

WRITTEN BY
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WHO GIVES A

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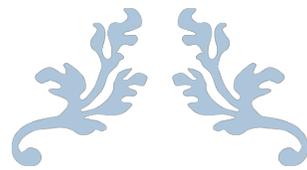


**An Unconventional Way Of Building
True Confidence In Any Situation**

Thank you For Buying My Book!
I Hope This Book Helps You A Great Deal

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WHO GIVES A FUCK

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In Any Situation



Visit my website

www.franzstfleur.com

where I cover topics on confidence, fitness, how to attract beautiful women, and stories of my travels around the world.

Not An Introduction

First I have to say thank you for buying this book, it means a lot to me. Second I hate introduction and feel like no-one really reads them. So this is not an introduction, but more of a taste of what you will get in this book, enjoy.

The purpose of this book is to make you the best version of yourself. Looking closely at the title of this book “Who gives a Fuck”, it means that you should never mind what others think of you. Honestly, it’s none of their business what you do or think and it’s not your business to wonder what they are thinking about in the first place. Make it your business to be a better person each day. I know that you are wondering, "How do I know that when I lack confidence?" or maybe you think that you are very confident, but you are not totally sold on it. Why are some people extremely confident in everything they do but

others are not? There are a number of reasons as to why someones self-confidence may have taken a knock. It could be due to a bad relationship, being teased/taunted, being laid off at work, being rejected from a sports team and so on. My personal opinion on the reasons why people are not confident are fear of failure, fear of what others might say, fear of looking stupid or embarrassed, lack of knowledge, lack of experience, still thinking about past mistakes, and the biggest fear the thought of the worst happening. My question to you is who gives a fuck if you fail? Who gives a fuck if you look stupid, or embarrass yourself? So, what if you don't know what you're doing?

That's how you learn! You miss up, fail, make mistakes while you are learning. I hate it when someone tells me "I can't take a salsa class because I don't know how to dance." that's the

dumbest reason someone can give. It's a salsa CLASS where they teach you how to DANCE!!! Unfortunately, this is the same mindset that most people have about life. “I don't know anything about: insert whatever they want to do so, I should do it.” People use this type of justification to stop themselves from becoming confident and the best version of themselves. As a former personal trainer, I would hear my friends and family say “I don't know anything about working out so, that's why I don't go to the gym.” You didn't know anything about reading, writing and math, but as a kid you went to school to learn it right? Most people can learn confidence, but they decide not to. They find it weird to learn about self-improvement, and think that those things are for “people who really need it”. Yet they live their lives in a silent cry of pain, emptiness, and they know deep inside that there is more to life if they were just bold enough to chase their dreams. They tell themselves and others

that they are too busy to pursue their dreams. I hear them say, “I would exercise/talk to that girl/ try that skill I always want to but I’m too busy/don’t have the money/ don’t have the skill/ have to finish school/have to focus on my boring ass career/ have children”. It is excuse after excuse that they give when in reality it is the lack of confidence. What these people are really saying is "I am too scared to chase my dream because what if I fail at it? Or I am too scared to make mistakes in front of people, or I tried it once and failed, so I am scared I might fail again.”

What would you tell an 8-year-old child if he/she said "I don't want to learn to ride a bike. I am scared that the other kids will make fun of me and I tried it once and fell" You would probably tell them "Don't worry about what other people think, if you fail at your first and second attempt, you try again until you can

finally get it.” the truth is, fear is an individual personal event, but the question is how can you conquer it?

Some of the techniques in this book might work for you as they did for me. Some might not, but I encourage you to try all of them and see what fits. In fact, this book is not the end of it all, it's only the tip of the iceberg. Gaining confidence, improving yourself and becoming the best you is a continuous journey and any book which states otherwise lacks the necessary know how which is required to lead you down the path of building yourself, or rebuilding yourself. All men are not the same but all men are plagued and are subjugated by fear, so the real question is how do we rebel against this master? how do we identify what makes us weak and mortify that emotion. look, we don't want the perception of confidence or lack of fear like some books teach, we want true confidence and a small degree of fear as long as it does not prevent us from achieving our goals.

Confidence is the personality trait that we all need, but a lot don't possess. Why, you ask? The environments that we have been in have dictated the mindsets that we possess. If your parents were pessimists, that could be the reason why you always see the glass as half empty instead of half full. How about those friends that you have. They may spend their time pointing out the negative in everything and in everyone. Naturally, you adjust or conform to what you are around most. Consequently, it's so easy to possess those same mindsets. Perhaps, you don't realize that you are negative, let alone think that you lack confidence. Well, this book is going to test where you are on the confidence scale.

What is total self confidence? Think about the word 'confide'.
When you confide in someone you must put your trust in them.
To have confidence in yourself you must also trust yourself.
When you got up this morning you put your feet on the floor and
walked away from your bed. There was nothing that you had to
think about to make it happen - you just did it. You had total self
confidence in your ability to walk across the floor. You did so
automatically. With this evidence, we can conclude that self
confidence must be: a state of certainty untouched by fear and
doubt and that dwells somewhere in your subconscious mind
working at an automatic level.

Each of us experiences different encounters throughout our lives
that lessen or damage our self-confidence. Some manage to deal
with these different experiences a lot more effectively than

others, some will have the courage and confidence to quickly overcome the difficult situation where others will struggle to find the self-confidence to see them through. However, the problem usually isn't the experiences we encounter but how we deal with these experiences. There's a saying that goes "In life pain is inevitable but suffering is optional", basically you can choose to either let past experiences damage your self-confidence or choose to take corrective measures and start working towards regaining self-confidence. Another inspiration quote that has helped me achieve true confidence is "You may shoot me with your words, you may cut me with your eyes, you may kill me with your hatefulness, but still like air, I will rise". Read these quotes and I repeat it in my mind. The power of those words can inspire you today because I believe absolutely no human being can hurt you with their words. Don't give a Fuck about what they say. Relax and read through this unique

book that contains Part 1, 2 and 3 so you can fully grasp and implement the techniques, ideas and ways to successfully gain self-confidence.

PART I: A In Deep Look Into Confidence

In this section we are going to break down the real meaning of confidence. If you can break a skill down into its simplest format, you can begin to truly understand it.

Once you understand it, you can begin to internalize it.

Once you can internalize it, you can begin to master it.

Chapter 1; The Truth About Confidence. What It Really Is

"Just be confident" is a BULLSHIT advise people tell you when you are nervous or in a tight situation such as going for an interview or going on a date. Why? Because it does not offer the person anything useful at that moment. In fact, it hurts the person. Now, the person is thinking They said "Just be confident." That means that I am not acting confident? That mean that I AM NOT CONFIDENT." The advise "Just be confidence" makes us over think and puts us into our heads and takes us out of the present moment. If we both were in a salsa class and I tell you that you should dance salsa with one of the best dancer in the club. But you have never danced in your life. You will probably tell me no, but what if I tell you to just be

confident? Will that help you dance? Will it get you motivated to overcome your fear and hop on the dance floor? No, of course not. Instead of telling you to be confident why not show you the steps to dance salsa or show you where you can sign up for salsa classes. If you lack what I call core confidence it will be better to direct you to books (like this one), videos, and seminars that teach core confidence.

What is core confidence? This whole book is dedicated to increasing your core confidence. We will go deeply into what core confidence is later in this chapter, but for now, just remember this phrase; **"No Matter What I Do, and No Matter Where I am, I will be Ok."** With core confidence you believe in yourself enough that even if you know you can't do something like dance salsa, you will try to learn. Unlike most people who

give up without trying. I asked a girl I was dating to go with me to salsa classes and she said at first, "But I don't know how to dance salsa...." No shit that's why we are going to a class!

There Is No Magic Pill For Instant Confidence !!

If there was a pill for instant confidence that was legal, it would definitely be sold out in 8 minutes. There is no limitless pills or magic drink to get you core confidence. Yes, I know alcohol can give you liquid courage. But that is not real confidence because it goes away. And what are you going to do? Drink alcohol all the time to stay confident? Real core confidence takes time to build, it is a mindset that you have to learn, internalize, and then apply until it become your lifestyle. How long does it take to create your core confidence? That depends on you and how much are you doing to build it. Are you reading self-help books,

are you doing things outside of your comfort zone? Do you even need confidence to be successful in life?

You Don't Need Confidence To Get Girls !!!!

It's 100% true, you don't need confidence to get girls or money but the quality you will get will be low, very low. Yes, there are plenty of guys that don't have confidence, money, or looks but they still get girls. You can get a girl to fuck you without those things. The thing is without confidence you can get girls but the type of girls will not be of good quality. Either they will be emotionally or physically ugly or both. You will end up with a person with no standards and no self-esteem that lacks confidence like you do. They might even be good looking but be a mentally abusive person and since you have no confidence you won't stand up to this person. You'll end up in this shitty

relationship that you can't escape from until you grow enough confidence to leave. Look the point is that if you want an healthy good relationship then you need confidence.

But why is confidence a problem for a lot of people? Maybe it's time to ask a different question, that question is what is confidence anyway? What kind of action does it take to be known as being confident? Well, our emotions in various situations can make us think we are being confident-but confident in what?

Confidence Is A Skill That Can Be Learned

The truth is that confidence is something that you are not born with, but it is a skill that can be learned. Confidence is exactly like any other skill, profession, or craft it can be learned and

mastered. To me confidence is an exercise, the more you do activities, (activities that I will discuss further on) the more you build confidence. Confidence is not something that is only for a select few, it's something every single person can learn no matter their age, height, weight, background, skin color, social class, or nationality.

Confidence also involves a balance between being passive and being aggressive. Being passive means simply allowing things or people around you to take control. Being aggressive (in this limited sense) means that you take action, and you become proactive to initiate or change a situation that you may not like, or that may help you and others.

Chapter 2 : The 4 Types Of Confidence?!

How to be confident is a topic with a lot of confusion and misunderstanding. In fact, most people don't even know there are 4 different types of confidence. We have:

1. Core Confidence (Confidence in one's Mental, Emotional and Physical abilities in any situation)

Confidence can shift from time to time and from situation to situation. For instance, you could be a champion pool player and have confidence in a pool wall. But if you are in a salsa club and you have two left feet, your confidence can quickly fade. In certain conditions you can have a feeling of confidence but in other conditions you can feel fearful, discomfort, embarrassed,

self-conscious or useless. This is situational confidence, this is not true core confidence. Core confidence is being secure in yourself no matter where you are. Knowing that you will be okay no matter the situation, knowing that you can try new things and even if you fail at it that your world wouldn't end. Core confidence is accepting your mistake/short comings but not becoming paralyzed by your mistake/short comings. Core confidence is trying new things, exploring new areas of life, and being okay with whatever the outcome is. You are mostly there for the experience, than the outcome, which in turn teaches you something new. This progress only strengthens your core confidence. Core confidence is also when you take others hash criticism but you really don't care what they think, you are going to do what you want to do in the end. In summary Core Confidence is the underline theme that "No matter what I do or

no matter where I am. I will be ok.” How to you develop core confidence is the point of this book.

2. Confidence In A Skill aka Situational Confidence

This type of confidence comes when you are an expert or extremely good at a skill. For example, you might have no confidence when it comes to talking about nutrition but you might be an expert and highly confident in talking about website coding.

3. Confidence In other People and Things (aka Trust)

The best illustration of this is the trust you have in the pilot when you are on a flight. You trust his expertise and are confident they know how to fly the plane. You have confidence

in your inner circle, (at least I hope you do) this is the reason why you tell them your secrets and share your personal life with them.

4. Social Confidence

How comfortable are you talking to a complete stranger? How will you feel if I told you to walk up to a stranger and ask them how their day was? You might feel a little scared. What if I told you to walk up to a group of people and just start talking to them? You would probably say no out of fear. But that fear is only there because you have not yet developed the social skills to walk up to strangers and get them to engage with you in a positive way. Social confidence is the level of comfort you have in your social skills. Remember that skills can be learned. So,

the more you learn about social dynamics, the more you apply what you have learned, the more your social confidence goes up.

What Confidence Isn't

Confidence is not, Bravery or a person with courage that takes action. Courage is the ability to face difficulty, danger, pain without fear. Courage can be a part of confidence but it is not complete confidence. You don't muster up courage when you do your everyday job at a place you've worked at for years, but you are confident you can do your job. Confidence is not Cockiness or Arrogance. Cockiness or Arrogance, are exaggeration of ones self-worth and/or superiority over others.

The Misconception Of “Fake It Until You Make It”

Have you heard the old saying "Fake it until you make it" to gain confidence? Will this really work? The answer is yes and no, what I mean is that in certain situations faking it to make it can make you gain temporary confidence, it can even get to pass the first initial interaction of a skill you are trying to learn. For example, let's say you are learning how to pick up women but you are nervous to walk up to a total stranger to start a conversation. You hear that you need to approach with confidence when you introduce yourself. Still nervous you manage to walk up with confidence to a beautiful girl. You introduce yourself with a strong alpha male-body language. This works, she likes it and now you are in a conversation with her. However, after a few minutes she quickly realizes that you aren't that confident. She realizes the beginning was a front and not the real you. You lack core confidence, you faked it at first but that is quickly gone.

However, that fake confidence you had that made you approach her in the first place which is why I say it can be good. This gave you a positive reference point, the more positive reference points you can get the more confidence you build. For example, if one of the reasons you don't want to approach a girl on the street is because you "believe that it might be rude to interpret her" but every time you do approach a girl she welcomes your approach, those positive reference points will change your mind. Soon you will start to believe that it isn't rude approaching her, that in fact she wants you to come up and talk to her. So faking it to make it does serve the initial purpose of making you take action. However, you need to develop the core confidence to get past the initial steps. Faking it until you make it should be use to make you take action and get initial reference points, but you should also learn the necessary skills and beliefs to develop core

confidence. One last thing, you will get some bad reference points. This is normal and part of learning. However, learn from those bad ones but only count the good ones. Set a goal to get five good reference points on a weekend. If you approach a woman and she gives you a bad reference point then that approach does not count as one of the approaches. The point is to focus on the good, don't count the bad, and grow from there.

Chapter 3; Social Conditionings aka The Silent Killer Of Confidence

Are your thoughts really yours? Or are they from years of social conditioning. What is social conditioning? According to en.wikipedia.org social conditioning is the sociological process of training individuals in a society to respond in a manner generally approved by the society in general and peer groups within society. The concept is stronger than that of socialization, which is the process of inheriting norms, customs and ideologies. In short it trains you to say and do things in a way that your society deems to be right. This can be a good thing because certain trained behaviors, like not peeing in public, keeps society running smoothly. On the contrary, social condition

can create beliefs that limit our potential. It creates false perceptions of the world.

Have you ever seen someone do something that is considered really rude and he/she got away with it? For instance, have you ever been at a club and see a guy say something completely offensive to a group of girls? You think he'll get yelled out or worst, get slapped. But the girls instantly love it. "What the fuck is going on?" You ask yourself, that was rude and he should have gotten slapped. You see this time after time, guys doing things they "shouldn't do" and girls love them for it. Then you start to think "Well, girls only like assholes." This is a perfect example of social conditioning at work. Why can same guys get away with rude behaviors? Do girls really like assholes?

There are so many reasons why girls like the "asshole" type of guy and so many reasons I can prove that this "guy" is not really an asshole and how girls don't like assholes. But what I want to focus on is the mentality you have that tells you what he is doing is rude. Social conditioning has lead us to believe certain things have to be done in certain ways. It has you believing that you must act a certain way instead of acting like yourself. If social conditioning states that to get a date with a girl you must be polite, ask nice and you'll get a date. However, you know by now that's not true. In fact you might believe after watching a few guys get woman by acting like jerks, your belief may be to act the same. Even if deep down inside you aren't a mean person. You are still not being your true self. Social conditioning fails to teach you the underline principle of true social intelligence. Women do not inherently want an asshole, or even a nice guy. Two of the major things that women want are

strength and security. This strength can be physical or mental strength. The type of security can be a sense that their partner (man or woman) is secure with themselves, and has a level of security. Even if the level is a small level of security as long as it doesn't hinder the level of security she already has. Acting like an arrogant asshole displays these two qualities of strength and security to a woman on an unconscious level. There are much better ways to display these qualities to women, but you will have to re-think the limiting beliefs caused by social conditioning.

Social conditioning can have us believe in fails facts for example, was Napoleon Bonaparte short? Actually Napoleon Bonaparte was average height for his time. The reason we grow up thinking he was short was because he was called the little

corporal, not for his height but because he was in charge of an entire unit as a low ranking soldier. Over time we took his nickname and changed it to believe that he was short. Here's another example, whether you follow a religion or not, you have most likely heard about the forbidden fruit in the Judeo-Christian bible. It's never actually stated that the forbidden fruit mentioned in the Bible is an apple, but we all mention how Eve bit the apple which was why we got kicked out of paradise. The first step of building true confidence is challenging our social conditioning, our self-beliefs, and to challenge social limitation we have placed on ourselves. I'm sorry to be the person to tell you this but mostly everything you have learn growing up about life is wrong. For the most part and with few and I mean few exceptions, what your parents taught you were wrong, your teachers were wrong, your friends were wrong. Once you begin

to question everything and find the answers for yourself you will begin to expand your mind and grow your core confidence.

Take the advice that you have probably heard from your mother on how to get a girlfriend. She might have told you “Girls love nice guys, so always open doors for ladies” or one of the worst advice your father can give you about marriage, “In a marriage the woman is always right.” This promotes a one sided relationship when a marriage in my opinion is an equal partnership where both parties give their 100% effort. This phase also promotes a lack of decision making for the man. What about the advice from teachers on how to become successful in life? They will tell you to go to college because if you don't you will not make good income. There are plenty of people that have a six and even seven figure income that have

never been to college. Remember this phrase for every advice given “Every Truth Is Just A Half-Truth”. This means that someone’s advice is their reflection on what work or didn’t work for them. Someone who wants to become a doctor will benefit from the advice given from their teacher. However, someone who wants to create their own landscaping business does not necessary need college. Someone’s truth is another person’s lie.

The next steps are all designed to build true confidence, improve your lifestyle, and help you become comfortable with who you are. Before diving into how to be more confidence, let's define what confidence really is. Is confidence when you face your fears? No, not really that is bravery. Is confidence not giving a fuck of what people think about you and doing whatever you want? Umm not really, that's just elimination of self-judgement.

Is confidence stepping outside of your comfort zone to do something you have never done before? No, none of these are what true core confidence really is. In my opinion, confidence is part of a four level hierarchy to mastery. Ok, that sound like some hippy shit so let me explain. I believe to master a skill and to gain core confidence, you will have to go through four levels.

Chapter 4; The Process Of Building Confidence “The Hierarchy to Mastery”

Like I said earlier, to master a skill you will have to go through four levels of learning starting with corrections stage.

Correction Stage

Let's use driving a car for example, when you first started to learn how to drive, you might have been a little scared. You probably thought about everything about driving when driving, from making sure your mirrors were correct, you might have been paranoid when other cars were driving next to you. You might have been scared to drive on the highway. In this stage you make mistakes and do corrections. In the correction stage

you learn the do's and don'ts of the skill you are trying to learn, you are also a little scared and/or confused.

Another example, would be your first day at a new job. You are learning how to do your job, what the company is expecting from you. You might make mistakes and your supervisor corrects you but most likely they don't punish you because you are new and still learning. At this stage you aren't sure how to do your job or what is and isn't acceptable at the work place. Also you are not sure how people interact at the work place. A joke you said in your old job might be offensive at this job. But after a while you get use to what you're doing, you joke around with co-workers and you job becomes more automatic. Once you pass this stage you go into the Competent stage.

Competent stage

The competent stage is when you can do a skill correctly but you still have to think about it (a little), this stage is also known as *conscious competence*. Take the job example I used earlier, after a while you get use to your job, know how most things work and know how to do your job. At this stage you might have to still think about what you are doing for example, if you are in sales you might have to consciously think about your sales script when talking to a customer. At this stage most of the fear of making mistake is gone. If you do make a mistake you understand the steps to fix it. Things are semi-automatic at this point. The Next is the Confidence stage.

Confidence Stage

Confidence is the three stage in a process to become a master. By being confident, you know you can do a skill because you have done it many times before. In this stage you think less and act more. Take your job, if you have been working at you current job for months or even years, you know exactly what to do. In fact, you can finish most of your work twice as fast as when you first started and with less effort. You even take longer breaks because you are confident in your abilities to deliver good quality work on time. In the confident stage you execute all the steps smoothly with no hesitation. If you are in sales you know how many prospects you need to reach your sales goal, how to handle objections, and rejections. You know your sales script like the back of your hand, in fact you have created your own spin to the sales script and know how to say it in your sleep. When something goes wrong you can quickly think of solution. The confident stage is a great place to be however, the next stage

is so powerful that you never even notice how much control and confidence you have. In fact, you don't even view it as confidence, but as a normal activity.

The Comfort Stage/ True mastery

Have you ever done something so automatically that you don't realize you are doing it until you are in the middle of doing it. For example, you are going to work and take the same route you always take. The drive seems like a blur until you realize today's the company's picnic which is on the other side of town. You got so use to going to work a certain way that you don't even realize you where on autopilot. Another way to look at the Comfort stage is as your daily habits. Your habits kick in automatically with no thought process. Habits for the most part are pure action with no thoughts.

A great person to emulate in the Comfort stage is UFC fighter Conor McGregor. In fact, he is a perfect example of going through all four stages of mastery. Now, when you see him fight, his body moves without any hesitation. His fist sees opening in his opponent before his eyes sees the opening. When you see Conor's interview before a fight, he is so confident he will win, he describes the fight like someone describes his weekend. He isn't overly cocky (most of the time) he is relaxed and comfortable. True confidence or what I call mastery seems so normal that you do not realize it is pure confidence. Take driving for example, when you started you might have been scared to drive on the highway. Now, you drive on the highway with ease. You might even text and drive, change music while driving, talk on the phone, eat a burger, and multitask while driving. FYI, you should just focus on driving, please don't text and drive. You

might not think that it takes confidence to drive but if you put a teenage who has never driven a car before to take the highway, they might be too nervous to do so. Or, they might try to hide their fear with over cockiness or fake braveness but they are nervous. On the other hand, you are comfortable driving on the highway you can drive for hours on a road trip. There you have it, by breaking down confidence into smaller stages you can start to achieve and build confidence in your daily endeavors.

Part II: The Ten Unconventional Techniques To Learn Self Confidence

Are you not tired of hearing the same old advice on how to be confident? Isn't it time for a change; Isn't it time to try something new. Isn't it time to try some techniques that may seem weird and strange, but are effective. That's what this section is all about.

Chapter 5; A Powerful Key To Unlock Confidence!

No matter what book, program, technique, or method you use to build confidence, you will need one thing to make them work. That “one thing” is discipline! I could tell you how to build more confidence, get more dates, and build up your self-esteem but if you lack the discipline to apply what you learn then it won't work. Discipline deserves it's own book, and this is not a book on discipline. I am writing one so be on the look out for that book but for now here is a powerful technique you can apply to become more discipline. It's called *implementation intentions*

Implementation intentions are the “if-then” plans that spell out in advance, how you want to pursue your goal, pretty much it's

the action plan for your goal. Here, you write down the goal and steps you seek to follow to achieve it. It doesn't have to be a long detailed plan. A short sentence is just as powerful, as long as it specifies the time, date, and place. Here is an example of an implementation intention sentence:

“I will *INSERT GOAL* for at least *DURATION OF GOAL* starting *START DATE OF GOAL* on *DAYS OF THE WEEK DEDICATED TO GOAL* at *TIME OF GOAL*.” Here it is filled out. “I will *exercise* for at least *40 minutes* starting *May 1, of this year* on *Mondays and Wednesdays* at *7pm*.”

Why is writing down a short little statement powerful and effective? Implementation intention specifies the what, where and when of a situation. It is more effective when you physically write out that task because it allows you to discipline yourself. For example: My goal is to start a morning routine of

meditating. My implementation intention could look like this. “I will meditate for at least 6 minutes each morning from 7am starting tomorrow June 15, of this year.”

This can build discipline and help you in goals such as losing weight, going to the gym, quitting a bad habit, saving money and several others. Multiple studies have show that implementation intention has been proven to work. To go a little further into goal setting, there are two unique aspects you need to look at before setting your implementation intention. Firstly, you need to determine the actions that you’re going to take to achieve your goal, and how you’ll know when to take it.

Secondly, you need to determine possible obstacles to achieving your goal, and how to deal with them. Implementation intention is the best way you can become more discipline because it

allows you to plan ahead of time, the action you want to take to achieve your goals, where and when you will carry out your action. It also helps you create a plan on how to continue moving ahead when you come across an obstacle. Our main focus here is how to use implementation intention on each of the confidence techniques in this book, it can help you to discipline yourself to apply the techniques thereby building your confidence level.

For example, when you get to technique number 2 “**Perform In Front Of People**” you could make a goal to sing karaoke in a bar. Since it is your first time singing in front of strangers you might be nervous. This mean that you might not be committed to the task. This is where the technique of implementation intentions come into play. By applying this technique you will

have a higher chance of committing to technique number 2
“Perform In Front Of People” An example of implementation intention you can write is “I will sing one karaoke song at the Monkey Bar on January 2, (of the current year) at 9pm.” You can use implementation intention on the other techniques so you can discipline yourself to apply the techniques to ensure you are improving your confidence level.

Chapter 6; Technique 1: Identify Your Insecurities. Know Where The Issues Are.

To know how to increase your confidence we must first find out what areas you lack confidence in. Create a list of a few situations where you seem to lack confidence, I will call this list *Event Of Low-Confidence List* or EOLC. For example, the time you had to give a presentation at work or the time you had to felt nervous meeting someone new. Make a list of ten times you felt nervous or had lack of confidence. Try to make this list situations that recur often. For instance if you are in charge of giving a weekly presentation at work, but you always feel nervous doing it, then put this on your list. It is also good to prioritize, or order the list from the event that makes you the most nervous to the event that makes you the least nervous. If

you can't think of ten situations right away throughout the week, then take notes about what situations make you feel the less confident in.

Secondly, take a look at your EOLC list, and take note of the reoccurring patterns. Look for the common themes of what causes you lack of confidence, what causes you to feel nervous. Are the situations triggered at a certain time of day? Are the situations triggered by people or by a certain person? Do the situations remind you of something or someone in your past? What did you think about when the situations happen? What are your feelings when the situations happen? What are your thoughts after the situations? Focus on the thoughts that bother you when you are in those situations. What behaviors are generated because of your thoughts and feelings? What beliefs

do you have that induce you to feel and think in this way or another?

Identifying these patterns is vital to identifying what you are afraid of. There are deeper reasons why you feel nervous in these situations, which cause mental blocks. Eliminating or controlling these mental blocks can open a doorway to an abundance of confidence.

A Quick Guide To Identifying The Cause Of Your Emotions

Here is a recent situation that helped me discover more about my own emotions and how to better control them. I was in the airport on my way back from Panama, like always I felt annoyed and irritated at the airport. I have always thought that it was because I always stay up at night the night before a flight, either

packing or going out with friends. So, I always assumed that I was irritated because I was tired but in this particular situation, I didn't stay up the night before. I had gotten a full night rest, and I had a big and healthy breakfast. So why was I irritated at the airport? The employees at the airport were being nice and the processes were moving pretty fast. It reminded me of the process I went through at the passport office a week before, when I went to renew my passport, I felt the same irritation. I was annoyed at the passport office just the same way I found myself annoyed at the airport. Just like the scene at the airport, the staff at the passport office were really nice, and the process was also moving fast, so why was I annoyed and irritated for being there? Because I had a good night rest and a good breakfast, I was physically ok, but mentally I was struggling. When I sat down in the plane I made a quick list of other times I felt like this. The list was as follows:

- At the airport when I was flying.
- At the DMV
- At Walmart
- At the mall during Christmas shopping
- The one time I had to renew my passport

Next I looked for things that all of these events had in common.

I narrowed this list into the following:

- They all had a huge crowd
- Everyone had to be on a queue
- Everyone was treated the same way

Negative emotions are usually a sign, whatever is causing the negative emotion reflects your fears and or disappointments in life. To identify why I was feeling irritated and annoyed at these situations I had to identify my biggest fears. One thing I always

aim to achieve is to NOT be average. To me, one of my biggest fears is to die an average person. So, the one theme I have notice in all of the events listed above was that I was being treat like an **average person**. That I had to wait in line like an average person; that I had to follow the crowd from one line to the next just like an average person. I hate situations where people are hoard around like cattle. This makes me feel average, which in turn feeds into my fear of dying an average person. This was just a quick example of how I pin-pointed the cause of the emotion I was feeling at the airport. You can do the same, to identify your fears and the cause of the emotions haunting you. When I sat down to do this process, I kept asking myself why I felt the way I did.

When I made the lists I asked myself, “Why do I hate waiting in line at Walmart? Even if the line is moving fast, even if the employees are extremely nice, why do I hate it? Then I came to

the conclusion that it was because standing there makes me feel just like everyone else. Then the progress of asking why started all over again. I asked myself why I didn't want to feel like everyone else. The answer was that I felt average, and why did I hate being considered average? I kept digging until I came to the conclusion that if I was average, that means that I was not doing anything special with my life and that I was a nobody.

Knowing this information put my mind at ease, when I fly now and I feel a bit annoyed or irritated I know it's because I feel like I am average. Knowing that I don't want to be average, I now make an effort to do things that are above average. For example, talking to, and befriending the flight crew. I sometimes buy snack before boarding my flight for the sole purpose of handing it to the flight attendants, to get on their good side. Once I'm on their good side they always show me special treatment, like moving me up to an empty first class seat, giving me free

alcoholic drinks, free food or just inviting me to the back to chat with them.

The average passenger does not do things like this, that's why the average passenger doesn't get a special service for free. To feel like I am not average I do things that the average person wouldn't do. You might be thinking "This guy is fucking weird." and you are right, I would rather be weird and live a so-called weird life then be average and die an average person.

That progress of self-discovery took the entire three hour flight from Panama to Miami. Creating your list, reflecting on the list, putting deep thoughts into it, taking note of salient questions, and then finding objective answers to your questions, is the best way to discover yourself. Do this exercise often, discover your fears and control your emotions, but remember that it takes time.

One of my favorite saying is “It took you 21 years to become 21 years old, it didn’t happen overnight. So, don’t rush the process.” This progress helps to develop your emotional intelligence which is vital in gaining core confidence.

Let's look at the process a little closer. In the beginning, as you start to build a list of situations where you feel nervous and lack confidence, or when insecurity builds up in you, restructuring your brain pattern is what you need, but it doesn't happen overnight. It takes time and persistence. It takes teaching your mind new habits. There's a real danger that your insecurities will unhinge you and cause you to come up with a quick but measles solution. For example, the nervousness you feel when you have to give a presentation at work. Your insecurities might try to block you from discovering why you really feel scared. These

insecurities know that if you discover the real reason you feel scared, you will have the power to change it and eliminate them. So these insecurities try to make you come up with a quick but false reason like “Well I’m just not good with presentations.” This doesn’t solve the issue; it doesn’t even identify the reason why you feel that way. It’s a copout. The solution is to keep asking questions, to find out why you feel this way. And each time you ask these questions, you have to write a different answer until you run out of words to describe what you feel.

Are Your Insecurities Even Real?

We have made a list of events where you have felt nervous or with little confidence, next we will create an AOS, Areas Of Insecurities. This will be slightly different from the EOLC list. So, what are your insecurities? What is stopping you from being

confident? For example, for years I was insecure about my height (I am 5'3"). This held me back from approaching cute girls. It wasn't until I learn that height doesn't matter when it comes to attracting women, it is more about how awesome your personality is. Make a list of everything that you think is an insecurity. Once you have made the AOS list we are going to challenge them with 3 questions.

Question: 1 - Is it 100% true?

99 percent of insecurities are not true. For example, the following insecurities are false. "I'm ugly, so girls don't like me" No, this is false. You can attract women with your personality. So, work on your personality. We all know ugly guys with no money who have sex with gorgeous women, need proof then just look at me!

Question 2: Can I improve it or Is it in my power to fix it? If so, how?

Can you fix your insecurity? Most likely yes. For example, if you are overweight then you can go on a diet and exercise. Or, you can dress the best you can in a way that it over shadows that fact that you're overweight? If you believe you are bad with women, there are classes and seminar that teach men how to attract women. If your insecurity is that you believe you are financially poor, there are free online classes that can teach you how to make money without sending money (full disclaimer: if there is any course that promises you that they will teach you a guarantee way to make a lot of money **fast**, then that course is pure bullshit and a waste of money. You can make money without spending a lot of money or any money at all, BUT it

will take time, lots of time. You can make a lot of money quickly, BUT that usually means that you have to spend a lot of money upfront. You either make money by spending money or by spending your time). Like I said most insecurities are false and most can be improved if not totally erased from your personality.

Question number one, is it true? Yes, it's true for a certain preceptive. In the United States I am considered short for a man, but in the Philippines and Parts of South America, that is the average height for a man. But I live in the US not in the Philippines. Question 2, can I improve it? When I asked myself the second questions above, I got more insecure about my height. Can I really improve my height? No, not really I can't grow taller. I can wear taller shoes but that only makes me half

an inch taller. What about the second half of question two, is it in my power to fix it? Once again the answer is no. Unlike losing weight, where I can hit the gym and go on a diet. There is no machine in the gym or no diet that makes people taller (Shit! if there is please tell me about it) So, what do I do? What do you do when your insecurity can't be fixed? The last question is the answer.

Question 3: Are There People Who Have Similar Insecurities As I Do? What Did They Do To Overcome It?

For every insecurity out there, there are people who have successfully overcome them. So, find those people and study what they did. I found role models of people as short or shorter than myself. I studied them, analyzed what they did to gain

confidence despite their height. Most of them did one of two things. The first was that most of them were blind to their height. They never even notice it or paid attention to it. To them it made no difference how tall they were. The second was they embraced their height. Turning their "insecurity" or weakness into a strength. At the same time they worked on their strengths. Kevin Hart, a short comedian constantly jokes about his height. Making people laugh and by doing that he was able to make millions. I have worked on my strengths and embraced my height. Most of the time I joke by telling people, "I can take any man's girl and I'm only half their height."

Chapter 7; Technique 2: Perform in Front of People

If you do a Google search on people's biggest fear, you might be surprised to find out that most of people's biggest fear is public speaking. People are terrified of speaking or performing in front of an audience. Why? For the fear of looking stupid in front of people, fear of judgment, and fear of feeling rejected (being booed off stage). Even if people have time to prepare, they still feel nervous or plainly scared. However, if you speak with professional public speakers, performers, and comedians, they will tell you that after the third time on stage they don't feel as fearful or nervous as they used to be. After the fifth time they feel a great sense of confidence, that confidence spills over into other areas of their life. I can personally attest to that. I was in

sales before, and after performing in front of a scary crowd a few times, other “scary” tasks seemed easy. Talking to strangers, especially women got even easier. Just imagine if I can talk to a group of 20-50 people, talking to one girl is a piece of cake. Performing in front of people multiple times is one of the things I did that really took me from being a shy loser type to the life of any party.

Go To Public Speaking Classes:

A public speaking seminar can offer a great deal of help to people, whether they are nervous first timers or seasoned professionals. For the first timers, it can give them the confidence they need to overcome nervousness or fear of speaking in a public setting. For the seasoned professional, a public speaking seminar can offer better communication skills and help them to further their careers. (A little side note I want to add, the better you communicate with people, the more money you make and the more you get laid trust me.)

For example, John has been made aware of a presentation he must give for the company to acquire a new client. His boss has

made it absolutely clear that his presentation needs to be about half an hour long and must show the benefits of this company to the new client. The pressure John feels is intense, for he knows how nervous he can become when placed in sink-or-swim circumstances like this one. Luckily for him there is a public speaking seminar being held Wednesday night at the community center across from where he lives.

Wednesday night comes and John has his seat in the crowd at the public speaking seminar. He is anxious to learn the secrets of relaxing in front of a crowd and giving the best possible performance in front of this potential new client. He feels comfortable enough to chat with the woman sitting next to him. He asks her if she gets nervous when speaking in public like he himself does. She tells him that she is very much at ease when

talking in public settings. This confuses John a little, so he asks her why in the world is she here at this public speaking seminar. She tells him that she likes to brush up on her methods and possibly receive new information on communication skills. She also mentions that she is the head of a big corporation and that she has a business meeting with the company John works for. As they chat, John relaxes and realizes that this big presentation will turn out to be a success.

The public speaking seminar begins and John is given a lot of information that will aid in his communication skills as well as tips on how to overcome nervousness and fear of speaking in a public setting. Some of this information is new to the woman he is sitting next to, and she quietly points this out to John. At the end of the public speaking seminar, the two exchanged business

cards and went their separate ways. The day of the presentation comes and John does an amazing job, his presentation did not fail to obtain the interest of the new client. This simple but powerful example shows that preparation builds confidence.

Public speaking classes not only makes you a better communicator, it can also help you eliminate fear of a large audience. It can help you deal with criticism and manage an audience. It is also a skill you can use to be more social at a party or bar, and you can also leverage it to meet beautiful women.

Learn Stand Up Comedy / Take Improv Classes

Learning standup comedy is great to learn how to make people laugh, it will teach you how to be witty and quick with come backs. It is a sign of high intelligence, and becoming witty can increase your intelligence. It also attracts people to you. Learning stand up also teaches you how to handle rejects and awkward situations. When you bomb on stage (we all suck at the beginning) you will learn how to handle embarrassment and keep on going. When you perform comedy in front of a crowd, you are judged and looked upon carefully and your mistakes are over-analyzed. People start to point out your mistakes; some do it not in a nice way. This can help you improve your skill, and get better by fixing the things you can fix, but the things you

can't fix after a while, you start to not care about what people say about them. You become numb to people's ridicule. Stand-up comedy is by far the best way to learn to take ridicule and rejection.

The fear of rejection stops most people from achieving what they want. It keeps men from talking to that beautiful woman at the bar, it keeps people from pursuing their dreams. You will not die from someone rejecting you. Performing in front of people also teaches you the art of dealing with people. Knowing how to handle, persuade, connect, understand, relate, and communicate with others is to me the most important skill you can learn. Improv classes teach you how to think on your feet. Which makes you better at problem solving which is a skill that builds confidence. You know that if an issue comes up, you are

confident that you can handle it. Get involved in problem solving activities and games like chess. The more you can solve unexpected problems the more you can handle what life throws at you.

Chapter 8; Technique 3: Overdose On Motivation! Indulge In Videos, Affirmation, and Podcasts.

A quick boost of confidence is listening to a pumped up motivation speech or watching an inspirational video. I actually listen to motivational videos in the morning and while I am working out. Listening to positive music, speeches, and video starts to physically change your mood. Without you noticing, you have a more confident body language, talk in a more confidence tone, and just act more confident. If you change your mood into a positive mood, it creates a good vibe around you which helps you overcome what people throw at you. Listen to positive affirmations and repeat those affirmations as many times as you can. Listening to ten minutes of affirmations

everyday will start to change the way you view yourself. After 30 days of listening to and saying positive affirmations, you will start to feel more assertive, bold, confident, and attractive.

Here is a small trick I did to start my: I watched a motivational video on YouTube in the morning while getting ready for work.

If you do this, I can assure you that you'll be more awake, ready to start work, and motivated to continue working (or performing a given task) for at least, 45 minutes to an hour. Watching a positive motivational video in the morning will also replace most of your negative self-doubt mentality. Watching and listening to positive, uplifting, motivating videos and affirmations is like breathing clean crest mountain air. It feels good and it's good for your body. The opposite of that would be breathing in heavy polluted toxic air from a congestive highly populated city. If watching and listening to positive affirmations is like breathing in clean air, then watching News and TV shows

that do not uplift your spirit is like breathing in polluted toxic air. It smells bad, and over time it causes your body and mind to break down.

You can replace watching TV and News with listening and watching videos on self discipline, self improvement and comedy. There is a concept called GIGO which stands for “Garbage In and Garbage Out”. The concept is that the more bad media you consume the more it hurts your self-esteem and makes you negative. On the flip side, the more good you take in, the more it helps your self-esteem and makes you a more positive and confident person (Good In and Good Out). So it is up to you to decide which GIGO you will focus on.

Chapter 9; Technique 4: Love YO-Self !!!

Let's face it; you are not the best looking person out there. You might even be ugly; is that a bad thing? The answer depends on how you handle it. Being ugly and out of shape is a choice. Sure you might not be the best looking person, but you can give your hair the best hair cut, dress well, and more importantly have a healthy body. Some of the ugliest people I have ever seen are ugly because they chose not to take action on their appearance. They let their body get out of hand, and wear loose fitting clothes that do not flatter their appearance. And I am not talking about people who are poor, who are unfortunate to not have a place to sleep at night. I am talking about people who make an average income where they can afford to take care of themselves but choice not to. By taking care of your body, dressing nice,

and grooming yourself you will carry yourself in way that attracts other people to you, hence increasing your self-esteem. You do not have to go out and buy a new expensive wardrobe. You can go out shopping and buy what you like, that feel comfortable in and that highlights your best figures without spending a ton of money (More on this in a later chapter). Personal hygiene is also very important. Feeling clean and being confident are closely related. Every successful person will tell you, the more you take care of your body the better you feel and the more confidence you feel.

I know you don't want to hear it, but exercising and having a good diet it will give you confidence points but it goes deep then that. Exercise will give you a sense of accomplishment and a goal to achieve. A man or woman that has a goal and has

continued to pursue that goal gains a sense of pride and direction, and once they have achieved that goal they gain a sense of accomplishment. Next thing, they begin to strive for higher goals. This continuous process creates a person with a strong mindset, who isn't afraid to go after what they want. All this can be achieved by simply exercising regularly. You can set a small goal, work hard to achieve your goal, and get that feeling of accomplishment, sense of pride, and direction. Then when you finally hit your exercise goal, you not only gain a sense of accomplishment but it physically shows on your body. Then you set out to achieve a new fitness goal, because you have already built that mindset of "I can do anything." This is why exercising is a fantastic way of building and maintaining confidence. But a lot of people say, **"Looks don't matter"** That's true when you have core confidence. You don't have that right now. Think of it like this, have you heard people say "Money doesn't matter"

There are two types of people that say this. The first are wealthy, they say this because they already have their basic needs such as food and shelter covered. They can focus on other things instead of worrying about paying rent. *When you have core confidence looks don't matter but when you are building confidence looks can help.* The other type of people that say "money doesn't matter" are people who are content with an average life and look at successful wealthy people with envious eye, they don't want to step up their game and get more money. Not because they can't, it is because they wouldn't! So, the easy way out is to say money doesn't matter.

After you gain core confidence, you no longer need good looks to get women. When you have core confidence, you can walk up to a beautiful girl, have a full conversation with her, and get her

on a date, even while wearing a dirty t-shirt, not having a haircut and with or without a gut (preferably without the gut). Core confidence is like owning a business that makes a million dollar every few months. Being made fun of for not wearing nice clothes, or being ugly, or being overweight, or just being judged for anything at all, is like spending a few hundred dollars. It won't hurt your million dollar net worth; in fact you won't even notice that money was removed, as long as your business keeps generating that high income every month. For now, you are in the process of building that "million dollar business" (metaphor for core confidence), and can't afford to spend too much, that's why it's important to work on your looks and take care of your body. Once you have a high enough level of confidence, you will stop giving a fuck about what others think about you. You'll have little or no fear when trying new things as long as you keep building up your confidence and performing routine

maintenance on your confidence, even after you have attained core confidence (i.e. doing things outside of your comfort zone) just like a successful business, as long as that business keeps creating a high residual income, it can afford to spend a few hundred here and there. Let's continue building your million dollar business with the next technique.

Chapter 10; Technique 5: Stop Being A Selfish Self-Centered Person. Do Good Deeds

This is a weird concept but it works to build confidence. Trust me it seems to not be a confidence building technique but it is. The reason is because deep down inside we are egotistic as shit. This sounds bad but bear with me, some psychologist say that the real reason we do good deeds is because it makes us feel that we are better people and better than others. Yes, that sound bad but it's probably true. By doing good deeds, we get the chance to say, “I’m a good person; you see, I volunteered at this place. I helped people.” This feeds our innermost desire of approval from others. Many of us believe that we are good, honest, just, fair and hard working individuals. Ask yourself this, how many times have you heard a co-worker say ‘I’m a hard worker, I might not be the best worker but I do work hard?’ This could be

true, but I bet you that you have even heard the lazy employees say something like this. You too have properly said it. The point is that we derive a sense of confidence and pride in working hard, in helping others, being a good citizen, and getting the approval of others. By doing good deeds, you get to feed your ego while building confidence, but more importantly you help others in the process. Doing good deeds will boost your self-image, when you have a bad day or feel uncertain of yourself you can look back at all the good deeds you have done and say to yourself " I'm a good guy, yesterday I helped that old lady cross the street." that should boost up your confidence.

Apart from the external semi-selfish reasons to be benevolent, the most important reason why you should help others is because by doing so, you think of the well being of others and forget your own insecurities. When you have low to mid level confidence, you tend to be selfish. This is because most of your

thoughts are centered on yourself, on how you don't want be judged, how you can't do something, or what others think about you. This selfish mindset brings your confidence low because you are focused only on YOUR feelings. When you focus on others, you will put your feelings aside, and try to make the other person feel better. By helping others and seeing the effect you have on their lives, it makes you forget about your insecurities, it makes you do things you had no confidence to do in the past. For example, when I was in the military, my small division of nine sailors was sent to Nicaragua for a humanitarian mission. We were helping out the town by repairing schools. One day the kids brought out an old karaoke machine and asked us to sing with them. We all said yes, and all nine of us sang songs after songs with the kids, right there in their small town. My friend who was a very shy introverted person also sang in front of a crowd of 30 villagers. We even sang songs in Spanish.

Apart from me and two other translators, no one else in the division understood or spoke Spanish. I was curious to know what made my introverted friend get up and sing, so I asked him. He told me he did it because the kids really wanted it, he was scared and really didn't want to do it but he didn't want to let the kids down. Every time he got nervous, he would look at the kids and see how much fun they were having and that keep him going. I have to admit, I was scared shitless to sing in front of a crowd, but I also didn't want to disappoint the kids. When you do things for others you'll be surprised on how well you'll overcome fear.

You will gain more out of life when you switch your selfish inward mindset to an outward mindset. Where you'll stop thinking of things like "I would talk to that girl but what if she'll

rude to me?” to thoughts like “She looks bored, let me see how I can make her day better.” Instead of thinking “I wish I had new shoes.” why not instead think “I wonder what old shoes I can donate to a family in need.” Before I move on to the next technique I want you to do this little exercise. Write a list of five to ten areas you feel the least confident in; for example, it could be your looks, lack of money, or whatever it is for you. *You should already have this list if you did technique number 1.* Next to each insecurity listed above, I want you to write something nice you can do for someone else. This nice act could be for a family member or friend, or a group of people you don’t know. The act of kindness doesn’t have to be related to your insecurity but it helps if it is. For example, if you are insecure about your weight, your act of kindness could be to volunteer to feed the homeless. This will cause you to appreciate the fact that you have more than enough food to eat. But if your insecurity is

about your height, then you can still volunteer at a homeless shelter because it would be hard to find an act of kindness that directly relates to that insecurity (Unless you help out at a homeless shelter for elf, which if there is one, please let my short ass know so I can volunteer.) Set a time and date for executing at least 3 of these good deeds (remember to use the implementation intention technique I mentioned earlier). Once you complete these 3 good deeds, move on to the next 3 or keep performing the good deeds you enjoy. Lastly, make a list of things you are grateful for that relate to your insecurities. For example, you might not like the pair of shoes you have, you want fresh new Jordan but at least you have shoes. There are kids in this world that don't have shoes, who walk bare foot every day, stepping on rocks, trash and even glass, so be grateful.

Chapter 11; Technique 6: Set Clear Boundaries. You're Not A Doormat!

Being "Nice" is something that a lot of parents teach their children at a young age, but they also forgot to teach them how to say "No." While being called a nice person is great, there are lots of issues with this situation.

By building their life around being a nice person, a lot of people have grown up to require the validation of others before they can say they are delighted. People that always try to be “nice” may often find that others will want to use them to their advantage.

An example of this is in the workplace. There will be a lot of colleagues who feel like they can pass on their work to others

and if you are the “nice guy” in the office, these colleagues would feel like you wouldn’t mind doing their work for them.

By not setting clear hard boundaries you welcome these types of people into your life.

A personal boundary is an imaginary wall which creates a separation between the behaviors you can and are willing to accept and those behaviors that you are not willing to accept.

Having clear and strong boundaries, and not being afraid of being seen as the bad guy, from time to time, shows that you place yourself in high regard and do not need the validation or approval of others to feel good about yourself. In other words you have a high sense of self-respect, which in turn, will make people to respect and admire you. Once again it goes back to the title of the book. This can help prevent people taking advantage or looking down on you.

There are different areas which you can set boundaries, and they include;

- Emotional Boundaries/ Emotional Awareness. This is when you separate your feelings from the feeling of others. If someone is negative, a good emotional boundary will prevent that person from effecting you. This also includes emotional intelligence, understanding what and why things or people make you feel a certain way. The exercise I mentioned in technique number one will help you develop emotional boundaries.
- Intellectual Boundaries: This boundary gives you freedom to view things differently and offer a different opinion. Remember, just because everyone thinks that something is good or bad, does not mean you should think the same. If your opinion is different or unpopular, so be it. I want to

add on to this for single men when dating. If a girl has an opinion that differs from yours, don't be afraid to say it. So many men patronize women just to try to sleep with them, this to me is a weak way to get laid. Man up, have different opinion and set boundaries. The only time it's ok to change your intellectual boundary is if you have *objective evidence* to do so.

- Physical Boundaries to prevent people from invading your personal space.
- Spiritual Boundaries: Everyone is allowed to have their own beliefs even you. Don't let anyone bully you for what you believe in. As long as it does not physically or emotionally harm others.

- Social Boundaries: Who you make friends with. Who you allow to be in your inner circle.

It is quite easy to identify boundaries, but it is not the same as setting these boundaries. The latter is a more difficult aspect of the issue of personal boundaries. This is because they don't want to offend others. A lot of people may have developed a high sense of self-worth, but because they base this self-worth on the validation of others, they tend to be afraid to lose this validation if they set boundaries that might offend others. So the first step in setting boundaries is to realize that you might lose friends. If your friends don't respect your new set boundaries then they are not true friends. The good thing is; by setting boundaries you will make new friends, friends that respect you enough not to

overstep your boundaries. These new friends will be better than the friends you lost.

In the process of changing yourself into a more confident version of you, you will lose friends. But these friends take more from you than they give. These types of friends limit your confidence with their own limiting beliefs. They may say things like “A book on how to gain confidence? That’s stupid.” Instead of viewing your journey towards self-improvement as something that can make you a better and happier person, these friends see it as a stupid venture. If that’s the case, then the first boundary you need to set is the social boundary. Imagine it like this; imagine that you have some cash, and each time they saw you, they ask you for money. And let’s say that each time they ask, you do give them money. This friend never pays you back, sooner than later, you’ll go broke if you keep giving them

money. You might justify your action by saying “But he’s my friend,” however, a true friend would want to grow with you, instead of always taking from you. A good friend adds value to your life and you add value to their life. It is a mutual and equal exchange.

I have a friend that always asks me for money, but he pays me back in a week or so, and he also buys me lunch from time to time. If a friend doesn’t support you in your journey to improve yourself then he or she is like a crab in a bucket, they are trying to pull you down and keep you on the same low-level as them.

So how do you set boundaries?

1. Everyone has a limit, find yours.

Stating what your limits involves identifying emotional, social, intellectual, and physical boundaries when it relates to

colleagues at work, family, strangers, friends, your partner, and your spouse. This can be quite easy to identify if you scrutinize previous events where you had negative emotions towards a person such as anger, frustration, or discomfort. This is an indication that you may have reached your limit for that particular kind of situation. (I want to add a side note by asking a philosophical question: Have you at any point ever asked yourself why you felt angry? What is the intrinsic factor that causes your anger? I might say that you are angry because a certain expectation was not met. Finding the deep inner reason why something or someone makes you angry is a key to unlocking emotional mastery. But emotional mastery is a topic for a different book.) This limit will differ based on the relationship you have with the person. This is why you need a 'Boundary Chart' where you can indicate the limit you can handle for different types of relationship. This should have both

the positives and the negatives. An example is your family member asking about your partner. You may be comfortable speaking about behaviors but not anything intimate like your sex life or an issue you have with them. But let's say your best friend from high school asks you about your partner, you might feel comfortable talking to them and even asking them for advice. You have different boundaries for different people in your life. This serves as a benchmark to know when someone is reaching the limit so you can control the situation. As you grow, these criteria will also change so your chart will need to be updated on a regular basis.

2. Be assertive but don't be an asshole.

What will you do when someone crosses the line? And trust me it will happen so you need to be ready when it does. When it does happen, you don't have to act like an asshole to get your

point across; you just need to be assertive. When you try to be assertive for the first few times, you may find it to be a lot different from what you imagine. This is why you need to try practicing in front of a minor before you test your skills in a more intense environment, like out in the real world. Practice speaking clearly and with a strong tone of voice. Imagine the person who has overstepped your boundary in front of you; imagine them trying to interrupt you, but you don't let them. Imagine yourself communicating in a friendly but firm matter. You may need to be assertive if you find yourself in any of the following circumstances;

- Have you been charged extra? Call out the cashier in a friendly but firm matter and ensure the error is corrected.

- An extended family member keeps trying to intrude into your private life? Tell them you prefer to discuss other topics and if they can't, then you will just not talk to them at all.
- Your brother keeps taking your essential items without your permission? Call him and have a proper heart to heart discussion. If he continues to take your things without permission this is when you have to firmly tell him to stop. I learned a powerful lesson when I was in the military called the **“Ask, Tell, Make continuum.”** First you ask the person to stop doing something. If they don't comply, you use a strong assertive voice to tell them to stop. If they still don't comply, you physically make them comply. Of course, this is for situations like guarding a military base, but it can be used in everyday life, just not with so much violence. In this situation you have asked him to stop; now you must tell him

to stop in a way that can be rude. I encourage you to be rude at this point because it was rude of him to keep taking your things without permission. The next step is to make him stop by locking up your things, or for every item he takes you can take one of his items as a sort of collateral until he returns the item or stops taking them. I know that you must be saying, “But I don’t want to be rude.” Ok, let’s talk about “Being rude”

3. Difference between being rude and being assertive

For most people, the idea of acting assertively is a deviation from their natural way of life. It means having to put asides habits that you have developed over the years since childhood. Others may also not want to appear rude while being assertive. Well, I'm going to be direct — it is rude for others to step over

your boundaries. It is rude for others to take advantage of you; it is extremely rude for others to not take your feelings into consideration. It would also be rude if you didn't let people know what your boundaries are. You hear stories of people blowing up out of anger with no warning. Just out of nowhere these people get extremely mad, start yelling, and losing their minds because over time, people have pushed them, people have stepped over their boundaries, and taken advantage of them. This tension built up inside of them until the day they couldn't take it anymore, and snapped. I don't blame the people that pushed this person to snap. I blame the person for not setting boundaries. If you are "trying to be nice" then it would be nice to let people know what an acceptable behavior around you is, and what is not. This is because if you don't, and you end up snapping off on them, then they are not the asshole to blame; you are. Sometimes even if you let people know what your

boundaries are they will still try to push your buttons. If this happens you can do a few things.

- Deflect their criticism into a joke by exaggerating the situation to the point where it's not funny anymore. For example, when someone makes fun of your shirt, you can agree with them and then tell them that you will throw all your shirts away, or that from now on, you will have your mom pick out your shirts because you are too stupid to make decisions on your own. Say that you have the worst taste in the world, and even though you like it, the fact that everyone else hates it, makes it stupid. Tell them how you will ask their permission to make decisions on how you should dress from now on. Keep exaggerating and going over the top for longer than is socially acceptable. Saying all of this in one interaction with the person that was criticizing you, will kill the joke. The other person will get

annoyed, they will not find it funny to make fun of you or to step over your boundary, and in fact they will avoid doing so because you will just kill the fun and take it too far.

Here's a fun example: There was a time a coworker kept using my hot-sauce without permission. I asked them to please ask me for permission the next time, which they did not. So for a week, I emailed him, left sticky notes, sent them Facebook messages, and texted them 5 times each day reminding them if they wanted to use my hot-sauce they must ask me first. I emailed them a bulletin on why it is important to ask for permission before taking things. On the last day I followed them into the manager's office and in front of the manager, before they gave their weekly report I once again told them to please ask me for permission. This coworker was so fucking mad at me but they didn't want to make a scene in front of the manager. For those

seven days I kept my hot sauce in my pocket so that my coworker couldn't take it from me. He finally blew up in the break room and told me to leave him alone. They were mad enough to want to fight, but they didn't want to lose their job over hot-sauce. I answered him by saying, "Sure but only if you understand why you should ask permission to use my hot sauce." I proceed to hand him a printed bulletin power point titled "Ethic In The Work Place," I also email my manager this power point and told them that I felt that some of the fellow coworkers didn't respect the items of others and I have made a power point which we should discuss in our next team building meeting. The manager like the idea and agreed to have it presented in the next meeting. The coward never, and I mean never took anything from me ever again. In fact they stayed clear from me and only spoke to me when it was work related. So was this too much? Yes, yes it was, and for what? Hot-

Sauce? Yes, something small, but if you don't protect your small boundaries then people will not respect your larger boundaries.

No one at the work place ever dared to step over my boundaries as long as I worked there, not after the whole "Hot-Sauce Scandal." Have the balls to go overboard when someone crosses the line.

- Misunderstand the criticism into a compliment. Take the shirt example above, you can respond by saying "Thanks, it does make me look good. I picked it myself." Keep responding this way and they will get tired of trying to criticize you. For every insult, you redirect it into a compliment. Sooner than later, the other person will just stop. It's not fun to make fun of someone who takes every joke against them as really just a compliment.

As you set your boundaries, also remember that others have boundaries as well. For others to respect your boundaries you must respect theirs. You can't expect them not to cross the line if you continue to cross their lines.

Chapter 12; Technique 7: Picture Perfect Practice

Although the usual argument is that people should leave the comfort of their sofas during the day, a chair or a recliner can offer an excellent location for performing some of the most efficient forms of confidence building exercise. This includes refining your chess skills (My personal favorite), reading a self-help book, preparing for your next exam, and also prepare for becoming a successful person.

To take you towards where you wish to be and to ensure you are ready to handle the situation when you achieve your goal, mental practice is essential. An example of the importance of mental practice is the case of Natan Sharansky. He was imprisoned for 9 years after he was charged with being a spy for

the US by the USSR. During his time in prison, he set his sights on becoming the best chess player in the world and challenged himself to multiple games of mental chess. After his release, he went on to defeat Garry Kasparov to become world champion in 1996.

According to a research study, when someone imagines that they are practicing a skill like basketball, mapping out the areas of the brain that are activated, reveals that it is the same as that of a basketball player practicing in the gym. Research also has shown that by combining mental practices with physical practices on some occasions, can enhance the effects compared to just the single form of physical practice. Psychologist, Guang Yue, at the Cleveland Clinic Foundation in Ohio, carried out a study using people. In his research, he considered people who performed mental practices of weight training to those who

performed the physical practices. The results revealed a 13.5% increase in muscle strength of those who did the mental practice while those who performed the physical practice had a 30% increase. (Yea that sound fucking crazy how by just imaging exercising people increased by 13.5% but here is an article that shows the results. I was amazed when I read it. There are more in-depth studies being done that show similar results. <https://www.newscientist.com/article/dn1591-mental-gymnastics-increase-bicep-strength/>)

Visualization is a method of mental practice, and it is one of the well-known methods. In the 1970s, the Soviets began incorporating visualization into sports competitions.

Professional athletes who use this method include Tiger Woods, Mohammed Ali, and Jack Nicklaus, they all included

visualization in their practices. Jack Nicklaus went on to comment; "I never hit a shot, not even in practice, without having a very sharp in-focus picture of it in my head."

In recent studies of the brain, it has been deduced that actions and thoughts bring about the same mental instructions. A lot of cognitive processes such as memory, perception, motor control, planning, and attention are affected by mental impacts. This means that as you perform visualization the brain prepares for the physical practice of the task. With mental practices such as visualization it is possible to enhance motor skills, boosts confidence, and readies you for the prime period in your life.

Mental practices also play a vital role in people with handicaps.

Mathew Nagle has paralysis in all four limbs and a silicone chip needed to be implanted in his brain. By performing mental practices, in just four days, he had developed his brain to the

extent of controlling a mouse cursor to play computer games, email, and also move a robotic hand around. This is just an indication that mental practice is important for everyone.

Now we are sure of the benefits of mental practices to chess players and athletes, what do we stand to gain by using it as regular people? From study results, there is an increase in the bond between thoughts and behaviors. In plain English, you think confident, you start to act confident, which then makes you confident.

The first step to effective mental practice is to have a defined goal. Build a mental picture in your head to depict a scene where you have achieved your goal. When you picture this scene mentally, also add the effects from any or all of the five senses. This will add details to the visualization. You should take note of the answers to questions like; what clothes am I wearing? What

is this sound I hear? Who are the people around? What is this smell? Which emotions are coursing through my body? For the best effects of the mental practice, you should perform it in the morning or at night, i.e., when you wake or before you sleep, and you should also maintain proper sitting posture when doing the exercise. Your spine should be straight. Chipping in an affirmation can clear your doubts. Phrases like “I am strong” or “I am the greatest” will do the trick. Personally I use gratitude combined with affirmation of things I will get in the future to trick my unconscious mind into believing that I have those things already, which creates a sense of unshakable confidence that lasts. A phrase I say to myself a lot of times is “I’m grateful for all the rental properties I own, for the private jet I have and for the sweet fucking yacht I own.”

The reason I named this chapter Picture Perfect Practice is because picturing what you want, how you want it, and who you want to become is just like the physical activity of practicing those same events. You can perfect an event in your mind by picturing it in full detail.

Steps for Effective Visualization

1. What is your goal?

Visualization can only work when you have something you hope to achieve, to work towards, or something to develop. What you hope to accomplish can come in various forms. It can be happiness, a car, a house, a physical shape, a relationship, etc.

To ensure you do things right, you should select the goals which

will be much easier to achieve at first. This means that there is a possibility you will achieve these particular set of goals in a shorter time frame. These small victories will create a snowball effect and make it easier for you to achieve larger goals.

2. Ensure the clarity of your mental picture or idea

If you have decided on what you wish to achieve, you should be able to conjure a mental picture. It is important you make the mental image have the special effects and minor details that make it life-like. You should think of it like it is happening right now.

Having a mental picture is great, but it is also possible to draw this picture on paper. What I mean is to write down your goals and the first few beginner steps to achieving them. Remember

the technique I shared earlier called implementation intentions. It's also an important practice to write down and describe your goal. For example, if you want to become financially successful, write down what type of car you would drive, its color, make and model. Write down what type of house or apartment you would live in and include as much detail as you can. Use YouTube videos and Google images to look up your dream car, dream house, or your dream whatever it is. This will help you clearly visualize your goal

3. Recollect regularly

Ensuring you think about the mental picture from time to time. You can choose to have a period of meditation where you only focus on your mental picture. Or during the day you can day

dream about your mental picture. This is how to incorporate a Mental picture into your daily life.

Take 5 minutes to seat still (The easiest way to find time is when you're in the shower; sure it's not seating but it works the same.)

Don't get tensed up; be relaxed and calmly turn your mind towards your idea.

Now you understand the steps of visualization, always remember the steps that are necessary to achieve it. Always remember to state your success out loud and proud. Don't let any achievement you have or any goal you have achieved to go unnoticed. Acknowledge it to yourself, appreciate your efforts, and stay positive even when you have a bad day; even when

your dumbass coworker makes you mad, stay positive. An easy way to do so is by focusing on your mental picture.

Chapter 13; Technique 9: Learn Pick Up.. Learn Pick Up? Isn't That For Losers?

If you are apprehensive when it comes to learning how to seduce women, let me ask you a few questions. Does attracting women come natural to all men? Can you learn the skills required to get the woman of your dreams? The answer is yes, you can learn how to attract women and no it doesn't come natural to most men. Some men believe that learning how to seduce women or learning "pick up lines" is stupid and lame (FYI there are no such things as pick up lines. It is more of a conversation starter). You meant think "It's only losers that need to learn those things." but does it matter what people think when you are getting your dick sucked by a beautiful woman? Does it matter what other guys think about you when you are making out with

a hot chick at the bar, or on a date with a cute girl that might be your future wife? Isn't it worth learning a skill that can have you meet the love of your life? There are a lot of misconceptions when it comes to learning pick up and even more misconceptions when it comes to attracting women. And rightfully so, sometimes it seems like women like assholes and some dating coaches teach guys to act like assholes.

However, this is not true. Women don't really want an asshole to treat them bad, but they don't want a push over. And some dating coaches teach the wrong things to men but not all dating coaches do this. Think of it like this, a boxing coach can teach a student how to fight. He can also teach him how to control his anger and show him why it's important to use his fist only in the ring or for self-defense. A good coach will teach this and a

responsible student will know how and when to use his skills. But there are a few coaches that are bad and teach the wrong ideas and there are a few students that are assholes and use their skills to bully people.

This isn't boxing fault, just like it isn't the fault of the whole pick up community if a few men act like horrible people. I like using how to learn salsa dancing as an analogy, when trying to explain what it's like to learn how to attract women. Let's use two men for example, one is named Juan and the other is named Carlos. Let's say that Carlos goes to a class to learn how to dance salsa, after months of practice he becomes a great dancer. But Juan was born a natural dancer and has been dancing since birth. When Juan and Carlos go out to a club to dance, do the women they dance with care that one was born a natural dancer

while the other one went to classes to learn how to dance? Can they even tell? Does it even matter? Isn't she having fun either way? A woman at the end of the day doesn't care if her dance partner was born a natural dancer or took classroom lessons and years to learn salsa. The only thing that is important to her is that she is having a great time because he knows what he is doing. Hopefully that will ease your mind if you had any negative thoughts on the pick up community. So, how can learning how to attract women build your confidence? This should be self-explanatory but I will quickly list a few of the benefits.

- ✓ Teaches you how to overcome your fears, not only your fears with approaching women, but your fears in life.
- ✓ Learn how to deal with rejection, some women can be extremely cruel.

- ✓ It teaches you how to think on your feet. The whole idea that picking up women is like a James Bond move is false. It almost never goes that smooth, you will have to deal with unexpected situations that seem out of your control. Even if you approach a woman by herself in the day time outside of the night club atmosphere, you will deal with different scenarios. Every woman is different and has different attitudes.
- ✓ It helps you learn how to manage a group; you will learn how to deal with her friends.
- ✓ You learn how to communicate effectively. Not only with words but with your body language.
- ✓ You'll learn how to be witty and funny; humor is one of the best ways to attract women and others to you. It's a great communication tool.

- ✓ It helps you learn what you really want in a woman. After being with multiple women in 17 counties, I can tell you that I know what exactly I look for in a woman. It goes way beyond physical looks (of course, they have to be good looking for me to approach them).

- ✓ You'll also learn what you want in life. For me, the type of woman I want to get into a serious relationship with is the type that is ambitious and wants more out of life. To find that type of woman I have to know what I truly want in life and go after it. I have this saying "Everyone wants to find their King or Queen. The person of their dreams. But they themselves don't put in the work to become a King or Queen themselves. They are peasants looking for royalty." You see it all the time; the people who want a good looking ambitious partner, but they themselves are lazy and overweight.

You learn more than I can fit into this list. Your experience will be different from that of others and you'll learn lessons not taught in books or school. In learning how to approach women, I have been made fun of, called ugly, short, stupid, been taking advantage of, and yelled at. I and other guys learning pick up have gone through so harsh rejections. This could make a man bitter and can make a man an extremely negative person. However, pick up can teach you how to overcome these rejections making you mentally strong. You start to become numb to rejection. You also learn how to reduce the number of times you get rejected, how to turn a rejection into a yes, and all this builds up your confidence. There's a lot to learn when it comes to seduction which I can't cover all of it here. But I will give you one confidence building exercise that is sure to work.

1. Stay In The Fire: This is one of my favorite exercise that works not only for picking up women but for networking events. Here's what you will need. A timer or a friend that will keep time for you. What you do is walk up to a girl or a group of girls and talk to them for 3 minutes. Set a timer to go off once the 3 minutes are up or have a friend time you. The timer can't start until you start the conversation with the girl, so you can't count the time it takes you to walk up to her. If she rejects you, tells you to walk away, or just stay silent, you will still have to keep talking, even if it's so loud in the venue that it's hard to talk, even if you run out of things to say you have to keep speaking (just tell her every detail of your week). Talk about anything but keep talking. You can't stop or walk away until the timer goes off, **no matter what.**

This is why I call it “Stay in the fire” It will feel awkward, weird, and uncomfortable. This exercise will teach you two very important lessons. The first one is how to talk about anything at anytime. This is called *free association*, it’s how we speak to our friends without knowing it. Have you ever start talking about a certain topic with your friend then 10 minutes later both of you are talking about a completely random topic? The best part is that you can’t even remember how you ended up on that topic. This is because of free association, it is also because you are not trying to impress your friend. When you are trying to impress or attract the opposite sex, we tend to filter what we say. We believe the normal topics we discuss with our friends are not good enough to discuss with a stranger.

We believe that those topics wouldn't get the woman interested in us and therefore we try to come up with something "interesting" to say. This self filtering cause our brain to over think, to hesitate. Whenever we hesitate, it tells our brain that something might be wrong, that we might be in danger. Which in turn put us in a state of brief fear aka the "Fight or Flight" response. This makes us nervous and that nervous is one of the things that kills the interaction with women.

By learning how to freely associate it removes the self-imposed filter, allowing us to relax and be "ourselves" i.e. our natural relaxed selves. Another reason this exercise is extremely effective is that it helps you realize one major thing. That nothing really bad ever happens to you. The worst that has ever happen to me was just feeling awkward. Some girls said some

mean things but I wasn't physically harmed, I didn't die or get killed. We as humans tend to imagine that the worst things will happen to us when taking risk but we over exaggerate. The more you do this exercise the more you realize that nothing bad happens and the more you learn how to talk about anything in your normal relaxed self. Do this exercise five times, three days a week for more then six weeks.

Five times means you walk up to five different women or five different groups of women. If you walk up to a group of five women, that only counts as one attempt. Friday nights, Saturdays and Sundays are the best days to do this. A few places to start off this exercise would be the park or a mall. Then once you get comfortable with approaching women at a park then do the exercise at a bar. After a few times at a bar, go to a nightclub

and do it there. I don't care if clubs are not "your" thing, I don't care that clubs are too loud, do it anyways just speak louder. You're not doing this exercise to get a woman's phone number or to get laid. You are doing this exercise to build resilience, to learn how to deal with rejections and to build true core confidence. It's time to man up and stop making excuses. Do this exercise and you will see fast results. Oh by the way, you can't drink any alcohol while doing this exercise because you have to be your true self.... This leads me into the last unconventional technique to build confidence.

Chapter 14; Technique 10: You're Not Handicapped!! So, Get Rid of your Crutches!!

A great deal of confidence comes from being independent. And of course, being independent means that you are not dependent, that's a no brainer. Of course we have to be dependent on certain things to survive, like food, and shelter. However, we develop dependencies on things that we don't need, these dependencies damage our self image. I call these dependencies crutches. An example, of a crutch is having to drink alcohol to talk to a woman at a bar or nightclub. Without the alcohol some men can't even look into a woman's eyes. Alcohol is a crutch for a lot of men and this crutch damages their confidence because the crutch doesn't allow you to learn anything. You depend on the crutch to do all the work. If the crutch isn't there you are

powerless, for instance without alcohol you can't attract women.

Here are a few common crutches and ways to get rid of them.

Each solution helps you get rid of your crutch and build confidence.

1. Crutch: Needing alcohol to talk to women.

Solution: Go out to a bar or club with the sole purpose of approaching at least five different women. Bring with you just enough money to cover the entry fee. This way you can't buy a drink. Another solution would be to approach and talk to five women in the bar or club before buying a drink. If you approach one group of five women that only counts as one approach. You can also make a dare with a friend that you will not drink any alcohol until you approach 5 women. I suggest trying to do it by yourself first, without your friends help.

2. Crutch: Needing a Wingman or Friends to go out with.

Solution: One of the best excuses I hear from men on why they can't talk to women in a bar is that they needed a wingman. This excuse is used again when men and women tell me that they would travel more but they don't have anyone to travel with. This dumb ass excuse is used again to justify why men or women don't go to the gym. They would go to the gym if they had a person to show them what to do. You don't need another person to do any of these things. Being self-sufficient gives you the power of independence. Independence is a key element of confidence.

How do you become self-sufficient? That is by learning and taking action. You can learn what to say and do to get the girls

attention in the bar. But what if she's with her friends? Who's going to handle them? You are. You can learn what to do, what to say, and how to juggle her friends while still building attraction with her. This is why I encourage men to learn pick up in the last chapter. You don't need someone to travel with, you can travel on your own and make friends when you're there. Learning how to make friends is a skill that can be learned. But what if I don't speak the language? Once again I find this excuse to be incredibly stupid. Why? Because you live in a world today that has smartphones. You download a translation app like Google Translate that works offline so you don't even need the internet. (Remember to download the language you want before hand)

I have gotten laid in a foreign country where I didn't speak the language because I had Google Translate as a backup. You can learn the areas where you should stay out of in different countries by simply googling it. Here's a pro tip on traveling, you can stay at a hostel where it is encouraged to meet people or make friends. Even if you don't want to stay in a hostel, you can stay at a hotel and visit a hostel. Most good hostels have a bar open for the public. Go in there and party, make friends, and live life. You can learn everything you need to know to start working out from watching youtube videos and reading a few articles. Sure you wouldn't be a fitness expert BUT you will finally start working out. You don't need anyone to show you all you need is internet access which you can get free from your local library.

3. Crutch: Having Your Self Worth Tied To Material Things.

Solution: Buying new and expensive things just to impress other people is extremely weak minded. When you have to buy new things just so that you feel accepted by other people is a form of slavery. It leaves you powerless. It is similar to a drug addiction. Buying the new item is like the initial hit, you feel the rush. You are high on the feeling it gives you, for a short time you have confidence. But after a while it wears off, you're not confident anymore and once again you need to buy another new item just to get your fix. In a lot of a cases this crutch prevents you from getting what you actually want.

For example, I had a friend who had to buy new Jordan sneakers every few weeks, he hated stepping out his house wearing

anything less than new sneakers. He would wear a pair of Jordans for only two weeks until he needed to buy new ones. One time we were leaving the gym when we saw this super attractive girl. I walked up to her to talk to her but she told me she liked my friend better (Yep this lil dude got shot down). I told him this but he would not approach her. His excuse was that he was looking like a bum. That he didn't have on a good outfit and more importantly he was wearing old Jordan sneakers. Keep in mind that we just finished working out and she could tell we just finished exercising. And keep in mind that she wants to talk to him all he has to do is walk up to her. He did not have the balls because he felt he needed to have fresh new shoes. As you read this you might think, "Wow, what a dumbass. She already liked him and he didn't want to talk to her because of some shoes?" You are right to think that way, but you are probably, 99.98% similar to my friend. How many times have you stopped

yourself from talking to a girl because you weren't drunk enough yet? Or because you thought she had a boyfriend or because she looked busy, or because you didn't have a haircut? You limit yourself because of what you think. You think that you need X so that you can get Y for example, "I need money to get girls." The biggest crutches you have are your beliefs.

Changing Your Believes

The reason you believe you need to have the latest the new iPhone, new Jordans, new car, new clothes, or latest gadget is because of the belief you place on those items. You believe that those items are the source of your self-worth. This is called a limiting belief. It's okay to buy new and expensive things but only if you are doing it for yourself. And not to impress your friends, family, or others. Your self-worth comes from your

personality and not from material items. To break free from this addiction to material items we need to change your limiting believes. To do this, you must first identify what your mental or material crutches are. For my friend it was having to buy new shoes.

Second, You can't buy a new one, you can't use/wear/drive the new one you just bought, not yet. You will have to use the old item or an alternative. For example, if you just bought new shoes, I want you to put those shoes in the closet and wear the an old pair of shoes you have for 30 days. Then in 30 days I want you to learn some social skills, read books on social dynamic, learn how to be funny. I want you to work on your personality because while you learn these new skills, I want you to be able to socialize with new people. You will have to make

five new friends and ask out three different girls on a date. Join meet-up groups in your area, hit the mall, go out at night, I want you to be the friendliest guy in town.

I want you to challenge your limit belief, you will soon realize that people don't care how much money you have, or what you own, or how you dress (as long as it's clean and fit properly) people only care about how you act and how you treat them. The more you learn social skills, the more you build up your self-worth and the less you rely on material things. You are like a diamond in the rough, all you need is to be polished up. **What I am telling you is that you already have the skills to be a great and confident person, all you have to do is work on bringing them out. Material things wouldn't do that for you.**

Part III; Some Old School Methods Of Gaining Confidence

Some of the old traditional advice on gaining confidence does work. In This section I share the ones that I believe work the best.

Chapter 15; The Biggest Reason I Wrote This Book

The biggest reason I created this book is because majority of the books, articles, and videos on how to build confidence gives you the same old techniques. I call these techniques “traditional” techniques. Most of these techniques don’t work, some don’t work for the simple reason that they are not explained well enough to make them work. A lot of these traditional techniques only work for a short time, the person gains confidence for a little time and then it disappears. I took the few traditional techniques that I believe are worth mentioning and hopefully I explained it in a good enough way to make them work. Combine these techniques with the new ones I have shared with you in previous chapter and you will gain confidence that sticks.

Chapter 16; Dress Like The Hero You Want To Become

Have you ever wore a suit? How did it make you feel? Most likely you feel a bit more confident especially if the suit fits right. It has been proven that the way you dress can affect the way you act and think. A quick way to improve your external confidence is to dress better by purchasing a new outfit that fits you. You don't have to wear a suit but if you can get some fresh new gear that makes you look good then your confidence shoots up a few points. The reason this works is because of Enclothed Cognition. What the heck is Enclothed Cognition?

How Clothing Choices Affect and Reflect Your Self-Image

Enclothed cognition is a phenomenon whereby your mood is reflected and affected by your style and the choice of clothes you choose to wear. In plain English, how you dress affects the way you think about yourself.

Adam Hajo and Adam D. Galinsky, professors at the Kellogg School of Management at the Northwestern University wrote in the *Journal of Experimental Social Psychology* that the co-occurrence of two independent factors are involved in enclothed cognition these are; the symbolic meaning of the clothes you wearing and the physical experience of putting them on. The research was carried out with subjects performing test while putting on a lab coat the same way medical doctors do, putting on a coat the same way painters do and not putting on any coat. The results showed that the subject's sustained attention increased while they were putting on the doctor's coat in a way

that wasn't visible when they were putting on the painters coat or no coat at all.

Professor Karen J. Pine, of the University of Hertfordshire in the United Kingdom also writes in her book "*Mind what you wear: The Psychology of Fashion*" She said that when we put on a type of clothing, we usually can't help but adopt some of the characteristics associated with such clothing even though most time we are unaware of this. From the study Pine conducted while writing her book, one of her participants said, when she wore casual clothes she was usually relaxed and felt tomboyish, but when she was dressed in formal clothes for a meeting or a special occasion, it changes the way she walked and held herself. Clothes can unconsciously trick us into a mindset of higher status.

It is the same principle Lisa Stariha a body empowerment coach tries to instill in her clients. Lisa is of the opinion that it is important to “Get up, get dressed and never give up each day”. Stariha usually works from her house, knows how comfortable it can get when you work in yoga pants and a cozy shirt. However she believes, to feel more beautiful, confident and strong you should change out of the yoga pants and put on clothes that would give you power. Take Wonder Woman for example, it’s the same way Wonder Woman went from her Princess Diana uniform to her bad-ass Wonder Woman costume. Or for us guys, take Clark Kent for example, how he goes from a sloppy un-tailored suit into his Superman custom. (FYI Batman is better)

The car company Kia took a survey in 2014 of what makes people feel confident, the results for women included in their top

10; High heels, designer perfumes, and a little black dress. For men, it was a well shaven face (I believe it's the opposite for men now. Most men now prefer a thick beard to a shaven face), a new suit, and a fantastic aftershave scent.

Being able to understand the physical dynamics why the right clothing for us goes a long way to contributing to our confidence and raising our self-esteem. It also helps to propel us in the workplace. The business of image, style and branding consultants is growing faster and faster nowadays. More and more people now hire image and fashion consultants, from celebrities to everyday Tom, Dick, and Harry. The 2014 figures according to the Bureau of Labor Statistics indicates that more than 56,000 people claim to be brand consultants. For instance, Kim Peterson, of Uniquely Savvy, helps people discover themselves through personal brands and style analysis, body and

color analysis, wardrobe analysis, personal shopping, and virtual style consulting for individuals.

In summary, there is a popular saying that says, dress the way you want to be addressed. So before you head out of the house, and ask yourself this silly but powerful question. “Do I look like a bum or do I look like an interesting person?” If the answer is anything short from an interesting person then go change your outfit. If you dress like a bum, you’ll feel like a bum, and you’ll act like a bum. You don’t have a lot of money to spend on clothes? You can buy great and affordable clothes online, at your local Tj Max. Ross, Plato’s Closet, and Thrift stores. (Side note: my favorite places are Plato’s Closet and online, I find brand new outfits and new pair of Jordans for a fraction of the original

price) Other online stores are the Letgo app, Offer Up app, and Craigslist, try them out.

Here is a tip, find someone you like that is famous, like an artist you like or actor. See a few outfits they have on and try to emulate their look. Another trick is to go to a mall with a female friend. If you don't have a female friend, then go to the mall and ask a girl how a few outfits look. Remember this saying "You look great, you feel great, you act great." Wear clothes that are tailored to your body, clean and nice clothes, and that show your style in the best way possible. For example, if you're into hip hop, then buy clean well fitted streetwear from places like hastamuerte.com or moisol.com If you are into alternative rock, then find clothes that are clean and nice looking that show your lifestyle.

Chapter 17; The Most Important Language You Need To Learn

So, what is this language that is so important it needs it's own chapter? Really it needs it's own book... That is Body Language.

Your body language interacts with your brain continuously and this communication is not one sided. Your body language shows the feelings and thoughts going across your mind at one end. At the other end, the messages your brain gets from your body language influences your feelings and thoughts. This means that by adopting a body language which is positive, you can in turn

become more confident as a man either in your relationship, career or all round.

Smile.. It's Simple But Effective

To take advantage of this body language, ensure you make efforts to smile every time you want a more positive and upbeat feeling. It is irrelevant if you are in public, at work or any other location. By placing a smile on your face, the area of your brain which is active when you feel happy is jump started and your mind would become more positive almost instantly. Although this is not an instant process, it will leave you feeling a happier and confident than you originally were. To speed up the process, you should jiggle your body, or even jump around a little.

Power-Pose Like A Power Ranger

Silly subtitle, but hopefully it made you laugh. The power pose instantly provides a boost of confidence when done. By standing with your shoulder and feet width apart, and bending your knees slightly while raising your hands above your head just like you won something. Face upwards and place a smile on your face as you deeply breathe into your lungs. As you take in, imagine your chest increasing and taking up the room as your hands stretch to come in contact with the ceiling. Hold on to this pose for a minute. By carrying this out, your body language is going to pass powerful feelings of confidence and power to your brain in a little period of time.

This is remarkable way to boost your confidence when you are getting charged up for a situation where you would require your

mind to be in a solid and confident state. This could be before a date, a promotion interview, etc. It also helps if you jump around a little. I mentioned jumping around again because it puts you into motion. Motion creates emotion, so by moving your body in a funny positive way it changes your emotion to that of a more confident one. Sound like a bunch of hippy bullshit, but try it and you will see that it works.

Posture

Practicing good posture while standing or sitting brings about the lowest level of strain on supporting ligaments and muscles, and also builds your confidence. Your back is straight when you sit and your rear rests on the back of the chair. Your feet should be flat on the floor and your knees should be bent to the appropriate angle.

When standing, your posture should be straight. Your head should be held up high, and your feet should be width apart.

When you stand, you should have the capacity to draw an imaginary straight line from your earlobe down to your shoulder, hip, knees, and the center of your ankle. Great posture is great for preventing muscle aches, back and neck pain, and ensuring your joints and bones are kept in the appropriate alignment.

Keeping your posture correct aids in opening airways to ensure appropriate breathing which lets all your tissues and organs function the right way. This in turn helps your body move with ease, which in turn, shows confidence to others around because your body is not under strain. When you stand with your shoulders back and head held high, you look confident and self-

assured and this in turn passes a message to your brain making you confident in reality.

Move With Confidence

Anytime you move, ensure you maintain the good posture elaborated above. To get an added boost in confidence, ensure every step you take is 5-8 inches longer than usual. Make sure you walk with direction, walk with purpose each time you do. Striding with purpose will assist in making you feel a larger sense of control and power which in turn translates to self-confidence.

I learnt this one technique from an ancient wise guru from a far away land. His knowledge of confidence and his mastery of life are on the level of the gods. His physical form is massive, his

hands are large enough to grip a basketball like a baseball but his mindset is nice and gentle as a butterfly. This great and wise guru is named Tony Robbins, and yes I was exaggerating his status. He is a master at life in my opinion. I learnt from him, a technique of walking with confidence, which is to walk around like you have a superhero cap on. It sounds stupid, but try it and after a few seconds you will feel more and more confident as time passes.

Don't forget your arms and legs.

If you cross your arms, it suggests a closed off and defensive feeling. Crossing your legs away from another individual can make it seem you feel inconvenienced by the person. It can also signal that you are keeping something inside.

It may be translated to feeling bored if you clasp your hands behind your back. Doing so over your privates or genitals is a gesture that shows shyness or vulnerability. Fidgeting and tapping your fingers also shows others that you are frustrated, impatient or bored.

Ensuring you keep your arms and legs in one location and not fidgeting all over the place. Keeping your arms and legs in one place tells your brain that there is nothing to worry about which in turn translates to a feeling of confidence.

Have a powerful handshake

A firm and solid handshake is a sign which is universally known to show confidence and every individual should endeavor to possess one. A handshake should be powerful but not too

gripping. It should also be given with dry hands and a few shakes up and down as well as a few seconds of eye contact.

Regardless of if you feel confident or not, a handshake which is firm will elevate your feelings and make others see you as confident while making you actually confident in reality.

Practice proper eye contact

Eye contact shows that you are truthful, engaging and approachable. It shows a sense of confidence in your interaction and also ensures the person you are interacting with feels more connected to you. Although too much eye contact is not ideal as it can send a signal of aggression or like a weirdo.

Eye contact can make others see how comfortable you are in your own skin. It also passes a message across to your brain which actually translates the feeling to you, a feeling of power mixed with comfort.

Some individuals would often argue that your body language has nothing to do with your level of confidence. But this is not true as changing your body language can bring about drastic changes to your attitude, it can make you feel a level of comfort in any given situation which in turn creates confidence in you.

Speak Slowly And Pause When You Speak

Watch a few of the great speeches. Notice how Martin Luther King, John Kennedy and others speak slowly and with purpose.

While you do not need to develop that, "speech cadence" you can learn something from the speed. People who want to sound confident do not rush out their words. Speaking slowly also gives you the time to think of the right words to say. Speak slowly, pause for effect and make your words impactful. Great speaker use pauses to build tension, they know that people will wait to hear what they have to say. Confident people know that silence is their best friends. Moments of silence give time to gather your thoughts and make sure the things you say are impactful and thoughtful.

**Becareful On What You Say. If You Do Not Know It;
Do Not Say It!**

There's saying I've always loved, "It is better to keep quiet and have people think you are stupid, rather than open your mouth and have them confirm you are". Never feel the need to jump into a conversation, "just because". If you have nothing to say on topic, say nothing. If you don't know an answer, don't guess. If you always talk about subjects you have real knowledge about and come up with answers that are always right people remember those and not the times you remained silent. Remember that no one can know everything, and not knowing is perfectly fine.

Don't Know The Subject Of Conversation? Seek The Opportunity To Learn

When someone talks about a subject you have no clue about, it is a great chance to learn from them. Ask them questions; try to find out more because the more you know, the more you become confident. One quick formula for confidence is $RK \times PA = C$. That stands for the Right Knowledge x Proper Actions creates Confidence. But be careful of who you listen to, always fact check what people tell you and remember that what they say could be just their subjective opinion. One of the questions you should ask them is how long have they had experience in the subject. If they can't give you a good answer then I suggest that you be very cautious when listening to them. A lot of people just talk because air is free; they are just professionally full of shit. So, watch what you hear and watch whose advice you take.

CONCLUSION

If you have read this book to this stage, then I believe that you have learnt a lot of things, and right inside of you, you have started gearing up to become the best version of you that you can ever be. I believe that while reading this book, you have also started putting into practice, some of the simple techniques highlighted in this book. In conclusion, I want to drop this final icing on the cake: the easiest way to do away with lack of confidence is by overcoming those things which scare you, and you can only do that by taking direct steps towards doing away with those fears. You might not eliminate your fears completely, in fact a sense of fear is how we know we are all alive and not in a dream. Each time you overcome a certain fear, the sense of

accomplishment you feel from defeating that inner problem will give you the strength and confidence to move on to the next one.

What Fear Really Is:

Fear is just your body telling you that you must prepare for something or someone, that's it! Whenever you are scared, it's because you are not prepared. Think about it, if you are scared to talk to a beautiful woman in the club, it's not because you are physically afraid of her. You are afraid that you will get rejected because of the following: Not knowing what to say to get her attention; not knowing how to handle it if her friends interrupt you; not knowing how to deal with rejection; not knowing how to turn that rejection into a yes, and not knowing how to react if her boyfriend shows up. But if you know how to deal with all of these situations and more, then you wouldn't be scared. Let's take being lost in a jungle as an example. You feel fear because

of the unknown. If you have skills like hunting, building a fire, cooking raw meat, knowing how to track the stars to navigate home, and how to acquire clean water, then you wouldn't be scared. If you know how to survive in the jungle then you wouldn't feel much fear. The cure for fear is action, but the **opposite of fear is knowledge.**

The techniques talked about in this book will guide you to practically build your level of confidence by building your knowledge to that stage where you develop the "I am up to the task mentality" in everything you do. The knowledge I want you to build is the internal knowledge of the phase "**No Matter What I Do, and No Matter Where I am, I will be Ok.**" Once you internalize this mentality, your confidence becomes limitless.

IT ONLY TAKES YOU to make these techniques work for you. I say these because you are the one to do the work involved. It depends on you to either make up your mind to put these tips to work, or just continue the way you are. If you make up your mind to adopt these techniques, and start applying them into your everyday life, within a short time, you will see yourself transform into a very confident person with a healthy and vibrant self-esteem. Remember one important phrase; this phrase gives all of the techniques in this book the power to change you. The phrase is “ACTION CURES FEAR. NOT TAKING ACTION EQUALS FAILURE.” The only true failure in life is the failure to act.