



*BOOST*  
YOUR  
**CONFIDENCE!**

**How To Succeed  
At Being Yourself**

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# Introduction

Have you ever wished that you could simply go to a store and say, "I'd like a kilo of self-confidence, please?" Tell me where to buy and for sure a long stretch of line leads to this store!

So what then is self-confidence? How can we acquire it if we need bottomless supply? This book provides the answer.

Have you ever tried looking at yourself in a full-length mirror? Did you feel a tinge of shyness? Did you squirm at your image? Did you wish you could be more proud of yourself and carry yourself better? If you feel guilty of this habit, then this book is for you.

This book will teach you how to:

Boost your self-worth or self-esteem

Appreciate your uniqueness and strengths

Help others become more confident

Improve your self-confidence without becoming self-centered

Relate confidence with nurturing relationships

If you are not content with your self-image, it only shows that you have no self-confidence. If you, yourself, lack self-confidence, then how can others have faith in you?

During interviews, confidence boosts your chances of clinching that dream job. Consider a situation where two applicants are vying for the same position. During the interview, one exudes poise and self-assurance, while the other is a nervous wreck. Do I need to ask who will get the job?

Why is self-confidence often equated with effectiveness? A person's self-confidence shows assurance in his own decision. This level of assurance directs others to put their confidence on this person's judgment.

Confidence also has the power to overcome fears, hindrances, opposition, and setbacks that can confront the best of plans. People with a high degree of self-confidence are normally more likely to be successful – all other aspects being equal.

It is equally significant to find out the different situations that weaken self-confidence. People who are trapped in an environment that fosters negativity and constant criticism become disheartened and discouraged. An embarrassing incident can suck the confidence out of a person.

The best part in all of these is that confidence is something that can be developed. It is something that can be learned. Learning starts now...

# CHAPTER I

## Wanted: Lasting Improvement

*“There is no value-judgment more important to man – no factor more decisive in his psychological development and motivation – than the estimate he passes on himself.”*

- Nathaniel Branden

Year in, year out, we make resolutions, don't we? Why do we fail in our resolution to improve ourselves? Out of frustration, we seek out various self-improvement programs and books. Has it occurred to you why the number of self-help books is on the rise?

Many people nowadays read self-help books and enroll in some new self-improvement programs. They wanted to lose weight, quit smoking, begin exercising, read faster, improve their personality, or learn new skills. Most people embark on such programs because they are discontented with themselves. They believe that if they can modify something in themselves, they will experience contentment.

People's experiences led them to believe that if they implement any external changes within themselves, they will feel better on the inside. When they receive honors, degrees, and accolades from peers, they feel good. This led to the belief that a good feeling does complement accomplishment. They conclude that by changing things on the outside, by becoming what other people like them to be, their inside world will change.

It is surprising that most people got it all wrong! Actually, it works the opposite way. CHANGE MUST BEGIN FROM WITHIN.

The process starts with a change in thoughts and way of thinking. This change of thought often leads to a change in lifestyle. You can improve the way you think, notice a shift in your behavior and perspective, and start to see yourself in a better light.

While you may have initiated that conversion of the inner world, it needs to be sustained to avoid going back to the old ways. As you read along, you will be introduced to simple, useful, logical, time-tested procedures that thousands of successful people have applied to change self-doubt into self-confidence. Some are daily exercises to build up your self-image, while others are reminders of universal laws to help you stay on the right track when you become too reactive to successes and failures.