confidence  
by using your memory.*

There are two major functions of the mind: memory and imagination. Your memory will photograph, file, and replay pictures of your past. Your mind was designed to recall past events or to recall files of information that you have read, studied, or learned in the past. Great achievers learn to replay the memories of their past successes. You can actually use your past success to supercharge your confidence. You see my friend, sometimes you have to remind yourself that you

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have been down this road before. You must rehearse previous achievements, victories, and accomplishments. Remembering past achievements fuels your confidence in the present. Remembering former accomplishments will fuel your confidence to try it again. Your memory can empower you with the confidence to say “I did this before, I can do it again.”

### WHY DO YOU HAVE A RIGHT TO BE CONFIDENT TODAY?

*“We’ve all heard that we have to learn from our mistakes, but I think it is more important to learn from our successes. If you learn from your mistakes, you are inclined to learn only errors.”*

—Norman Vincent Peale, author of the best-selling book  
*The Power of Positive Thinking*

Most people today are constantly dwelling on their past failures and current weaknesses. However, highly confident people have mastered the ability to focus on their past successes and current strengths. They have been successful before and draw on those previous successes to attract success again. Their confidence seems almost unshakable because the line of trust between themselves and their capability is so very strong.

If you lack confidence, not only will you fear doing things you are not good at, you will actually fear performing tasks in which you excel. Why? Because you will question whether you are really good at anything. When your confidence is at risk, you must take time to remember your past successes and your strengths.

### TODAY’S EXERCISE

I want you to take the time to make a detailed list of all the reasons why you have the right to be confident by focusing on your past successes. The more you acknowledge your past successes, the more confidence you will have. It worked for me and I know it will work for you.

Make a list of at least 25 reasons why you can be confident today. Use your memory to recall all your former successes. Include previous achievements, successes, your skills, education, positive personal qualities, your support network of other successful people, and your dreams. Start from the time you were born. List everything that comes into your mind. List even small successes. Here is the first list I made about myself. Maybe this will help you get started.

## **MY SUCCESSES**

### **Infancy – 13 years of age:**

I walked for the first time.

I rode a bike for the first time.

I learned to read and write.

I had a leading role in the school play.

I excelled in football and track.

### **Teenage – High School**

I was popular in high school.

I was the first in my class to earn a sports letter.

I was awarded captain of the track team.

I graduated high school.

### **Early Adult – College**

I earned a Bachelor's degree.

I earned a Master's degree.

I earned a Ph.D.

### **30 years of age - Current**

I married a beautiful woman.

I wrote my first book.

I wrote five other books.

I built a successful speaking business.

I was interviewed on several television stations.

I traveled extensively across America.

I have traveled to several countries.

I bought a beautiful, expensive home.

My "Confidence" book is in every major bookstore.

## Confidence Manifesto

*Resource 2 – You can increase your confidence  
by using your imagination.*

Your imagination creates and pre-plays pictures of things you want to happen in your future. You must visualize what your achievements in the future are going to look like. Your imagination is an invisible factory machine inside your mind waiting to produce the photographs of the future you desire to create.

### WINNING ATHLETES USE THEIR IMAGINATIONS

A major university conducted an experiment with its basketball team. They divided ten men into two teams to determine an average percentage of free throws scored. Team A was instructed to practice free throws for an hour each day for 30 consecutive days.

However, Team B had a different assignment. The men were told to remain in the locker room and, using their imagination only, VISUALIZE themselves shooting free throws and mentally picturing the basketball dropping through the net. This imaging was to be practiced for the same time period as Team A—one hour daily for 30 consecutive days.

The results were remarkable. Members of Team A, after actually practicing on the court every day, improved their free throw score by 23 percent. Members of Team B, using only their imaginations for 30 days, improved their score by 22 percent! Almost identical improvement! It's hard to believe these results, isn't it?<sup>2</sup>

### CONFIDENCE BUILDER STORY

Jim Carrey, comedian and film star, now commands \$20 million or more per movie. Carrey had many challenges along the road to stardom, though. At one point in his career, it took two years for him to battle low levels of confidence and uncertainty.

Carrey improved his confidence and focus by using visualization. He wrote himself a check for \$10 million “For Services

Rendered,” dated it, and kept it in his pocket. When times were tough he would sit on a quiet hillside overlooking Los Angeles and imagine himself as a movie star. Then he’d reread the check as a reminder of his upcoming good fortune. Interestingly enough, a few years later he signed a deal for more than \$10 million to star in the movie *The Mask*. The date? Almost identical to the one he had written on the check and kept for so long in his pocket.<sup>3</sup>

### CONFIDENCE BUILDING STORY

Tara Holland dreamed of becoming Miss America from the time she was a little girl. While living in Florida, Tara entered the Miss Florida pageant two years in a row and placed runner up. In 1997, she moved to Kansas and entered the Miss Kansas pageant and won the title. In the same year, she went on to be crowned Miss America.

In an interview after the pageant, someone asked Tara the secret to her success. She admitted that after she had lost twice in a row at the state-level competitions, she had been tempted to give up, but instead she went out and rented dozens of videos of local pageants, state pageants, Miss Teen, Miss Universe, and Miss World pageants—whatever she could find. She rented hundreds of videos of various pageants and watched them over and over again.

As Tara watched each young woman crowned a winner, she pictured herself in that situation. She pictured herself receiving the crown. She pictured herself walking down the runway in victory. Time and time again she envisioned herself winning. Seeing herself as a winner, said Tara, was the key to her success.

Another reporter asked her if she was nervous walking down the runway in front of millions of people watching on television with the announcer singing the famous Miss America song.

## Confidence Manifesto

Tara's response was interesting. "No, I wasn't nervous at all," she said. "You see, I had walked down the runway thousands of times before."<sup>4</sup>

Have you ever visualized yourself, like Tara, walking down your own success runway to the winners circle? Have you ever taken the time to visualize yourself crossing the finish line in first place like Olympic gold medalist Lee Evans? Or how about picturing yourself being paid \$1 million for using your greatest talent like Jim Carrey did?

Do you remember all the things that you used to imagine as a child? Take time to pretend you have confidence before you really have it. Use your imagination to pretend like you are already living in your dreams before you get there. See yourself as a success in life, receiving that diploma, getting that job or promotion, breaking a record, making that speech, moving into the home of your dreams, or achieving your desired weight. See yourself achieving your dream and dare to visualize your success.

What you keep before your eyes will either fuel your confidence or solidify your self-doubts. You will inevitably produce what you look at most of the time. Let that picture be the CHAMPION IN YOU! I like to say, "What I can see with my mind I can accomplish in time."

### ENDNOTES

1. Niven, *100 Simple Secrets*, 92-93.
2. Mike Murdock, *Dream Seeds* (USA: Harrison House, 1986), 66-67.
3. Canfield, Hansen, Hewitt; *Power of Focus*, 35.
4. Joel Osteen, *Your Best Life Now* (New York: Warner Faith, 2004), 4.

## DAY 26

# Step Into Your Future With Confidence

*“All our dreams can come true,  
if we have the courage to pursue them.”*

—Walt Disney

**H**enry Ford, at the age of 40, was working in a garage. He was miserable and dissatisfied. He had less than a sixth grade education. However, one day he had an idea about how to mass produce automobiles on an assembly line. He used what I call The Ladder of Achievement to turn his dream into a reality.

Step 1 – He had a dream.

Step 2 – He set a goal.

Step 3 – He planned his steps.

Step 4 – He worked his plan.

Step 5 – His dream became a reality.

Henry Ford, like thousands of other successful people, used this same process, to create the future he desired. Twenty years later, Henry Ford turned his dream of an affordable car for everybody into a living reality and became the richest man on the planet. You can use this same five-step process to achieve your dreams.

Today, we are going to look at the first step Henry Ford used to turn his dream into a reality. How did he go from a little nobody to a big somebody? From rags to riches? It all started with a dream.

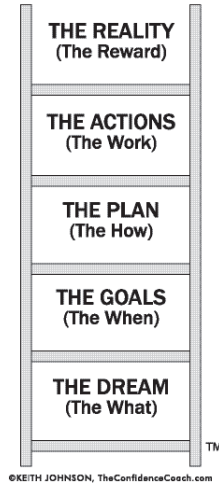


# Confidence Manifesto

## THE LADDER OF ACHIEVEMENT STEP 1 – YOU MUST HAVE A DREAM.

A person without a dream is like a ship in the sea without a rudder. Nothing of significance in life happens unless there is a dream first. Leonardo Da Vinci at the young age of 12—and illegitimate—vowed, “I shall become one of the greatest artists the world has ever known and one day I shall live with kings and walk with princes.” As a young boy, Napoleon spent long hours dreaming of conquering Europe, and of how he would lead and manage his troops. The Wright brothers turned their dreams into airplanes. A young Howard Hughes, dreamed of flying the fastest airplanes, making the most popular movies, and becoming one of the wealthiest people in the world. All three of his boyhood dreams became a reality. Even as a child, Neil Armstrong dreamed of making his mark in the field of aviation. In July 1969, he became the first man to walk on the moon. Those who dream the most, do the most, and have the most confidence, achieve success.

### THE LADDER OF ACHIEVEMENT



*“Deep inside each of us is a spirit with a big dream struggling to free itself from the limitations of our past experiences, present circumstances, and self-imposed doubts.”*

—Dr. Myles Munroe, international speaker, best-selling author,  
and business consultant

Everything starts as a dream. I believe every person is born with dream seeds of destiny inside and the dream of an exciting future. However, many people allow the dreams of their future to be dashed against the rocks of disappointment, despair, discouragement, and the daily routine of just trying to make a living instead of building an

exciting life. The majority of the people in this world have let go of their dreams and have lost the winner's edge. They have traded their dream for an 8-to-5 job. A J.O.B. will keep you—**Just Over Broke**. Most people are working at jobs they hate. Why? Because they do not have the confidence to pursue the dream in their heart for what they really want to do in life. Most people are living a miserable life because they are caught between a dream and a job.

---

**CONFIDENCE COACHING KEY:**

**Don't go to your grave with your dream in your coffin!**

---

Today, I want to help you restore your confidence for the future. A dream, when shattered, can devastate a person's confidence. The disappointment of a shattered dream can lead to alcoholism, drug addiction, murder, or even suicide.

When you don't have a dream you become bored with life. Sadly, many people today are just living life bored. Boredom will get you into a rut. A bored person does not feel or look confident. Boredom saps your energy and will make you feel depressed and discouraged.

I want to awaken the dream in your heart that may have died a long time ago. When you recapture your dream, you will move from a bored life to an exciting life. You can live your dream! It is time for you to get out of the cycle of just trying to make a living and start designing and building the ultimate life you desire.

When you discover your dream, you discover your life's purpose. There are two really awesome moments in everyone's life. The first is when you are born; the second is when you discover why you were born. When are you going to take the time to ask yourself the ultimate question: Why am I here?

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**CONFIDENCE COACHING KEY:**

**Your dream does not come with an expiration date.**

---

## Confidence Manifesto

The process of regaining your confidence means you should also reclaim your dreams. This means going back into your past and reclaiming your passions. Find what you REALLY love to do. What fires you up? Think about what excites you. Now, it is time to *reconnect yourself* with that passion.

Your dreams are a preview of your future potential. Dreams and desires begin as photographs within our hearts and minds—things that we want to happen in our future. God plants these pictures as invisible seeds within us. Do not allow anyone to tell you that you do not have a dream or a great future. Even if you do not think you have a dream, you do. Trust me, God did not forget you when He was passing out dreams.

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**CONFIDENCE COACHING KEY:**  
**Believe that you can achieve your dreams.**

---

The major key to living the life you have always dreamed of is having the confidence that you can achieve and create the future you desire. Whatever your dream is, you can turn your dream into a reality when you have the confidence to do what is necessary to accomplish that dream. People who have confidence refuse to let go of their dreams and continually do what they need to do in order to see their dreams come true.

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**CONFIDENCE COACHING KEY:**  
**Your dream gives you direction and confidence.**

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Your dream points the way in which you want to go. One of the main reasons why people do not have confidence is because they cannot see a picture of where they want to go in the future. The way you see your future determines your thinking today, and your thinking today determines your performance tomorrow. You must see your future as positive and successful. You must see your future before it

arrives. Don't worry about the details. The details will come as you move forward.

Knowing where you are going in life produces confidence. You are on a journey to your destiny. You are traveling down the road to the place of sweet success. The most important thing to a traveler is direction. You must know where you are going.

I speak to over 200 audiences a year. I have been to some places several times. When I leave my home to go on these trips, I always leave with a sense of security and confidence because I know where I am going. I am familiar with the airports, the baggage claim areas, the rental car check-in facilities, the directions to the hotel, and to the speaking engagement facility. The moment I leave my house, I know what my day will be like and I am confident that I will make it to my destination with ease. However, when I have to travel to a location that I have never been to before or to a place where I do not know where I am going, all kinds of insecurities start to surface. Why do these feelings surface? Because I am going somewhere I have never been before. I am not sure of my destination. I do not know where I am going. If you do not know where you are going, how will you know when you arrive there?

*“Realize what you really want. It stops you from chasing butterflies and puts you to work digging gold.”*

—William M. Marston, psychologist, lawyer, and creator of *Wonder Woman*

The best way to get confidence is to decide what you really want to do. What do you really want in life? What do you want to be famous for? Then, work diligently at being a success at it.

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**CONFIDENCE COACHING KEY:**  
**The size of your dream will not equal  
the size of your checkbook.**

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Don't allow the size of your checkbook to dictate the size of your dream. Your dream will always be beyond your means. Therefore, you

## Confidence Manifesto

must allow yourself to dream beyond your means. God does not consult your checkbook before He gives you a dream. Go ahead and dare to dream big dreams that are bigger than your checkbook. Don't be bashful or reluctant. You cannot out-think or out-dream the Creator of the universe! You cannot create something in your mind that God cannot produce. The creation cannot out-dream, out-think, or out-perform the Creator.

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### CONFIDENCE COACHING KEY:

**Commit yourself to a future you cannot see yet.**

---

You must be totally committed to your dream. There is a direct relationship between commitment and success. You cannot succeed at anything unless you are totally committed to the cause. This means that you will have to commit yourself to a future you cannot see yet, and that takes confidence!

### THE POWER OF COMMITMENT

*“Until one is committed there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation) there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too.*

*All sorts of things occur to help one that would otherwise never have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamt would have come his way.”*

—W.H. Murray, Scottish climber and writer

Make the commitment to reach your dreams. Mary Crowley, author of several books, said, “One person with a commitment is worth a hundred who only have an interest.” Whether your dreams materialize instantly or take shape gradually over time, know that the

only limit to what you can have in your life is the size of your imagination and the level of your commitment to making it a reality.

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**CONFIDENCE COACHING KEY:**  
**Never give up on your dream!**

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Since your dream will be bigger than you, it will not be easy to accomplish. However, the confident person refuses to quit when obstacles and challenges stand in the way. Obstacles and challenges are nothing more than the “testing ground” to see how committed you are to achieving your dreams.

The dreams of your future will pull you like a magnet through your toughest times. You must always remember that your dream is possible! Believe in your dream. Believe in yourself. Believe in what you are doing.

One of the main reasons most people do not achieve their dreams is because they do not have the confidence to keep driving forward until they achieve what they want. Listen my friend, you will never be successful at anything if you don't have the confidence to go after your dreams with everything, and I mean EVERYTHING, you have.

Nobody, and I mean nobody, can stop your future success. Nobody else is bad enough to stop you. The only person who can stop your dream dead in its tracks is you! You are either your dream's best friend or its worst enemy. If your dream is going to come true, my dear friend, then it's up to you!

**TODAY'S EXERCISE**

It is time for you to establish a dream list that is in direct proportion to your highest potential. This new dream list will be a bold demonstration that you are taking charge of your life. Shake off the limitations and courageously admit to what you want for your life this year, in five years, and even ten years from now. Your dream list should include every area of your life: Spiritually, family, mentally, financially, socially, and physically.

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## ADDITIONAL SUPPORT

*The Confidence Makeover Journal: Designing your life for maximum success* is a step-by-step journal that will help you discover your dreams, write your goals, and design your life for maximum success. Go to [TheConfidenceCoach.com](http://TheConfidenceCoach.com) for more information.

## DAY 27

# The Power of Goal Setting

*“Big goals get big results. No goals get no results or somebody else’s results.”*

—Mark Victor Hansen, coauthor of the *Chicken Soup for the Soul* series

**D**o you ever feel like you are just spinning your wheels through life? Busy but not going anywhere? The purpose of a goal is to make you an accomplished person—not an active person. You can be busy all day long and not accomplish one thing. Hyper-busyness is the cocaine of the 21st century. People today live busier lives than any other generation in the history of the world. Busyness does not mean you are making progress or accomplishing anything. Having a dream and setting your goals will focus your energy in one direction so you can actually accomplish something.

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**CONFIDENCE COACHING KEY:**  
**Activity does not produce confidence,  
accomplishment produces confidence.**

---

*“Setting goals is the first step in turning the invisible into the visible—the foundation for all success in life.”*

—Anthony Robbins

In a 20-year period you can accomplish almost anything you desire. Just consider: Once U.S. leaders made up their minds to put a man on the moon, it took only eight years to accomplish the goal. Bill Gates, America’s richest man in 1995, was nearly penniless in 1975.



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Japan was an isolated, backward, dirt-poor nation in the 19th century. Now, in just a few decades, Japan is a world power. How were these feats accomplished? People deliberately refused to look at their present condition and started dreaming and setting new goals for a great new future.

## THE LADDER OF ACHIEVEMENT STEP 2 – SET YOUR GOALS.

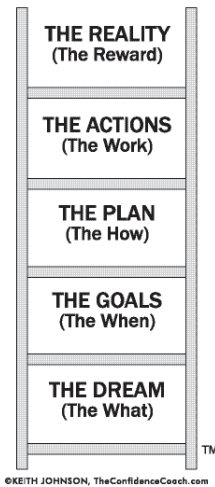
A dream is “what” you would like your life to be. A goal is “when” you intend to make it happen. What is a goal or goal-setting? It is the written expression of your dreams, desires, and objectives that you sincerely want to obtain. You can simply say that it is putting details to your dreams.

Champions set goals for themselves. Goal-setting is the first step toward preparation. For the confident person, a goal is not an idea, wish, desire, thought, or fantasy. It is an objective they intend to accomplish.

Your goals should make you smile and they should make you feel good about yourself. Hans Christian Andersen, Danish writer, famous for his fairy tales, said, “Nothing is too high for a man to reach, but he must climb with care and confidence.” While most of us may set our goals too low, we must be realistic, too. There are some things beyond our reach, but not so many, perhaps, as we often think. Our goals should be high enough to challenge us, high enough that we climb with care and confidence, but not so high that they are impossible to reach.

Every dream needs a projected target date for completion. When you set a projected target date you will have something to work toward. By setting a realistic date, you will put a healthy pressure on yourself to do what is necessary to achieve your dream. We all work faster and harder under a little bit of pressure. Putting a target date on

### THE LADDER OF ACHIEVEMENT



your dreams will keep you from procrastinating and living life as dreamer, not an accomplished person.

People who are insecure and deal with low self-esteem do not set goals. Why don't they set goals?

### **FIVE REASONS WHY INSECURE PEOPLE DO NOT SET GOALS**

1. They do not understand the importance of goal-setting.
2. They have a fear of failure.
3. They have set unreasonable goals in the past and failed.
4. They do not want to take responsibility for their personal success. This empowers them to stay in the "blame game."
5. They are afraid of disappointment, embarrassment, and possible rejection if they do not succeed.

Goals are used to create confidence, momentum, and accomplishment in your life. The purpose of a goal is to help you build and maintain confidence. The achievement of any goal, regardless of how small or insignificant, builds self-confidence and the mentality of a champion.

What you achieve or get by reaching your goals is not nearly as important as what you become by reaching your dreams and goals—what you will become is the CHAMPION you were born to be! I love what success philosopher Jim Rohn says about goals, "I've often said the major reason for setting a goal is for what it makes of you to accomplish it. What it makes of you will always be of far greater value than what you get."<sup>1</sup>

### **TODAY'S EXERCISE**

From your dream list, set realistic goals for when you want your dreams to become a reality. Record your progress toward your goals every night, and list the six most important things you need to do the next day. Daily discipline is the key to reaching your goals. Each time you reach a goal your confidence will grow so that you can do bigger

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and better things. After accomplishing any goal, record it in your *Confidence Makeover Journal*.

### ENDNOTE

1. Jim Rohn, *E-zine*; [www.Jimrohn.com](http://www.Jimrohn.com), , Jan. 2005.

## Designing Your Life for Maximum Success

**M**any people have great dreams, goals, and desires for a better tomorrow. However, many of these dreams and goals will never come to pass unless you develop a strategic plan and then work the plan. Your dreams tell you *where* you want to go, your goals tell you *when* you want to get there, and a strategic plan tells you *how* you are going to do it. The next step in the ladder of achievement is to turn your goals into a strategic plan. I have found that 98 percent of all project failures are the result of improper planning.

### THE LADDER OF ACHIEVEMENT STEP 3 – LIVE YOUR LIFE BY DESIGN NOT BY DEFAULT—HAVE A PLAN.

*“Make no little plans. There is nothing in little plans to stir men’s blood. Make big plans. Once a big idea is recorded, it can never die.”*

—Daniel Burnham, Chicago Planning Commission

What is a plan? The definition of the word *planning* is:

- To think out a way of how to do something.
- To come up with a creative way of causing something to come to pass.
- A detailed method, thought out beforehand.
- To design something that stresses the outcome.
- To come up with a creative way of causing something to come to pass.

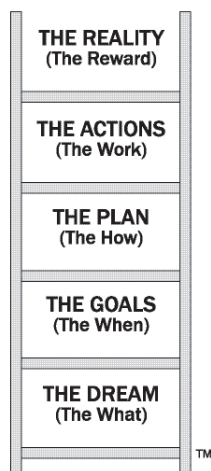
## Confidence Manifesto

Every champion thinks ahead. In order to create a plan you have to think ahead. Those who think ahead—get ahead! You would not consider building a house without a blueprint. Why would you start your life or business without a plan? Sadly, most people spend more time planning their vacation than they do their life.

Studies show that ten minutes of planning creates an additional four hours of productivity in your day.<sup>1</sup> Organize your life. Plan your daily activities. What are you going to do

every day to achieve your dreams and goals? Plan the use of your time; don't just react to circumstances. Use a calendar and make a daily list of things you need to accomplish. If you don't control your time, everything or everybody else will control you.

### THE LADDER OF ACHIEVEMENT



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### THE LADDER OF ACHIEVEMENT STEP 4 – WORK ON YOUR PLAN DAILY.

*“You may have the loftiest of goals, the highest ideals, the noblest dreams, but remember this, nothing works unless you do.”*

—Nido Qubein, President of High Point University,  
business consultant, and author

No one will ever nurture and water your dreams as well as you do! For those who are satisfied to walk in mediocrity, the highway of life has always been paved with good intentions. “One day I’m gonna...” becomes the lame words of people who refuse to make the decision to GO FOR IT! There are four types of people:

**Type 1** – People who do not have a DREAM.

**Type 2** – People who have given up on their DREAMS.

**Type 3** – People who have great DREAMS but just talk about them.

**Type 4** – People who have DREAMS and actually do what is necessary to accomplish their dreams.

You need to be a Type 4 person—there is far less competition. Why do most people live on “Just barely getting by” Boulevard? Most people are just too lazy to get their behinds off the couch and start doing what is necessary in order to create a fantastic life.

*“I’ve always had confidence. It came because I have lots of initiative. I wanted to make something of myself.”*

—Eddie Murphy, comedian and film star

To get breakthrough results, you must take consistent action. *Men’s Journal* readers picked Lance Armstrong, historic six-time champion of the Tour De France, to be the greatest athlete of all time. He was picked above such athletes as Michael Jordan, Muhammad Ali, Jesse Owens, and Wayne Gretzky. His greatness stems not from his personal ability to defeat cancer but from his ability to defeat laziness so he can achieve his dreams. This is what he said about training for the Tour De France:

“I rode and I rode, and I rode. I rode like I had never ridden, pushing my body up and down every hill I could find...I rode when no one else would ride, not even my teammates....”

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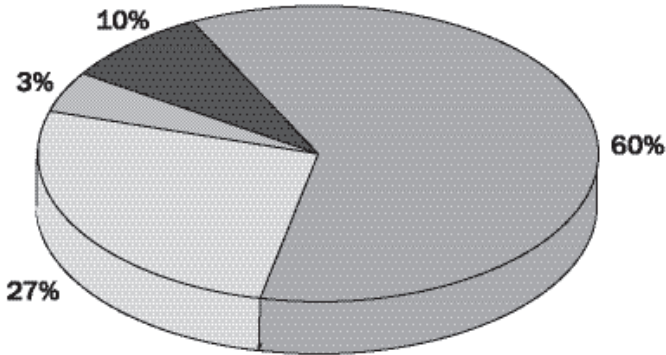
**CONFIDENCE COACHING KEY:**  
**Write down your dreams, goals, and plans.**

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*“People who construct their goals in concrete terms are 50 percent more likely to feel confident they will attain their goals and 32 percent more likely to feel in control of their lives.”*

—W.A. Howatt<sup>2</sup>

## The Importance of Written Goals



**3% have a written, specific plan and are wealthy**  
**10% have general goals and make a comfortable living**  
**60% have survival goals and live paycheck to paycheck**  
**27% have no goals and are dependent on outside support**

When you do not have a clear picture of where you are going a certain level of uncertainty arises. Writing down your personal dreams, goals, and plans for the future will give you a clear-cut picture of where you want to go. When you have a clear-cut picture of where you want to go, you step into your future with confidence.

*“Committing your goals to paper increases the likelihood of you achieving them 1,000 percent!”*

—Brian Tracy

John Maxwell said, “A masterfully written plan is confidence on paper. If your plan is as strong as it should be, your charming personality will be the icing on the cake. Without a written plan, you may be wearing the cake!” Don’t just think it, ink it! Put your confidence on paper. It is not enough for you to have a forceful and charismatic personality. Your ability to sway the masses will only work in the short-term and will not accomplish massive undertakings.

*“Obstacles are the things we see when  
we take our eyes off our goals.”*

—Zig Ziglar

Let me show you in detail how I use *The Ladder of Achievement* to turn my dreams into reality:

**My Dream:** Get back to my college weight of 190 pounds.

*The What*

**The Goal:** Lose 40 pound in one year. *The When*

**The Plan:** A) Go the gym every morning and work out. B) Start eating right. C) Stop eating junk food. D) Stop snacking and eating after 9 p.m. *The How*

**The Action:** Get into my car and sign up at Gold’s Gym®. Go to the gym. Go to the grocery store and buy healthy food to eat. Say “no” to all junk food today. *The Work*

**The Reality:** I currently weigh 190 pounds. *The Reward*

### TODAY’S EXERCISE

Spend time strategically planning how you are going to accomplish your dreams and goals. Make a step-by-step action plan. Now, get busy and work your plan!

### ENDNOTES

1. McNeal, *Robbing The Grave*, 286.
2. Niven, *100 Simple Secrets*, 67.





## DAY 29

### Don't Quit!

*“A person cannot become really successful in anything until he or she determines not to quit.”*

—Peter Lowe, success strategist

If you are like most people, at the beginning of every year, you make a “New Year’s Resolution.” You decide that you are going to lose weight, stop smoking, get debt free, exercise every day, or whatever. What happens during this small window of time? You experience a sudden surge of confidence! This surge of confidence gives you the feeling of “I can do this! I can change my life.” The surge of confidence gives you the ability to change your actions. However, somewhere down the road, you quit. What happened? On your journey to obtaining your “New Year’s Resolution” you hit a few road bumps on the way. Things did not turn out as planned. In a moment of intense pressure or in a time of discouragement you ate that chocolate cake, smoked that cigarette, did not go to the gym, or gave up on your goals. Then you lost the confident “I can do this” attitude and turned back to your old patterns of living. Over a period of years of not fulfilling your resolutions, you can develop a habit of quitting and self-doubt instead of a habit of success and confidence.

Champions have a healthy sense of confidence that causes them to keep taking action until they achieve their dreams and goals. A person’s confidence is largely determined by personal achievements. The timeless secret of achievement is to NEVER GIVE UP! People who are motivated to achieve never quit until they accomplish what they set out to do—that’s what makes them a true champion. Winston Churchill was asked to describe the most important lesson he had

## Confidence Manifesto

learned in life. Churchill shouted, “Never give up; never give up; NEVER EVER GIVE UP!”<sup>1</sup>

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### **CONFIDENCE COACHING KEY:** **Success favors the confident.**

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Success favors the confident because the confident person refuses to give up. Let me illustrate. Let’s say a young boy is learning to play basketball for the first time. He repeatedly shoots and misses his shot. No matter how hard he tries, he keeps missing the shot. Eventually he might quit and never play again. Alternatively, he can have confidence in himself and keep trying. There is a learning process that he must be willing to go through; otherwise, he will become discouraged and doubt that he will ever be a good basketball player. He could be one shot away from a three-point basket. If he holds onto the confidence that he can become a good player, he will improve his skills and perform at his peak.

I want you to think for a moment. What if this boy was the young Michael Jordan? What would have happened to Michael Jordan and the game of basketball if he had quit playing basketball because he missed his first few shots? Did you know the coach of his high school basketball team cut him from the team? Michael Jordan held on to his confidence and became unarguably one of the best basketball players in history.

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### **CONFIDENCE COACHING KEY:** **Quitters never win and winners never quit.**

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Recall the times when you have watched quitters in action—on the basketball court, on a football field, in a card game, in business, or in relationships. For many, quitting becomes a habit—a “constant” pattern. Thousands of people go on diets and quit. Many people who start going to college, quit. At the beginning of the year there is standing room only. By the end of the year, there is room to park a truck in

the classroom! People who set out to read books, quit. Millions of books are sold every year with chapters that have never been read because people quit. Most people who start a fitness program will quit within eight weeks. People who start savings plans, quit.

Most people quit. Wherever you look, you will see mostly quitters. How many people do you know started taking piano or guitar lessons and then quit? How many people do you know who play a “little piano” or a “few chords” on the guitar? They tried it for a while, results came too slowly, so they quit and looked for something easier.

Brian Tracy, in his book *Goals*, made this powerful statement: “How many times do you think that people try to achieve their new goals before they give up? The average is less than one time. Most people give up before they even make the first try. And the reason they give up is because of all the obstacles, difficulties, problems, and roadblocks that immediately appear as soon as they decide to do something that they have never done before. The fact is that successful people fail far more often than unsuccessful people. Successful people try more things, fall down, pick themselves up, and try again—over and over again—before they finally win. Unsuccessful people try a few things, if they try at all, and very soon quit and go back to what they were doing before.”<sup>2</sup>

The largest “people group” in the world are quitters. Most people quit before they see success. They allow discouragement, doubt, disappointment, and fatigue to take over and then they begin to lose their confidence. This is exciting news for those of us who have decided to be confident and successful. It means that if we stick to what we are doing, we will, in a very short time, be ahead of the multitudes. As the old saying goes, “A big shot is simply a little shot that kept shooting!”

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**CONFIDENCE COACHING KEY:**

**By patience, persistence, perseverance,  
and determination the snail made it to Noah's ark.**

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Patience, persistence, perseverance, and determination are the main qualities of true champions. Few things are impossible when

## Confidence Manifesto

they are tackled with diligence. Great achievements become a reality, not by great strength, but by patience, persistence, perseverance, and strong determination. These four words reveal the secrets of the successful. Champions know that these four ingredients are the secret in winning at anything. Losers do not know the secrets or they tend to view them as an “optional extra.” Let’s look at four key attributes of a Champion:

### *Attribute 1 – Patience*

What is patience? It is the ability to wait without losing heart, complaining, or becoming bored. Patience is the willingness or ability to tolerate delay.

Patience is the golden key that unlocks the greatness of an individual. Many times people quit because they do not physically see anything happening. During this time it is imperative that you water and fertilize your confidence.

In the Far East, the people plant a tree called Chinese Bamboo. During the first four years they water and fertilize it with seemingly little or no results. Then in the fifth year they again do what they know to do...water and fertilize. Five weeks later, the tree grows 90 feet in height. What would happen if they would have given up? What if they had stopped watering and fertilizing? They would have never seen the results of the growth of the tree and the tree would have died prematurely.

*“If you want God to give you patience and you want it right NOW, you are not looking for patience. You are looking for anxiety.”*

—Archbishop B.A. Idahosa, Nigerian preacher

### *Attribute 2 – Persistence*

What does it mean to be persistent? It means continuing steadily in any course of action in spite of opposition or obstacles; enduring, continual effort, not disappearing or falling off.

At the age of 20, Julio Iglesias was involved in a car accident which left him crippled from the waist down. It appeared that he would spend his life in a wheelchair, but Julio refused to accept that possibility. He practiced 12 hours a day for two months, just to be able to move his little toe. Bit by bit, over a period of nearly two years, he regained the use of his lower limbs. He would drag himself by his arms up and down the hallway of his parents' home, hoping that his legs would somehow get the idea that they should start working again.

He had mirrors installed along the length of the hallway so he could motivate himself as he dragged himself about. In the end, the same determination and commitment to excellence which rebuilt his body, built his career as an international recording phenomenon.<sup>3</sup>

*“The slogan ‘Press on’ has solved and always will solve  
the problems of the human race.”*

—Calvin Coolidge, 30th President of the U.S.

Champions simply make an extra attempt. If you are in sales, keep asking until you get results. Make a joke of your persistence: “Yes, it’s me again, your friendly pest. I just need a few minutes of your time.” Or “I just needed to ask you one more question.”

### *Attribute 3 – Perseverance*

What does it mean to persevere? It means to try hard continuously in spite of troubles, obstacles, and difficulties. Persistent effort.

Harlan (Colonel) Sanders faced a crisis at the age of 66. He lost his business and had to live on only his social security check. His social security check was not enough. So, he went around the country trying to sell his recipe for fried chicken. He was rejected 1,009 times before someone finally said, “yes.” He went on to become a multimillionaire at an age when most people are quitting.

*“Heart is what separates the good from the great.”*

—Michael Jordan, basketball player

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### *Attribute 4 – Determination*

What does it mean to be determined? It is an unwavering firmness of character, action, or will. Firmness of purpose. A fixed intention to finish what was started.

The *Los Angeles Times* published a report recently on the results of a five-year study of 120 of America's top artists, athletes, and scholars. Benjamin Bloom, a University of Chicago education professor who led the team of researchers, said, "We expected to find tales of great natural gifts. We didn't find that at all. Their mothers often said it was their other child who had the greater gift." The study concluded that the key element common to all of these successful people was, surprisingly, not talent but an extraordinary drive and determination.<sup>4</sup>

The determination and persistence of Henry Ford is legendary. A popular story tells of his desire to create an engine with all eight cylinders cast in one block. Every engineer who worked for him insisted it was impossible, but Ford instructed them to pursue his project anyway, and to remain on the job until they succeeded. Six months later, nothing had changed. One year later, those same engineers shook their heads dejectedly. "It's just impossible, Mr. Ford," they said. But Henry Ford possessed the determination and desire to succeed. He pressed them to continue. And then it happened. The secret was discovered, and the famous V-8 motor became a reality. Ford's unwavering desire revolutionized the automobile industry.<sup>5</sup>

Nothing in the world can take the place of raw determination. Talent will not, nothing is more common than unsuccessful men with talent. Education will not, the world is full of educated losers. Learn to become a determined individual. Inspire yourself with stories of people who tried, failed, and kept going.

Keep your eyes on your dream. Don't quit before your time! Broken focus will cause you to give up before your time. Most people achieved their greatest success one step beyond what looked like their greatest failure. H. Ross Perot, who started EDS Industries with \$1,000 and built it into a fortune of almost \$3 billion, is one of the most successful self-made entrepreneurs in American history. He said this: "Most people give up just when they are about to achieve success.

They quit on the one-yard line. They give up at the last minute of the game, one foot away from the winning touchdown.”<sup>6</sup>

### TODAY'S EXERCISE

Refuse to quit. Be determined that you will go up, over, around, or through all obstacles. Give yourself the confidence to try and try again. Give yourself the confidence that provides the power to lift yourself above the circumstances that threaten to engulf you.

### ENDNOTES

1. Quote taken from the following website: [www.succeedandachieve.us](http://www.succeedandachieve.us)
2. Tracy, *Goals*, 107.
3. Andrew Matthews, *Being Happy! A Handbook To Greater Confidence & Security* (Singapore: Media Masters Pte. Ltd., 1994), 106.
4. David McNally, *Even Eagles Need A Push* (New York: Dell Trade Paperback, 1990), 153.
5. Murdock, *Dream Seeds* (USA: Harrison House, 1986), 48-49.
6. Tracy, *Goals*, 271.





## **Communicating With Confidence— How to Get What You Really Want**

**D**o you ever listen to people talk? If you took the time to listen to others and yourself, you will discover that people who are really confident use what I call a confidence boosting vocabulary and those who are lacking in confidence use what I call the loser's vocabulary. Your daily conversations reveal whether you are a confident winner or an insecure loser. You cannot expect to reach the Winner's Circle talking like a peasant or a loser. Winners talk about their past and future successes and victories. Losers like to talk about all their current obstacles. Champions like to talk about possibilities. Losers talk about the impossibilities. Losers talk like victims. Winners talk like victors!

A leading neurosurgeon said that a recent medical science discovery showed that the speech center in the brain exercises dominion over the whole central nervous system. He said that you can cause different parts of the body to respond with stimuli to corresponding parts of the human brain, but when the speech center is stimulated, the whole central nervous system responds.<sup>1</sup> Therefore, if you say things like, "I am a loser or I am weak," the speech center sends out messages to the entire body to prepare for failure. Words birth confidence or fear, self-confidence or self-doubt, security or insecurity. Every success you experience begins with the words in your own mouth.

# Confidence Manifesto

## SEVEN KEYS TO BECOMING A CONFIDENT COMMUNICATOR

### *Key 1 – Evaluate the way you talk.*

Do you carefully choose what you will say before you speak? Most people never take time to evaluate what they say or what they talk about on a daily basis. Thinking and speaking follow one another. Your daily talk reveals your thoughts, whether it is confident thinking or the lack thereof. Not only does your daily talk reveal your thinking, it also reinforces your thinking. If you talk like a champion, you will reinforce in your mind that you are a winner. However, if you continue to talk like a loser, you will reinforce in your mind that you are meant to be a failure in life.

### *Key 2 – Build a vocabulary full of confident statements.*

When you start changing the way you talk, you will reinforce new ways of thinking and will begin to see yourself as the confident champion you really are. When you talk like a champion you will naturally find yourself more confident. The real key is to integrate confidence boosting statements into your daily vocabulary. When this occurs, not only will your thinking and talking change, but most importantly, your life will change.

Brian Tracy, in the last 30 years, has trained more than a half-million sales professionals in 23 countries. In his book, *Be a Sales Superstar* he said, “When you repeat to yourself the words ‘I like myself! I’m the best! I can do it!’ you boost your self-esteem and self-image to the point where eventually you feel unstoppable. You create within yourself the mind-set of a high-performance salesperson.”

## BUILDING A VOCABULARY OF CONFIDENCE

### **Remove these Words**

I can't  
Impossible  
Too hard

### **Add these Words**

I can  
Possible  
Too easy

**Remove these Words**

I will try  
I don't think  
If  
If only  
I doubt it  
Maybe  
I don't believe  
I don't have time  
I'm stressed  
I am afraid  
What if I fail  
Yes, but  
Next week  
Never  
I can't afford  
I wish  
Difficult  
I quit

**Add these Words**

I will do  
I know  
I will  
Next time  
I expect the best  
Positively  
I do believe  
I will make the time  
I'm motivated  
I am confident  
What if I succeed  
Yes, let's do it  
Now!  
Someday  
I will find a way to pay  
I want  
Challenge  
I will be persistent

Confidence is the force that energizes and activates your words. However, just because you say something does not mean your words are full of confidence. Your ability to confidently communicate and talk to others is a major key to your future success.

*Key 3 – Don't enter into the blame game.*

Confidence never enters into the blame game. Insecure people love to talk about the injustices of people toward them. They love to talk about how “bad” they have been treated in the past. They walk round with an attitude of “nobody seems to understand what I have gone through.” Insecure people never blame themselves for their own failure. They love to blame other people, circumstances, and externalities for their failures. They have a list of people and excuses that caused them to be what they are today. The confidence coach says, “Stop whining and start winning!”

## Confidence Manifesto

*Key 4 – Stop acting like you know everything.*

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### **CONFIDENCE COACHING KEY: Communicate your uncertainty with confidence.**

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The person who is afraid to ask questions is ashamed of learning. Have you ever met people who talk as if they know something about everything, but really know something about nothing? They try to project as if they know what you are talking about. This is really the symptom of a major insecurity problem.

There is a huge temptation in all of us to let pride get in the way and pretend that we know more than we really know. Many times we do not admit we do not know something for fear of appearing ignorant or not being up with the current trends. When you start pretending you know everything, a very dangerous thing happens—you start closing yourself off to new information, wisdom, advice, and the assistance of others.

All uncertainty does is expose your lack of knowledge. However, when you pretend, you expose your lack of integrity. Andy Stanley, Pastor of North Point Community Church said, “Saying ‘I don’t know’ when you don’t know is a sign of good leadership. Pretending to know when you don’t know is a sign of insecurity. The only person a pretender deceives is himself.” Johnny Carson, the famous TV personality behind the success of the Tonight Show, interviewed some of the most popular celebrities of the world, yet he was not afraid to say in his interviews, “I did not know that.”

*Key 5 – Don’t be afraid to ASK!*

*“Everything you want also wants you.  
But you have to take action to get it.”*

—Jack Canfield

Confident people are not afraid to ask for what they want. If you are denied or told no, just go on to the next question. Keep asking until you get what you want. There is a person out there, somewhere, who will give you what you want if you have the confidence to keep asking until you get it. You can get what you want! You just have to ask enough people. You may not be getting what you want because you are not asking enough people.

Before I became a World Class Member with the airline I fly with most often, I would ask the people at the check-in counter if they had a first class seat available for me. Sometimes they would grant me my request. Several times they said no at the ticket counter. However, that did not stop me from asking again at the gate just before I boarded the airplane. Several times they placed me in the first class section. From these experiences I came up with a great quote: “Life will always try to push you to second class living. Go first class anyway!” It is important that you ask for what you want for three reasons:

1. Asking indicates confidence, self-worth, and self-esteem.
2. Asking is the beginning step to letting God, your family, and friends know what you need.
3. Asking gives somebody else the pleasure of helping you.  
In fact, failing to ask is selfish. If you like to help others, then give them the opportunity to help you. Don't deprive them of the satisfaction of helping you!

Don't be afraid to ask, and ask again, for what you want. Ask for a promotion. Ask for special treatment. Ask for help, ask for input, ask for advice and ideas—but never be afraid to ask.

*Key 6 – Negotiate with confidence.*

In his book, *The 100 Simple Secrets of Successful People*, Dr. David Niven wrote, “You will face many negotiations in life, whether for a pay raise or the terms of a car purchase. What determines whether a negotiation is successful? Skill enters in. So does relative bargaining position. But ultimately when negotiations are prolonged, your willingness to continue is based on your level of self-confidence.

## Confidence Manifesto

No matter what your other advantages might be, you will end negotiations faster if you lack confidence, which means you will settle for a less advantageous resolution. Lower self-worth translates into 37 percent less willingness to negotiate and the use of 11 percent fewer negotiation strategies. Increased self-worth correlates with greater willingness to incur the risks of prolonged negotiation and greater adaptability. In short, the less confidence you have in yourself, the faster you will give up trying to get what you want.”<sup>2</sup>

### *Key 7 – Be careful what you listen to.*

What you listen to on a daily basis is filling your mind with those thoughts. Whatever your thoughts are full of, your mouth will speak. Listen to and read only material that builds up your self-confidence. Discipline your music, your television viewing, and your reading material to what is positive and uplifting.

Congratulations!

You have finished the Confidence Challenge.

### ENDNOTES

1. Mark Hankins, *Never Run At Your Giant With Your Mouth Shut* (Alexandria, Louisiana, Mark Hankins Publication, 2001), 27, 28.
2. Niven, *100 Simple Secrets*, 44-45.



## **Become a Life, Leadership, and Business Coach**

Here are 10 reasons why Life & Leadership Coaching should become your career:

1. You profit by helping others succeed.
2. Low overhead, high profit margins.
3. Second fastest growing profession behind IT.
4. Proven system, guaranteed results.
5. Freedom to create your own future.
6. Experience the joy of helping people achieve their dreams.
7. You don't have to quit your current job. Set your own hours.
8. Take charge of your own annual earning potential.
9. Develop a speaking and book publishing career.
10. Learn from the best Christian coach in the industry.

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**Level 1—Certified Life Coach**

**Level 2—Leadership & Church Growth Coach**

**Level 3—Business Coach**

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# Confidence Level Assessment

## HOW CONFIDENT ARE YOU?

Answer the following questions to begin your journey of self-discovery! This self-assessment will allow you to measure where you see yourself with regard to your current level of self-confidence.

Rate yourself on a scale of 0–10 according to how much you believe each of the following statements to be true.

0 = you think the statement is totally false.

10 = you think the statement is completely true.

- \_\_\_\_\_ 1. I love myself as a person.
- \_\_\_\_\_ 2. I really believe in myself.
- \_\_\_\_\_ 3. I am as good as everyone else.
- \_\_\_\_\_ 4. I feel like I am very successful.
- \_\_\_\_\_ 5. I know I am very smart.
- \_\_\_\_\_ 6. When I look into the mirror I like everything I see.
- \_\_\_\_\_ 7. I am worth millions of dollars.
- \_\_\_\_\_ 8. I don't feel like a failure.
- \_\_\_\_\_ 9. I love and embrace change.
- \_\_\_\_\_ 10. I have a positive outlook on life.
- \_\_\_\_\_ 11. I don't want to be like anybody else.
- \_\_\_\_\_ 12. I am not afraid to ask for what I want.
- \_\_\_\_\_ 13. What others say or do to me has no effect on me.
- \_\_\_\_\_ 14. I love talking to others.
- \_\_\_\_\_ 15. I have the ability to make myself a success.
- \_\_\_\_\_ 16. I am an expert in my field.
- \_\_\_\_\_ 17. I love to take a risk.
- \_\_\_\_\_ 18. I am not afraid to make mistakes.
- \_\_\_\_\_ 19. I can laugh at myself.
- \_\_\_\_\_ 20. I have written goals and plans for my future.

Total Score: \_\_\_\_\_

## Assessment Results

170–200

You have a high level of self-confidence. You do need to fine-tune and increase your confidence in a couple of key areas. Improve these areas and you'll be ready to be a confidence coach to others.

135–169

You have a medium to high ranking in your level of self-confidence. Sometimes you are a confident person. However, there are times when your confidence can be totally bankrupt. You need to learn how to maintain high levels of confidence on a consistent basis. You need to fine-tune and increase your confidence in several different areas. A life coach will give you the encouragement you need to maintain a high level of confidence.

100–134

You have very low levels of self-confidence. You lack confidence in yourself in most areas. You need a daily confidence-building plan and a life coach.

0–99

Your confidence is as low as it can get. Your emotional state is at serious risk. The smartest decision you ever made was to start reading this book. You can change your life. Visit our website and invest in some of our confidence-boosting material. Get a life coach. It's time for a Confidence Makeover. You should not try to complete this challenge alone!



# Confidence MANIFESTO

If you were more confident,  
how would your life be different?

Would you:

- Be earning more money?
- Have more quality friends?
- Be closer to the top of your career ladder?
- Own the home of your dreams?
- Open that business you've thought about?
- Be happier and more content?
- Be making a bigger difference?
- Be living life more fully?

When activated, confidence is always at work helping you in a positive way in everything you do. Confidence is either working for you or fear, doubt, and uncertainty are working against you - undermining your true potential.

**Confidence Manifesto** will lead you through a 30-day journey designed to reveal your potential and boost your best qualities. Drawing on his own experiences and the secrets of successful people, Dr. Keith Johnson shares easy-to-understand strategies that will boost your confidence and maximize performance in every area of your life.

#### About the Author:

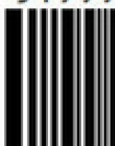
Keith Johnson, PhD, is America's #1 Confidence Coach. He is known worldwide as one of the premier speakers on the subject of leading with confidence. Dr. Johnson is an Amazon best-selling author, television personality, and is the chancellor of Destiny College International.

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