



CONFIDENCE SECRETS

10 **BREAKTHROUGH** PROVEN STRATEGIES
TO SKY ROCKET YOUR CONFIDENCE
STEP-BY-STEP!

By Matthew Hussey

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THE COACH CALLED UPON BY COACHES

Since the beginning of his career in coaching Matthew has been labelled by audiences as 'The Confidence Guy'. The nature of his coaching centered around:

- a) **Knowing exactly what confidence REALLY is**
- b) **Having a formula for getting it**

Matthew Hussey's success with people began early, speaking in front of audiences about how they could have more impact in their own lives, and on the lives of people around them.

Since then he has quickly gained recognition in the speaking world as a full time personal coach and seminar leader. He has been called upon both by Channel 4 and the BBC for his expertise in separate TV shows, and has been quoted in several of the UK's largest publications. He is called upon by leading organisations, universities, and some of the world's most

successful companies including Accenture, and Weil Gotshal & Manges.

Having worked with over two thousand people in the area of personal relationships and communication, he has become an expert in developing the confidence and personal skills needed to become successful in life. He has now



become the go to guy for other coaches, and a team of expert coaches now follow his methods.

Feedback from people who have seen their own lives transform proves just how successful he is at transferring these skills to others. His success in public speaking and understanding the psychology of people has allowed him to coach a huge variety of people on how to be more effective in every area of their lives.

Using the tactics below, you can get started immediately on the road to a life where confidence isn't something you dream about having, it's something you live every day.

WHAT IS CONFIDENCE?

Confidence - noun

- 1) *A feeling of self-assurance*
- 2) *The state or quality of being certain*

First, I want to shake you out of the idea that you need certain things to feel confident.

Most people make the mistake of thinking that they need superficial badges of success before they can feel good about themselves, things like money, fame, a big house, the right job or the right car.

This simply isn't true.

In fact, needing these things to feel good about your life is the opposite of confidence: INSECURITY.

Because if you strip these people of all these things they have earned they have nothing to offer. They feel worthless without them.

This is not a position of power.

Confidence = Control

I really believe that confidence is control.

What kind of control? - This phrase sums it up best:

Our internal confidence is determined by how much control we have over closing the gap between where we are now and where we want to be.

Let's imagine this gap:



So, in relation to this diagram your current level of confidence would be determined by two things:

- 1) How large is the gap between the two?
- 2) How much control do you feel you have over closing this gap?



WHERE DO YOU WANT TO BE?

See, you can be miles away from where you want to be and still be confident.

Think about it right now, where do you want to be? - In five years, ten years, NEXT YEAR! Your ultimate vision for 10 years down the line may be extreme, outlandish and beyond your wildest dreams. If so, GREAT!

In fact, I encourage you to create a vision for yourself that literally makes you salivate at the thought of it.

Just get a picture of it; maybe reclining in your luxurious living room looking at your 4 best-sellers neatly tucked in the bookshelf. Maybe it's enjoying the breeze from the beach while you send emails from your swimming pool in LA. But this isn't some idle beach fantasy. Really think about what kind of work would you be doing in this ideal scenario? How would you be spending your days? Who with?

It's this vision that will encourage you to push through when times are difficult.



HOW CAN CONFIDENCE HELP YOU GO FURTHER IN LIFE?

1. GETTING YOU THROUGH THE BAD TIMES

Confidence is everything. In tough times when fate deals you a bad hand, when things are at their worst, the only thing you have is that absolute belief in your own abilities to carry you through.

Without that we submit to feelings of being powerless, worthless, and at the mercy of the world around us. Ultimate confidence is knowing that wherever you find yourself now, you possess all the power within you to drag yourself out of the bad, and up to where you need to be.

2. MEETING ANYONE, ANYTIME, ANYWHERE

Having the right people around you can single handedly make or break your success in life. It's absolutely vital that you meet the right people along the way, and hang on to them.

As we mentioned earlier, confident people don't need a certain status to meet important people.

Once you master core confidence, you will be able to walk into any room, anytime, anywhere, and work the place like a pro. Because confident people know how to offer value to others.

3. GETTING THE BEST DEAL

Insecure people are afraid to ask for what they really want, and consequently miss out on opportunities that are there for the taking if they would only assert themselves. Mastering core confidence serves to make you a better negotiator and seize opportunities when they present themselves.

4. ALLOWING YOU TO ENJOY LIFE ON A WHOLE DIFFERENT LEVEL

How many people do you know that are successful but they can't seem to really enjoy life? Confidence is what allows you to truly enjoy and make the most of everyday, because you'll know how to control your thoughts and emotions.



5. FOLLOWING YOUR DREAMS

Have you ever been at a stage in your life where you didn't follow your heart and your true goals because

you didn't have the confidence you'd succeed? Or maybe other people told you you shouldn't? Having ultimate unstoppable confidence is what allows you to do the things in life you truly want to do.

6. GETTING THE LOVE LIFE OF YOUR DREAMS

I can't tell you the amount of people I have met who are in a rut in their love lives because they don't have the confidence to go after what they really want. Unfortunately, until they take care of their confidence, they never will. Getting what you want in your love life is all about taking risks. Do you think that you could benefit from a kind of confidence that meant you never worried about taking another risk in this area again?

Since confidence seems like such a big subject, let's break it down in a manageable way.

THE 3 LAYERS OF CONFIDENCE

Having coached enough people now to see just about every pattern that exists in people's confidence, I get it now. Let me make something clear. I am not more socially aware, nor more intelligent than the next person, it's just that I would have to be an idiot by now not to have seen what's really going on here.

The other thing I will openly admit is that there are still issues of my own confidence that I am dealing with on a daily basis. It's a path that we never truly finish, we just keep scaling the mountain, and the higher we get the more rewarding it is to see how far we've come (even if we forget it at times!)

What I realised in all this coaching, and through observing other self proclaimed 'Confidence Coaches', is that most coaching either attacks the physical manifestations of confidence i.e. Clothes, body language, voice, persona, or they

attack the deeper internal issues, such as belief systems and internal thought processes.

The trouble with these approaches is that they don't acknowledge the whole picture. Focusing too internally can lead one to neglect their actual life and how much they are achieving in the outside world, but focusing too externally can lead to papering over the cracks! As a good friend of mine once elegantly phrased it: "You can put whipped cream on a turd, but it's still a turd."

In trying to find the quickest route to confidence (since life's too short to take the slow path!), I had to find a way to attack it from all angles so that nothing was left to chance. So I developed a model which encompasses every element of confidence: **THE THREE LAYERS OF CONFIDENCE.**

Using this model you'll be able to expose exactly where the gaps in your confidence are,

and using some of the tools and techniques below you'll learn how to fill them. Half of people don't know what causes their lack of confidence, and the other half know but have no tools to fix it. Using this model and the

techniques below you will have both. Your journey starts here!

So what is the first layer of confidence?



THE SURFACE LAYER

This is what we project externally on a daily basis, it comes down to a number of variables:

- ✓ Your voice
- ✓ The way you walk
- ✓ The way you gesture
- ✓ Facial Expressions
- ✓ Your posture
- ✓ Your actions
- ✓ Your conversational abilities

The list goes on...just picture it as everything the rest of the world can see. It is, in theory, an external reflection of your inner confidence. I say 'in theory' because the fact is that on this level confidence can be faked to a large extent.

The classic example is that of someone who appears supremely confident on the outside but is actually incredibly insecure when you dig deeper. We can all do things to make ourselves

look more confident, by sticking our chest out and walking tall, or smiling and joking as we network a room, or wearing the right clothes.

However, just because you can fake it that doesn't necessarily make it a bad thing, especially in the beginning when you are trying to appear more confident before you feel like your inner beliefs have caught up. It is not a sustainable long term strategy however, because as soon as something comes along in your day to throw you off track, it will be very hard to maintain these appearances.

That is why we need to start backing up the surface layer with the next layer: The lifestyle layer.

THE LIFESTYLE LAYER

This layer of confidence is fundamentally derived from your outer world. If the surface level is everything you outwardly portray to the world, the lifestyle layer is the confidence you derive from the world you create around you. In it's simplest sense, it all starts with what you choose to do with your time, as ultimately, that will determine who and what you have in your life.

This all comes to form our 'Constructed Identity'. The kind of things that make up our constructed identity are:

- ✓ Our career
- ✓ Our earnings
- ✓ The hobbies we have
- ✓ Family
- ✓ Friends
- ✓ The condition of our body
- ✓ Our social life

- ✓ Our skills i.e. knowing a language or an instrument

You get the picture! There are a lot of different areas that go to making up the lifestyle layer. These traits make up our general lifestyle. How proud we are of this lifestyle will also determine our level of confidence at a given time.

As part of my courses I help you to build on the lifestyle layer, so that your life is filled with things you are proud of that give you huge levels of confidence. Once you have this it becomes much easier to adopt the surface level, because it then feels like it is rooted in real world achievements.

Now the thing about these first two levels is that they can be taken away from you at any given moment. Suppose a natural or financial disaster wipes out all your assets tomorrow.

Say you are in an accident and can no longer function in the same way. Suddenly your lifestyle has instantly changed.

The question is: **How will you let this affect your level of confidence?**

Well if you only have the first two layers of confidence, the answer is of course, **DISASTROUSLY!**

Think about this...how is it that you can see film stars with wealth, fame, status, and admiration depressed and insecure about their lives, some of which even resulting in suicide?

It's because they only have the first two levels. They look good, they know how to portray confidence, and their lifestyle is fantastic, but they are missing the third layer....



CORE LEVEL CONFIDENCE

This is really where it all ends up. When everything is on the table, the thing that really keeps us strong is our core confidence.

So what is core confidence? Or rather, what allows us to feel core confident? In short, it is our beliefs. Our beliefs about what we are worth in this world, what we deserve, what we can achieve, what we are here to do. What I love about core confidence is that it's not about how much you have achieved already. It's about what you believe is possible for you.

People with core confidence can lose everything and still feel absolute assurance in their abilities.

I saw an interview with the wealthy entrepreneur Alan Sugar once that illustrates this kind of assurance. He said that if he lost everything tomorrow and had to go back to

working the markets in London, he is absolutely certain that could start all over again and re-create his wealth from scratch.

It's when the chips are down that we truly see our core confidence. There is one way I know of above all else that allows you to create core confidence. It all comes down to one ability:

Core confidence is almost solely dependent on your ability to LOVE YOURSELF.

Once all your merits and possessions have been stripped away, how much can you genuinely love yourself? It'd the extent to which you can look in the mirror and say: "That person right there in front of me is the best friend I will ever have." When you can do this nothing else matters at the end of the day, because this is the layer of confidence that noone can take away from you.

And get this!

Once you've acquired this layer your ability to create opportunities in this world, your abilities to enjoy life and your abilities to love other people for who they are go through the roof! This isn't a muscle that is trained all in one go. And truthfully we'll never have this layer truly tested until the other two are taken away. But that doesn't mean we can't start to train that muscle now.

Start by finding reasons to love and appreciate yourself, and constantly reward yourself for them in the same way that you might do for others. This is an area I spend a lot of time focusing on in my seminars, because its at the centre of everything.

So with our three layers in mind, lets look at how.



10 PROVEN TECHNIQUES FOR KILLER CONFIDENCE

Now let's look at some techniques for building confidence today!

I have split them up into the three layers so that you know which one you are building when you apply it.

Cool right?

So here we go. Techniques 1 and 2 operate on the surface level.

TECHNIQUE 1 - LOOK YOUR BEST SELF

Don't save looking good for special occasions.

The first thing you should be doing in the morning is whatever makes you feel like a million bucks.

Anything you do from washing, shaving, brushing/flossing your teeth, putting on

moisturiser, dressing your best, make-up, sorting out your hair.

If it makes you feel good, then add it to your morning ritual. Now you're ready for whatever the day throws comes your way. You don't have to panic if suddenly someone you want to impress shows up and you're terrified because you haven't showered and you feel like crap!

Take some pride in your appearance and take the time to look your best. This might mean you have to get up 45 minutes earlier, well so be it! it will make a huge difference when you start the day.

TECHNIQUE 2 - WORK ON YOUR BODY

Quite simply, you need to be exercising 3-4 times a week. I know that might be something people have nagged you about for years, but those who already do this will be able to testify to how much better they feel!

Working out intensely several times a week will make you;

- a) *Feel better*
- b) *Look better*
- c) *Sleep better*

Those 3 alone are worth the time spent getting physically active.

The trick here is:

1) You don't need to spend a long time doing this - Your best bet is to exercise often but in relatively short sessions. Even a proper gym workout need only take 45 minutes to a solid hour. On the weekends you can spend longer and make it more relaxed.

Make it as easy as possible for you to do this! Some people start way too intense and end up spending hours in the gym every session. That

might work for a week but in the long-term sustaining it can be a problem.

2) Get creative! - Keep variety going. If you do the same thing day in day out its going to become a slog. So vary it up! - Most gyms have a whole host of classes you can try, be it boxing, aerobics, or cycling. Also, what sports would you like to try? Can you mix up your workouts by maybe going running outside a few days a week? All this variety will make it much easier to keep your interest engaged.

Techniques 3 to 7 relate the the lifestyle layer of confidence.

TECHNIQUE 3 - BUILD A LIFESTYLE YOU ENJOY LIVING

One sure-fire way to building a lifestyle you love is to start becoming a YES man.

Put simply: SAY YES MORE!

When I read the book 'YES man' I realised how much importance this little philosophy had for my own life. I was saying no too much: no to friends parties, no to social events, no to opportunities. Then I started saying YES and my entire life opened up. I experienced hobbies, fun trips, new directions for my career that I never thought possible. Now I have amazing people in my life and a social calendar that gets me excited every day.

Try saying YES to as much as possible for the next month and just see if you don't get hooked!

TECHNIQUE 4 - ADOPT THE FIVE MINUTE PLAN

If confidence is control, then we need go get certain about where we are going everyday. Too many of us don't know. We wake up and spend the first half of the morning figuring out what we're going to be doing.

What you want to do is know your purpose as soon as you get out of bed! So before you go to bed every evening, I want you to write down a five-minute plan. This is a rough schedule of what you're going to get done tomorrow. You can make it manageable by writing down the 5 biggest priorities for tomorrow. You might put next to each of them the first action which needs to be taken to get it started, or done!

This way you can make sure that the important things are getting a look in every day. Going through your day aimlessly getting things done as they come into your head will make you feel overwhelmed and out of control. You'll be powerless to the whims of everyone else's urgent concerns.

Get that control back! Know where you are going!

TECHNIQUE 5 - GET INTO THE RIGHT NOW!

You are not working to have fun in 5 years. You should be having it now. If you're not now, you never will, I promise you that.

You will still be yourself in 5 years, so no more kidding ourselves that we will magically have time for everything we want to do 'someday'.
SOMEDAY Does. Not. Exist....Period.

See we have to learn to deal with the inevitabilities of life:

- ✓ New things will make you uncomfortable, you will get nervous.
- ✓ Most of the things worth doing will take effort - nothing is truly effortless.
- ✓ Your to-do list will always be full. Learn to accept this, so you no longer have an excuse to put things off for a time when you have less on your plate.

- ✓ You will die, you will pay taxes (if you find out how to evade these last two, do send me an email).

How to get into the right now?

Whenever you find yourself putting a plan off for another day, ask yourself:

If I had a gun to my head, could I set this project in motion today?

If it's a fun trip ask, what could I do right now to make immediate progress on making this a reality?

Am I putting this off for a good reason, or just because it feels difficult?

Remember, NOW is your only moment of power, there is no other moment.

"The quality of your life is determined by what you are doing in this moment."

TECHNIQUE 6 - WORST THINGS FIRST!

80% of our stress comes from about 20% of the things on our to-do list.

Yet instead of focusing on this 20%, these are often exactly the things we put off for a long time in order to avoid the pain of facing them.

What is your 20% right now?

So many of us fill our time with loads of stuff that doesn't actually make a difference and then complain that we're so busy. Busy DOES NOT equal productive!

Start handling the important stuff and you'll walk through the rest of your day with unstoppable confidence. Remember at the

beginning we said that confidence is all about control? Well handling the things that stress you out will reinforce your faith in your own ability to make things happen! Identify what's important to you and start handling it!

TECHNIQUE 7 - KEEP IN REGULAR CONTACT WITH THE PEOPLE CLOSE TO YOU

People make keeping in touch so much harder than it needs to be. All it takes is a quick phone call! Just 5-10 minutes per person on the phone will help you to re-connect with people, even those you haven't called in a long time. If you have a niggling feeling that there is someone you should call, just do it now. When you feel good about your connections and relationships with other people, you'll feel loved and appreciated.

Make sure you give to the relationships in your life. Give others a call just to tell them your thinking about them. Drop your family a little

message, or a letter if they live further away. Try the following today: Compliment someone without expecting anything in return, praise someone for doing a good job, tell someone how good a friend they are.

BECOME THE PERSON PEOPLE LOOK FORWARD TO HAVING AROUND. BE A GIVER!

Make being sociable a part of your daily routine. If you socialise a lot you will always be warmed up. You won't have the fear of being rusty with people. Here's a little saying that sums it all up: "If you stay ready you ain't gotta get ready". In other words, if you make being sociable a part of your daily routine, you'll be ready when it's important i.e. having to charm important people, job interviews, meeting someone you're attracted to.

Techniques 8-10 relate to the Core layer of confidence.

TECHNIQUE 8 - DON'T BUY INTO THE REST OF THE WORLD'S EXPECTATIONS OF YOU

Most people spend their whole lives following a script they didn't even write. It's usually written by their family, their friends, and society around them. It's shocking how many people I know just wish they weren't doing their job, yet make no efforts to change their situation. I mean, this is your one life! This is your only shot!

Don't let the rest of the world tell you what is and what isn't possible. It's time to start deciding your own boundaries!

Most people live ordinary, average lives. So it follows that if you want an extraordinary life, you cannot do the things that everyone else is doing!

We can spend so much of our lives shirking away from our true calling because of fear of failure, fear of stepping out of line, fear of what others will think.

Well now I want YOU to choose where the line is. Start deciding what works for you and what doesn't.

"Don't let the quality of your life be determined by the thoughts of strangers!"

Most people are more confident/certain of other people's opinions than they are of their own, which is why they care so much what strangers think. We have to start valuing our own opinions more highly. You know what's right for you, so do it. And even if you're not sure, try something. If it doesn't work, try something else!

TECHNIQUES 9 - TURN FEAR INTO EXCITEMENT

Fear paralyzes people these days. It can stop you from achieving your goals, living the lifestyle you want, living where you want, talking to who you want. Everything you strive for can be sabotaged because of fear.

It even stops us from starting things we really want to do:

- ✓ "Oh I'd like to try and get a book published, but I just don't know if I'm any good"
- ✓ "I would like to start (hobby x), but everyone there will be really good, maybe I'll just leave it. I don't want to look stupid."
- ✓ "I don't know, my friends/family will make fun of me if they find out"

Here's the big revelation:

"Fear is inevitable. It will never vanish entirely!"

Instead of doing what so many of us do and persistently avoiding fear, you have to learn how to break through it.

When you try anything new, fear will start to inevitably set in. Learn to live with this. In fact,

learn to convert it into a positive experience. Whenever I get nervous about having to talk to someone now or try something new, I get excited. Because I know that breaking through fear will equal growth and confidence.

Think about going on a frightening rollercoaster.

What's the emotion the first time: FEAR

But we go on the ride in spite of our fear because we've learned to associate it with excitement.

What's interesting is that as we go on more times our fear subsides and we start to feel more confident and certain about the whole thing.

So remember, fear can be exciting! And the more you do something the less you will fear it.

"First you do the thing you're scared of, then you get the confidence."

TECHNIQUE 10 - NURTURE YOUR WINS

And finally:

Make sure you pat yourself on the back when you get things right.

The key to confidence is not to avoid failure. Nor is it simply to avoid wallowing in our failures (though we obviously shouldn't).

The big key to core confidence is to **celebrate your victories**.

Especially when something great comes through. When you get that job offer, or make that big sale, lose that weight, make sure you mark the occasion. Call up your friends and open a bottle of champagne, do whatever makes an evening special.

You will start to get used to that feeling, and

when you do you'll start to want it more. You'll want to push yourself further, set the bar even higher next time and have a massive celebration when you get there.

Don't save up all your fun for "someday" in the future. Cheer for the little victories as and when they come. These victories give you the fuel you need to keep going.

KEEPING MOMENTUM AND DAILY PROGRESS

"Go confidently in the direction of your dreams. Live the life you've imagined" - **Henry David Thoreau.**

So you have 10 dynamite techniques at your disposal. How do you make sure you don't fall into the ancient trap of going straight back to doing what you always do?

The single best way to keep up daily progress is to measure it. So first we have your vision,

that's the ultimate life your aiming towards (as discussed earlier). But we need to get more specific than that, which is why I recommend setting **6-month goals.**

I recommend a 6-month plan. Maybe it's to get six-pack abs, or write the first draft of a novel, or get your business up and running. Whatever it is write it down, and make sure that achieving it is realistic. You need to be able to celebrate when you reach it, and the only way you can do that is to be very clear about what you are able to achieve.

And make it measurable! - Don't just say you want to lose weight. Get out a tape measurer, get your waist size down on paper **RIGHT NOW**, and then decide exactly what size its going to measure in 6 months.

Now you have a real plan to work with.

TO ACHIEVE THIS PLAN, YOU WILL NEED THE FOLLOWING:

a) Monthly goal-posts - This is how you measure your progress (a vital step to keeping motivation). It might be losing 5 pounds this month, it might be making a certain amount of money, or having the first 2 chapters of your novel written. Whatever it is, write them down and GET SPECIFIC!

Don't be wishy-washy, set your goal-posts as very specific monthly targets that will keep you on track. The key to winning is in the detail.

b) Weekly strategies and Daily action - Now we get to the nuts and bolts of getting things done.

This is where you outline exactly what you are going to do on a regular basis.

So, let's say you have your 6 month-plan:
Get six-pack abs.

And you have this month's goal post:
Lose 5 pounds

Now we need to know:
How are you going to do it?

Every night, before you go to bed, take 5-10 minutes to schedule exactly what action you will be taking over the next coming days to achieve your goal. Maybe tomorrow you have to go hire a personal trainer to create a programme for you, or just get your butt down to the gym for 45 minutes. As always, schedule exactly when you're going to do it, and for how long.

c) Keep celebrating those wins!

You have to keep yourself going today by celebrating the little wins as and when they

come. Maybe you just went down a couple of jean sizes, well go buy an expensive new pair and enjoy how good you look in them.

You got an exciting phone call offering you a job? Go buy a bottle of champagne, call up your friends and have a blast!

Its simple psychology, reward yourself for doing things right. This will give you the juice to keep going. Small wins give you the fuel you need today.

Remember, above all else...

You only ever have two options in any given moment.

You either wait...

or you CREATE.

What are YOU going to do?

I'll see you soon. To find out about my training programmes, live events and private coaching, email info@matthewhussey.com. Alternatively visit my blog for more quality content on a regular basis to give you the fuel you need!

Good luck my friend!

Matthew Hussey

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