

SET YOURSELF FREE

A STRUCTURED PROCESS
TO HELP BUILD
CONFIDENCE
AND SELF-ESTEEM
IN ANY AREA OF YOUR LIFE

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PREFACE

I often hear people say that they have no self confidence, that they feel their life is a pre-determined failure with no light at the end of the tunnel to look forward to. They believe that everything they try to do will no doubt end in disappointment, or rejection which slowly, yet surely ends with all of their enthusiasm slowly seeping away into the ether.

Well, that was me a few years ago. I was bullied relentlessly at high school and those experiences had a truly detrimental effect on my life as an adult.

Yet, at 27 years old, a somewhat unexpected recovery from a brain tumour, made me realize how powerful the mind can be, if you just use it in the right way.

After my recovery, I decided to devote my time to finding out how to use the power of my mind to change the way I felt about myself as well. It was time I did something to regain control of my life and start living the way I deserved.

The knowledge I gained from my journey, is what I give to you in this book. The purpose of this book is to help you understand why you feel the way you do, who's responsible for making you feel this way and what you can do to change it. The process of changing isn't controlled by me, or the people you surround yourself with. You won't ever change someone else to conform to the way you think, or act.

Also, no one is going to make the changes for you. Believe it or not, every change you make will be because you were strong enough and confident enough to do it yourself!

Take the time to read through the material. Follow through on the exercises in this book and before you know it, you'll attain your bright and powerful future too.

Hopefully, by the end of this book, you'll understand how your confidence level became the way it is, why it is, that up until now, you've been powerless to change it and you'd have developed a strategy that will enable you to make the changes you need, using a set of rules that suit the way you live.

You should know, that because you're unique, your definition of what it means to be confident will be different to mine, or anyone else's. For instance, it's no good being told "the best way to make friends is to join a group of *'like minded'* people in a social environment", if you struggle to ask a stranger in the street for the time. It might be, your lack of confidence shows up as a dread of speaking in public, while with someone else, their lack of confidence means they have to stay home at all times in case they find themselves in a situation they can't quickly get away from.

Like I said before, everyone is different and the route that each person needs to take will be different.

So, this book isn't a list of tasks to complete. Instead, there are a series of steps, which you can adapt to fit with your particular confidence issues.

The direction will be the same for everyone, but the route will change to suit where you are now and where you want to get to.

This will be the start of your journey to finding supreme self confidence within yourself, using your rules.

There's no 'magic pill' I'm afraid. No simple, mental switch that we can turn on for instant confidence and on top of that of course, everyone is unique. The premise behind this book is to help you take control of your own destiny. To give you the tools, the information, the guidance and the structure to help you to discover who you really are, what your strengths and weaknesses are and how to use that information to determine your own future and develop your confidence in the areas you need.

Just because you've suffered over the years, because of your low confidence, it's not set in stone that your future is destined to continue in the same vein.

So, settle down in a comfy chair, with a cup of your favourite beverage, a pencil and some paper. Prepare to discover who you really are and how YOU can change your life forever.

I'll try to help you as much as I can. You can always contact me by email at steve@ConfidenceHQ.co.uk, or by visiting the Website at ConfidenceHQ.co.uk. I'd love to hear from you.

All the resources mentioned in this book and more, are available at:

<https://ConfidenceHQ.co.uk/set-yourself-free/>

INTRODUCTION

HOW TO USE THIS BOOK

You should have guessed by now that this book wasn't designed to read start-to-finish. It's more of a workbook. It's been designed so you can work through at your own speed. Don't try to rush through all the chapters and then do the exercises. If you follow the process and do the work, you will master your confidence and self-esteem issues.

After all, learning to be confident is the same as learning anything else. You'll need information, some guidance and some exercises to complete.

I've tried to incorporate as much as I can into these pages, but you can always email me if there's something missing and I'll do my best to help.

Complete the exercises, get the experience, wallow in the successes, then continue on to the next section.

I've designed pre-written forms and worksheets for many of the exercises and if you'd like to use them, you can go to <https://ConfidenceHQ.co.uk/set-yourself-free/> and download them for free.

New and updated information comes along all the time. If you want to find out about it first and be notified when I release new books and free stuff, etc. sign up at the website and get some free bonuses immediately!

CHAPTER ONE

LOW SELF CONFIDENCE IS A LEARNED BEHAVIOUR.

"No one can make you feel inferior without your consent"

~ Eleanor Roosevelt

It's generally accepted, that if you're confident, you have a clear and honest belief in yourself as a person and in your ability to contribute value to society in general. You know that your views are no more, or less important than anyone else's and you'd be more than happy to not only share your experiences with others, helping them to build their better futures and celebrate in their successes, but also to listen to the experiences of other people, and learn from them yourself.

It's important to understand, that there is a very fine distinction between the appearance of confidence and that of arrogance. Arrogant people do indeed seem to have a high level of confidence when in the company of others. This apparent self-confidence however, usually stems more from the necessity for them to be dominant, rather than a belief in themselves. If the arrogant person makes a mistake, or fails at something, they'll produce a whole slew of reasons why it wasn't their fault and how someone else was to blame. The arrogant person will, in some cases actively try to sabotage, or belittle another's efforts, in case this other person's success impacts on their ability to appear successful. The arrogant person believes they are better than everyone.

No matter how confident the arrogant person seems on the surface, people generally tend to instinctively stay clear of them when they can. You often hear people refer to them as "hard", or "heartless", etc.

The self-confident person, on the other hand, knows that mistakes are a part of gaining the final successes they seek and accepts failures as a part of the process.

They're not afraid to take calculated risks within business and extend their current 'comfort zone', knowing that metaphorically, as with every living thing, you either have to grow (and improve your life), or die (by believing that you'll never be as good as everyone else).

The confident person makes mistakes, generally lots of them, but each time takes the opportunity to learn from those mistakes and do better next time. They're happy to give advice and mentor other people and they take pleasure in sharing in the excitement of other people's successes. They know that they are as good as anyone, but better than no one.

As a toddler, we all have oodles of self confidence. We'll try anything (*even though quite often it's to the detriment of our parents' sanity*). Very often we'll eat pet food, play with sharp objects, climb on and off of furniture that's far too big for our small bodies. Climb on window sills, eat worms, slap the dog, etc., etc.

Many people would say that we do these things because we don't yet have a grip on danger, or safety.

That's partly true, but it's our belief that we won't be injured (*because we have no point of reference*), that allows us to partake in these potentially dangerous pastimes.

Take for example, the two year old child that's playing quite happily with their toys, when they notice a cloud of enticing smoke rising from a container on a small table nearby. Intrigued, they slowly move over to investigate this strange phenomenon appearing within their world and grasp for it!

The very instant their tiny fingers touch that hot cup of tea, their hand experiences an uncontrollable 'fire' that together with the accompanying emotion, causes them to implant a new belief in their mind. They'll know in the future that a cup of smoke hurts if you touch it and then they tend to steer clear in the future. For some, it may take more than one experience to stick in their subconscious, but everyone gets there after a couple of painful experiences.

So as we grow older and we experience more of what the World has to offer, more and more experiences happen to us and to other people around us and we start to develop our own belief system. A set of rules that'll decide our future outlook on life and the amount of confidence we have in ourselves.

Our initial beliefs are based strongly on the beliefs of the people who surround us. These people can and do, although not usually consciously, implant their beliefs on us by the way they react to certain situations and achievements. By engaging us in their experiences and by us sharing in their enjoyment, we also tend to develop a love for the same experiences as they do, at least initially.

If, for instance, your parents were the type of people that took you on adventure holidays, or rock climbing, etc. the chances are good that you would make friends within a similar group of people and would grow to enjoy that kind of lifestyle. We'd most likely become 'adventure junkies' as well.

Alternatively, if your parents liked to live a more sedentary lifestyle, enjoying a good book, or spending time relaxing with family, that's probably what you'd prefer. So, our initial upbringing starts us off on a footing similar to that of our parents, or other family members that are constantly present in our lives. Then we start along the path of education and as well as developing new beliefs, a lot of our current beliefs and values are changed, reduced in importance, or strengthened.

Up to about the age of 12, our minds are like a sponge. We pick up, mostly unconsciously, on other adult's and children's beliefs and values by the way they act with, or to us and then modify our own beliefs according to how those situations effect us, or from the reactions they get from others.

What follows is an example of how our belief system and therefore our level of self confidence can be determined by outside influences.

For this example, I'm going to use the age old situation of a schoolyard bully. Before I start down this rabbit hole, please be aware that what follows is an extreme generalization, but one that will hopefully give you an understanding of how our minds process things and build up our long term belief structure.

When a school has a bully, the children who come into contact with him, or her are generally one of three types; either

(1) they see the bully getting lots of attention and want some of that attention for themselves, (2) they're the type of person who doesn't like the way bullies prey off anyone they see as physically weaker than themselves and they will stand up for the person being bullied, or finally,

(3) they are the person being bullied, *(or they feel sorry for that person and stay as far away from the bully as possible so that they're not next!).*

These children effectively grow into three different types of personality; the ones that grow up to be arrogant and aggressive and who believe that power and oppression is the way to get things done. Next are those individuals that choose to believe that everyone is entitled to equality and they go out of their way to be a success in life, whilst bringing as many people as possible along with them and finally, there's those that believe the only way for them to survive this awful life is to be submissive to the whims of others.

As adults, we see these different types of personality all the time.

The first is the sort of person that would normally be said to have an 'aggressive nature'. This can usually be seen for example, as the boss that everyone dreads seeing in the morning in case they 'got out of the wrong side of the bed' that day. The sort of person that makes an important business decision based on what they believe to be right, rather than what the consensus of the Executive Board might be, or what their colleagues might believe. If the decision they make turns out to be successful, they will happily take all of the praise and adulation, but if it fails, it'll obviously be because someone else involved in the process, messed up!

This is the personality type that becomes the aggressor in an abusive relationship, because they don't always get their way. The types of words banded about with this personality type are usually things like, "*arrogant*", "*bossy*", "*cocky*", "*selfish*", "*self-centred*" etc.

The second type are the ones we'd all like to be; The one who gets all of the adulation at parties, the person that everyone wants to be friends with. The self assured person that always seems to have no-end of admirers. The person that seems to have everything they desire and never apparently wants for anything. This is the person that when you walk into a room full of strangers, this person appears to be surrounded by her own '*groupies*', hanging on every word she says. This is the type of person who's often referred to as '*the life and soul of the party*', she's '*charming*' and '*funny*', etc.

And finally, the type that are generally the quiet ones. This is the sort of person that stands in the corner of the room at parties. He's almost hiding in the shadows, trying his level best not to draw attention to himself. He doesn't make eye contact with anyone, feels completely out of his depth and often, can't wait for the night to be over!

This personality type has probably grown up with some level of inferiority complex, going '*with the flow*' so that they don't get noticed and yet they possibly got picked on again and again by various people during their life.

They'll quite often be introverted and shy. Lacking in any real level of self-esteem and will probably be stuck in a hum-drum job, believing they have no, or at least very little chance of progression, because they're just not as good as any of the other people looking for the same promotion.

Some people in this personality type can become so despondent in their abilities that they drift into depression. Some resort to drink or drugs, some eat excessively, others even 'self-harm', etc. Also in this group is the sort of person, and many of us will have seen this, that seem to be drawn to partners who treat them poorly. This is the person that people refer to as "*the quiet one*", or "*he keeps himself to himself*", or "*Yes, he works in our office, but he doesn't really talk to anyone and I don't think anyone knows much about him.*"

Please remember that these are extreme examples and there are hundreds of levels in between, but you should be able to see how just one event as a child can make a huge difference to our future selves. I'm sure you can see the correlation between the events that happened in the schoolyard and the long term effect it can have on the people concerned?

I used the example of a schoolyard bully, but changes in self-esteem and confidence can occur at any time in our lives; bereavement, health issues, marriage, divorce, childbirth, in fact dozens of things can cause us to become more, or less confident people.

Those of us, who struggle with confidence issues and are married, or in a relationship for example, will have entered into that relationship for any number of different reasons, but I can pretty much guarantee that it wasn't to improve the way we see ourselves.

However, getting married, or being loved by someone else, can give us a huge confidence boost because suddenly, we realize that this person sees a side of us that we struggle to see in ourselves, maybe even a side of us that up until this point, we didn't even know existed within us.

Unfortunately, just as entering into a relationship with someone can bolster our confidence, ending that relationship can have the opposite effect. In the case of a divorce, or relationship breakdown, suddenly we can begin to wonder if we're worth a person's love and affection or; if we're even worthy of affection at all!

The chances are good, that if you're reading this book, you see yourself as fitting, at some level, into the last group.

The group I call 'The Lurkers'! Please don't take offence to the phrase, after all, for years I was one too!

A lurker is a person who hides in the shadows, watches everything, but tries to never get involved themselves. If this is you, I have two bits of very good news for you; firstly, you're certainly not alone. A lack of confidence is the most reported reason why people believe they can't achieve their goals in life.

The second is that you can absolutely become confident, providing you're willing to take a few small steps into what for you, is currently the unknown and decide to believe that a few slightly uncomfortable moments now will lead to greater benefits in the future.

During the course of this book, you're going to be asked to complete some exercises and you'll be introduced to some simple steps you can take, to slowly grow your level of confidence.

However, be aware that some of these initial exercises may well skim the outside of your comfort zone if you complete them honestly. But, always remember that by building up using '*baby steps*' and following through on your actions, you'll soon start to believe in your ability to interact with others, take educated risks and learn how to constantly grow as a person. Before you know it, you'll be the person everyone wants to be friends with!

The process is simple, although I won't lie to you; it may at times take a certain amount of will power on your part to stick with it.

After all, you're going to be changing habits and beliefs that have taken a lifetime to develop, in a relatively short space of time. Those habits and beliefs won't want to go quietly and may sometimes try to bite back.

There may be times when you might find things a bit more difficult than you'd like, and sometimes, you may start to ask yourself if it's really all worth it. However, give it time, do the exercises and stretch yourself a little every day and you will be successful.

If you find that things seem to be getting difficult for you as you progress through the exercises, that's your low self confidence pushing back.

If this happens, remember that Thomas Edison once said that genius is 1% inspiration and 99% perspiration and Henry Ford, the founder of a small motor company from Detroit you may have heard of, once said – *"Whether you think you can do a thing, or you think you can't, you're right"* and I believe he possibly had one, or two successes in his lifetime?

Decide to believe you can do this thing and be right!

CHAPTER ONE - SUMMARY

- Self confident people know they are as good as anyone, but better than no one.
- You can't always control the things that happen in your life. You can however, always control what those things mean to you.
- Take things slowly, use 'baby steps'. Your low level of confidence has probably taken a 'lifetime' to achieve. You won't put it right overnight. Believe me though... it's worth the wait.
- Try to expand your comfort zone just a little bit every day. Complete the exercises that follow in this book and grow a bit each day.

INFORMATION

ABOUT THE AUTHOR

Dr. Steve George is the founder and lead consultant at the Insight Academy, a confidence and self esteem building organisation, based in the United Kingdom.

Over the years he has written several '*self-help*' style instruction manuals, training courses and workbooks.

His foray in to the world of the human mind began in 1987 when he enrolled in a six-month course to become a certified Hypnotherapist. This course opened the flood gates in his mind and he began swimming in the resulting river of information that eventually pushed him into his current specialties of self confidence and social anxiety.

In recent years, Steve has completed formal qualifications in Clinical Hypnosis, Psychotherapy, Psycho-Analysis, Cognitive Behavioural Therapy, Child Psychology and NLP.

OTHER BOOKS BY THIS AUTHOR

If you enjoyed this book, please visit Amazon, your favourite eBook retailer, or the [SteveGeorge.org website](http://SteveGeorge.org), to discover my other popular books.

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Personal Development:

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- Self Improvement for a Successful Life
- Improve your life with Self Hypnosis
- How to Live A Successful and Fulfilled Life Using Only the Tools You Already Have
- How to Destroy Your Social Anxiety Gremlins

Coaching:

- How to build your own Life Coaching Welcome Pack
- The GROW model of goal setting for coaches
- 60 Powerful GROW Questions
- 500+ Coaching Questions for the New Coach

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Like most people nowadays, if you'd like to connect I can be found on many of the popular social media sites. I really appreciate you reading my book and would love to hear from you!

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<https://www.linkedin.com/in/stevegeorgephd>

Visit the website:

<https://ConfidenceHQ.co.uk>

or, My personal website:

<https://SteveGeorge.org/>

A REMINDER

Now that you've finished this book, there's a whole world of information still out there to help you on your journey to greatness.

If you want a share in all this extra goodness, follow the link below and sign up for updates and get free bonuses and lots of free stuff whenever it becomes available as well.

<https://ConfidenceHQ.co.uk>

Also remember, that all of the links, resources, additional content, etc that I mentioned in this book is also available on the ConfidenceHQ.co.uk/set-yourself-free/ page.

You don't have to go searching, or try to remember all the things I mentioned. Just concentrate on following your journey and I'll take care of the rest.

Found a typo? No matter how hard I try to make sure my work is flawless, it's still likely that a typo, or two will slip through the net. If you come across any error in this book, please take a few moments to let me know.

That way, I can ensure that readers in the future don't have to suffer the stresses caused by my mistake. You can send me an email at; steve@ConfidenceHQ.co.uk, or visit the contact page on the website.

Thank you so much, I really appreciate it.