

The Instant Confidence Method

Session Two Instant Money Confidence

Hi, it's Lisa Lane Brown from the Courage to Win and welcome to Instant Money Confidence. This potent method will help you gain the self-confidence needed to increase your savings, double your income, and put your money into investment vehicles that create passive income for you, including during retirement.

Here is what you will gain from this session:

- You will FINALLY understand how to use your unique talents and abilities to make money, giving yourself the ability to command an obscenely high price in the marketplace.
- Taking ACTION on your savings, income, and investment goals will feel completely natural to you no matter what your past, because of the powerful, unstoppable self-confidence imbedded deep inside you.
- You will suddenly be able to try new things, meet new people, take risks, and trust yourself to make decisions with second-guessing them.
- Rejections and failures involving money that used to rattle you will become non-issues, even to the point of not bothering you at all! Instead, your confidence will always be there, inside you, ready to carry you to success.
- Speaking to people with self-assurance will be effortless. People will hang off your every word, clamor for your opinion, green-light your projects, and scramble to buy your products or services.

This session will have three parts. In the first part, I am going to explain the true source of confidence when it comes to money.

In the second part, I will lead you through the Instant Confidence Method you can use to program yourself for money confidence.

In the third part, I will lead you through an emotional visualization session that will attract money to you by causing you to take action on a daily basis to bring money into your life and increase it.

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projections, representations or guarantees whatsoever to you about future prospects or earnings, or that you will earn any money from this information.

Summary

Here is a summary of the building blocks of the Instant Confidence Method.

The 3 Natural Laws for Self-Confidence

“Like Yourself, Trust Yourself, Believe in Yourself.”

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“Face My Fear, Release My Fear, Trigger My Confidence.”

Where Does Money Confidence Come From?

In Session One you learned that confidence comes from two sources: success and self-esteem.

Money Success

We know that if we take actions that are congruent with the principles of success, we will be successful, and money confidence will flow from our success.

Money Self-Esteem

When we have high self-esteem, we believe that we can learn what we need to learn to succeed with money, and this allows us to take action on saving, earning and investing money even if we’ve never even done it before.

The 3 Natural Laws of Money Self-Confidence

How do we create success and self-esteem for ourselves? There are three natural laws of money confidence that will give us both success and self-esteem and give us a massive confidence boost with money.

Natural laws are unchanging principles that always deliver a predictable result. For example, one of the natural laws of science is gravity. It doesn’t matter whether you know about gravity or whether you believe in gravity. If you jump out of an airplane, gravity will work on you. As Dr. Stephen R. Covey, the author of the 7 Habits of Highly Effective People said, “We cannot break natural laws. We can only break ourselves against them.”

These natural laws of money self-confidence are the same. Follow them, and you’ll enjoy an immediate influx of confidence and self-esteem.

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Natural Law #1

You Must Like Yourself

The first natural law for creating unshakable money self-confidence is that you must like yourself when it comes to saving, earning, and investing money. To like yourself in the area of money, you must:

1. Be Yourself,
2. Accept Yourself, and
3. Stand Up for Yourself.

1. Be Yourself

What does it mean to “be yourself” when it comes to money? And, how does this relate to self-confidence?

Saving Money

“Being yourself” means finding a system for saving money that works for *you*. That means that at least for you, it’s easy and does not require discipline or energy to execute. It comes naturally to you; you can be yourself and save money at the same time.

The simplest example that actually works for everyone is the “pay yourself first” system that financial advisors enroll you in. They don’t ask for you to send them extra cash left over at the end of the month. They would starve. No, they set up the RSP to automatically deduct itself from your account.

Another example is the question, “What can I cut from my budget that would be easy and enjoyable for me?”

When I asked one of my clients this question she came up with the idea to dye her own eyebrows. She used to spend \$60 a session every 2-3 weeks to get her eyebrows dyed (plus 1.5 hours travel time). As a lawyer with billable hours, it was costing her \$200-\$300 a month to get her brows done.

She went to an esthetician supply shop in her city, bought the supplies, and figured out how to do it herself using YouTube. Now she can colour her brows as often as she wants and it costs her \$30.00 a year.

The key? She enjoys the creative process. Remember the saying, “One man’s pleasure is another man’s poison.” My client would never cut her own lawn, because it would exhaust and frustrate her so much that paying \$25 to a kid is worth its weight in gold for her.

ACTION ASSIGNMENT

1. If you don’t already have one, create a simple personal monthly budget. Use the last six months of your personal chequing account statements to do it. Here’s a great resource as well:

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<http://larrywinget.com/wp-content/downloads/budget.pdf>

2. Select ONE expense you could eliminate simply by tapping into your interests, talents, and abilities. Even a \$5-10 expense is fine. Write what you selected in the space below.

Earning Money

According to Brian Tracy, your earning ability is a function of your education, knowledge, experience, skills, and talents, is your human capital. It is your “return on energy.”

“Being Yourself” when it comes to earning money means that you are using your unique talents and strengths to earn income. These are things which come easily to you (but not to other people) and that you find it easy to do.

The height of your income is largely determined by how well you do your job and the difficulty of replacing you. That’s why commanding an obscenely high price in the marketplace is much, much easier when you are extraordinarily good at what you do.

On a fall night in 2003, Harvard undergrad and computer genius Mark Zuckerberg sits down and heatedly begins working on a new idea.

What begins in his dorm room soon becomes a global social network with 500 million friends. A mere six years later Mark Zuckerberg is the youngest billionaire in history. The Social Network chronicles the battle over who was there at the moment of creation....and there's still controversy about its accuracy.

What's more important is the “Be Yourself” element of Zuckerberg’s success. By the time he went to Harvard, Zuckerberg was already a world class programmer. A computer prodigy, he began writing software and taking graduate computer science courses in middle school.

In high school he built a music player using artificial intelligence. Microsoft tried buy it, but Zuckerberg enrolled at Harvard instead.

Why are Zuckerberg's skills important? Because Zuckerberg didn't invent the idea of the social network.

My Space was already there. And according to some sources, he didn't even invent the idea for Facebook. Allegedly three other Harvard students hired Zuckerberg to code a social networking site exclusively for Harvard students.

Whether Zuckerberg had the idea or not, he had something equally important: the skills to make it a reality – FAST, before somebody else got there. In the software business, fast is everything. He combined a great idea with the “Be Yourself” principle to become the world’s youngest billionaire.

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This is a fantastic “return on energy.”

ACTION ASSIGNMENT

Getting a great “return on energy” is usually only possible when you leverage your strengths and talents. In *Who Am I? The 16 Basic Desires That Motivate Our Actions and Define Our Personalities*, Steven Reiss explains that there are sixteen themes that express who we are.

- Power** (need for competence, mastery, and influence)
- Extroversion** (need to get energy from being with others)
- Introversion** (need to get energy from being alone)
- Creativity/Invention** (need to generate and express ideas)
- Nurturing/Teaching** (need to support, teach, and help people)
- Curiosity/Intellectualism** (need to learn; thirst for knowledge)
- Problem Solving** (need to diagnose the underlying cause of a problem)
- Independence** (need to do things without help from others)
- Order** (need to organize and feel things are predictable and under control)
- Idealism** (need to contribute to social justice, including altruism and humanitarian work)
- Social contact** (need for companionship)
- Tranquility** (need for emotional calm)
- Vengeance** (need for competitiveness)
- Status** (need for social standing)
- Physical activity** (need for muscle activity)
- Romance/Aesthetics** (need for beauty, sensual, and aesthetic pleasure)
- Analysis** (need to scrutinize the details of how and why things work)
- Supervision** (need to take charge through wise supervising and delegating)
- Following** (need to provide reliable support to leaders)
- Healing** (need to ease the pain and improve the lives of others)
- Leader** (need to lead)
- Performance** (need to perform and be in the spotlight)
- Warrior** (need to express courage through physical, spiritual, and moral challenges)

In the space below, write down the **common themes** that would allow you to “Be Yourself” when earning money:

Then write down three job roles or positions that you could express this theme in. For example, as a life coach, the theme I get to express most often is Problem-Solving. Go:

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We now know that the easiest, quickest way to get a good “return on energy” is to “Be Yourself” when it comes to earning money. However, that’s only half the story.

Money Only Comes From ONE Thing

In his *Money Blueprint* program, Eben Pagan points out that what we simply don’t realize is that *we cannot make money directly*. We can only make money by creating value for other people.

According to Pagan, the only way to earn money is to create VALUE for people by giving them things that provide emotional satisfaction. When we learn how to create VALUE, we can write our own ticket. People will definitely ‘show us the money.’

On August 2004, Google went public, offering \$85 per share, raising nearly \$2 billion in the largest technology IPO ever. In less than a year, the stock had soared to \$300 per share.

Today the stock price hovers around \$600 a share, making Google a financial powerhouse.

Google’s meteoric rise to the top is well known. What most people don’t know is Google’s secret of success.

It’s simple. To succeed, you don’t focus on making yourself rich directly. That leads to get rich quick schemes and chopping and changing. You focus on becoming world class at something that helps people.

For several years, Sergey Brin and Larry Page, Google’s founders, had no idea how to make money with their invention.

They raised their first \$100,000 from Andy Bechtolsheim, co-founder of Sun Microsystems, before they had a company or a revenue model for it.

Their mission was not to make money. It was to revolutionize the search engine. As Stanford graduate students, Brin and Page were frustrated with Alta Vista, the best search engine at the time.

Brin and Page became obsessed with search (to google means “to search”) and developed the fastest, most effective search engine on the planet. And, it’s FREE.

The billions of dollars in profit Google earns arrives as a by-product of them adding value to people in a way that makes it easy for people to take advantage of this value.

As someone who advertises on Google, I know this all too well.

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ACTION ASSIGNMENT

Let's bring both sides of the equation together in one action assignment. Answer the following questions:

1. What Am I Really Good At? What Do I Know A Lot About?

2. What Is Easy For Me To Do (That Others Find Difficult)?

3. What of These Things Would ADD VALUE to People? Solve Their Problems?
What Would People Pay Me To Do? (Make A Huge List)

Investing Money

To “Be Yourself,” when investing money, you need to pick investment vehicles that complement your strengths, talents and interests.

By ‘investment vehicles’ I mean things you put money in that spin off cash for you, preferably passive ones so that you don’t have to spend all your time working.

I tried for years to invest in mutual funds. I did it because that’s what everyone else was doing. I got myself a financial advisor...and after 13 years of losing money, I finally I woke up and realized that the stock market is just not for me. What does? Real estate, probably because of my Granny.

When she was just 24, Granny discovered her husband was being unfaithful. She had two small daughters to feed, no money, and a grade 9 education. What did she do? First, she kicked him out. Then, she bought his house for exactly \$3336.

Then she bought him out of his business. Her husband was 22 years older, but my Granny paid him \$150 a month in alimony.

How did she do it? Real estate. She sold the business, became a realtor, and then bought several more properties over the years, selling one in 2010 for just under 1,000,000.00.

The most inspiring part of Granny’s story is that she came from nothing. She grew up on a farm in extreme poverty during the Great Depression. "All we had to eat was porridge and pork. I didn't see a banana until I was 12," she likes to say. She had no family support, either.

At 13, her Dad sent her to live at another farm to milk cows for \$15 a month. When she got sick a year later and had to come home, her Dad said, "I knew you could never hold a job."

Having real estate in my family made me see that I needed to focus on investment vehicles I could relate to and understand – and for me, that meant real estate.

ACTION ASSIGNMENT

Below is a list of investment vehicles. Select ONE that complements your strengths, interests, and temperament and write it down in the space below:

- Real estate (rental properties)
- Stocks (e.g., mutual funds)
- Bonds (government bonds, t-bills, gics)
- Commodities (e.g., oil or precious metals)
- A Business

The Investment Vehicle That Suits Me Most Is:

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2. Accept Yourself

You learned in Session One that accepting yourself means a) experiencing your emotions without resistance and b) accepting your current situation.

We also know that truly accepting ourselves (instead of resisting ourselves) is what paves the way for change. We cannot be in an adversarial relationship to ourselves and hope to like ourselves and be confident at the same time.

That's why you must refuse to be in an adversarial relationship with the reality of your financial life, and how you feel about it. The most critical emotional experience we need to deal with when it comes to money is our shame over it (and wanting it).

In *Money Is My Friend*, Phil Laut writes: *Whatever amount of money you have now, you will find it easier to have more if you accept what you have as OK rather than feel ashamed about it. Money is a topic that activates shame for everyone. People are ashamed they have so little or so much and are ashamed that others have so little or so much.*

For some people, money shame comes from the perverse logic: "If I want money, it must be because I don't have enough; if I don't have enough, it must be because I am not good enough or because what I have to offer is not good enough."

Even General Charles Doriot who sold his Digital Equipment Company back in the 1970s for over 300 million said, 'A man is never so naked as when he stands before his accountant.' It seems to me that if a triple digit millionaire can have a bit of shame about money, it must be OK for the rest of us too.

The courage to accept your situation--and yourself--always paves the way for change.

ACTION ASSIGNMENT

Write down a sentence that acknowledges a situation you are holding some shame about, whether it is saving, earning, or investing money. For example,

"I acknowledge I am \$2,000 in debt right now."

"I acknowledge I am not investing my money right now."

"I acknowledge I am underpaid in my career right now."

The more upsetting it is for you to write down your sentence, the more you need to do this exercise. Record your sentence below:

3. Stand Up For Yourself

Standing up for ourselves means that when necessary, we show healthy self-assertiveness, which is "the ability to express your wants and needs appropriately."

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Part of this means admitting to yourself that you WANT money, and being perfectly okay with it. Dan Kennedy calls this the No Guilt approach to money (remember that guilt is the fear of disapproval) and says that most of us have too much guilt over wanting money to really attract much of it.

“Most people’s world view of wealth is as a zero-sum game. A big impediment to attraction of wealth is the idea that the amount of wealth floating around to be attracted is limited. If you believe it’s limited, then you believe that each dollar you have came to you at someone else’s expense.

If you believe wealth is unlimited, there’s no such thing as a share of it. Everybody’s share is unlimited. There’s nothing to have a share of. There’s only unlimited.”

ACTION ASSIGNMENT

Imagine that money is exactly the same as love, health, and happiness – that everyone deserves an unlimited amount of it. Imagine being open to receiving a massive amount love, health, happiness and money and how this would feel in your heart.

It means taking a Win-Win position when it comes to money, especially when dealing with people. This means that when negotiating anything, you take the mental position, “The decision we land on must make both of us happy...or we won’t do the deal.”

Years ago I decided to stop delegating the financial management of my business and do it myself. I noticed how much shame I had accumulated in my heart from not personally managing this area of my business because in delegating it, I had created an unconscious approach to money that was costing me dearly.

For example, I discovered the company was incurring several monthly duplicate fees that neither my Office Manager nor Bookkeeper had bothered to cancel.

After I got over my shame, my next emotional hurdle was facing my fear of being ASSERTIVE with people over money – including my own staff and the vendors who were billing me.

Cancelling my duplicate monthly fees was extremely difficult and required tremendous assertiveness on my part to actually accomplish. Vendors put me on hold, ignored me, and treated me with annoyance. Two of them pretended my account was cancelled and kept billing me anyway!

The bottom line? Standing up for myself paid off. Within one month I slashed costs by 30%. Within two months, profits were up 25%.

ACTION ASSIGNMENT

Generate five different endings for the following sentence each day for two weeks:

If I were 5% more self-assertive about money today--

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Here are some sample endings:

- I'd find a less expensive babysitter
- I'd tell my husband I don't want to pay for housecleaning
- I'd tell my staff to do their job (rather than having me spend my time doing it)
- I'd take some time for myself rather than working all the time
- I'd tell my wife I want her more involved in investing decisions

Natural Law #2

You Must Trust Yourself

To gain unshakable confidence and believe in yourself, you must trust yourself. This means you must:

1. Teach Yourself Mastery, and
2. Discipline Yourself.

1. Teach Yourself Mastery

Mastery is superior technique. In wealth attainment there are proven success principles. If you master them, you will attain financial independence in your lifetime. Here are three of the most important.

The Golden Goose

"A poor farmer one day discovers in the nest of his pet goose a glittering golden egg. At first, he thinks it must be some kind of a trick. But as he starts to throw the egg aside, he has second thoughts and takes it in to be appraised instead.

The egg is pure gold! The farmer can't believe his good fortune. He becomes even more incredulous the following day when the experience is repeated. Day after day, he awakens to rush to the nest and find another golden egg. He becomes fabulously wealthy; it all seems too good to be true.

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But with increasing wealth comes greed and impatience. Unable to wait day after day for all the golden eggs, the farmer decides he will kill the goose and get them all at once. But when he opens the goose, he finds it empty. There are no golden eggs—and now there is no way to get any more.” (Dr. Stephen R. Covey, *The 7 Habits of Highly Effective People*, 1989).

How does this relate to money? To gain wealth, we need to create a financial asset (Golden Goose) and then protect it. It doesn't matter whether the asset is money that earns interest, a business that spins off cash, real estate that pays you passive income, or stocks that produce dividends.

But do we do always do this? Sometimes yes, sometimes no. Covey adds: “How often do people confuse principal with interest? Have you ever invaded principal to increase your standard of living, to get more golden eggs? The decreasing principal has decreasing power to produce interest or income.”

Passive Income

Now that you know about the Golden Goose, let's translate it into investment terms. “The rich don't work for money,” says Robert T. Kiyosaki in *Rich Dad's Guide to Investing*. What could this possibly mean?

Kiyosaki explains. “Investment basic rule number one,” said Rich Dad, “is to always know what kind of income you are working for.” He sets out three different types of income:

1. **Earned Income** – Income that comes from a job or some form of labour. It is the highest taxed income, so it is the hardest income with which to build wealth.
2. **Portfolio Income** – Income generally derived from paper assets such as stocks, bonds, mutual funds, etc. Portfolio income is by the far the most popular form of investment income.
3. **Passive income** – Income generally derived from real estate. It can also be income derived from royalties from patents or license agreements.

“Investment rule number two,” said Rich Dad, “is to convert earned income into portfolio income or passive income as efficiently as possible.”

What Kiyosaki is saying is that we'll never become financially independent if all we do is trade our time for money. It's a simple time and space problem. We only have 24 hours in a day, and the money we do get is taxed at the highest level.

Mentorship

Your next mastery goal when it comes to money is to get a mentor who will give you mastery in building assets that spin off passive income.

Real estate mogul Donald Trump once said: *'Other people paint beautifully on canvas. I like making deals, preferably big deals. Deals are my art form.'*

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Yet Trump was not born with this genius. He learned the art of deal-making at home. From the time he could walk, he went to construction sites with his father. He learned how to handle contractors, real estate salespeople, and bankers.

By the time Trump moved from Queens to Manhattan, he already had an advantage over every new developer: first-hand experience from his father's business.

Mentorship is the simplest, and smoothest, path to success to mastery and by extension, financial success.

ACTION ASSIGNMENT

Earlier you identified an investment vehicle that was suited to you. In the space below write the name of a mentor (or a source for finding one) that can cut years off your learning curve and help you develop mastery:

2. Discipline Yourself

When it comes to money, discipline is the first step towards greatness. You recall that discipline is, *“the ability to do what you know you should do whether you feel like it or not.”*

ACTION ASSIGNMENT

To motivate yourself to become more disciplined, check out this episode of Larry Winget’s Big Spender: <http://www.aetv.com/video/big-spender-episode-104>

Create one **ACTION RITUAL** that you will do every day for the next 30 days before 11:00 am that you will make a habit and that will increase your earning power. Here are some examples:

1. **Personal Productivity.** Write out your day’s priorities and do the most important, difficult task first.
2. **Get Connected.** Do a favour for one person you would like to be more connected to in your business or career circle.
3. **Believe.** Visualize yourself achieving a specific financial goal such as getting a raise, saving a certain sum of money, or having a particular sum of money in your bank account.
4. **Learn.** Read, listen to an audio, or take a lesson that will increase your knowledge (career or investments) in some way, even if it’s only for ten minutes.

Write your ACTION RITUAL here:

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Natural Law #3

You Must BELIEVE in Yourself

The third and final natural law for creating unshakable confidence is that you must believe in yourself. For this, we must

1. Re-invent Yourself, and
2. Commit Yourself.

1. Re-invent Yourself

To believe that you can achieve your most cherished goals, you must invent a new and improved version of yourself...think You, 2.0. The easiest way to do this is to understand that there is a natural genius inside you that can be unleashed. To do this, you focus on future possibilities instead of current limitations.

Jim Carrey is a comedian and movie star who now makes 20 million dollars or more per picture. He had many challenges along the road to stardom.

At one point he took two years off as he battled low levels of confidence.

But Carrey was so convinced of his brilliance he kept persisting. Carrey improved his focus using visualization.

He wrote himself a check for 10 million dollars, dated it, and kept it in his pocket.

When times were tough, he would sit on a quiet hillside overlooking Los Angeles and imagine himself as a movie star.

Then he'd reread the check as a reminder of his upcoming good fortune. A few years later Carrey signed a deal for more than 10 million to star in *The Mask*.

The date? Almost identical to the one written on the check he kept in his pocket.

ACTION ASSIGNMENT

Take a moment and, on the screen of your mind, create ONE picture – one image in your mind – that sums up success with money for you. For example, you might visualize a special possession like a car or house that you want...or a bill you'd like to wipe out...or a gift you'd like to buy someone...or an asset you'd like to purchase, like a rental property.

Hold the image in your mind for sixty seconds before letting it go. Then, write down a one sentence description of this image below:

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2. Commit Yourself to Persist.

To believe in yourself, you must commit yourself to persist in achieving your goal through setbacks, loss, challenges, and disappointment. You must know in your heart of hearts that you are not going to pack it in at the first sign of adversity.

The truth is that human beings are not wired to persist. We are wired for instant gratification – and when things don't work out the way we expect, we fall into learned helplessness and give up.

The good news is that now that once you know about the phenomenon of learned helplessness, you can commit yourself to persist anytime you hit a setback.

Colonel Sanders was living a life of great pleasure while operating his small business serving fried chicken in Kentucky. However, due to the construction of the interstate he had to close his business.

After paying all the bills, he was left with a measly \$105 social security check! He was dumbfounded.

He could not believe that after serving for so many years, all he was left with was a \$105 check.

Confident of the quality of his fried chicken, the Colonel decided to franchise the chicken business that he started in 1952.

He traveled across the country by car from restaurant to restaurant, cooking batches of chicken for restaurant owners and their employees.

He drove around the country and met various restaurateurs, asking them to add his recipe in their menus. But to no avail. He was rejected all over the country. Still the dejected old man at the age of 65, did not give up, as he continued to travel, sleeping in his car and eating very little.

After a whopping 1009 rejections, he got the first "YES", and the rest is history.

By 1964, Colonel Sanders had more than 600 franchised outlets for his chicken in the United States and Canada. That year, he sold his interest in the US company for \$2 million to a group of investors.

The Colonel remained a public spokesman for the company. In 1976, an independent survey ranked the Colonel as the world's second most recognizable celebrity.

ACTION ASSIGNMENT

I want you to acknowledge ONE area of money that you've given up on, whether it's saving money, earning more money, or investing money. Write down this topic in the space below:

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How will you re-commit yourself to persisting in succeeding in this area, no matter what?

The 3 Natural Laws of Self-Confidence

Natural Law #1

You Must Like Yourself

To like yourself, you must:

1. Be Yourself,
2. Accept Yourself, and
3. Stand Up for Yourself.

Natural Law #2

You Must Trust Yourself

To trust yourself, you must:

1. Teach Yourself Mastery, and
2. Discipline Yourself.

Natural Law #3

You Must BELIEVE in Yourself

To believe in yourself, you must:

1. Re-invent Yourself, and
2. Commit Yourself to Persist.

To sum up the three natural laws of self-confidence: “Like Yourself, Trust Yourself, Believe in Yourself.”

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How to Harmonize with the 3 Natural Laws of Self-Confidence

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The Money Confidence Method Revealed

Just like the Instant Confidence Method, the Money Confidence Method is made up of three steps, and each step has three questions. That's a total of nine questions. 😊

Once you've practiced it, the Method will take you under five minutes to complete, but for now, take your time completing it. Answer all of the questions on paper.

Step One

Face My Money Fear

The starting point to mastering fear is to face it. The reason why we need to face instead of suppress fear is because denial never works. The fear – and possibly the problem causing it-- are still there, getting more chronic by the day. Here are the three most common money fears:

Fear of Loss. According to psychologists, we are more motivated to avoid pain than gain pleasure. We also know that some people are even MORE extreme than this – they are twice as motivated to avoid loss and pain as they are to gain pleasure.

This is why “Good is the Enemy of Great.” If you are reasonably comfortable financially and don't know how to master the fear of loss, then doing anything might show up as risky to you.

Think about it for a minute.

To reach your financial goals, you'll probably need to 'pull the trigger' on at least one deal, investment vehicle, job, or business project, none of which will ever be a sure thing. And if you know how to manage the fear of loss correctly, you can do it without hesitation or suffering.

Fear of Rejection. Earlier we talked about how the only way to get money is to add **VALUE** to a group of people.

And to do this, at some point you're going to have to make an offer, whether to an employer or a client of some sort. And making an offer will bring you face to face with rejection.

Kevin O'Leary, the tough-talking star of the Dragon's Den and Shark Tank, started out with a one product software company in a humble home office.

At first, manufacturers weren't interested in working with a one product company. Then it dawned on O'Leary that he could just copy Microsoft and ask manufacturers to bundle his software with their hardware.

What happened next?

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Says O'Leary: *"I picked up the phone. Let me repeat that. I. Picked. Up. The. Phone.*

So many entrepreneurs with great ideas get stalled at this juncture...Too many great ideas die at the feet of those afraid to pick up the phone because they don't want to face potential rejection.

And trust me, if you do take the risk of reaching out to venture capitalists and prominent executives, you will be rejected. Plenty of times." (Kevin O'Leary. Cold Hard Truth – On Business, Money & Life, 2011).

If we don't know how to master the fear of rejection, chance are we'll do nothing – and lose out on massive wealth at the same time. That's what it's vital that we discover how to master the fear of rejection -- as well as how to have people lined up to buy our services and products.

Fear of Failure. In our attempts to become wealthy, it seems that we all temporarily fall into the trap of wanting the road to success to be smooth and without confusion, mistakes, or failure of any kind.

Another terrible myth.

Trying to look good, be perfect, and avoid failure is one of the most self-defeating mindsets out there. It traps us inside our Comfort Zone, afraid to try new things, month after month and year after year.

Another bad idea... if we're trying to double or triple our income, *by definition* we're going to have to learn new things.

I have a lot of humble pie to eat on this one. When I first selling my Courage to Win programs online, I realized pretty quickly that no matter how good the programs were, if we didn't don't get people to our website, no one was going to buy them.

A great way to get web traffic is to ask your COMPETITORS to promote your programs to their clients. You literally 'cold call' competitors and ask them to promote you.

I remember the first morning I was scheduled to make these cold calls. I sat at my desk, looked at the phone and promptly burst into tears. Cold calling was REALLY outside my Comfort Zone, and in that moment I was afraid of both rejection and failure.

That was the moment I realized that if we don't know how to overcome the fear of failure, we'll sit there forever, wasting the day away, never really getting the results we deserve.

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Choose a money situation you lack confidence in to apply the Instant Confidence Method to. Then, answer the first question in step one:

1. WHAT is my worst fear about this situation?

I don't know what happened to you when you answered this question, but I've noticed that when we turn and face a fear, often starts to diminish. In the words of Eckhardt Tolle, "What we resist persists. What we look at disappears."

The next question in Step One is:

2. What similar setback, disappointment, or failure has happened to me in the past? (and how much did I give up when it did?)

Author Dr. Deepak Chopra likes to say, "What you fear has already happened to you." Chances are that this situation, a microcosm of it, or something like it has happened to you in the past. This question helps you recognize any learned helplessness you have from previous disappointments, setbacks or failures. I've noticed that just remembering these setbacks -- and realizing how much we've given up can restore our hope quite spontaneously. First, you gain compassion with yourself and your struggle. Second, you see just how passive you've been lately, which gives you ideas for new things to try.

3. WHY did this setback or failure happen to me?

When we're confident, we think about failure differently than when we are being perfectionistic. When we're being perfectionistic, we think, "I'm failing. This is humiliating. I should quit." People with superior confidence ask question three: "WHY am I failing?" and leave no stone unturned in finding the answer.

Caveat

A common answer to this question is, "I don't know." This can be a very good sign -- because it reveals to you that you need more mastery to be able to gain total self-confidence.

Step Two

Release My Money Fear

The next step in the process of mastering fear is simply to release it.

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In *The Sedona Method*, author Hale Dwoskin explains that most adults only really know two ways of dealing with fear and other emotions: either suppressing them or expressing them. We've lost touch with our instinctive gift of being able to release them, the way we did as children. He says, *"Have you ever watched a young child get furious with a playmate or a parent, and even say something like, 'I hate you and will never speak to you again,' and then, just a few minutes later, the child feels and acts as though nothing at all has happened?"*

Children automatically release negative emotions as a way of being. As a result, they find it much easier than adults to take risks, jump in and take action, try new things, express themselves, give and receive love, stay in the present moment, and be incredibly resilient.

The first reason to release fear is because when we fear something, we constantly ruminate on it, sometimes to the point of even bringing it about. As Lester Levenson, the creator of the Sedona Method said, "Fear, and it will appear."

The second reason to release fear is because once we've listened to its wisdom, letting it go is really the only effective way to deal with it. The truth is that the mind cannot deal with fear in any meaningful way.

Here is the Sedona Method and the questions from Step Two:

1. **Instead of resisting the fear, welcome it; you can even try to make it stronger as an energetic experience. Then ask yourself, "Can I welcome this fear?"**

How did this go for you?

This question might have surprised you because I just told you that we were going to release fear. It seems counter-intuitive, but before we can release fear or any negative emotion, we need to experience it first.

2. **Once you've welcomed your fear sufficiently, ask yourself, "Can I let the fear go?"**

When you ask the question, be honest with yourself. If the answer is No, honour that No. Sometimes in giving ourselves permission to keep a fear frees us up to release it; other times, we are just not ready.

3. **Will I let the fear go? When?**

There is a difference between, "can I do something" and "will I do something." Releasing needs to be a choice, and one that is made on your own terms.

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What If The Emotion Blocking My Confidence Is NOT Fear?

You might be thinking that “fear” is not the right word to describe how you feel about the situation in which you lack confidence. You might feel a sense of anger, frustration, grief, hopeless, needy, impatience, inadequacy, insignificance...the list can be long! You can use the steps in the Instant Confidence Method for all of these emotions and it will be just as effective.

Step Three

Trigger My Money Confidence

Earlier I said that when we are in the throes of fear, anxiety, stress, or self-doubt, confidence is impossible. Now that you have paved the way by releasing it, you are primed to fill yourself with unshakable confidence.

The starting point is realizing that your confidence is there, inside you, ready to be triggered. In the word of Sigmund Freud’s daughter, Anna, “I was always looking outside myself for strength and confidence but it comes from within. It is there all the time.”

The first question in step three is:

- 1. If my fear was a person, what would it ask me to *learn* or *do* so I can succeed?**

In this question you are checking to see if there is any wisdom to be gleaned from your fear. You are basically using the “DIAGNOSE before you PRESCRIBE” method, which is as old as time itself. For example...

You get cranky every time you spend money.

You tell yourself it's because the economy is tight, but when you listen to your survival fear, you DIAGNOSE that you've never learned how to increase your income, and spending money scares you.

The next question in Step Three is:

- 2. If I were a financial genius, how would I act, specifically? (What decisions would I make, conversations would I have, commitments I would get in or get out of?)**

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This is a really important question because when it comes to any area of low confidence, there are actually TWO people inside you, not one.

There's the analytical, perfectionist, critical, doubting self (Self 1) and the natural genius who knows exactly what to do and has more talent than you can imagine (Self 2).

Self 1 is the over-thinking, worrisome, egoistic mind. It expresses our fear: fears of losing, not playing well, looking bad...our lack of belief in the self, and the lack of persistence...our self-condemnation, perfectionism, anger, frustration...our busy mind and lack of concentration.

Self 2 is the natural self, the great talent. It expresses the moment when you are in the zone and lose yourself in action. In Self 2, your awareness is heightened and anxiety and self-consciousness is completely forgotten. Enjoyment is at its peak—pure and unspoiled. When this happens, your confidence reflects your True Self, Who You Really Are.

Take a few moments now to answer question two and write down everything you would think and do if you trusted your natural financial genius for a change.

3. **What would the perfect “mental movie” of success in this area look like? Write out your answer to this question in incredible detail.**

To trigger unshakable confidence in yourself, you'll want to harness the amazing power of visualization, which is simply making creative pictures in your mind of what you want to achieve.

This technique has been used the world over by confident people to achieve their goals and dreams.

I will now lead you through an emotional visualization session.

Here is the Instant Confidence Method summarized:

Step One – Face My Fear

What is my worst fear?

What similar setback, disappointment, or failure has happened to me in the past?

Why did this setback, disappointment or failure happen to me?

Step Two – Release My Fear

Can I welcome this fear?

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Can I let it go? Will I let it go?

When?

Step Three – Trigger My Confidence

If my fear was a person, what would it ask me to *learn* or *do* so I can succeed?

If I were a genius in this area, how would I act, specifically?

What would the perfect “mental movie” of success look like?

Final Summary

Here is the final summary of the building blocks of the Instant Confidence Method.

The 3 Natural Laws for Self-Confidence

“Like Yourself, Trust Yourself, Believe in Yourself.”

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“Face My Money Fear, Release My Money Fear, Trigger My Money Confidence.”

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