

5 SECRETS



TO BOOST YOUR CONFIDENCE

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Confidence is the key to success in all areas of life

Whether you want to excel in your career, start a new business, make a major life change, or just feel happy and satisfied with who you are, self-confidence is essential.

How would your life be different if you were more confident on a more consistent basis? Ask yourself...

- Would your relationships be better?
- Would you take up public speaking?
- Would you be a better leader?
- Would you have the body you've always wanted?
- Would you ask that someone special on a date?
- Would you be more successful in your career?
- Would you be generating a higher level of income?
- Would you feel happier more often than you currently do?

Having more confidence certainly comes with lots of benefits. Just being able to have any of the above would make most of our lives better, wouldn't you say?

“Go confidently in the direction of your dreams! Live the life you imagined”
~Henry David Thoreau

Confidence is one of the most admired and attractive qualities you can have. With confidence you can face any situation knowing you can handle it.

Most people think that confident people are just born that way. They think that some people are just naturally confident while others are not.

But the truth is, confidence can be created by anyone and that's what this guide is all about...

First and foremost, let me introduce myself. My name is Nathan Walz, and I spent 20 years of my career in corporate America. I was actually pretty good at my job however I was extremely dissatisfied.

For nearly 10 years I dreamed of doing something else. Something I could be passionate about. Something that I would be excited to get out of bed for in the morning.

But that's where it ended.

I would often have dinner with friends and over drinks we would complain about our jobs and talk about different business ideas that we wanted to pursue but they never went anywhere.

Why? Because I never took **ACTION**. I didn't have the self-confidence I needed to take the initial steps and get started.

And then a series of events unfolded in my life that changed everything.

It's a long story that I'll have to share another time but the 5 second version is I got sick and lost my health and my marriage ended when I learned of my wife's (now ex-wife) affair with another man.

I was devastated and my confidence hit a new all time low.

The good news is I was able to completely turn things around.

What was key?

Learning how to rebuild and grow my confidence.

I have spent the last several years researching, going to conferences, working with coaches, and taking actions to grow my confidence and I'm going to share some of the best of what I have learned in this guide.

So give yourself the gift of taking the time to read through this guide and apply the recommendations to your life.

Hint: You must take **ACTION** for this to work. :)

Watch yourself become a more confident person and watch your ability to influence and inspire others, including yourself, grow.

Free yourself of distractions, take 3 deep breaths, and set an intention to commit to becoming more confident. And don't forget to acknowledge yourself for investing in becoming the best version of YOU!

“We should always judge ourselves based on where we were not where we want to be” ~Dan Sullivan

WHAT IS CONFIDENCE?

Have you ever thought about what confidence is and how you get it?

Most people think that confident people are just born that way. They think that some people are just naturally confident while others are not.

But the truth is, confidence can be created by anyone. It can also be lost. Especially when it lacks a solid foundation.

At its core confidence is a belief and a feeling that we can trust in ourselves and that things are going to work out and turn out well.

Confidence is an actual sensation in your body and it feels good...right?

We've all had days when we're ON and we feel super confident and we all want more of those days.

Maybe you totally crushed it at work, closed a big deal, connected better with people, struck up a conversation with someone you're attracted to...and asked for their number or asked them out, or you performed exceptionally well at a sporting event.

Think about these times in your life when this happened. How did you feel? You felt great, right? You probably didn't even think about it or realize it but you trusted that you would show up at your best self and you believed in YOU.

This guide is going to teach you the secrets to having great confidence so you can have it more consistently. You will also learn the things that take away from your confidence so you can do them less and eventually avoid them altogether.

The good news is we know from psychology and research what we can do to increase confidence. The bad news is it might not happen immediately. Like anything worth getting in life, it will take some time, focus, and dedication.

You will have to do some work. Most of us will need to change some behaviors before we consistently feel the belief of confidence and trust that we will show up as our best self.

Confidence is a skill and just like any other skill it can be developed and you can apply the skill of confidence across the different areas of your life and it can literally change everything.

Confidence is a mindset that takes effort to maintain. It's easy to be confident in familiar situations in which we have a lot of experience, however your confidence can quickly disappear when you find yourself in a new situation or when you are stressed.

When the going gets tough confidence must be learned, practiced and mastered just like any other skill. But once you master it, you will be changed for the better. You will be able to push your confidence to new highs and you will continue to reap more rewards and live the life you deserve.

Are you worth it?

If the answer is yes, then read on my friend...

SECRET #1 - Confidence is Taking Action

Rule #8 If this is your first night at fight club, you have to fight ~Fight Club

I remember the first time I saw the movie Fight Club and heard that line and it literally scared the crap out of me. I imagined myself in a scenario like the one depicted in fight club and pictured myself having to fight someone and my heart literally started racing.

Have you ever experienced this feeling when doing something for the first time?

I'm not talking about a fist fight. Maybe it was your first time public speaking, or picking up the phone to make a sales call, or asking a girl out, or closing a deal, or asking for a promotion.

Just the thought of taking these actions causes a stress response for most of us.

“Forget past mistakes. Forget failures. Forget everything except what you’re going to do now and do it” ~William Durant

But until you take action you don't get any of these results.

Taking action builds confidence. Inaction saps confidence.

The difference between a confident person and an unconfident person is simply that the confident person takes action. The confident person acts on their ambitions and desires and does not let the fear of failure stop them.

Think about times in the past when you have taken actions that you find meaningful. I guarantee you felt good about yourself. You felt a strong sense of purpose. And I also know the opposite was true when you didn't take action.

I want you to think about this...

If you had a friend that you had lunch plans with and you showed up to the restaurant and they never showed or called how would you feel? You'd be pissed right?

And then maybe they call you and apologize and say something came up and you're like ok, no problem and you reschedule and then they do it again. Then how would you feel? Eventually you'll get to the point where you no longer want to hang out with that person.

When you do this to yourself and you don't take action because you get scared or overwhelmed you start to feel like a failure. When you don't show up for yourself your own self-worth goes down and you start to feel shitty and this further erodes your confidence.

And we let this go on way longer than we would with a friend that blew us off...

The key to lasting confidence is taking consistent meaningful action.

ACTION

Starting now I want you to take inventory of the positive actions you take each day. You are going to use the positive actions to create an anchor that is going to lead you to taking more action and really build momentum so taking action eventually becomes automatic. Coming up we'll discuss how to use these anchors.

How much better would your life be if you just naturally took actions that moved you forward?

Next we'll talk about your mindset and that brings us to Secret #2...

SECRET #2 - Confidence is a Belief

You must believe in yourself to have confidence.

If you go into a situation and you don't have confidence you need to generate a belief that you are confident. You also need to generate the feelings in your body that you have when you ARE confident.

Once you do this often enough it just becomes a part of who you are. However you will have to work at this in the beginning.

When you find yourself in a situation where your confidence is fleeting...it needs to be generated. This is most common when we find ourselves in new situations. When this happens we need to make a decision to be confident.

This means you need to FOCUS on confidence more in these situations when you don't have it.

There are 3 key to building the belief that you are confident. You must feel:

Willing, Deserving, and Capable

WILLING

Ask yourself, are you WILLING to be in a given situation? When you go into a situation and you don't want to be there you're going to have a low level of confidence.

Has your boss ever asked you to step up and do a new task and the thought of it scared you to death? How successful are you going to be if you are scared to death and have no desire to do it? If you're not willing to show up?

We sometimes have to change our story to be willing to take new actions.

Make a decision to be WILLING to be in a new situation that is going to benefit you.

Be WILLING to do the work and preparation to be able to deliver on the new task and enter into the situation with enthusiasm.

DESERVING

Are you Deserving the thing that you desire? If you don't feel you deserve what you want in life you need to change that story to one where you are deserving.

And be careful of falling into the entitlement trap. You deserve something because you are willing to do the work to get it. Not because of your connections or who you are.

“Success is a few simple disciplines, practiced every day’ while failure is simply a few errors in judgement, repeated every day” ~Jim Rohn

CAPABLE

Do you have the knowledge, skills, and competence to achieve what you want? If not you may need to spend some time developing new skills. It's hard to be confident when you don't have the skills and competencies to deliver.

Increasing competence in an area of your life is one of the best ways to increase confidence. This creates a very positive loop. Become more Competent or Capable in a skill and all of a sudden you are more confident with that skill and you do it more and become more competent and so on.

Choosing to be confident in a number of situations on a consistent basis makes it begin to stick and build in you. The more you focus on it the more likely it is to become a lasting feeling and stick.

Decide to be willing and to do what it takes to be deserving and capable to enter a new situation and you will have a much stronger belief in yourself and this will grow your confidence.

ACTION

Before taking a new action ask yourself, are you willing, deserving and, capable. If not, change your story, and get to work on developing the skills

you need to go into a situation and believe in yourself that you will deliver and do a great job.

If you have resistance this is often due to Secret #3...

SECRET #3 - Fear is There to Protect You

Have you ever wanted to take action or do something new but fear held you back? Or maybe you felt that it was beyond your reach and you worried about failing?

The feelings of nerves are normal and everyone gets them.

Yes, even confident people! These feelings are actually there to protect you. Over the hundreds of thousands of years that humans have been evolving failure often meant death.

All fears produce anxiety & uncertainty and all FEAR is there to protect you

Think about it. You are here because your genes have survived millions of years of evolution. For much of that time survival often meant playing it safe and your brain learned to constantly scan your environment for threats.

So your brain evolved to minimize threats. Through most of history, humans faced mostly external threats...many of which were deadly when not avoided.

The problem is, society has evolved faster than our brain. Today, most threats are from within...and rarely result in death. As a result of our brain constantly scanning the world for threats we have a bias towards negativity.

Today, most of the things we fear will not result in death

You won't die from asking someone out...even if they say no, you won't die from public speaking...even if you totally bomb, you won't die from signing

up and training for a race...even if you don't finish or get last place, you won't die from asking for a raise or promotion...even if you don't get it.

“Most of us have two lives. The life we live, and the unlived life within us. Between the two stands RESISTANCE” ~Steven Pressfield

But you absolutely won't get any of the successes either if you never take action and your action will be limited if you allow fear to hold you back.

Just the thought of taking some of the actions mentioned above can give us that feeling of nerves and make us feel uncomfortable.

Comfort can feel good and it can also hold you back.

“Move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new” ~Brian Tracy

I want to challenge you to learn to become comfortable with discomfort. You'll need this to grow and build your confidence to become the person you want to be and get the life you deserve.

You can have fear and still do something confidently. Lots of us get anxiety. The key is to not let it stop you from moving forward.

Remember, **FEAR** is there to protect you and most of what we are afraid of doesn't actually result in any bodily harm.

Secret #4 is **BRAVERY** is what allows you to change.

ACTION

What are 3 actions you can take that scare you just a little (and definitely won't result in injury or death)? Now choose at least one and do it and let me know what you did and how it felt.

SECRET #4 - Bravery Allows You to Change

We just learned that Fear is designed to protect us but that it can also block us from taking action and action is key to confidence.

Let me share something else that causes you to feel and experience more Fear.

Stress

Anyone dealing with stress in their lives? It's just the world that we live in. We are all stretched thin and constantly bombarded with external stimuli that cause us stress.

The average person spends 47% of their time thinking about something other than what they are doing and this causes unhappiness. We often spend time thinking about "what could have been" in the past and "what could happen" in the future and this causes stress.

Stress literally shrinks and impairs your prefrontal cortex. The prefrontal cortex is the part of your brain responsible for advanced cognitive function like decision making, cognitive flexibility, memories, attention, and impulse control.

"The ability to think about what is not happening is a cognitive achievement that comes at an emotional cost" ~Killingsworth and Gilbert, Harvard University

Stress causes neurotransmitter changes in your brain that affect your mood and motivation.

At the same time, stress stimulates the amygdala, which amplifies the fear response and emotional reactivity.

Just being stressed creates higher levels of fear and impairs your thinking. So stress can literally impact your confidence.

Learning to manage your stress is key for confidence

Coming up in Secret #5 I'll share a technique that almost instantly shuts down the stress response and eliminates fear so you can optimize the conditions for your bravery.

The other step you can take to increase bravery is rehearsal and preparation.

Remember your ACTION from Secret #1? When you take inventory of your actions I want you to feel the positive emotions generated. Feel the physical sensation of confidence throughout your body.

Practice exercising your confidence rather than fear.

Next I want you to mentally rehearse the new actions you want to take while feeling the positive emotion of confidence generated from your other actions.

This helps you to mentally prepare at the subconscious level for your new actions.

Between reducing your stress and mental rehearsal and preparation you are making your prefrontal cortex stronger and you are relaxing your amygdala and reducing your fear.

As you take new actions, manage your stress, and exercise your confidence you will increase your bravery.

The first time you mentally rehearse something new you might get some feelings of nerves and that's all right. Continue to rehearse while building your feelings of confidence and you will get more comfortable and you will have fewer feelings of anxiety.

Welcome brave new one!

Secret #5 Get in Your Head and You're Dead

I once heard Tony Robbins say this and I could totally relate.

I instantly thought of all the times I had played mental movies of the past of how I could have done things differently and of all the things I imagined happening in the future that never came to be.

This goes back to what we learned in Secret #4.

Something causes you stress and suddenly you have a decrease in cognitive function and an increased fear response and then your confidence is shot.

Remember, most of our stress today is internal. When you have too much stress in your life and you don't properly manage it you tend to be in your head a lot thinking of the past or present.

Has this ever happened to you? You spend all this time thinking through a potential scenario in your head of how you think something might play out and you get yourself all worked up about it. And how often does what you imagine will happen, actually play out that way?

Too often we spend our focus and energy on what could happen in the future or what did happen in the past and how we things could have been different.

This never gets us anywhere and resisting the past or being afraid of the future is just a recipe for pain.

So when you are lost in thought, stuck in your head, ruminating on what could be, and not fully present it's very hard to be confident. In fact this completely drains your confidence along with your happiness.

Instead of asking that girl out, or making that call, or asking for a raise, you're stuck in your head thinking of the downside of what could go wrong.

Get into the habit of being fully present in the moment. This is known as mindfulness. Pay attention to your breathing. Is it fast and shallow or slow and deep? Pay attention to your posture. Are you slouched or sitting or standing tall with your chest out?

“Mindfulness means paying attention in a particular way; on purpose, in the present moment, and on purpose” ~Jon Kabat Zinn

Spend time in the present moment. Stop time traveling to the past and future.

When thoughts pop into your head, let them pass and focus on your breath. Focus on generating feelings of confidence.

Practicing presence has been scientifically proven to increase your resilience, self-worth, self-esteem, happiness, and to decrease stress and anxiety...among other benefits.

ACTION

Practice being present. The next time you get stuck in your head and think of the past or future, bring your attention to your breath and focus on the energy of your body. This allows you to become still and present and focus on the task at hand.

In Closing...

Keep showing up as your best self everyday and your confidence will go up. Keep seeking new levels of excellence in every area of your life, day after day, and your confidence will go up.

There's always a higher level in everything you do and everytime you go to that next level your confidence goes up.

Developing confidence is a skill that takes regular practice. I know you have skills in your life that you are completely confident in. Why because you've done them thousands of times!

So practice confidence by using it consistently and you'll be amazed at the benefits created in every area of your life.

“To live an uncommon life, one needs to learn uncommon disciplines”
~Mark Divine

The amount of attention and practice you will need for each of these confidence secrets is different for everyone. It's not like you complete Secret #1 and take a meaningful action and never have to take an action again.

The goal is to consistently take action and build momentum. All of these secrets are a process. As you practice them daily and make them a part of your life you will steadily increase your confidence.

The key is to take bigger actions that make you feel slightly uncomfortable. Eventually they'll become easy and then you can ratchet them up again.

The more actions you take the more capable and deserving you feel and this grows your belief in your confidence.

Learn what drives your fear, take the steps to limit it, and understand it for what it is. Mentally rehearse to prepare yourself and feel and generate confidence going into new situations.

Practice presence and feel into your body when you get stuck in your head.

Commit to taking some time each day to practice at least one of the 5 Secrets. Do the exercises from the Action section of each step.

And remember, taking Action is key and is the driver of your confidence. Push through your fear, take action, your confidence goes up, repeat.

We all want quick results. Sorry but 5 minute abs don't exist and neither does 5 minute confidence. We would love to watch a video or read this guide and instantly feel completely different forever. But when it comes to creating a deep, permanent sense of confidence in yourself, it takes practice over time.

But I promise you, it is so worth it.

“We are what we repeatedly do. Excellence, then is not an act, but a habit”
~Aristotle

Next Steps...

Where to go next... First and foremost, use these confidence secrets to grow your confidence and get the life you deserve. Become the fucking man you know you're capable of!

Did you like what you learned in this guide? If you are serious about taking your life to the next level, we should talk...

Ask yourself, what would your life be like if you lived up to your full potential?

I specialize in helping busy professionals like you to grow your confidence, optimize your brain, increase your energy, and look and feel younger.

If you are willing to invest in yourself and do a little work...I will help get you where you want to go.

If this is you, go ahead and schedule a [FREE consultation](#) right now to see if we're a good fit.

This is your one life. Make the best of it my friend!

To being your best,

Nathan Walz

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