



# The Confidence Factor

Become a Magnet for New Clients



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## Confidence is Required for Success

Have you ever been at an event and got talking about common business problems? If so, you won't be surprised that "confidence" (or even "lack of confidence") frequently rears up as a passionate topic of conversation. Some of the most famous businesswomen have admitted to experiencing confidence issues, even if in just one or two areas.

Top businesswomen learn to overcome these confidence traps by building strong habits and routines; by being vigilant and making it second nature to identify sticking points—and kick them in the butt.

Here's one secret that should raise your confidence level immediately: Successful businesswomen don't necessarily KNOW more than unsuccessful ones. They have simply learned to use effective techniques to continuously build and re-build confidence, while pushing through doubt to take the actions they need in order to succeed.

## Seven Steps to Increasing Your Confidence

### Step One: Understanding What it's Really All About

When you don't set up that landing page, don't hire that VA to do it for you, don't work on your book and so forth, chances are you're avoiding these actions not because you can't do them (though that can certainly play a part) but **because you have confidence issues**.

Procrastination is not always about preferring to do things that are more fun or "copping out" by distracting yourself. It is usually about feeling inadequate. If it stems from over-control during childhood via home or school, we also have to deal with a paralyzing "learned helplessness" that is very difficult to overcome. **When confident**



**people don't know how to do something**—for example, segment a list in Active Campaign—they are more likely to:

- Ask for help
- Take the time to watch the Active Campaign tutorial videos
- Find a qualified outsource contractor or VA. I use Upworks.com or Freelancer.com and I prefer contractors who live in the Philippines because I find that most of them speak English really well and their rates are very reasonable. You will have to kiss a few frogs to find your Prince or Princess, but it will be well worth it in the long run. I have worked with several team members for over 9 years from this region and I am very satisfied with the results.
- **When insecure people don't know how to do something**—for example, segmenting that list in Active Campaign—they are more likely to:
  - Curl up in a little ball
  - Distract themselves with TV or books
  - Make social telephone calls
  - Hang out on Facebook
  - Fall back on tasks they *can* do—often ones that don't actually need doing

But note that the confident people often **don't actually know any more about the new activity** than the insecure people. They just possess the habits—and the confidence—to tackle and solve problems.

They have hard-wired themselves to **take action**.

Successful businesspeople are more confident and willing to push through their doubts to...



- Release new products
- Close the sale (when getting new clients)
- Go after JVs to promote them
- Write books
- Do interviews
- Speak
- Press
- Start Mastermind programs
- Create podcasts
- Host an Event
- Promote their own stuff instead of others

*Et cetera, et cetera, et cetera!*

And this is what makes you money, increases your business—and builds your reputation.

We all have similar resources at our disposal, but many people don't "risk" or "finish" because of fears. So, let's discover how to tap into confidence, blast through roadblocks, push through resistance, and pick back up when things don't go perfectly.

## Step Two: Building Confidence Through Training

Are you confused about your business? If someone asked you what it is, could you define it? If someone asked you what it isn't, could you instantly tell them?

Do you know the difference between what you offer and what your competitors offer?





If you answered something like **“there IS no difference between me and my competitors”** then your lack of confidence may stem from a lack of training, which in turn causes a lack of clear purpose.

You can easily attend business workshops, read books and articles on your industry and take general business courses that will endow you with the confidence—and the right—to become an expert in your field.

You can also take courses in your specific discipline.

You don't have need to have degrees in every area of business. If you have had commensurate life experience, and have succeeded in a field, this may be enough to send people flocking to your door. But if you add an informed knowledge of your industry to that specialized skill base, your value becomes even greater—because you will help your clients achieve greater results.

### Step Three: Building Confidence Through Achievement

Accreditation, certificates, and/or degrees are only one strategy to help increase your business confidence. You can also build your confidence through achievement.

The sort of achievements I'm talking about are achievements you accomplish yourself. For example, getting that eBook out or planning and setting up your list.

Achievements don't have to be big. They can be as little as following up with one potential client a day or going to the gym.

Plan to achieve three things per day as a minimum:

- One small task or action
- One “medium” task or action
- One slightly difficult task or action (or one that you usually procrastinate about)

Once a week, add to that a task or action a “big” project or task—that’s your “something new” (e.g., setting up that landing page and uploading your product).

Schedule this “big” project or task somewhere between the middle to the end of your work week, so that you will have your collection of smaller achievements to boost your self-confidence by the time you tackle the “big” one.

Focus on building confidence through achievement especially in areas of your life where confidence is an issue. Even if you are brilliant at helping clients, for example, being insecure about financial matters will significantly affect your business. You would be more likely to under-cut yourself financially by working for free, yielding to client pressure for reduced rates, not valuing your own products, and so forth.

Here are several ways you can increase your sense of accomplishment—in varied areas:

### 1. Personal

Analyze your personal life. What areas drain your confidence? Is your marriage sapping your energy? A chaotic home life? Negative voices from the past or present?

Decide what you will no longer put up with, then decide how you will change the way things are now.

Who can you recruit to help you? Who can you count on?

Do you need coaching in personal areas such as organization, communication, assertiveness, etc.?

What strategies will you employ to change things or boost your mood, if you feel demoralized or down?

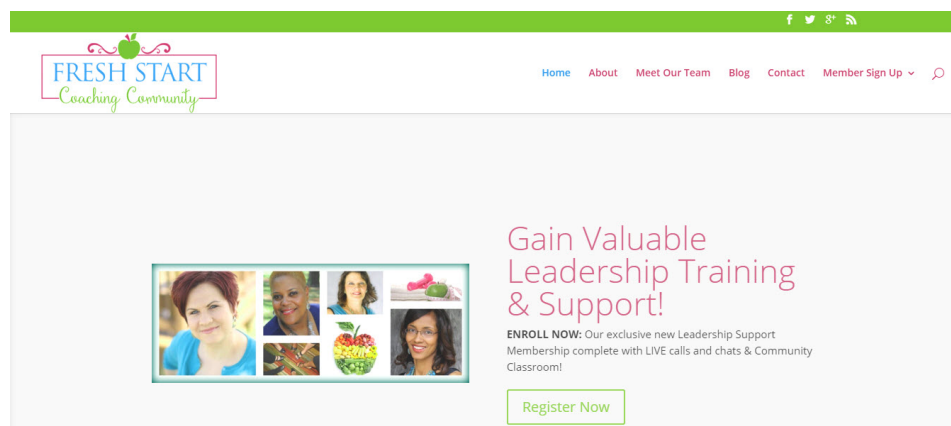
- Self-help books
- Podcasts
- Assertiveness training



- Family meeting
- Becoming a better listener

Remember that even all business professionals who seem to be powerhouses have down days and occasionally have trouble breaking out of inertia. Here is an example by coach Bess Blanco of the Fresh Start Coaching Community as she shares some of her favorite strategies:

"When I experience paralysis or self-doubt (which seems to come around every so often, no matter how "successful" I feel!) I usually put on a podcast or recorded talk that energizes and invigorates my spirit! TED talks that are about the cause behind my coaching, those are always a way to remove the self-doubt or fear of moving forward. They remind me why I'm doing this in the first place!"



It is normal for even the best businessperson to have a “down” day or feel their energy flattened by a household full of sick children, or the loss of a family pet. These events have to be taken in their stride and dealt with, as do everyday energy-busters that can be changed to achievement-focused actions instead of paralyzing frustration.

While no one can really achieve perfect harmony and balance in all areas of their lives one hundred per cent of the time—and anyone who tells you differently isn't being honest—you CAN choose to:





- Change personal or family routines that drain your energy
- Get rid of beliefs or behaviors that are no longer working for you
- Change communication patterns
- Become more assertive
- Enlist peoples' help
- Speak up!

## 2. Financial

Some of the most brilliant business professionals in the world are virtually unknown except in their own small circle. Why are they unknown? Because their financial beliefs and systems keep them living payment to payment.

It's great to help needy clients—but do make sure you have a policy for **how, when** and **why** you will do this. Don't just cave in out of guilt or pressure. You know, yourself, that it's a proven fact: People don't value what they get for free. By all means offer free gifts—but make sure these free gifts accomplish a specific purpose. For example, offer a free gift that...

- Helps people decide they do—or don't—need your product/service—right now
- Gives people the exact tool they need at this time, to get them ready for your product/service
- Helps those who can't afford you right now take steps to remedy that situation by helping them get to the next level
- Gives people options they can use (without hurting your pocketbook or time)

Another financial bad habit is to continue doing everything yourself, leaving only a few hours or a couple of days a week for actual money-generating activities.



- Identify your weak areas
- Ask for help
- Hire qualified people whose passion and specialty is helping you with your financial activities and goals
- Track how much billable time that frees up, and make sure you are making money on outsourcing

If you have bad habits when communicating with others about financial matters, do what it takes to change these habits.

The number one change you can make right now is to make sure you are charging rates you are happy with. If you need to increase them, do so. Set a date and send an email to your subscribers to let them know your rates will be going up. Turn this into an opportunity by pointing out they can still sign up for products/services at the old rates until [your new date].

Focus on your achievements, clients and results—and you won't have any trouble justifying your prices, if you're delivering top value.

Finally—don't run from money discussions. If a spouse overspends on a credit card, sit down and have that discussion. If you're going to be late with a payment, call the institution proactively and make arrangements. If your family want items currently out of your budget, sit down and discuss that too.

Learn to negotiate!

### **3. Spiritual and Health**

Have you neglected your spiritual life lately? Re-charging is not just about taking a nap and observing the sabbath is not an optional spiritual discipline. It is something that God instructs Christians to do.

If you have to, schedule spiritual development time in, along with other daily "To Do" tasks.



Make sure you pay attention to maintaining a healthy body, as well as a healthy mind. We all know we should exercise, right? Drink lots of water, ditch soda pop and junk food. Start your day with a fresh greens smoothie. Join the free 21-day Green Smoothies for Breakfast Challenge and see why coaches like Kindle publishing coach, Kristen Joy and Rachel Rofe swear by this easy, energizing type of day-starter.



It's very simple - **To be confident, you also need to feel your best**—and taking care of body, soul and mind can provide a tremendous boost in this direction. Consider journaling and meditating as tools to help you grow closer to God, deepen your faith and feed your body and spirit.

## 4. Business

The number one way to increase your business confidence is not by going into a frenzy of production creation, social promotion or spending money on advertising.

Just focus outward.

Instead of dwelling on your own insecurities, beating yourself up with negative self-talk, worrying about bills or comparing yourself with competitors, focus on being the best you can be.





That means actively thinking about your clients and how you can help them even more. It means focusing on your community and getting involved by giving workshops or seminars.

It means listening really well and giving your clients your best—and not just your clients. Give your best to:

- Your staff
- Your contractors
- Your service providers
- Businesses you use
- Your family

Everyone you interact with in life and business.

Pay your contractors on time. Follow up on promises—and especially on actions you've said you'll take.

Getting into the habit of **following up** on a promise is also a real, action-taking confidence booster!

Be the business professional that others only aspire to be, while staying absolutely honest and authentic.

### 5. Marketing and Promotion

That goes for your marketing and promotion too. Make a plan and follow it. If you have difficulty, hire someone who specializes in areas where you need help and leave the mechanics up to them.

Your job is to know what is going on at all times—think of it as “quality control”—and be yourself.

Make sure everyone hears the real you.



Ultimately, it's walking the walk as well as talking the talk that sells the right people on trying out your product or service.

Remember, confidence is not about having a super-human ego, it's about knowing you are:

- Taking informed actions every day
- Being the best you can be
- Changing what drags you down to things that lift you up
- Fixing gaps
- Realizing that all of this is not rocket science

You choose who you get to be in every moment: And if you have a “down” moment, don't beat yourself up. Rest, regroup, eat something, give yourself a pep talk or just do whatever needs to be done next.

And remember to stop and praise yourself when you do.

### Step Four: Building Confidence Through Association

Here's another important strategy that business professionals often miss: The importance of building confidence through the people you choose to associate with.

Simply put, if someone in your life is negative and drains you, do yourself a favor and “fire” them.

That goes for negative clients too! That doesn't mean give up on a client quickly, but if they continuously complain, refuse to take action and drag you down, the kindest thing you can do—for yourself and that client—is to tell them up front that they are wasting their own money and time. (This will either jolt them into waking up—or they'll leave in a huff. Either way, you'll have a huge monkey off your back—and your energy level will soar.)



If the negative person is a family member you can't simply "fire", be proactive and decide in advance on strategies you'll use to deal with them.

These can include:

- Taking assertiveness training (or reading books on assertiveness, if you need to)
- Deciding in advance what you're going to say
- Letting them know you're going to hang up if they become abusive (and hanging up if they then ignore you and start yelling or swearing)
- Choosing to ignore certain behaviors or deciding to see the funny side
- Simply speaking up and letting them know you will no longer tolerate things like abusive language or lateness or whatever is bothering you

But practicing active confidence-by-association not just about getting rid of the negative: It's about choosing to surround yourself with positive people who lift your mood, inspire you and simply make you feel good about life. Fill the gaps left by the needy, the abusive, and the negative with positive "winners"—and your former ankle-weights won't even want to come near you anymore.

Choose people you genuinely like; or who genuinely inspire you. Choose people with values you can appreciate—ones whose values align with yours.

## Step Five: Building Confidence Through Client Results

The very best way to build your confidence is to focus on your positive clients results. Don't let yourself obsess over clients who won't do the work: Make sure you really celebrate those who do the work and reap the rewards.

- Interview clients on your podcast who are excited about success
- Feature them as a guest poster on your blog





- Include them in your “Client Success” section
- Give them a “shout out” on your Facebook Page or in your Facebook Group

When clients find breakthrough from our coaching - that is a powerful thing! It is a really confidence booster when they apply the strategies you share with them and overcome their obstacles. On the other hand, when a client is not committed to the process, it is a difficult thing as a coach. The frustration grows when the solutions are available, but the client doesn't utilize them.

Seeing your clients succeed is always the biggest confidence boost you can experience!

### Step Six: Identifying Hidden Confidence Detractors

It's not enough just to find those hidden confidence detractors. You need to know what to do with them, before you can kick them out the door and heal the scars.

Everyone has stubborn roadblocks; everyone experiences resistance. You also need to know how to pick up quickly when you experience a setback.

So, what does a setback look like?

Some are easy to identify:

- Your car gets a flat tire—right as you're on your way to a speaking engagement
- A client suddenly quits
- You find out you need to have surgery

Whatever the setback is, what's really important is its importance to you. Next time you have a setback, ask yourself how you rate it on a scale from one to ten—with “One” being a minor annoyance and “Ten” being utter catastrophe.

Context is also important. For example, you might rate the news you have to have a cyst removed from your elbow as a minor nuisance—a “One”—whereas being told you have lung cancer is a definite life-altering “Ten”.

When you start rating setbacks like this, however, a wonderful thing often happens: Setbacks you would normally treat as the end of the world get put back into their proper place. That makes it easier to:

- Instantly start assessing the correct action to take, to deal with the setback
- Stay calm about situations that you really don't have to catastrophize over

This will also help you learn to re-frame your emotions into a more positive place, so you can tell yourself calming and realistic things like: “So my tire's flat. Good thing I know how to change a tire. I'll just call the organizer and let her know right now—I'll let her deal with the event schedule while I deal with this tire.”

Setbacks are also wonderful learning opportunities. For example, “next time I'll leave thirty minutes earlier in case I have another emergency like this.”

The more you face situations and take action (with realistic self-talk), the easier it is to pick yourself up and realize that you've got this, you can handle it. And if you truly can't—there's always tomorrow.

## Step Seven: Find your True Purpose

Sometimes, when our confidence continually goes down the tubes, it's not a situational situation. Meaning, there's an underlying cause that really needs to be addressed.

If you find yourself not wanting to get out of bed every morning, not wanting to work with any clients, and feeling like a leaky bathtub plug that is draining every drop of confidence away, it is time to **start listening to yourself!**

First, identify what it is that is dragging you down.



Then ask yourself “Is that really it?”

Learn to question your own answers probingly. Dig deeper. Get to the root.

Half the time you’ll discover that you haven’t quite hit your true purpose or your business has twisted away from it and you’ve followed along.

Ask yourself:

- “Am I working with the right type of client?”
- “Am I really excited and passionate about helping my clients in this area?”
- “What really gets me all fired up and enthusiastic? What gets me in the zone so that time flies by and I’m energized after a client leaves, instead of drained?”

When you treat yourself like your own client (and face the answers) you might discover a simple tweak is all that’s needed.

For example:

- Outsourcing all the “office stuff” or bartering with someone who loves this stuff
- Cutting back working hours (or days)
- Changing your schedule
- Aiming for a different client niche
- Changing your business strategy (e.g., doing Zoom calls instead of in-office, one-on-one sessions)
- Re-organizing your office
- Giving yourself a real day off (or a “self-growth” day) every week

If something in other areas of your life are dragging you down, decide whether or not you can:





- Get rid of what is draining you
- Add fun back into your life (a.k.a., make more time for you)
- Do more of what you actually love
- Take care of problems you've been procrastinating about
- Changing the way you interact or think
- Changing location, country, house, office

It doesn't matter what your particular confidence-flattener is: Facing it and treating yourself as lovingly and honestly as you'd treat a client is the best way to get your groove back.

If you need outside help (i.e., your own coach)—go for it! If you need a nanny, hire one. If you need a gardener, hire one! Help with the kids, sit your spouse down and ask them to help.

But it all starts with learning—or remembering—to listen to yourself. Then allowing yourself to get back to what truly sets you on fire, boosts your confidence and makes you know you are being true to your life's purpose.

Another way to battle the negativity in your mind is to revisit the comments, emails or cards that past clients and colleagues have sent you - these are real-life reminders of the difference you are making. This will help you step out of the self-focus and back into the other-focus that fuels your productivity!

So make an actual scrapbook. Paste in it:

- Testimonials you've received
- Glowing Facebook comments
- Articles about clients who have succeeded
- "Thank you" cards clients (and others) have sent

- Grateful or happy emails from people you've helped
- Press clippings on awards you've earned, events where you've spoken or have volunteered
- Screenshots of positive forum feedback
- Acknowledgement of how much people have noticed you care or listen or inspire

If you're visual by nature, make sure you use a really lovely scrapbook—one that's a pleasure to look at, with colors that make you feel good.

And if scrapbooks are not your thing, make a memory box, or even organize all your material in a file folder!

Make this scrapbook your “Happy Place”. Go through this scrapbook every time you feel down or uninspired, and remind yourself of all the lives you've helped change for the better.

But the best news is...

...No matter how down you are, you don't have to do all these things at once, to get your confidence furnace re-stoked. As a business professional, you know that the greatest achievements always start with one small step.

Let me leave you today with a challenge:

What small step will you take today?

Be sure to leave a comment in the community to share how you're doing!

## Appendix A: Confidence Factor Insights

But blessed is the one who trusts in the LORD, whose confidence is in him.  
Jerimiah 17:7 (NIV)

Confidence means full trust, self-reliance, assurance, or boldness. You need confidence to maximize your full potential and to become a magnet for new clients.

You can certainly have confidence under your own strength, but as a Woman of Audacious Faith, you don't need to be totally self-reliant. You have God Confidence!

Philippians 4:13 says, "I can do all things through Christ who strengthens me." (NKJV)

The following factors will help you to recognize and understand the importance of confidence, what the stumbling blocks are to it, and how to have more of it.

As a Woman of Audacious faith, know that you must learn from the past, but not to let the past define you.

Philippians 4:13-14 reminds us: *This one thing I do: forgetting what lies behind and straining forward to what lies ahead, I press on toward the goal for the prize of the heavenly call of God in Christ Jesus.*

Many times we discount what we know because we take it for granted. But you are unique and uniquely equipped with gifts and talents.

*For we are His workmanship, created in Christ Jesus for good works, which God prepared beforehand that we should walk in them.* Ephesians 2:10

Being confused or feeling inadequate does not come from God. 1 John 3:1 says, *See what great love the Father has lavished on us, that we should be called children of God! And that is what we are!*





Armed with these truths, you can recognize these confidence factors and apply them.

**Check the factors that are true for you to help you assess areas you need to work on:**

- ☐ I understand that a confidence issue is a common cause of procrastination—and that procrastination is often a symptom of confidence issues
- ☐ I understand that procrastination is a learned behavior stemming from one or more of several causes, including:
  - ☐ “Learned” behavior from one’s past
  - ☐ Feeling a lack of training or qualification
  - ☐ Confusion; feeling inadequate
- ☐ I understand that there is a difference in how confident people and insecure people approach difficult or challenging tasks and situations, and that:
  - ☐ Confident people are more likely to take action
  - ☐ Insecure people are more likely to procrastinate
- ☐ I understand that confident people may actually not possess more skill or know any more than insecure people: They just practice effective habits to deal with these situations
- ☐ I realize that confident people are far more likely to:
  - ☐ Release new products
  - ☐ Close the sale (when getting new clients)
  - ☐ Go after JV’s to promote them
  - ☐ Write books
  - ☐ Do interviews

- ☐ Perform public speaking
- ☐ Communicate with the press
- ☐ Start Mastermind programs
- ☐ Create podcasts
- ☐ Host an Event
- ☐ Promote their own material and resources instead of others
- ☐ I understand that credentials and/or accreditation (general and specific to my field of expertise) can increase confidence through knowledge

### Ways to Increase Your Confidence

- ☐ I am boosting my skills base, my specific-field knowledge and my confidence by:
  - ☐ Reading current books on the topic
  - ☐ Taking relevant courses and workshops
  - ☐ Attending live events for my profession and/or field
- ☐ I am working on increasing my confidence through increasing action and achievements
- ☐ Starting immediately, I plan to actively achieve three more things per day:
  - ☐ One small task or action
  - ☐ One “medium” task or action
  - ☐ One slightly difficult task or action (or one that I usually procrastinate about)
- ☐ Starting immediately, I plan to add, once a week:



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Lethia Owens, CSP

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- ☐ Something new
- ☐ A significant task or project
- ☐ I have analyzed all areas of my life, and decided whether or not I need to work on increasing my confidence in the following areas:
  - ☐ Personal
  - ☐ Financial
  - ☐ Spiritual and Health
  - ☐ Business
  - ☐ Marketing and Promotion
- ☐ I am focusing on looking inward to create outward growth
- ☐ I am learning to know myself better, using strategies like:
  - ☐ Taking inspired and informed action steps every day
  - ☐ Spending quiet time to listen to my own voice and God's voice speaking to me
  - ☐ Being aware of what brings me joy or what drags me down
  - ☐ Forgiving myself quickly and treating myself with loving kindness
  - ☐ Truly recognizing the desires of my heart and surrendering them to God
- ☐ I am learning to live in the present and appreciate every moment
- ☐ I am no longer associating with negative people and refusing to engage in situations that drag me down, including:
  - ☐ Friends or family members who have a negative effect on me



- ☐ Clients who don't take action, are adversarial or who otherwise drain my energy and waste my time
- ☐ Contractors who aren't working as team members
- ☐ I am surrounding myself with positive people who encourage and inspire me, including:
  - ☐ Supportive friends and family
  - ☐ Clients who energize me and put my services into practice
  - ☐ Coaches who help me improve myself
  - ☐ Influencers who inspire me
- ☐ I am taking action steps to help me be appropriately assertive with negative people and trusting the Holy Spirit to provide me with the words to say. Luke 12:12 says, *The Holy Spirit will tell you at that very moment what you must say.* (CEB)
- ☐ I am focusing on, acknowledging, celebrating and praising my clients
- ☐ I am recognizing situations that drag down my confidence so that I will no longer expose myself to them
- ☐ I am developing better strategies for dealing with chronic confidence thieves—strategies such as reframing, naming, being assertive, etc.
- ☐ I am looking on setbacks as learning opportunities
- ☐ I have found my life's purpose in this season, and it is energizing me and boosting my confidence
- ☐ I am treating myself as compassionately and firmly as I treat my own clients



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Lethia Owens, CSP

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- ☐ I am using strategies such as filling a scrapbook or memory box with positive mementos like thank you cards, emails, client clippings, etc. to use as positive mood-boosters when I feel down or become discouraged
- ☐ I am celebrating client successes through:
  - ☐ Giving shout-outs on my blog or in social media
  - ☐ Featuring—and being proud of—their testimonials about the help or inspiration I have provided
  - ☐ Featuring them in interviews or articles
  - ☐ I have started the process of boosting my confidence by one small step taken today
  - ☐ I have acknowledged and celebrated myself for doing this!

## Appendix B: Confidence Factor Worksheet

Finding renewed confidence begins with deciding what steps you need to take. This worksheet will help you brainstorm your best strategies.

Steps to take	Actions
<p>1. My action steps in the following areas:</p> <p><b>PERSONAL LIFE</b></p> <ul style="list-style-type: none"><li>• Confident</li><li>• Insecure</li><li>• Specific areas that need work:</li></ul> <hr/> <hr/> <hr/> <p><b>FINANCIAL PRACTICES</b></p> <ul style="list-style-type: none"><li>• Confident</li><li>• Insecure</li><li>• Specific areas that need work:</li></ul> <hr/> <hr/> <hr/>	<p><b>ACTIONS TO TAKE:</b></p> <div><div></div><hr/></div> <div><div></div><hr/></div> <div><div></div><hr/></div> <div><div></div><hr/></div> <div><div></div><hr/></div> <p><b>ACTIONS TO TAKE:</b></p> <div><div></div><hr/></div> <div><div></div><hr/></div> <div><div></div><hr/></div> <div><div></div><hr/></div> <div><div></div><hr/></div>



### SPIRITUAL

- Confident
- Insecure
- Specific areas that need work:

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### HEALTH

- Confident
- Insecure
- Specific areas that need work:

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### BUSINESS

- Confident
- Insecure
- Specific areas that need work:

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### ACTIONS TO TAKE:

- ---
- ---
- ---
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- ---

### ACTIONS TO TAKE:

- ---
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### ACTIONS TO TAKE:

- ---
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- ---
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- ---

### MARKETING AND PROMOTION

- Confident
- Insecure
- Specific areas that need work:

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2. Things/situations that make me procrastinate are:

- ---
- ---
- ---
- ---

3. I feel that:

- I have the credentials and experience I need
- I do not have the credentials I need
- I do not have the experience I need

### ACTIONS TO TAKE:

- ---
- ---
- ---
- ---
- ---

**INSTEAD OF PROCRASTINATING, I  
WILL:**

- ---
- ---
- ---

### ACTIONS TO TAKE:

- Take a course to get the credentials I need
- Take a niche-specific certification or training course
- Apply for accreditation with appropriate organizations based on work I have already done

4. One small task I will achieve every day is...

\_\_\_\_\_

One medium task I will achieve every day is...

\_\_\_\_\_

One large task I will achieve every day is...

\_\_\_\_\_

5. Negative people I need to “fire” and expel from my life (or drastically reduce interaction with) are:

■ \_\_\_\_\_

Relationship: \_\_\_\_\_

■ \_\_\_\_\_

Relationship: \_\_\_\_\_

■ \_\_\_\_\_

Relationship: \_\_\_\_\_

■ Take a course or workshop

■ Other

\_\_\_\_\_

\_\_\_\_\_

**ACTIONS I HAVE TAKEN TO ACHIEVE THIS:**

■ \_\_\_\_\_

\_\_\_\_\_

■ \_\_\_\_\_

\_\_\_\_\_

■ \_\_\_\_\_

\_\_\_\_\_



6. Tools I plan to use are:

- ☐ Self-help books, CDs or videos
- ☐ Courses
- ☐ Workshops
- ☐ Mentor
- ☐ Coach
- ☐ Assertiveness training
- ☐ Specialized training in other areas:

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- ☐ Outsourcing tasks that drain my confidence and waste my time

7. In the column to the right, list at least three new habits you are committed to creating and practicing.

**NOTES:**

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- ☐ 

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- ☐ 

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- ☐ 

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8. Practice using the rating system to help yourself reframe your reactions towards setbacks. Remember that “1” would be the most minor and “10” the most devastating.

9. After you have completed # 8, above, ask yourself for each question: “Is this reaction pessimistic and negative, realistic, or positive?”
- Then (with a different-colored highlighter or circle) make any corrections you feel you can make.

**WRITE DOWN YOUR MOST COMMON TYPES OF SETBACKS. ASSESS AND RATE EACH ONE BY CIRCLING OR HIGHLIGHTING THE NUMBER YOU ASSIGN.**

■ \_\_\_\_\_  
1\_2\_3\_4\_5\_6\_7\_8\_9\_10

■ \_\_\_\_\_  
1\_2\_3\_4\_5\_6\_7\_8\_9\_10

■ \_\_\_\_\_  
1\_2\_3\_4\_5\_6\_7\_8\_9\_10

■ \_\_\_\_\_  
1\_2\_3\_4\_5\_6\_7\_8\_9\_10

■ \_\_\_\_\_  
1\_2\_3\_4\_5\_6\_7\_8\_9\_10

10. I have found my true purpose, and can easily answer the questions in the right-hand column.

☐ “Am I serving the right type of client?”

☐ Yes

☐ No

☐ “Am I really excited and passionate about helping my clients in this area?”

☐ Yes

☐ No

☐ “What really gets me all fired up and enthusiastic? What gets me in the zone so that time flies by and I’m energized after interacting with clients, instead of drained?”

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### ACTIONS I HAVE TAKEN:

*(List these as you adopt and habitually follow each one)*

- ☐ Ask for (new) testimonials
- ☐ Make a scrapbook, memory box or file of my successes
- ☐ Taken assertiveness training
- ☐ Raised my rates
- ☐ Fired clients that drain me
- ☐ Found the right help
- \_\_\_\_\_
- ☐ Joined a group where I can practice public speaking
- \_\_\_\_\_
- ☐ Joined my local Chamber of Commerce or another business organization
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- ☐ Volunteered to assist my local business community

### NOTES:

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## Appendix C: 4 Week Calendar to Track Your Progress

Week 1 - Monday	
<p><b>A.M.</b></p> <p>■ Evaluate all areas of your life (Personal, Financial, Spiritual &amp; Health, Business, and Marketing &amp; Promotion). Decide which areas you need to improve your confidence in.</p> <p>Fill out your worksheet, paying special attention to the evaluation section.</p> <p><i>BE HONEST and put real thought into this exercise!</i></p>	<p><b>P.M.</b></p> <p>■ Serve client(s) or implement actions steps decided on this morning.</p>

**Week 1 - Tuesday**

**A.M.**

- Decide wwhich situation and/or person drains your confidence most these days.

- \_\_\_\_\_
- \_\_\_\_\_

**DECIDE WHAT ACTION STEP YOU WILL TAKE TO DEAL WITH EACH:**

\_\_\_\_\_

\_\_\_\_\_

- Determine and set up at least ONE new habit, ritual or action you can take to put more fun back in your life and do something for you.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**P.M.**

- Serve client(s) or implement actions steps decided on this morning.
- Finish the day by reviewing and documenting your successes (make a "Success" list)

**TAKE CARE OF:**

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish



**Week 1 - Wednesday**

**A.M.**

- ☐ Assess your office or workspace.
- ☐ Decide what changes would make it work better for you, boost your mood and make it feel more professional.
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ Re-organize as much as you can in one morning.

**TAKE CARE OF:**

- ☐ Your biggest or hardest task for the day
- ☐ One small task you usually procrastinate over
- ☐ A medium-sized task you don't usually tackle or finish

**P.M.**

- ☐ Serve client(s) or implement actions steps decided on this morning.
- ☐ Purchase or order any accessories or furnishings for your office that you decided on today

### Week 1 - Thursday

#### A.M.

- Assess your appearance. Does it make you feel like the best and most successful you? Do you dress in pajamas all day and enjoy it—or do you feel guilty or as if you're "hiding".

Paying attention to feelings about the way we appear can clue us in to whether or not our "look" boosts confidence or undermines it.

If you use your appearance to "hide", this usually means a lack of confidence somewhere.

- Decide how you can adjust the way you dress, etc., to make yourself feel more confident. What do you need to do to be your inner, secret, successful you?
  - Change hairstyle/color
  - Buy new clothes/shoes
  - Wear business clothes/casual clothes
  - Wear clothes that fit your secret inner image

#### P.M.

- Serve client(s) or implement actions steps decided on this morning.

#### TAKE CARE OF:

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish



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- Decide on routines you need to change or add to maintain the new “successful” you.
  - Regular pedicures/hair salon visits
  - Going for a particular image or look
  - Wearing pieces of clothing or accessories that make you feel you’ve “arrived”

Remember: The test for any change in your appearance is **how it makes you feel**.

If your change increases your confidence and makes you feel like the best “you” that you can be, it’s a good one.



**Week 1 - Friday**

**A.M.**

- ☐ Decide on:
  - ☐ One healthy exercise change you can add to your day

*(Examples: swimming 3 times a week; Gym workout 3 times a week; 20-minute walk 5 times a week)*

- ☐ Diet changes you need to make
  - ☐ I am cutting out:

☐ I am adding in:  
\_\_\_\_\_

- ☐ A spiritual “break” you could schedule in each day

*(Examples: meditation 15 minutes per day; sit in garden and express gratitude 10 minutes per day; prayer break with mid-morning coffee)*

**P.M.**

- ☐ Serve client(s) or implement actions steps decided on this morning.

**TAKE CARE OF:**

- ☐ Your biggest or hardest task for the day
- ☐ One small task you usually procrastinate over
- ☐ A medium-sized task you don’t usually tackle or finish

**FIT IN:**

- ☐ My exercise activity:

My spiritual break:

**Add these into your schedule.**

- Decide what tasks you can take out of your schedule or delegate/outsource. (Choose tasks that drain your energy—and confidence—or tasks that feel as if they are diverting you away from your goals.)

- \_\_\_\_\_
- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_

## Week 2 - Monday

### A.M.

- Decide if there is any area of your life you need to outsource or hire help with.

Make sure you understand:

- Why outsourcing this particular task or area will make you feel more confident...  
\_\_\_\_\_  
\_\_\_\_\_
- What it will free you up to do that will further increase your confidence...?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Set this up today.**

### P.M.

Serve client(s) or implement actions steps decided on this morning.

#### TAKE CARE OF:

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish

#### FIT IN:

- My exercise activity:  
\_\_\_\_\_
- My spiritual break:  
\_\_\_\_\_



### Week 2 - Tuesday

#### A.M.

- Examine your pricing structure and billing habits. Are you charging what you are worth? Are you tracking your time (including time you don't bill for? Do you have a policy in place for when to lower rates and when to stay firm with your pricing structure? Do you have a rationale for offering "deals"?

Are you being paid what you are worth? If not, why not?

Spend this morning analyzing your fee structure and come up with concrete strategies for:

- Tracking your time and income
  - Planning deals, packages and specials for specific purposes and promotions
  - Raising your fees, if appropriate
- 
- Make a resolution to think, act and speak differently about money matters from now on!

#### P.M.

Serve client(s) or implement actions steps decided on this morning.

#### TAKE CARE OF:

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish

#### FIT IN:

- My exercise activity:  
\_\_\_\_\_
- My spiritual break:  
\_\_\_\_\_

### Week 2 - Wednesday

#### A.M.

- Focus on surrounding yourself with positive people. First, unsubscribe—in your email account and on social media—from all people who you don't know, have forgotten, or who distract or depress you.
  - Find three top influencers to follow
  - Find six people who inspire you to follow
  - Subscribe to their:
    - Blogs
    - Feeds
    - Newsletters
  - Make a date with your favorite, most inspirational person in your life. Make time for them!

#### P.M.

- Serve client(s) or implement actions steps decided on this morning.

#### TAKE CARE OF:

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish

#### FIT IN:

- My exercise activity:  
\_\_\_\_\_
- My spiritual break:  
\_\_\_\_\_

## Week 2 - Thursday

### A.M.

- This morning focus on your clients. Think about each one. Go over their case notes or recordings. Let this data inspire you to think up:

- New worksheets you can create
- Ways to refine existing resources to perform for the client even better
- What your client needs you to say
- Questions you're going to ask at your next session

- \_\_\_\_\_
- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### P.M.

- Implement actions steps decided on this morning.

#### TAKE CARE OF:

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish

#### FIT IN:

- My exercise activity:  
\_\_\_\_\_
- My spiritual break:  
\_\_\_\_\_





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It is music to a client's ears when a coach says, out of the blue, "I've been thinking about your problem with \_\_\_\_\_ and I've created \_\_\_\_\_ that might help you even better than the \_\_\_\_\_ we've been using/doing."

The key phrase is, of course, "I've been thinking about you..."

Be proactive and anticipate your client's needs. Their inspiration, progress and soaring confidence will boost your own.

## Week 2 - Friday

### A.M.

- Time to take stock and look back over the last two weeks—a progress check.

- In which areas has your confidence increased?

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- Specifically, in which ways?

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- Where are you still having trouble?

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- What will you do about it?

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### P.M.

- Serve client(s) or implement actions steps decided on this morning.

#### TAKE CARE OF:

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish

#### FIT IN:

- My exercise activity:

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- My spiritual break:

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**CONGRATULATE YOURSELF—AND TREAT YOURSELF TO A REWARD.** (You've earned it!)

Week 3 - Monday

**A.M.**

- This week, we're going to do some exploring. Find and check out podcasts, videos, blogs and other resources that you find confidence-boosting.

Decide:

- Which resources you need to invest in or download
- Who you will watch, listen to or read regularly

Research:

- Courses or workshops you might want to take

Determine you will **set aside regular time** for self-growth and learning

Schedule it in. Sign up for any courses.

**P.M.**

- Serve client(s) or implement actions steps decided on this morning.

**TAKE CARE OF:**

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish

**FIT IN:**

- My exercise activity:  
\_\_\_\_\_
- My spiritual break:  
\_\_\_\_\_

**SCHEDULE:**

- "Me" time (\_\_\_\_ hrs. per week)
- Continuous Learning activity



Week 3 - Tuesday

**A.M.**

- ☐ Have you changed in the way you speak—and listen—to yourself? Do you still indulge in negative self-talk?

**Make a list of negative phrases** you still catch yourself berating yourself with:

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

(It's to be hoped you won't have to fill out too many of these!)

For each negative statement, **reframe it into a realistic/positive statement** in the rows below.

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

**P.M.**

- ☐ Serve client(s) or implement actions steps decided on this morning.

**TAKE CARE OF:**

- ☐ Your biggest or hardest task for the day
- ☐ One small task you usually procrastinate over
- ☐ A medium-sized task you don't usually tackle or finish

**FIT IN:**

- ☐ My exercise activity: \_\_\_\_\_
- ☐ My spiritual break: \_\_\_\_\_

**SCHEDULE:**

- ☐ "Me" time (\_\_\_\_ hrs. per week)
- ☐ Continuous Learning activity



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Example:

Change: "I always mess things up"  
(*negative catastrophizing; "all or nothing" thinking*) with "I forgot where I put my car keys: I am going to [write out solution] today." (*No-blame, realistic acknowledgement; proactive solution*)

**Commit yourself to using your new, positive self-talk phrases instead of the old "beating-self-up" ones from this moment onward.**

**Week 3 - Wednesday**

**A.M.**

- ☐ Take a morning off. Do something that makes you feel great about yourself—that makes you feel successful!
- ☐ Get your hair done
- ☐ Meet an inspiring friend or mentor for brunch
- ☐ Get comfortable and watch an inspiring CD or read a confidence-boosting book
- ☐ Sleep
- ☐ Spend time in the garden
- ☐ \_\_\_\_\_

**Remind yourself why you do what you do!**

**P.M.**

- ☐ Serve client(s) or implement actions steps decided on this morning.

**TAKE CARE OF:**

- ☐ Your biggest or hardest task for the day
- ☐ One small task you usually procrastinate over
- ☐ A medium-sized task you don't usually tackle or finish

**FIT IN:**

- ☐ My exercise activity:  
\_\_\_\_\_
- ☐ My spiritual break:  
\_\_\_\_\_

**SCHEDULE:**

- ☐ "Me" time (\_\_\_\_ hrs. per week)
- ☐ Continuous Learning activity



## Week 3 - Thursday

### A.M.

- Increase your time with real, live people. Research local organizations you can join. Figure out how you can volunteer, once you get to know them.

What would you most enjoy doing?  
How would your help benefit them?  
You? Or just join them because they stimulate you!

Check a few out as an observer.  
Commit yourself to regularly attending up to three organizations that inspire you.

#### Suggestions:

- Chamber of Commerce
- Networking or local business Group
- Non-profit group that benefits local businesses or communities
- Book or discussion group
- Coaching support group
- Other support group
- Youth or children's organization
- \_\_\_\_\_

### P.M.

- Serve client(s) or implement actions steps decided on this morning.

#### TAKE CARE OF:

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish

#### FIT IN:

- My exercise activity: \_\_\_\_\_

- My spiritual break: \_\_\_\_\_

#### SCHEDULE:

- "Me" time (\_\_\_\_ hrs. per week)
- Continuous Learning activity

**Week 3 - Friday**

**A.M.**

- ☐ Take stock of the last three weeks. What are you most proud of:

- ☐ Achieving?

\_\_\_\_\_

- ☐ Adding?

\_\_\_\_\_

- ☐ Discarding?

\_\_\_\_\_

- ☐ Changing?

\_\_\_\_\_

- ☐ Doing?

\_\_\_\_\_

- ☐ What is your biggest breakthrough/takeaway in the last three weeks?

\_\_\_\_\_

**P.M.**

- ☐ Serve client(s) or implement actions steps decided on this morning.

**TAKE CARE OF:**

- ☐ Your biggest or hardest task for the day
- ☐ One small task you usually procrastinate over
- ☐ A medium-sized task you don't usually tackle or finish

**FIT IN:**

- ☐ My exercise activity: \_\_\_\_\_
- ☐ My spiritual break: \_\_\_\_\_

**SCHEDULE:**

- ☐ "Me" time (\_\_\_\_ hrs. per week)
- ☐ Continuous Learning activity

## Week 4 - Monday

### A.M.

- ☐ In the home stretch! How are you doing? Are you ready to start attracting new clients?

Brainstorm new products or promotions you would like to create/add:

- ☐ Mastermind Retreat
- ☐ Mastermind Group
- ☐ VIP Day (Skype, telephone or in person)
- ☐ Your own signature book
- ☐ Weekly podcast or video
- ☐ Daily blog posts
- ☐ Contest
- ☐ Giveaway
- ☐ "Kits" (containing workbooks, worksheets, etc.)
- ☐ Software or app
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

### P.M.

- ☐ Serve client(s) or implement actions steps decided on this morning.

#### TAKE CARE OF:

- ☐ Your biggest or hardest task for the day
- ☐ One small task you usually procrastinate over
- ☐ A medium-sized task you don't usually tackle or finish

#### FIT IN:

- ☐ My exercise activity:

\_\_\_\_\_

- ☐ My spiritual break:

\_\_\_\_\_

#### SCHEDULE:

- ☐ "Me" time (\_\_\_\_ hrs. per week)
- ☐ Continuous Learning activity



### Week 4 - Tuesday

#### A.M.

- Today, we're going to focus on client testimonials. How effectively are you using them? Are you making the most of every opportunity? Are you actively asking your clients to recommend you? Do you have an affiliate program? Is one a good strategy for you?
- Study at least six of your top competitors. Analyze their website for testimonials (and **make notes!**):
  - Do they have a "Leave a Testimonial" form or link?
  - Do they have a "Client Success" or "Testimonials" section on their website?
  - Do they feature their best testimonial excerpts in sidebar widgets? Above the fold? Below the fold?
  - What do they do, in regards to testimonials that is original? Innovative? Highly effective?

#### P.M.

- Serve client(s) or implement actions steps decided on this morning.

#### TAKE CARE OF:

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish

#### FIT IN:

- My exercise activity:  
\_\_\_\_\_
- My spiritual break:  
\_\_\_\_\_

#### SCHEDULE:

- "Me" time (\_\_\_\_ hrs. per week)
- Continuous Learning activity

- Analyze your own website. Do you have a “Client Successes” or “Testimonials” section on your website? Do you have sidebar widget testimonials? A “Leave Feedback” form? Arrange to:
  - Update testimonials on your website
  - Ask past and current clients to provide new ones
  - MAKE IT EASY for them with an email or form containing prompts

### Week 4 - Wednesday

#### A.M.

- Create feedback forms:
  - For client emails
    - Create a follow-up feedback-request email for clients who avail themselves of your free offers
    - Create a follow-up feedback-request email for past and current clients
  - For your website
  - For affiliates and JV partners
  - As a hand-out for workshops or speaking engagements
  - As a download for webinars or online sessions

#### P.M.

- Serve client(s) or implement actions steps decided on this morning.

#### TAKE CARE OF:

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish

#### FIT IN:

- My exercise activity:

\_\_\_\_\_

- My spiritual break:

\_\_\_\_\_

#### SCHEDULE:

- "Me" time (\_\_\_\_ hrs. per week)
- Continuous Learning activity



**Week 4 - Thursday**

**A.M.**

- Set up an affiliate program, if you don't have one and have decided it's a good strategy.

Include:

- FAQ page
- Guidelines
- Resources
- Graphics
- Ads
- Instructions

- Decide on an affiliate management system:

- Software
- Experienced assistant
- Third-party platform such as LeadDyno, AccessAlly, or Infuaionsoft

**P.M.**

- Brainstorm a Giveaway or contest for your affiliates. (Create a simple product to base it around: E.g., new packages; a package deal.)
- Plan and outsource or set up these yourself.

### Week 4 - Friday

#### A.M.

- Celebrate your clients! Plan to:
  - Feature them on your blog or in your podcast
  - Change your Testimonials section to make it more about their achievements and dreams realized
  - Create something special for them as a token of appreciation
  - \_\_\_\_\_
- Create a new Facebook Group (especially if you don't have one already). Give it a single focus, so that everyone is talking about one topic. (If you're a business consultant, something like a "The Client Magnet Group" is a great way to start. For example If you sell Mary K products your group could be "Mary K Beauty Secrets".)

Plan to spend time there. Pay attention to your members. Answer their questions. Listen. Share useful tips, tools and links.

#### P.M.

- Serve client(s) or implement actions steps decided on this morning.

#### TAKE CARE OF:

- Your biggest or hardest task for the day
- One small task you usually procrastinate over
- A medium-sized task you don't usually tackle or finish

#### FIT IN:

- My exercise activity:  
\_\_\_\_\_
- My spiritual break:  
\_\_\_\_\_

#### SCHEDULE:

- "Me" time (\_\_\_\_ hrs. per week)
- Continuous Learning activity



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Faculty Member:  
Lethia Owens, CSP

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CONTINUE TO LISTEN, LOVE AND LOOK OUTWARD—and remember to celebrate yourself for increasing your confidence and getting firmly into your zone: The one where you live with passion and joy.