

Confidence—the fuel for success

You've tried to lose weight before—perhaps many times. You have hope that you can lose weight, but hope won't give you the confidence you must have to keep moving forward day after day to success. Your brain is a defensive mechanism whose main job it is to protect you so it is designed to believe that the past equals the future. What this means is your brain MUST believe that if something caused you pain in the past, it will cause you pain in the future. For example, you slip on a wet floor as a child and your brain becomes quickly programmed that you should be careful on a wet floor otherwise you could slip and feel pain. Your brain is a



pain-avoidance mechanism.

Why does this matter?

If your brain wants to avoid pain but you want to lose weight, there will be a huge conflict between what you want to do (your will) and what your brain wants to do (what you feel like doing). Most importantly, because you know you failed to lose weight before, your brain remembers those events as painful. Your brain naturally wants to believe the past will equal the

future (to protect you from future pain) and this causes one's level of confidence to erode despite conscious feelings of optimism.

Right now, what is your level of confidence that you will succeed this time and keep the weight off permanently...change your life permanently? On a 1-10 scale.

1 = Probably not

5 = Hopefully

10 = Absolutely...I know I will

Where do you rank your confidence now? _____ (write down a number)

Why confidence is so important!

Without confidence, your willpower is weak. Without confidence, you won't put the needed effort into anything because in your gut you are thinking: *"Why work so hard when this is likely to fail anyway?"* Or you will be drawn to do other things and think internally: *"Why give up my favorite TV show to go for a bike ride, this won't work out anyway?"* Without confidence you won't do whatever it takes to be successful. Without confidence you will struggle and your failure is assured! Confidence is the required emotion for success. So it's very important that you understand what confidence is and how to get it despite natural feelings of fear and uncertainty.

What is confidence?

Confidence comes from certainty. You are certain you can drive a car, so you are confident you can drive a car. You are certain you can do many things in your life and therefore are confident about them. But there are things in your life you are uncertain about and therefore you lose your confidence.

What is certainty?

Certainty is a feeling. Certainty is an emotion you feel. Certainty comes from the belief in an outcome. The emotion of certainty is the most powerful human motivator. Uncertainty creates fear and potential pain. Certainty is comfort or the absence of fear. Your brain thus loves the comfort of certainty and is very motivated to get to certainty—even if it's the certainty that you can't do something or have a problem. At least you are certain and thus comfortable!

How do you get certainty?

The feeling of certainty comes from your brain believing something. Our brains create certainty based on PROOF. If you see the sun rise in the east a few times (proof), your brain becomes certain that the sun will rise in the east tomorrow. You have seen how your boss reacts to bad news a number of times in the past, so your brain becomes certain that he will react the same way to future bad news. The feeling of certainty or uncertainty is produced from your brain's natural function of believing that the past = the future (to protect you).

You can see that if confidence is needed to be successful at any change and certainty is needed to feel confident, then without certainty a person is screwed! **They will never have the confidence needed to succeed!**

This is exactly why people rarely make large changes in their lives and stay stuck in their circumstances!

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How to get certain when you're not certain

Your brain produces feelings in your body. When you feel confident do you talk faster or slower? When you feel confident do you stand differently than when you feel unsure? When you feel confident do you breathe differently than when you are unsure? By moving your body in the ways you would experience confidence, you can PRODUCE the feeling of Confidence.

Let's try it and prove it to yourself.

Stand up and shake your body out.
Jog in place and shake your arms and wiggle your body.

Now jump up and down and make the sound you would make if you just found out you won the lottery. Be playful and go all out to get the most out of this experiment! If you're not somewhere you can do this without being self-conscious, go somewhere that you can.



YOU MUST DO THIS ALL OUT!

Be a kid again and dance around and hoot and shout YES! YES! YES! YES! Do this for at least 30 seconds and then stand confidently knowing now you can build the home of your dreams and travel to where you always wanted to go! Take a deep breath and exhale deeply. Stand confidently taking deep full breaths knowing you can do so many things you could never do before...pay for your kids or grandkids college education, donate to more things. Feel how awesome this would be and start jumping up and down again, tossing your arms in the air, celebrating like a kid saying YES, YES, YES, YES, YES, YES!!!!

Now stop and stand confidently taking deep breaths in and out. Think about your decision to lose weight permanently now.

On a 1-10 scale how confident do you feel you can lose weight now?

Write a number down _____.

Has this number increased or decreased from before?

If you did the exercise, it will always increase! You might have written down a 5 before and now you are at 8. Or maybe you were at a 6 and now you're at a 9!

The difference between feeling hopeful and feeling confident is HUGE!

It's the difference between success and struggle.

Anything below an 8 and your resolve will be too weak to keep moving forward.

How fast can you change how you feel?

By moving your body in a way that your brain associates with joy and happiness, your brain is triggered into feeling the associated feeling. It must. Even if your brain was thinking negative thoughts, you can start to move your body consistent or associated with positive thoughts and your brain will be pulled away from its focus on negative thoughts!

Every time you have jumped up and down and celebrated like your team just won the championship, you have been feeling positive, joyful, victorious thoughts so your brain DEEPLY and POWERFULLY associates these feelings with these particular body movements or what we technical call "physiology". So you can reverse the process to get any feeling you want by taking on the physiology associated with that particular emotional state.

Common Physiology of feeling Unsure vs. Confident

| | <u>Feeling weak or unsure</u> | <u>Feeling strong and confident</u> |
|------------|-------------------------------|-------------------------------------|
| Breathing: | shallow and fast | deep and slower |
| Eyes: | looking down & more closed | looking ahead and more open |
| Mouth: | Frown | Smile |
| Shoulders: | slouched and forward | up and back |
| Standing: | leaning to one side | evenly distributed |
| Chest: | sunk down | up |
| Walk: | tight and robotic | loose and easy |
| Sitting: | slouched | upright/edge of chair |
| Voice: | quiet and monotone | strong and accentuated |

More powerful than positive thinking

You can change how you feel by changing what you focus on. If you've ever been in a bad mood about something and you were totally distracted by something else, you know the power of where you focus your thinking. However, it's very difficult to consciously think your way positively out of a negative feeling. **Once you are experiencing a negative feeling in your body, you will find it very difficult to think of anything else because your brain is designed to focus on any threats to your certainty/comfort.** This is why when people tell someone to "just think positively" most find this advice difficult to do. It is possible, but this skill is a higher level of emotional mastery.



Train your physiology

To successfully keep yourself in a more confident emotional state, you must practice getting your body out of the habitual physiology of uncertainty and into the physiology of confidence. Because your physiology becomes an established habit, for most people it's their habits of posture and breathing that cause their daily negative unsure feelings rather than events or circumstances!

The best way to establish any habit is consistency over time. In your day planner or calendar, write on the next Monday: "Practice deep and slow breathing"

The Monday after that write: "Practice confident sitting posture"

The following Monday: "Practice confident walking"

The following Monday: "Practice talking in a confident tone & quality"

Keep repeating as necessary until you break your old physiology habits. Doing this alone will increase your confidence massively!

If you practice a certain physiology (like breathing) for an entire week, you should begin to make a good dent in your old habitual programming. Rather than trying to make all the physiological changes for a day or two and quitting, this method is much more likely to help you establish new physiology habits that help you experience more confidence. If you do this, people will notice—in a good way.

“She seems more....hmmm...I can’t put a finger on it exactly, but more confident!”

Don’t you want people to see you as confident?

What ways could your career/job satisfaction improve if you were perceived more confidently by others at your place of work?

Imagine the best case scenarios!

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Confidence at your fingertips

Your brain automatically associates any emotion it experiences with your environment. It looks for something unique and links up an association with that emotion. The reason your brain automatically does this is because it is looking for why the emotion was experienced so as to either avoid this or go toward this in the future. For example, if you had a highly negative emotional experience reading in front of class in 3rd grade and your teacher always wore a red dress, you might develop a negative feeling association to women who wear red! Or another example would be the person who had an incredible positive experience winning a championship in school and their coach always wore polo shirts. Now for some reason this person finds men who wear polo shirts very attractive.

I have a negative association to slamming doors. As a child I would listen in my room to my parents fighting downstairs and experience negative feelings. Often during these fights the highest emotional point of the fight and the highest level of my negative emotions coincided with a slamming door. Thus to this day, a slamming door makes my hair stand up and really “bothers” me.

These subconscious associations of an emotion to some other unrelated thing (like a door) are called “Anchors”. Your brain is subconsciously creating Anchors with your environment every day. Unfortunately for the average person who finds themselves experiencing negative emotions (stress) more than positive emotions (joy), they are creating more negative anchors than positive—and blaming their life for feeling stress every day!

It’s time to create a positive anchor and use it daily to feel strong, powerful and confident!

Imagine the impact on your life!

How to create an Anchor

Creating an anchor consciously is actually quite easy. It requires only three ingredients:

Step 1: Experience the emotion you want to Anchor

Step 2: Do something unique while experiencing the emotion

Step 3: Condition the Anchor

Let's create an Anchor of CONFIDENCE!

Step #1: Get into State. Go to a place that you are alone and have space to move and jump around if you want. Yes, you must play hard on this exercise if you want to create an effective positive anchor. The more emotions you feel, the deeper and more powerful the anchor will be. Find a song that gets you motivated. Go to Google and search "Top Motivational Songs".

Here are some examples:

<http://youtu.be/OLc88eGLwPs>

<http://youtu.be/vx2u5uUu3DE>

<http://youtu.be/VcizHMhBtf0>

http://youtu.be/ioE_O7Lm0I4

SUCCESS KEY: Make sure the music is loud! The louder the music, the more emotion you will feel!

- Use headphones or stereo with loud speakers

Play the music and get into the physiology of confidence:

- ✓ Stand centered on both feet
- ✓ Chest up
- ✓ Shoulders back
- ✓ Chin up
- ✓ Breathe deeply
- ✓ Pull in and flex your abdominals



Now visualize a time in your life when you felt strong. Step back to that time and run the scene over and over in your head. Breathe deeply, stand strong, feel the emotion of confidence become very strong in your body.

Step #2: Establish the Anchor. When you feel the emotion of confidence very strong in your body, usually at the peak of the music or chorus, establish the anchor by doing something unique. Here are my favorites:

1. Press your thumb into your wedding ring while making a fist
2. Making a tight fist holding hand down by your side
3. Making a powerful arm movement with a powerful sound
4. Snap both fingers while saying “YES!”

Step #3: Condition the Anchor. The more you do this, the more conditioned it will become in your nervous system. You can literally have confidence at your fingertips if you invest a few weeks in repeating this on a regular basis until it becomes hard-wired into your brain.

1. Establish a time you will condition this anchor
2. Do it until you KNOW you have a conditioned anchor by testing it.
 - a. 10 day countdown—just like a rocket blasting off, write a “10” on an erase board, calendar or somewhere you’ll see it. After you condition your anchor again write a “9”. Commit to 10 days and you will have confidence at your fingertips!

How do you test an Anchor?

Fire off your anchor in a real life situation and see if it makes you feel more confident. If it’s not noticeable, keep conditioning it to make it stronger.

Will the Anchor last forever?

If you successfully condition the anchor for several weeks, you may reach a point where it becomes permanent. I don’t know how many times I needed to hear a door slam for it to become a permanent anchor in my life. I believe negative anchors are more likely to become permanent than positive anchors because your brain is a defensive mechanism. Thus, to keep your positive anchor strong, I suggest you commit to a weekly conditioning practice of your

anchor. **Feeling confident is required for success in all realms of life, so using and keeping your anchor strong is a priority with a big payoff!**

ASSIGNMENTS:

1. Create an Anchor of CONFIDENCE!

- a. Music I used _____
 - b. Describe the unique move you use to be the anchor
-

2. Condition the Anchor 10 times! (This FUN!! So do it!!)

- 10. _____
- 9. _____
- 8. _____
- 7. _____
- 6. _____
- 5. _____
- 4. _____
- 3. _____
- 2. _____
- 1. _____

YES! BLAST OFF!!

3. Practice the Physiology of Confidence—break your old physiology habits of uncertainty!

| TOP 4: | | Week of Mastery |
|------------|-----------------------------|-----------------|
| Breathing: | deep and slower | _____ |
| Shoulders: | up and back | _____ |
| Walk: | loose and easy | _____ |
| Voice: | strong and accentuated | _____ |
| Eyes: | looking ahead and more open | _____ |
| Mouth: | Smile | _____ |
| Standing: | evenly distributed | _____ |
| Chest: | up | _____ |
| Sitting: | upright/edge of chair | _____ |

4. Develop the habit of starting your day feeling confident...so it snowballs the rest of the day!

- a. Fire off your anchor

- b. Have your Anchor music in your car—just press CD play.
- c. Focus on what is great in your life...feel gratitude
- d. Declare you will have a GREAT day in a powerful confident out loud voice!