

The nstant Confidence Method

Session One

“The Instant Confidence Method Revealed”



Welcome to the Instant Confidence Method. This potent method will help you gain the self-confidence needed to double your income, rise to career prominence, attract passionate love, and positively blast your life into the stratosphere.

Here is what you will gain from this program:

- You will FINALLY be able to unleash your unique talents and abilities, giving yourself untold career success and the ability to command an obscenely high price in the marketplace.
- Taking ACTION on your goals and being a true winner 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.
- Feeling hurt when criticized or easily intimidated will fade away and you will be 100% resilient and emotionally strong. Never again will you be taken for granted, bullied, or feel ineffectual in the workplace.
- 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.
- Rejections and failures 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.

This session will have two parts. In the first part, I am going to explain the true source of confidence. In the second part, I will lead you through the Instant Confidence Method that will program you for instant confidence.

What Is Confidence?

The literal definition of confidence is a feeling of “certainty, assurance, and trust.” I really like these words, because when you zoom out you can recall what a potent experience it is. You know you’re the goods, and you cannot wait to take action and demonstrate it.

Where Does Confidence Come From?

It turns out that confidence comes from a combination of two key sources: success and self-esteem.

Success

The first and most obvious source of confidence is success. Anytime we accomplish a goal of any kind, and when we succeed, we immediately experience an influx of joy, pride, and self-confidence.

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Several years ago I owned Canada's largest chain of sports training camps in my sport. I was on the ice coaching in a scrimmage and there was a little boy there a full two years younger than the girls. He was five and he was playing with girls who were seven to ten years old.

About ten minutes into the game he came onto the bench, threw his helmet off and said, "I quit!" "Connor, what's wrong?" I asked. "I'm not doing anything out there! I never touch the ring!"

I had to think fast because he was right. Connor was so much younger than the rest of the players that he wasn't getting the ring much, if at all. "Okay, I understand. But, the thing is, your team needs you. If you don't go back out, your team won't have enough players."

He couldn't think of an argument so he went back out. The very next shift he passed the ring to his sister who promptly scored a goal. "Connor you did it! It was because of you that your sister scored that goal!" I high-fived him.

His confidence was fine for the rest of the week because he had seen a glimpse of success.

Where Does Success Come From?

In *No B.S. Wealth Attraction in the New Economy*, Dan Kennedy writes, "There is a thing I call The Phenomenon. Every wealthy entrepreneur I work with has experienced it at least once, most several times. The Phenomenon is when you accomplish more or attract more wealth in 12 months than in the previous 6 years."

How can The Phenomenon be made to happen?

According to Mr. Kennedy, **the most important element of success is Congruent Behaviour. Our behaviour must be Congruent.**

Congruent with what?

"Congruent with the behaviour of people already achieving goals you want to achieve," says Kennedy. "Consider a goal to lose 40 pounds. Dropping by a doughnut shop every morning is incongruent behaviour. Taking the elevator to the second floor instead of walking is not congruent.

With regard to wealth, if you get your behaviour congruent with whatever your wealth goals are, and congruent with the behaviour of others who've achieved your wealth goals, it is an absolute certainty that your wealth will come flowing in."

Canadian music superstar Jann Arden used congruent behaviour to pull herself out of depression and into stardom.

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In her 20s, Arden was lost. Unsure how to make the Dream happen, she became promiscuous in a way that haunted her: “Every month I prayed I wasn’t pregnant... I would make a deal with God that if he could make me NOT pregnant I would never have sex with anyone again. I often thought of my mom when I was in those precarious situations. I’d picture her there in the corner of some guy’s cheap, messy apartment, watching me guzzle beer and smoke cigarettes and roll around in filthy sheets with a complete stranger. How had I gotten myself to this place? I had to get out and I had to get it together.”

Congruent behaviour was critical to Arden’s rise to the top. It may seem obvious, but successful singer/songwriters do two things:

1. They sing.
2. They write songs.

Recalls Arden: “I decided I was going to try as hard as I could to find a job singing in a band. If failure was the worst thing that could happen to me, I would surely be fine with that.”

Soon Arden was an established singer in Calgary club scene, which brought her a musical mentor, Neil MacGonigill. MacGonigill told her that she couldn’t just be a good songwriter – she had to be a great songwriter.

Says Arden: “All he wanted me to do was write, write, write. So that was essentially what I did in that little basement for the next few years. I’d sit at my desk with a pile of blank paper in front of me and box of black pens and wait for words to fall into my head. And they did fall, fast and furious... I wrote for nine or ten hours at a time. As soon as Neil and I felt we had enough great songs we’d go into the studio and do some demos.”

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

Self-Esteem

But that’s not the whole story. Success is a definite source of confidence, but what about situations where we have no experience or skills? How do we gain the confidence to take action in those situations?

The second source of confidence is self-esteem. And one of the key components of self-esteem, according to Dr. Nathaniel Branden, is confidence in our ability to think, confidence in our ability to cope with the basic challenges of life.

When we have high self-esteem, we believe that we can learn what we need to learn to succeed, and this allows us to be confident in doing things we’ve never even done before.

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The 3 Natural Laws of Self-Confidence

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

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 self-confidence are the same. Follow them, you'll enjoy an immediate influx of confidence and self-esteem.

Natural Law #1 You Must Like Yourself

The first natural law for creating unshakable self-confidence is that you must like yourself. To like yourself, you must:

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

1. Be Yourself

The first step to unshakable confidence through success and self-esteem is to take to hear the simple axiom, "be yourself."

In How To Enjoy Your Life And Your Job, Dale Carnegie writes: "I have a letter from Mrs. Edith Allred of Mount Airy, North Carolina: 'As a child, I was extremely sensitive and shy,' she says. 'I was always overweight and my cheeks made me look even fatter than I was...I never went to parties; I never had any fun; and when I went to school, I never joined the other children in outside activities, not even athletics...I felt I was different from everybody else, and entirely undesirable.

'When I grew up, I married a man who was several years my senior. But I didn't change. My in-laws were a poised and self-confident family. They were everything I should have been but simply was not. I tried my best to be like them, but I couldn't. Every attempt they made to draw me out of myself only drove me further into my shell...I was a failure; I knew it; and I was afraid my husband would find out. So, whenever we were in public, I tried to be gay, and overacted the part...At last I became

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so unhappy that I could see no point in prolonging my existence. I began to think of suicide.

What happened to change this unhappy woman's life? A chance remark!

'A chance remark,' Mrs. Allred continued, 'transformed my whole life. My mother-in-law was talking one day of how she brought her children up, and she said, 'No matter what happened, I always insisted on their being themselves...'

On being themselves! That remark is what did it! In a flash, I realized I had brought all this misery on myself by trying to fit myself into a pattern to which I did not conform.

I changed overnight! I started being myself. I tried to make a study of my own personality. Tried to find out what I was. I studied my strong points. I learned all I could about colours and styles, and dressed in a way I felt was becoming to me. I reached out to make friends.

I joined an organization – a small one at first – and was petrified with fright when they put me on a program. But each time I spoke I gained a little courage. It took a long while – but today I have more happiness than I ever dreamed possible.

ACTION ASSIGNMENT

Close your eyes and imagine ONE thing you could start doing that would make you feel as though you are truly being yourself. Then, write it down in the space below:

2. Accept Yourself

People think that "accepting yourself" means that you need to force yourself to "like" or approve" of the traits you dislike about yourself.

Not only is this impossible, it's missing the point of what self-acceptance really is. As John Ruskan teaches in Emotional Clearing, the most profound way to accept ourselves to experience your feelings without resistance.

When I was fifteen, my parents split up. My mother moved 2,000 miles away and my father plunged into an intense affair with his new girlfriend.

The first nine months after the divorce, I did not cry. In fact, I did not think about the divorce at all until my sister said, "Dad thinks you hate him."

Her words shocked me. As far as I was concerned, I wasn't upset at all. I even prided myself on my stoic nature.

I only broke down once, when my mother said in her most gentle voice, "Dear, why won't you call me?"

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Three years later, I found myself flipping through a book on self-esteem. I let in a thought I had been avoiding since the divorce: “I’m not feeling very good about myself.”

To others, my low confidence was obvious. I was skinny, yet running 6 miles a day trying to lose weight. I didn’t have very many friends, and I wasn’t dating. Even my unshakable athletic confidence had faltered.

I made an appointment for counseling, where I finally touched the loss of our family. When the tears finally came, my sadness was so great I feared my chest would split open. As I opened to my feelings, my self-esteem and confidence came flooding back too.

In addition to our feelings, we also need to accept our situation.

What situation?

Any situation you have low confidence in right now.

When I say ‘accept’, I’m not asking you to like or approve of it. I’m simply asking you to acknowledge and face it.

Of course, the reason we find it so hard to accept a situation is that it reminds us that we are not the person we would like to be...yet.

When we dislike something, we resist it--and the fears that come with it.

Consider any money, relationship or career problem you're facing. Is your attitude towards it one of acceptance or resistance?

You may be wondering, “What if I despise something about myself? How can I accept it? And IF I accept it, am I stuck with my poverty, my upsetting boss, or my weight problem?”

No.

I am not asking you to accept an unsatisfactory situation.

I am merely asking you to acknowledge it. Denial is not going to get you anywhere. The sooner you acknowledge the reality of your situation, the faster you’ll be able to change it.

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

ACTION ASSIGNMENT

Write down the following sentence:

“I acknowledge I am [your situation] right now.”

For example,

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

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“I acknowledge I am 20 pounds overweight right now.”

“My spouse is withdrawing from me and I acknowledge that 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.”

Growing up, most of us were encouraged to be selfless and put other people’s needs before our own. We were told that a good person is someone who gives, whether giving is effective or not.

It can be frightening to assert our needs when they conflict with other people’s agendas. The more we like to ‘people-please’ the tougher it is.

At home, we say things like, “I don’t care what we do tonight,” or “I don’t mind doing more than my share of chores.” At work, when people push back at us, we say things like, “It’s faster to do it myself,” “It’s not a hill I want to die on,” and “It’s not so bad.”

This is what’s known as a Lose-Win position, because we’re surrendering our wants and needs to gain love, acceptance, or popularity. To truly like and respect ourselves, we need to communicate the basic position, “I matter.” This means going for a win-win solution whenever we’re dealing with people. In the words of Stephen Covey in *The 7 Habits of Highly Effective People*, when we go win-win, we are essentially saying, “The decision we land on must make both of us happy...or we won’t make it.”

ACTION ASSIGNMENT

Here is a self-assertiveness assignment directly from *The Six Pillars of Self-Esteem*. Generate 5 different endings for the following sentence each day for two weeks:

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

Here are some sample endings:

- I’d talk more instead of just listening to my wife
- I’d confront my colleague about his crappy attitude
- I’d tell my husband I don’t like camping
- I’d ask for performance updates from my team each week

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- I'd take piano lessons instead of taking my kids sailing

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.

There are proven principles for success in every area of life: wealth attainment, time management, sales and marketing, motivating people, attracting a mate, creating passionate love, parenting, etc. If you master them, you will gain superior technique and be highly successful.

Whether you are parenting your 5-year-old, playing the violin, performing heart surgery, selling advertising, or trying to get a date, there is no substitute for good technique.

Consider Edwin Moses, the most accomplished hurdler in the history of track and field. He won the 400 M hurdles for 10 years. For 10 years, he didn't lose a race. Primarily it was because he was the only guy in the world who could take 13 steps between hurdles when everyone else was taking 14. He just had superior technique.

ACTION ASSIGNMENT

What is the ONE area of mastery in your life that, if you developed superior technique in, would give you a massive confidence boost?

2. Discipline Yourself

The second pillar of self-trust is self-discipline, because you need to be 100% certain that you will follow through and take action on any goal you set for yourself. All of the mastery in the world cannot help us if we don't put it into action.

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In the words of Brian Tracy, discipline is, “the ability to do what you know you should do whether you feel like it or not.”

ACTION ASSIGNMENT

What is ONE frog that if you ate it every day before 11:00 am would create intense trust in yourself?

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. Do do this, you focus on future possibilities instead of current limitations.

The first time Olympic gold medalist swimmer Mark Tewksbury thought of himself as an international champion, it positively scared him. One day while visualizing a race inside his head, Mark realized that he always saw the ‘big name’ swimmers ahead of him.

It suddenly dawned on Mark that if he wanted to WIN, he would need to visualize everyone – including his hero, swimming legend Matt Biondi, behind him. This thought terrified him at first, but bit by bit, he overcame his shock, and continued to visualize. He went on to win the Olympics and become one of the finest athletes Canada has ever produced.

You can see that Mark focused on possibilities using creative pictures in his mind, which is called visualization. This works because when you imagine an experience in your mind -- with EMOTION -- as far as your brain is concerned, you have actually HAD this experience...the simple truth is that your mind does not know the difference between an experience you've had and an experience you've imagined.

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In other words, you give yourself a first-hand success EXPERIENCE, which in turn allows you to BELIEVE in yourself. You don't need to get a promotion or win Wimbledon to believe you can...you simply need to imagine it, with feeling.

ACTION ASSIGNMENT

Take a moment and, on the screen of your mind, create ONE creative picture – one image in your mind – that sums up the total success. For example, if you want to lose weight, imagine yourself putting on the skinny jeans you've had in your closet for the past ten years. If you want to get a promotion, imagine yourself leading your first meeting as a new supervisor. If you want to attract a new mate, imagine yourself out on a date with your ideal mate. Then, hold the image in your mind for sixty seconds before letting it go. Then, write down a one sentence description of this image below:

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.

In ancient times, when a merchant needed to train his baby elephant, he'd wrap a rope around the elephant's leg.

Then he'd tie the rope to a stake and pound it into the ground. The baby elephant would struggle and strain against the rope, but he could never escape it.

Later, all the merchant needed to do was tie a rope around the grown elephant's leg.

The elephant would instantly freeze and stay in one spot. The adult elephant was strong enough to bulldoze an entire house to the ground, but he would stand there as long as a rope was tied to his leg.

The elephant had LEARNED to be helpless. One of the breakthrough discoveries in psychology this century is that we are just like elephants.

The moment we encounter a setback, most of us become helpless, and give up.

When I was competing as an elite athlete, it happened to me all the time. If I didn't score in my first few shifts, I'd lose my confidence, and wam! Hello slump.

My teammates and coaches knew it. They'd roll their eyes and say, "She's done now."

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It happens to all of us. You try to make a sale, get a promotion, change careers, get help from your husband, pitch an idea to your boss...

...and you FAIL...

...and you're suddenly infected by learned helplessness.

But, you don't know it. All you know is that you feel a kinda numb. Most of the time, you're not even aware it's happening. You're still going through the motions, but something is off. Your edge, your confidence, and your motivation are slipping away from you, and you can feel it. You may not feel SCARED (although sometimes you do). You just feel blah.

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. The Instant Confidence Method in this program will give you the inner strength to do it.

ACTION ASSIGNMENT

Consider the area of low confidence you're working on in this training, whether it's money or career or business or a relationship or fitness, and record what, specifically you've given up on, whether it's losing pounds or making a million dollars or getting a promotion. Write it down here:

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

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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 law 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

At this point, the main question we face is, “How?”

“How do I like myself, trust myself, and believe in myself?”

The quickest and easiest way is to master our fear when it rises up. Fear is the #1 thing that interferes with our ability to like, trust, and believe in ourselves.

Since fear is the opposite of confidence, any time we are experiencing self-doubt, anxiety, stress, nerves, or performance anxiety, confidence is basically impossible.

So what do is master the fear, and our confidence miraculously returns. That’s why I developed the Instant Confidence Method. It will allow you to master FEAR so you can like, trust, and believe in yourself on a daily basis.

The 3 Root Causes of Fear

When we experience fear and self-doubt, there are three root causes.

Root Cause #1

Good Fear

The first root cause is of fear is that you’re facing a legitimate problem that is scaring you.

If you're trying to sell software by cold calling, and 9 out of 10 prospects are hanging up on you, of course you will be afraid of making the next call AND not meeting your sales targets. This is perfectly natural.

You're NOT doubting yourself because you're pessimistic, or a negative thinker, or a mental marshmallow.

You’re doubting yourself because your cold call script sucks. And your body is worried. It's worried that you're not going to meet your sales goals. Your fear wants you to listen up and change your game plan.

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Basically, your body is saying, “Wake up! Pay attention! Something is very wrong!” When your fear is legitimate, it’s really a request. It’s a sophisticated warning system telling you that your desires are in jeopardy and you need to ACT, change your strategy, and mentally prepare.

When it comes to legitimate fear, what you resist, persists because your body turns up the volume to get your attention.

I call legitimate fear “good fear” because it helps you navigate life. It’s letting you know that your desires are in jeopardy so you can do something about it.

Root Cause #2 Imagination

The second cause of fear and self-doubt is our imagination. This is actually the root cause of most fear, because most of the things we fear don’t actually happen. That’s why we have the popular acronym for fear of, “False Evidence That Appears Real.”

You’re sitting in a meeting, and you have an idea you’d like to share, but when you think about speaking up, visions of being ridiculed or your throat closing up dance in your head...so you don’t say anything. And then the guy two seats down from you pipes up with YOUR idea, and the room erupts with praise. “Send this man to Florida! Or at least get him some chocolates!”

Imagination plays a huge role in most people’s lives, much more than they realize.

I call this fear “bad fear” because it doesn’t help you; it holds you back from reaching your potential, because you replay negative scenarios in your mind and then avoid action to prevent them from happening.

Root Cause #3 Negative Beliefs

The third cause of fear and self-doubt is when you have a negative belief about the world or yourself, and it makes you react with fear to everyday events.

Your boss offers to send a new employee to a conference -- but he’s never offered to send YOU to one.

If you have an underlying negative belief that the world is a scary place, or that people are going to reject you, or that you’re not good enough, you’ll immediately feel insecure, threatened and unappreciated. You might even lash out at your boss for his thoughtlessness.

A negative belief is like a wound or bruise lying just underneath the surface. We don’t believe what we see in this world; we see what we believe...and if we believe the world is a scary place in which people will let us down, we’ll find the evidence to support that belief.

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For some people, the boss's invitation is a harmless event; but when it happens to YOU, the wound gets scratched, and you react - and overreact - with fear.

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The good news is, it doesn't matter which of these three root causes is creating fear in you. The Instant Confidence Method is designed to remove all three and restore your self-confidence.

The Instant 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 Fear

The starting point to mastering fear is to face it. This is the beginning of true courage, yet we are not trained to do it. In fact, the main thing we are taught in Western culture about fear is that it's shameful.

Basically, our culture believes fear is a weakness. The Nike t-shirt "No Fear" pretty much sums up our attitude towards fear.

So we take a 'stiff upper lip' attitude towards fear and ignore it. In the name of 'being strong', we pretend our fear isn't there.

We tell ourselves to 'get over' our fears, not let other people 'get to us', and that we're calm, confident and cheerful even when we're shaking in our boots. If you try to confide your worries to a friend, he'll say things like, "Don't worry, be happy." The technical term for ignoring fear is suppression. You push your fear completely out of your mind to the point where you're not even aware of it.

The TV show *'Til Debt Do Us Part* shows a classic example of ignoring our fears about money. The show that helps couples in debt fix financial problems and it always starts the same way - with a money coach asking the couple to guess how exactly much money they're over-spending by every month. The couple almost always guess \$500 or \$1000 too low.

Ignoring money worries, fear, and stress is so common it almost defies talking about. It's a natural extension of our attitude towards fear in general. "If you don't acknowledge a problem, it's not there."

The reason why we need to face instead of suppress fear is because denial never works.

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The fear – and possibly the problem causing it-- are still there, getting more chronic by the day.

When you suppress fear, what you are doing is basically turning down your consciousness...and the less conscious you are, the less likely you are to solve your problem. You're immediately less effective. And when this happens, your self-esteem plummets. "Your mind is your basic tool for survival," says Dr. Nathaniel Branden. "Betray it, and your self-esteem necessarily suffers."

Choose a 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.*"

I think this is because *when we shine the light of consciousness on a fear, it takes our imagination out of the equation.* If you've ever watched a scary movie, you'll notice that they rarely show the monster for more than a fraction of a second. Why? Because what we can imagine is far worse than anything the filmmakers could possibly show us.

James, our "demo client," answered this question with: "*I'll fail in my business and I'll have no other way of making money and I'll be dependent on my spouse.*"

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. In fact, if you consult any spiritual source, it will tell you that the problem itself is in the past, because we cannot have a problem in the present moment, the Now.

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.

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Here's what James said: *“Since starting the business I've struggled to turn a profit, mostly because we don't have enough customers. I've tried at least 15-20 different methods to get customers and all of them lost money.”*

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.

Louise gave up on her singing and songwriting dream four years ago.

“Why?” I asked her.

“I realized I wasn't going to make it, so I put my guitar away,” she said.

I asked Louise the third question in Step One. “Why did you fail?”

“I sang for the President of Universal music. He told me he didn't believe me. He said I tried to write a hit record for him and I sounded fake.”

“Why did you sound fake?” I asked her.

“I sang him an upbeat ‘try to get a hit’ song, and they just aren't me. My best songs are slow ones that celebrate people I love. And, my voice needs more training for her to be world class.”

On the surface, *“Why didn't you succeed?”* sounds like a depressing question. I've found that most people actually feel relieved when they realize there are always concrete reasons why we fail – reasons that can be tweaked and fixed.

Here's James' answer: *“When an ad campaign didn't work I would get mad and stop advertising. But, I didn't really persevere to find out WHY they didn't work because I was so upset about them failing. Instead I just gave up on advertising in general.”*

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. My demo client, James, didn't come up with that answer the first time he did the Instant Confidence Method. At first he said, “I don't know.” But, just asking the question gave him the right line of inquiry to go down and he eventually came up with that answer.

Step Two Release My Fear

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

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 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.**

Eckhardt Tolle explains this in *The Power of Now*: "**The psychological condition of fear is divorced from any concrete and true immediate danger. It comes from many forms: unease, worry, anxiety, nervousness, tension, dread, phobia, and so on.**

This kind of psychological fear is always of something that MIGHT happen, not of something that IS happening now. You are in the here and now, while your mind is in the future. This creates anxiety gap...and if you have lost touch with the power and simplicity of the Now, that anxiety gap will be a constant companion."

There are actually several techniques you can use to let fear go, but perhaps the easiest and most effective is The Sedona Method. The Sedona Method was pioneered by Lester Levenson: "In 1952, at age 42, Lester, a successful physicist and entrepreneur, was at the pinnacle of worldly success, yet a very unhappy, unhealthy man. He had many health problems, including depression, an enlarged liver, kidney stones, spleen trouble, hyperacidity, and ulcers that had perforated his stomach and formed lesions. He was so unhealthy, in fact, that after having his second coronary, his doctors sent him home to his Central Park South penthouse apartment in New York City to die.

Lester was a man who loved challenges. So, instead of giving up, he decided to go back to the lab within himself and find some answers. Because of his determination and concentration, he was able to cut through his conscious mind to find what he needed. What he found was the ultimate tool for personal growth – a way of letting go of all inner limitations.

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He was so excited by his discovery that he used it intensively for a period of three months. By the end of that period, his body was totally healthy again. Furthermore, he created a state of profound peace that never left him through the day he died on January 18, 2004.

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.**

The reason for this is that most of the time, what is causing us to hold onto an emotion is our resistance to it. As Dvoskin explains in the Sedona Method, **“If you walked around with your hand open, wouldn’t it be difficult to hold on to the pen or other object you’re holding? When you welcome a feeling, you are opening to your consciousness, and this enables the feeling to drop away all by itself like clouds passing in the sky.”**

Sometimes, just opening to a fear is enough to allow us to heal and release it.

The healing power of welcoming emotions is well-known in the field of psychology. Dr. Sigmund Freud of Vienna, the most famous psychologist in the early 20th century, was one of the first people to demonstrate the incredible healing power of welcoming suppressed fears into the conscious mind.

Using hypnosis, Freud discovered that some of his patients' symptoms were actually being caused by the fact that they had suppressed painful emotions into their unconscious. When Freud helped these patients bring their fears into their conscious mind, their symptoms magically disappeared.

Carl Jung, a disciple of Freud's, treated a 27 year old military officer who was suffering from severe attacks of pain his heart region and a choking sensation in his throat, as though a lump were stuck there. Tests showed there was nothing wrong with him physically.

Jung asked him about his dreams and the man revealed he was in love with a girl who had jilted him and gotten engaged to another man. The patient dismissed the story as irrelevant: “A stupid girl, if she doesn't want me it's easy enough to get another one. A man like me isn't upset by a thing like that.” Yet after only a few bouts of weeping over her, his heart pain disappeared.

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The lump in this throat vanished - he had stopped 'swallowing' his tears.

Welcoming Fear is the Essence of Self-Acceptance

Welcoming our fears is the essence of self-acceptance, because instead of resisting our emotional experience of life, we open to ourselves instead.

Tremendous relief comes from self-acceptance, because you do not have to pretend, cover up, or suppress your fears any more about life challenges.

You enjoy an inner relaxation and self-esteem that is heavenly.

James, the demo client, said, *“When I asked myself to welcome the fear, my knee jerk reaction was, No! I hate the feeling of anxiety I have over my business and its cash flow and I find it hard to think about and deal with. Mostly I just wanted it to go away. But then I breathed in, and started to relax more and more...then I noticed another feeling and it was deep shame about it...so I tried to welcome that without trying to make the feeling go away. After a while it got easier and easier.”*

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.

James, the demo client said: *“Yes.”*

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.

James, the demo client said: *“Yes. In fact, letting it go will help me be a better business person. Yesterday!”*

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.**

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Step Three Trigger My 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.

You get annoyed when your boyfriend is bored when you try to talk.

You think it's because he's inconsiderate, but when you listen to your fear, you DIAGNOSE that he's not enjoying your chatter, but you don't know why.

You're procrastinating on a big report.

You think it's because it's a tough project, but when you listen to your stress, you DIAGNOSE that you haven't thought through the issues and don't know what to recommend.

Here's what James, the demo client, said: ***"I need to learn how to test different ways of getting clients that are profitable and then expand these methods. I need to get a mentor, someone who knows how to do this, to cut down my learning curve so the company doesn't go broke in the meantime."***

The next question in Step Three is:

2. **If I were a genius in this area, 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.**

In Inner Tennis: Playing the Game, author Tim Gallwey pointed out, 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.

When we allow Self 1 to dominate and override Self 2 often enough, it saps our confidence, which in turn cripples our decision-making. Instead of letting go and trusting ourselves, we second-guess and paralyze ourselves, creating performance way below our potential.

Our need to In Do Less, Achieve More, author Chin-ning Chu describes this phenomenon beautifully:

“All my life I want to be a great singer. I have spent more money on voice lessons than anything else.

Eventually, I realized the main reason I was not the singer I wanted to be was that my desire to sing well was so strong that it had caused my mind to hold my voice hostage.

When I sang, instead of just letting my voice go and simply singing, my mind would try and help my voice to sing. I recognized that, in fact, my voice always knew within itself how to sing. It was my mind that did not know how to sing.

As I released my mind from the effort of trying to sing, my voice was freed instantly.”

Whatever area you lack confidence in, such as making money, investing money, or saving money this is your “singing” that you interfere with...and it's become such a habit that you may not even be aware how much interference is actually going on!

Here's what James, the demo client, said: *“It's tricky because in my field – construction – I really believe I am a genius, so when I do hands on work, I trust myself completely. But when I'm in my role as a business owner, I don't. I second-guess my*

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instincts about marketing and sales all the time. But when I think of myself as a genius in the business area, I can suddenly see a lot of things that I would like to do and deep inside know I could and should do. I've just never given myself permission to really go for it in this area."

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

The first thing that happens when you visualize is that you dramatically enhance your performance by mapping out what you need to do in advance.

Laura just won her first court trial.

Everyone warned her about the cranky judge. "The guy is a health hazard. He'll actually yell at you."

Fortunately for Laura, she programmed herself to be persuasive, even-keeled, and charming in the hearing no matter what. This made it easy for her NOT to take him personally.

Every time he roared at her, she answered him calmly.

By the end of the trial he was eating out of the palm of her hand.

She won her case, primarily by giving herself an experience of success beforehand. Now here's the cool part...

Not all of these success experiences have to be real.

If you imagine an experience in your mind -- with EMOTION -- as far as your brain is concerned, you have actually HAD this experience.

In other words, visualization is extremely powerful because it gives you a success EXPERIENCE.

You don't need to get a promotion to believe you can. Your mind does not know the difference between an experience you've had and an experience you've imagined.

I got into visualizing three weeks before my first World Championship.

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My coach gave me a tape and said, “Just listen to it.”

It was a simple visualization exercise.

Every night for three weeks I visualized playing at the Worlds before falling asleep.

I don't know why, but I kept getting an image of a tie game.

And then I would score to win it for Canada.

Pretty nice daydream, hey?

I didn't think much of it at the time.

Until the REAL final game, when the score was actually tied 5-5 with 1:25 left in the game.

I skated in, did a simple fake, and BAM!

Goal.

Gold medal at the Worlds.

Coincidence?

Not in my mind.

But I still didn't talk about it to anyone.

Not even my sister, who played on the team....until the next World Championship, two years later. Once again, the score was tied 5-5 in the final. Only this time there was less than 30 seconds left.

I skated into the corner and picked up the ring. There was only time for one more shot.

BAM!

Goal — backhand, glove side. Another gold medal. This time, I was sure. I was sure about mental training and visualizing.

I told my teammates about it, but most of them just smiled. Until the next World Championship, two years later.

Yup, you guessed it...another close score. With 5:45 left, we were down by two goals. I looked up at the clock and thought, “We need a goal NOW.”

We went into their end. My linemates passed me the ring and went and set picks on Finland's defense for me. “Do it again,” their eyes were silently begging me.

Lucky for me, I had done the mental toughness training. I was ready. And my team finally believed. I walked in through the defense (thanks to those picks) and BAM!

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Another goal. 5-4. Then we tied it up and won the game in overtime. Three World Championships with a 6-5 score.

Unbelievable. I tell this story not to impress you. I'm pretty sure you're not a ringette player.

I tell you this because I know first-hand **that you can create any success vision you want using emotional visualization – and believe in it with utter confidence.**

Take a few moments now to run the mental movie you've described in the theatre of your mind. Then, repeat it for the next ten days for approximately ten minutes per day.

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?

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 Fear, Release My Fear, Trigger My Confidence.”

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