

Total Self-Confidence in 7 Days

By Mark Anastasi



TABLE OF CONTENTS

Acknowledgements	3
Foreword	3
I Introduction	4
- My Journey To Total Self-Confidence	5
- My Outcomes	5
- <i>Your</i> Outcomes	6
- The Importance of Total Self-Confidence	6
- What is Total Self-Confidence?	7
- Total Self-Confidence Is Our Natural State Of Being and Our Birthright	8
- The Key Is TAKING ACTION!	9
- The Origins of a Lack Of Confidence	10
II Self-Confidence Begins With Self-Analysis	14
III Radical Self-Honesty and Accepting Total Responsibility For Your Life	15
IV Complete With Your Past in order to Let Go Of Your Past	16
V The Power of Knowing Your Outcome	19
- Goal-Setting	19
- Your Code Of Conduct & Your Board of Directors	22
- Life-Scripting	23
- Visualization and Mental Rehearsals	24
- Affirmations	25
VI The Importance of Discipline	27
VII The Importance of Integrity	28
VIII The Importance Of Your Peer Group	29
IX The Power of Mind Control	29
X Putting Things In Perspective – What Things Really Mean	31
XI Empowering Beliefs About Yourself	32
XII Taking ACTION is KEY to achieving Total Self-Confidence	33
XIII Overcoming Challenges Quickly, Effectively, and Positively	34
XIV Overcoming Money Problems Once And For All	35
XV Eliminate The Need For Approval	36
XVI Getting Along With Others And Communicating Effectively	37
XVII Create Empowering Rules For Yourself	38
XVIII Constant Never-Ending Self Improvement And Total Self-Confidence	40
XIX Destroying Limiting Beliefs And Creating A Confidence ‘Anchor’	42
XX Eliminating The Inauthentic Fears: Change, Failure, Success, and Rejection	51
XXI The Bigger Picture	55
- Play A Big Game, Reclaim Your Dreams, Dig Into Life And Be Joyful!	55
- Focus On Helping OTHERS!	56
- Quit Working Hard and Live Your Purpose!	57
- Discover Your Purpose!	58
- Being In The Flow Of Life	59
- Spiritual Enlightenment and Total Self-Confidence	61
XXII The Total Self-Confidence Action Plan – A Recap	63
Final Thoughts	66

Acknowledgements

I would like to thank authors and public speakers Anthony Robbins, Joseph McClendon III, Dr. Wayne Dyer, Warren Borsje, and Peter Sage for being such inspirational leaders, for the courage and heart it took to share their message with the world, and for the impact their work has had on my life.

Ever since walking on my life's true path, living out my purpose, I have been showered with miracles every single day.

I feel utterly blessed and grateful beyond words for the beautiful souls that have come into my life in the past year. Mudrika Bhudia, Marcus de Maria, Simon Stimpson, Lara Schachat, Elise Crozier, Tom O'Connor, Mike Bradley, Kishan Vasani, Jennifer Earle, Stephen Bragger, Rory Kilmartin, Rhonda Flemming, Leo Lourdes, Kathleen Ginn, Gemini Adams, Tim Holmes, Dan Bradbury, Don Ford...

... I thank you all, and may the Infinite Intelligence that inhabits our universe continue to bless all your lives.

Foreword

Dear reader,

I wish to congratulate you for making this investment in yourself, for having an open mind, and for being willing to *educate* yourself about how YOU can get the most out of your life.

If you are reading these lines, you truly are a rare and special person indeed, and I feel privileged to have the opportunity to reach you through this e-book.

Let me start off by saying that absolutely **anyone** can become totally self-confident.

All you have to do is model what confident people say, do, believe, and what they focus on.

It is an absolute fact that the most successful and self-confident people in the world today overcame the same self-doubt and feelings of inadequacy that plagues the majority of us.

How did they turn that around?

That's what you will find out today.

What you need to do to achieve Total Self-Confidence is simple, straightforward, and if you put my suggestions into practice you *will* have a brand new life by the end of the week.

I- Introduction

1. My Journey To Total Self-Confidence

I have 'studied' what it takes to be totally Self-Confidence intensely for over 3 years.

You see, I had suffered a near-decade of extremely low self-esteem, and I know all too well the pain that comes from erecting the mental prison called *"I'm not good enough"*...

It all began when I was 13, and started having acne.

That was *it*, from one day to the next, my self-esteem and self-confidence were just *shot*.

During recess, I would hide away in toilets or in the library, out of fear that someone might see me and go, *"What's happened to your FACE??!"*

I rarely came out of my room, avoided going to parties, did not eat with the rest of my family, in fact, avoided other people as much as I could. I even contemplated suicide.

I didn't believe I could do anything successfully, or that anyone would take me seriously, because of the way that I looked (or rather, the way I *thought* I looked).

This continued during my years at University, in Oxford, England.

Luckily, by that time, I had been introduced to the field of "personal development". I realized that I could become wealthy, happy, successful, and confident... if I simply modeled what wealthy, happy, successful and confident people did!

Gradually, as I started putting these "self-help" concepts into practice, I managed to get myself out of the depressed state I was in and slowly grow into the absolute epitome of Total Self-Confidence that I am today.

I am about to share with you the best information and tools I've come across during this 3-year inquiry.

This material is guaranteed to explode your Self-Esteem and Self-Confidence beyond anything you could expect and faster than you could possibly imagine.

You are about to experience a complete shift in your experience of Life, and dare I say, a complete shift of consciousness.

Let's begin.

2. My Outcomes

My outcomes here are that you gain an absolute, irrepressible confidence in yourself that will make your life a joyful experience where everything just *flows*.

My intention is that you free yourself from fears and self-imposed limitations, pursue your dreams, live your purpose, and make a massive difference in the world!

I want you to realize that being unsure and shy, or being confident, is a CHOICE! It is just a way of *acting*. Being 'shy' is a behavior! You are *acting* 'unsure'. Conversely, **you can learn how to act totally confident and self-assured.**

Once you realize you have a choice, you will choose to behave all the time in a confident manner that supports the achievement of your goals.

I want Total Self-Confidence to become part of who you are, part of your identity. You won't even have to think about it. It will be your new way of being.

3. Your Outcomes

Now, since you are taking the time to read this book, there is undoubtedly something *you* desire to get out of it.

Before you proceed, ask yourself:

Why do I want to have Total Self-Confidence?

What will having Total Self-Confidence mean for me and my life?

What will being unstoppable mean in my job? My finances? My relationships?

What will eliminating fears, doubts, and hesitancy mean for my quality of life?

What is the impact of having absolute certainty in my abilities, and knowing I can handle any situation?

4. The Importance of Total Self-Confidence

This eBook touches upon one of the most important aspects of one's life – how we feel about ourselves.

YOU ARE HOW YOU FEEL ABOUT YOURSELF!

Loving and accepting ourselves is THE MOST CRITICAL FACTOR in experiencing joy, happiness, and success in life.

When you really love yourself and you really love other people, you find that life is really an incredible journey where things flow, and no matter what happens you always find a way to enjoy yourself and you feel fulfilled.

You MUST love yourself completely.

This determines your STANDARDS for what you are willing to accept or settle for.

It determines how well you treat your body and your health, how much money you feel you deserve to earn or feel you can make, your belief in whether you can achieve your goals, how much others respect you and how they treat you, and even whether people like you and want to be around you.

People love being around confident people. You see, confident people do not feel the need to judge you or tear you down in order to elevate their own self-worth. They radiate a positive energy. You feel safe around them.

You need to consistently and confidently take action to move towards your goals, and towards your ultimate destiny.

People who lack in confidence often get 'stuck'. So you see, your entire DESTINY is shaped by your degree of confidence.

5. What is Total Self-Confidence?

True self-confidence comes from an absolute sense of certainty deep within, that you are able to handle anything life throws your way.

Truly confident people exude calm, control, power, certainty.

They care about people, and they make people feel good when they are around them. They never brag – after all, actions speak louder than words. People who brag are just masking their insecurities.

People have varying degrees of confidence depending on what activity they are performing.

For example, someone might be totally confident in performing a piano concert, or driving a car, but feel totally inadequate at a new job they've started, or at flirting with members of the opposite sex.

People with Total Self-Confidence, though, have complete belief in themselves.

They never ask themselves *"Can I really do this? What if this doesn't work out? Am I good enough to pull it off?"*

They know that if they really want something, and they are committed to getting it, it *will* happen.

They know that it's just a question of time until they've mastered the skills and knowledge to make whatever they want a reality.

6. Total Self-Confidence Is Our Natural State Of Being and it is Our Birthright

We come into this world with a totally clean slate.

We come into this world as “Anything Is Possible”. That is who we *really* are – *anything is possible...*

We do not feel embarrassed, guilty, fearful... We have no limiting beliefs, negative beliefs, worries, lack of self-esteem...

We are born fearless and completely uninhibited, feeling no pressure to conform.

Kids are totally empowered, and self-confident. They only do what they *enjoy* doing... or they don't participate! What a concept!

They live in the 'now', are joyful, playful, and thoroughly dig into life! They live in constant wonder and amazement, willing to explore everything, with no fear of the unknown!

We are born with only 2 fears, by the way – the fear of falling and the fear of loud noises.

All other fears we had to learn from our parents and our environment. They are *inauthentic* fears. They do not really exist outside our heads.

The fear of failure, the fear of success, the fear of rejection, the fear of the unknown, the fear of what people think of you, the fear that *'I'm not good enough'*...

You can learn to put all those fears back where they belong – the dustbin.

What would happen in *your* life if you were to adopt a child-like belief in yourself?

Babies keep trying to walk until they *can* walk. They have to fall over again and again and again in the process, but they keep getting up and trying again!

Most adults are afraid to even *try* something new in case they fail! And if they *do* 'fail' the first time around, they never try that thing again, because it doesn't make them 'look good'!

How silly!

THERE ARE MORE IMPORTANT THINGS IN LIFE THAN “LOOKING GOOD”!

Can you imagine if a baby were to say, *“Nope, walking isn't for me – tried it once, it's really not all that it's cracked up to be...”*

All those fears are *learnt* behaviors – layers upon layers of *nonsense* that most people have accepted as real. They are but an illusion that exist nowhere other than in your head!

The truth: anything and everything is available to us.

Children are dreamers – they haven't *learnt* to be limited like we adults have.

You see, most adults explain away their perceived 'failures' or lack of success by saying things like, *"This can't be done"*, *"Be realistic"*, *"It wasn't meant to be"*, *"I'm too old to do this..."*, *"You gotta pay the bills..."*

When you give up on your dreams, you are killing off your *soul!* Most people are dead at 30, buried at 70!

Is *that* what *you* want for your life? What are *your* big dreams?

Life is an unbelievably precious gift – please, please, *please* make the most of the short allotment of time you were given...

It is tragic how we have been culturally indoctrinated and socially conditioned to stop believing in our dreams and instead fit into a tiny little box of what is expected of us...

Go to school... get a job... get a mortgage... get a wife/husband...

Surely there is *more* to life, isn't there?

Deep down, you know these words ring true – they resonate with your true self.

7. The Key Is TAKING ACTION!

This document before you is different to all those self-help books out there because of one critical distinction.

My intention is to have you actually PUT INTO PRACTICE what you'll learn here, and GET CONCRETE RESULTS that will massively increase the quality of your life.

So many times people go to a seminar or read a great book, learn some great insight that will improve their lives... and then do nothing.

The key to this book is *action*. It is ACTION that will produce the results. Not just *"thinking about it..."* or going *"Wow, this sounds so interesting!"*

That is why throughout this book you will have exercises to complete. I cannot emphasize enough how ***critical*** it is that you complete them! You will not get even a fraction of this book's value unless you ***do*** what is recommended here.

There are 2 kinds of people in this world: the DOERS... and those that just 'talk'.

Which kind are *you*?

This book contains the best and most effective techniques and information on raising one's self-esteem and self-confidence. The reason it is concise is because YOU get to fill in the gaps. I don't want to fill your head with dozens of theories and bits of knowledge if it produces zero result in your life. **So... DO THE EXERCISES!**

8. The Origins of a Lack Of Confidence

If our natural state is one of Total Self-Confidence, a state of "Anything Is Possible!"... if *that's* how we start out... if it is our BIRTHRIGHT... how do we end up with "low self-esteem", or "lack of self-confidence"?

Very simply, we made a decision.

You decided you weren't '*good*', or that '*I can't do this*', '*I can't have that*', '*there's something wrong with me*'...

If a child's parents lack in self-confidence and self-esteem, it is almost guaranteed that the child will grow up with exactly the same learned behaviours.

It won't matter how much you *tell* the child that you love them and that they are wonderful – they learn *by example*. It's like telling a child not to smoke when you are in fact an addicted chain-smoker...

Monkey see, monkey do...

Of course, what often goes hand in hand with low self-esteem is abusive behaviour towards anyone weaker than you, in order to elevate your sense of self-worth by comparison.

You tear people down, so that you 'puff up' your ego for a little bit.

As appalling and irrational as this may sound, it is a highly regrettable fact that most parents verbally abuse their children all the time, because it makes them feel better about themselves, and it makes them feel in control, however briefly (especially if they feel their life is '*out of control*').

Confident people don't need to be nasty to anyone, because they are at peace with themselves. They already have a healthy sense of self-worth.

If you grew up in an abusive environment, you need to realize that NOTHING that was said about you was true - it was just a nasty psychological game with psychological payoffs for the 'offender'... at your cost.

You were simply an innocent bystander to someone's pain, anger, and low self-esteem.

It helps to put yourself in their shoes, and understand what they were going through, what their upbringing must have been, how much they've suffered, etc.

Another cause of low self-esteem, and consequently a lack of self-confidence, is family break-ups.

Indeed, it is said that the #1 gift a father can give a child... is to love their mother.

Most children – me included – often feel guilt and associated feelings of unworthiness because of their parents' marriage break-up.

With a divorce rate exceeding 50% in the US, I fear this is only perpetuating itself.

What one needs to realize is that, again, we, as children, had absolutely NOTHING to do with it. We were innocent bystanders, and there was absolutely NOTHING we could have done to make things any different.

It helps to have a completion conversation with your parents about this kind of thing (more on this later).

Another source of lack of confidence is being reprimanded for making mistakes.

As a young child, as you're discovering the world and learning literally millions of new things, how many chances are there for you to get things wrong?

LOADS!!!! You get to make thousands of mistakes again and again!

That's how people learn! From trying things and making mistakes!

When a woman gives birth to a child, her body is flushed with Oxytocin, a powerful chemical that quietens the judgemental mind and makes her feel unconditional love. The effects of this chemical wear off after approximately 18 months to 2 years.

So for the first couple of years, whatever the child does, whether it pees everywhere, or smashes the furniture, or keeps you awake night after night... it's fine, the mother does not get upset. She loves the child unconditionally. It means *"I love you no matter what"*. She loves the child without imposing the condition *"I will love you IF you act like a good boy/girl"*, whatever 'good' might mean in this particular instance.

Now, a couple of years on, with the effect of Oxytocin wearing off, the child might accidentally break something, and this time, instead of accepting this as normal, what often happens is that parents lash out at the child, screaming something to the effect of, *"Bad boy! Why did you do that? Don't do that AGAIN! You can't do that!"*

Now, if you hear, *"You can't do that"* enough times... do you think that as an adult you feel like *"Anything Is Possible"*?

Or do you, instead, shut off millions of possibilities that would otherwise be open to you?

This shouting might even be accompanied by some form of corporal punishment, like a slap on the hand or a spanking...

Many parents attempt to control their child with destructive criticism and physical punishment.

These criticisms are extraordinarily significant.

If we are punished as children for exploring our environment, we develop a fear of the new. Many of us are terrified of making mistakes as a result of this type of punishment. We stay in our comfort zone to avoid the fear of failure and rationalize our decision.

In this first moment of 'abuse', something crucial and utterly destructive happens in a child's mind.

Fear sets in.

"Mommy and daddy don't love me. I'm going to be left all alone."

Fear of rejection has many people focusing unhealthily on the opinions and thoughts of others. Some can't do or say anything without fearing the disapproval of others.

They live lives far below their potential and their reactions to the tiniest disagreement are blown totally out of proportion.

It's easy to see why most people are afraid to tell the truth or confront someone truthfully. If we fear failure, feel unworthy or fear rejection, we won't confront another out of fear of being wrong, of making a mistake, of being disliked or of your own problems being brought into the open.

Our need for love and connection is more powerful than most people give it credit. I dare say it is the reason behind almost everything we do...

Quickly, the child learns how to act in order to please its parents, how to *manipulate* his way into getting what is now *conditional* love.

The parents love him IF he conforms to their rules. The child is loved as long as it does what is expected of it.

The child learns to conform, to suppress its natural instincts and desires, to avoid doing things it enjoys, etc.

Now, what do you think having someone say to you again and again, at such a young age, *"DON'T do this! You CAN'T do that!"*... does to a child's mind?

When you are used to unconditional love, and suddenly someone screams at you for "doing something wrong", do you think that maybe in a confused 2-year-old's mind the idea *"There's something wrong with me..."* could set in?

Then, a few years later, it's time to go to school.

Again, LOADS of occasions to make errors, mistakes, and get it wrong, when there are others that seem to get it *'right'*.

What does a young child's mind decide then?

"I'm not good enough".

By the time adolescence comes around, this belief often has expanded to *"I'm no good at ALL!"* As a teenager you get occasion after occasion to feel *"not good enough"*.

The media feed you an image of how you *should* be and peer pressure makes you want to conform to fit in and be 'cool' ... so as to not lose that love/connection with others.

Soon you feel not rich enough, not smart enough, not pretty enough, smell not good enough, body is not good enough, relationship is not good enough...

Most people have learnt how to survive inside of "*There's something wrong with me*" – a belief they created when they were 2-3 years old!!!

You have designed your life to succeed in order to survive "*There's something wrong with me*". It's all about covering up "*There's something wrong with me*". You hope you fake it long enough so that no one ever finds out...

You try all the time to hide this from other people. 99% of what you do is about "Looking Good".

The funny bit is... EVERYONE ELSE OUT THERE IS TERRIFIED OF WHAT YOU THINK OF THEM!

The Media And Their Effect On Your Self-Confidence

Pick up any magazine, turn on any TV channel, and you'll be bombarded with ad after ad after ad of gorgeous young super-models, and the lifestyles of ultra-wealthy individuals.

Now, I don't know about you, but all that doesn't exactly make me feel great about *my* lifestyle or the way *I* look...

Furthermore, Television channels are funded by advertising, and advertisers' aim, ultimately, is to get us to consume.

As you can imagine, individuality, independent thinking, and self-confidence in ourselves and our choices is the *last* thing they want! They want you to buy things to *conform* and "*Keep Up With The Joneses*"! They most definitely *don't* want you thinking for yourself whether their products are right for you or not! They want you to feel *frightened* into purchasing things, and they want you to feel *bad* if you *don't* have what – allegedly – everyone else has!

Personally, I threw my TV away 8 months ago. You'll find your life becomes much more peaceful...

So, let's recap. By this stage you feel unworthy because you upset your parents when you were 2 years old, or because of your parents' issues and problems, and because you didn't answer some questions correctly at school when you were 6, and because you felt like you didn't fit into an image of how you *should* be as defined by an industry that survives on instilling fear in you so that you buy more products...

Your life is absurd! It makes no sense whatsoever!

The TRUTH: who you are is *ANYTHING IS POSSIBLE*!

You are here to live and experience everything, AND PLAY FULL OUT! You are here to pursue your dreams and live out your purpose with PASSION!

II - Self-Confidence Begins With Self-Analysis

The first step I took to bring about a state of Total Self-Confidence, as simple as it may seem, was buying a journal.

I started writing in it everything in my life that I was committed to changing, everything that I would no longer put up with, and everything that I now wanted in my life (my goals).

It made me realize how silly, disempowering, nonsensical, absurd, illogical, and irrational my fears, my behaviors, and beliefs truly were!

All these things were holding me back, and in fact not only had I created them, but also they only existed within ME!

So here is a quick exercise that requires you to write down some honest answers about yourself:

Exercise I

- What is there in your life that you are not happy about? What can you do to change this?

- What are 2 realities about yourself you find difficult to accept completely?

- When do you feel the most angry or frustrated? What is it about those situations that make you feel that way?

- List 5 fears you currently hold. What do you fear most in your life right now? Why? What would it mean if that happened?

- Complete the following beginnings:
 - *'I like myself least when I...'*
 - *'I like myself most when I...'*

III - Radical Self-Honesty and Accepting Total Responsibility For Your Life

If there is something in your life or something about yourself that you are unhappy about, in order for it to go away, as simple as this may sound, the first step is to KNOW that it exists!

The first step to solving a problem... is admitting you *have* one!

Don't practise self-delusion – face it as it is, not as you wish it to be. Be completely honest with yourself. Don't pretend like the problem is not there. See it as it is.

If there's a 'problem'.... JUST FACE IT STRAIGHT ON! GET IT HANDLED! THEN MOVE ON. Don't ever stay in a situation that makes you unhappy or that you feel is wrong for you in any way. Visualize your desired outcome, and TAKE ACTION to make it as you want it to be.

Unless you can be honest with yourself and with others, and are able to share out loud everything you've ever done, even all the horrifying little things.. they will ALWAYS be able to GET YOU.

You will suppress yourself, retreat... YOU NEED TO BE ABLE TO SAY ALL OF IT!

Taking responsibility

A central tenet of all personal development philosophies – and I have studied most of them – is that in order to experience fulfilment, success, and a joyous life, one must take complete responsibility for their life and what they are and have.

You see, all that exists in your life, good or bad, is there because of **YOUR** attitudes, beliefs, thoughts, choices, and actions.

You and you alone have 'manifested' these situations. You have attracted these situations and people into your life, through your way of 'being' and through your dominant thoughts.

I know this is a really tough thing to accept, but it is a fact.

The flip side to this, and what is an extremely inspiring thought, is that since YOU manifested it into your life, you can equally manifest it away or manifest all the positive things you've ever wanted.

Until you have taken responsibility for the problem – no matter WHAT you feel other people have done 'to' you (which, by the way, is an incredibly disempowering 'victim' mentality) – you will not be able to move on until you accept that you and you alone are responsible.

After all, who chose that business partner, wife, venture, investment, friend, holiday location, having kids, etc?

If you feel like, *"I'M not the source of the problem, so how come I'VE got to solve it??"*...

...then that will just make you angry and keep you from dealing with the situation at hand
(*"It's not MY responsibility!"*)

Remember, **problems don't go away until we take responsibility for them.**

You need to face the facts, and deal with them from a responsible viewpoint. So many people deal with fantasy instead of reality and hide the poor results from themselves in order to maintain that illusory construct.

Avoiding responsibility is damaging to self-respect as it lays our power in others' hands. We choose helplessness. For instance, if we're unhappy, we blame someone else for making us so - but then we're dependent on them changing their behaviour (something we have no control over) to make us happy. We are choosing unhappiness. Responsibility for the self is empowering and it lifts our self-esteem.

Below are some of the options you'll come across in your choice to live responsibly and consciously or unconsciously:

Living Consciously

vs

Living Unconsciously

Thinking
Awareness
Clarity
Respect for reality
Respect for truth
Independence
Activity
Willingness to take appropriate risks
Honesty with self
N Responsibility to the present
Self-confrontation
Willingness to recognise and correct mistakes
Reason

Non-thinking
Non-awareness
Vagueness
Avoidance of reality
Rejection of truth
Dependence
Passivity
Unwillingness to take appropriate risks
Dishonesty
Retreating into fantasy
Self-avoidance
Perseverance in error
Irrationalism

IV- Complete With Your Past in order to Let Go Of Your Past

FORGET YOUR PAST COMPLETELY – IT DOES NOT EXIST, OTHER THAN IN YOUR HEAD!

Holding onto your past only holds you back. Letting go of our excess emotional baggage is an absolute necessity in achieving a quality life, because we quite simply cannot move forward if we're still clinging to our old resentments.

Forgive yourself for your past mistakes! We're all are going to screw up at some time! You may have made poor choices – acknowledge them, learn from them, forgive yourself, and MOVE ON.

Let go of the past! Release it! You don't need to hand on. Live in the NOW! Be excited about the FUTURE! Embrace who you are. Accept who you are. Love your SELF.

I knew I had to let go of *my* past. I was carrying around deep-seeded feelings of guilt for my parents' unhappy marriage – I had always felt that *I* was responsible for it, that somehow, before I came about they had been happy.

But how does one go about *releasing* the past? What must you *do* to let go of it?

I attended The Landmark Forum (www.LandmarkEducation.com) in the spring of 2004, which was by far the most impactful personal development seminar I've ever been to.

During this event, we had to write a letter to every person we had ever wronged, and also to every person we felt had ever wronged *us*, and then call them up and share it with them in order to get "complete".

Most people never get complete about ANYTHING! They always leave everything unclear and murky. They hold on to everything instead of bringing closure to the matter.

I hadn't spoken to my father in 5 years, and hadn't seen my mother in 2 years... I guess you could say I was still holding onto a lot of resentment.

By contacting them and sharing everything that had been going on for me emotionally, by bringing it all out in the open, we were able to work through it and see how ridiculous the whole matter was!

Question: would you rather be happy... or right?

You see, most people (especially those with low self-esteem) spend their entire lives making other people "wrong" and themselves "right". Truly self-confident people can take on the blame, even when they know it's not their fault, simply to bring about peace and resolution.

I was making my parents out to be "wrong", when the reality of the matter was that

- a) they always did the best they could
- b) they simply adored and worshipped us all – my sisters and me – even if they sometimes showed it in ways that drove us crazy...

It is an inescapable fact that your parents are A PART OF YOU. You see, unless you complete with your parents, unless you *accept them*, you will never be “whole” or at peace. Your self-confidence will suffer from it.

As a result of letting go of the past, I got my family back. I felt “whole” again. Powerful.

There are steps you must follow to rid yourself of past guilt you may be holding onto, and they are as follows:

1. Accept your responsibility for the action. Do not deny it. Own it.
2. Explore the reasons you had at the time for behaving as you did. By understanding ourselves we stop repeating the mistakes. If we merely condemn ourselves, our behaviour tends to get worse along with our self-esteem.
3. If our action has hurt others and it's possible to communicate with them, let those hurt know you acknowledge the consequences of your behaviour.
4. Do anything and everything possible to minimise the harm you've caused, eg return something stolen, fix something broken, apologise where harsh words were spoken, tell the truth where you previously lied etc.

Exercise II

- Who has wronged you in the past?
- Whom have *you* wronged in the past?
- With whom do you need to “complete” with so that neither of you carry this issue around anymore? Make a list.
- Write them a letter explaining what was going on for you, and how you feel about it now. You don't *need* to be apologetic – although people are bowled over when someone has the courage and self-esteem to admit they were wrong – you can simply acknowledge what happened for you.
- Contact them by phone and read the letter out to them.

I know it sounds tough, but what is the cost of *not* doing this? Do you really want to go through life accumulating all this garbage that is weighing you down? Every time we leave something incomplete, it's like taking on us one more bag of dirty laundry...

You will see that clearing the past and completing with the past will give you an unbelievable sense of freedom and power.

Forgiveness is a vital factor in moving on from the pain of the past. Forgive who you need to forgive. **Not only must we forgive others for perceived wrongs, but we must learn how to forgive ourselves also.**

Most of us are much too hard on ourselves and need to remember that we always do our best. We always do the most we can, as we know it, at any given time to achieve happiness.

Forgiveness is KEY for a quality life.

V- The Power of Knowing Your Outcome

In the next few pages, I am going to go over different ways to mentally create the life of your dreams.

The power of these techniques cannot be emphasized enough. It borders on the miraculous.

All great achievers throughout history have used these tools and techniques, whether consciously or unconsciously.

They are: Goal-Setting, Life-Scripting, Affirmations, Visualizations, and Mental Rehearsals.

The main reason people don't get what they want, is because they don't KNOW what they want!

CLARITY IS POWER!

The first step to getting what you want out of Life, as simplistic as it may sound, is this:

KNOW WHAT YOU WANT!

Most people have never stopped to think where they are heading, what they really want in every area of their lives. Most people are so busy "doing stuff" that they rarely stop to reflect on what Life is all about.

By spending just 1 or 2 hours thinking about what you *really* want out of life, you are GUARANTEED to MASSIVELY increase the quality of your life.

1. The Power of Goal-Setting

Confident people know what they want. They are goal-oriented.

Goals work because **thoughts are things**. Everything you see around you was first created in someone's imagination. Whatever we imagine and focus on we move towards, and we then create and manifest.

Also, you are acknowledging to both your conscious & subconscious mind that where you are right now is not where you want to be.

Dissatisfaction can be a tool to achieve your goals. You see, part of what motivates human action is a sense of dissatisfaction, and without a certain amount of pressure, there is no motivation.

Why are goals so important? Because with goals we create and shape our lives, and ultimately, our *destiny*.

Also, the act of setting big, challenging goals causes your self-concept and self-confidence to rise immediately because you are admitting to yourself that you want more out of life. You

are declaring that you are taking control of your life, and that you are going to make it happen. You are declaring that it is possible. You have done yourself the favour of recognising your personal power and ability.

Create something compelling enough to move you forward! A compelling goal can make you jump out of bed every day with amazing drive and energy! You need a long-term vision of what you want your life to be about, a compelling future that excites you and gets you going!

The power of goals is simply miraculous. It is phenomenal, and it is awesome.

This was never better demonstrated than in the 1953 experiment conducted at Yale.

It was established that upon graduating, only 3% of the students had written goals.

Twenty years later it transpired that the 3% of students with clearly defined goals were happier, more well-adjusted... and **worth more than the other 97% put together!**

The other 97% of students failed to realise their full potential by being unclear about their goals.

The power of writing down your goals is simply extraordinary. Quite simply, **THEY WORK.** If you write down your goals on a piece of paper, then carry them around with you or stick your goals all around your house, car, and office so that you see them frequently, **YOUR SUCCESS IS PRACTICALLY ASSURED.**

Know what you want. Know your outcome. Clarity is POWER!

Your brain is constantly screening out and deleting 99.9% of everything you perceive. You would go crazy with 'information overload' if it didn't!

Your Reticular Activating System (RAS) will bring to your attention that 0.01% that your brain feels is important.

The way you can get your RAS to work for you in an empowering way... is **by setting GOALS.**

When you write down a goal, you are in fact sending a clear order to your brain (and your RAS) that **THIS IS IMPORTANT, THIS IS WHAT I WANT, NOW GET IT FOR ME!**

[Exercise III](#)

OK, now grab a pen and some paper, and start answering the questions below.

- If you had 100 million dollars in the bank and absolutely no limitations whatsoever, what would you be doing right now? Imagine that you were granted 1 wish – what would you dare to dream, if you knew you could not fail?
- What kind of work would you truly enjoy and be passionate about? Are you currently doing the type of work you love to do? If not, what has stopped you so far from pursuing it? Do you plan to continue allowing that to stop you? If not, what could you do to change that?

- If you had no limitations, where would you want to travel? What would you want to experience?
- If you learnt today that you only had 6 months to live, what would you do with that remaining time? What is *really* important to you? What do you want to leave behind?
- What knowledge or skill would you like to acquire?
- What do you want for your body and your health? Do you want to be healthy, fit, and vibrant?
- What do you want to achieve financially? Do you want to earn \$1 million? \$100 million? Do you want to earn \$10,000 a month? Do you want to eliminate all your debts? Do you have investment goals or savings targets for the next year, 5 years, 10 years, etc?
- What would you like buy? What toys, gadgets, or general items you've always wanted?
- What specific characteristics do you want your ideal life partner to possess? Describe your ideal partner!
- What would you like to contribute to the world?
- What would you like to create?
- What would your dream house look like? What would be in it?
- Who are your heroes? Who would you like to be more like? What character traits would you like to develop? (see *My Code Of Conduct* below)

Once you've got your list of goals, you'll need to review your goals daily. Stick them in your diary, on your fridge, in your car, on your computer, next to your bed, laminate them and stick them in the shower!

Whatever you focus on consistently you will get or become!

By the way, if you have a desire for something, that means YOU ALREADY HAVE THE ABILITY WITHIN YOU to achieve your desires. **What you can *conceive*, you can *believe*, and therefore you can *achieve*. Period.**

Can you imagine what achieving your goals would do to your self-confidence?

What has *thinking* about your goals done for you already? Do you feel more in control of your life? Do you feel the power that comes from this simple act?

YOU ARE NOW DICTATING YOUR TERMS ON LIFE – IT'S YOU THAT DETERMINES HOW THINGS ARE GOING TO BE. YOU ARE IN CONTROL.

Use the Twin Forces of Pain and Pleasure

Here's the key to achieving your goal:

KNOW **WHY** YOU WANT THESE GOALS! **PURPOSE IS STRONGER THAN OUTCOME!**

What's way more important than the HOW we achieve our goal, is the reasons WHY. If you give yourself a compelling reason to achieve your goals, you'll succeed.

All human beings are driven by 2 main forces:

- The need to avoid pain...
- ...and The desire to gain pleasure.

In order to make something a **MUST**, we need to get *leverage* on ourselves. Leverage comes when we associate IMMEDIATE AND INTENSE PAIN with *not* doing/obtaining something, and we also associate IMMEDIATE AND IMMENSE PLEASURE with doing/getting it.

For every goal you set, list all the reasons why *not* achieving it would create PAIN in your life. Link **massive** and **immediate** pain to not achieving it.

Similarly, list all the PLEASURE you would get from achieving your goal. Link **massive** and **immediate** pleasure to achieving it!

2. My Code Of Conduct

This should be a critical part of your goal-setting. Deciding who you want to **BE**. You see, who you ARE is *way* more important than what you HAVE or what you are DOING.

Exercise IV - THE PERSON I WANT TO BE / MY CODE OF CONDUCT

Write down your own version of the list below. Who is your ideal self? Who were you born to be? Imagine they are writing your obituary – what would you like them to say about you?

- I am disciplined
- I possess total self-confidence and self-mastery
- I am patient and perseverant
- I am positive, enthusiastic, passionate, committed!
- I never speak negatively of anyone
- I always smile at everyone and I walk tall
- I take excellent care of my health
- I am direct, candid, straightforward
- I have no need for approval
- I am solution-oriented
- I never complain nor express anger
- I am a leader
- I never give up on my dreams
- I am brave and unreasonable
- I never procrastinate and instead do things NOW
- I accept full responsibility for my life

3. My Board of Directors & List of Heroes

Often, what inspires me to stick to my code of conduct is my respect and admiration for my 'heroes' – the people I look up to.

On my wall, I have pictures of the following people: Anthony Robbins, Joseph McClendon, Peter Sage, Warren Borsje (personal development public speakers), Michael Moore and John Pilger (journalists), George Soros (billionaire philanthropist), Bill Hicks (iconoclastic comedian), Ghandi, Nelson Mandela.

In my mind's eye, I have a boardroom where I regularly meet with these people who advise me about what I should do to make an even bigger difference in the world. In there, they are my peers and they value my contribution.

Who do YOU want to be like?

What would it do for your self-confidence and self-esteem if you were to act like your heroes and spend time with them?

Raise your standards. Imagine that your heroes become your peers. Imagine that you are a public figure – how would you act *then*?

Exercise V

Write a list of 6 of your heroes, and collate pictures of them on an A4 sheet of paper that you will have somewhere you can see every day.

4. The Power of Life-Scripting

Exercise VI

Write down exactly how you want everything to turn out. What is your "Life Script"? What is your "Happy Ending"? What is your compelling future?

I'll share an excerpt of mine with you, to give you a general idea of how to go about this.

"Every time I speak, people just light up. I am the epitome of love, compassion, integrity, courage.

Inspiration TV is broadcast 24/7 globally, transforming the world through empowering and life-enhancing personal development education. There is a LifeQuest Healing Center in every country around the world.

My net worth exceeds \$1 billion, and The LifeQuest Foundation is transforming the lives of millions of people in developing nations.

I am in my estate in southern Greece, with all my friends flown in from the 4 corners of the world. We're relaxing by the pool, connecting, sharing our dreams, visions, goals and aspirations...

My children, wife, and loved ones are there... They are smiling, looking happy, healthy... My dogs are running through the garden..."

5. The Power of Visualization and Mental Rehearsals

Exercise VII

Now that you've written down your goals, your Code of Conduct, your Board Of Directors, your compelling future and your Life Script... VISUALIZE THEM!

Play a mental movie in your head, then see yourself getting into that movie!

Mentally rehearse it again and again and again! Absolutely EXPECT it to happen.

Make the picture big and bright! Put yourself in the picture! See your ideal self smiling and being happy! What do you hear? What do you smell? What do you see? Who is around you?

Feel what you would feel if these goals were already yours! Get excited!

Create clear mental pictures of the person you want to be and the things you want to do. So clear you believe them 100%. Your subconscious can't tell the difference between reality and desire.

The key to this exercise is the amount of emotion you instil your imagined picture with.

Your subconscious mind is 30,000 times more powerful than your conscious mind. You can tap into its extraordinary power through visualization.

By concentrating on this visualization for 5 straight minutes, you are burning an imprint of it on your subconscious mind, and it will go to work immediately to bring to you anything and everything you desire.

The process truly borders on the miraculous, and you need to experience it firsthand to understand just how powerful it can be...

The Greek shipping magnate Onassis would rehearse in his head over and over again how he wanted his business meetings to turn out.

Like a sorcerer, he would have the most hardened businessmen who'd turned down dozens of other similar proposals saying yes to everything he wanted within moments of meeting him.

It works like magic.

Try it next time you have something you want to achieve – Imagine the upcoming event and imagine yourself getting through it perfectly.

How will it feel when you've achieved your outcome?

6. The Power of Affirmations

Who ARE you?

Who are you REALLY?

Who *determines* who you are?

The answer?

YOU do.

Most people let *others* define who they are.

Unfortunately, most people are critical of others, they tear them down, criticize them, and make them out to be wrong, in order to feel better about themselves! Because THEY have low self-esteem they survive by belittling EVERYONE ELSE!

The words that come out of your mouth to describe yourself will *become* you. As you describe yourself, so you are!

Speak your empowering affirmations powerfully and with passion – send a clear message to your subconscious, *burn* that feeling into your subconscious!

Here are a couple of affirmations by Joseph McClendon III, an extraordinary businessman, professor, and public speaker who works alongside Anthony Robbins and who has had a profound influence on my life:

- *"I deserve THE BEST!"*
- *"I am a God-guided expression of health, wealth, happiness and joy for myself and all the lives that I have the privilege of touching.*

All that I want, desire, and need is instantly manifested and flows to me in oceans and oceans of abundance as I continue to create even more abundance for all to enjoy.

I am grateful beyond measure and appreciative of all that has already flowed to my team and me. I believe that life is what you make it so I dare to make mine magnificent."

Exercise VIII

Choose from the list below some adjectives, a couple of nouns, and a verb, to form a sentence to describe yourself such as *"I am an Outstanding, Inspirational, and Charismatic Leader and Visionary, that Makes A Difference and Defies All Odds!"*

ADJECTIVE	NOUN	VERB
Outstanding Magnetic Awesome Sensual, sexy Inspirational, Charismatic Confident Phenomenal Powerful, Strong Invincible Irrepressible, Unstoppable Dynamic, Energetic Unforgettable Honest, True Creative Sensational, Sublime Joyful, Alive! Passionate Impulsive, Spontaneous Warm, Natural Kind, Caring, Compassionate Fabulous, Stupendous! Marvellous, Gorgeous Fearless, Brave, Courageous Talented Highly Intelligent Legendary, Unique Enlightened Free-spirited	Leader Visionary Role-model Free spirit Guide Teacher Mentor Legend Motivator Champion Force For Good Star! Achiever Maker of dreams Creator of Magic Millionaire Master Hero Philosopher Warrior Poet Icon Firewalker! Entertainer Innovator Humanitarian	Achieves Leads Motivates Envisions Changes lives Creates Gets results Makes a difference Communicates Vision Inspires, Empowers, Educates Discovers, Innovates Enlightens Gives & Contributes Grows Steps up Creates Magic! Rocks! Kicks Ass! Lives Life To The Full! Laughs & Has Fun Takes Massive Action Shines Transforms Defies All Odds Touches lives Revolutionizes Persists, Conquers All Unleashes the incredible potential of the Human spirit!

VI - The Importance of Discipline

I've got a sign on my wall that simply states:

DISCIPLINE = POWER, CONFIDENCE, AND SUCCESS

You see, discipline means doing things that are difficult or less than pleasant. It strengthens your character and self-control. It strengthens your will. Consequently, it strengthens massively your self-confidence.

Discipline is crucial when it comes to your health, taking care of your body, taking care of your finances, EVERYTHING!

If you say you're going to do something, that you know is tough but that is good for you, and you do it again and again anyway... you will massively increase your esteem for yourself.

I have a list that I call my "**POWER REGIMEN**".

It is my routine for the day.

It looks something like this:

- Get up at 06.00
- Stretch/Yoga
- Connect with Goals / Visualize / Incantation & Prayer / Gratitude
- Plan your day / KNOW YOUR OUTCOME
- Exercise 30 minutes
- Read/Learn 30 minutes
- Meditate 15 minutes
- Sleep at 00.00

Whenever you exert discipline and self-mastery you strengthen your self-confidence.

Make a promise to yourself and keep it for 10 days. See how it makes you feel, feel how much power this gives you.

Discipline is an act of LOVE! Demonstrate love for yourself! You are extremely important, so act this way! Look after your own body.

Exercise IX

Write down your own "Power Regimen" – what are *you* committed to doing for yourself every day?

VII- The Importance of Integrity

Integrity demands that you are STRAIGHT WITH YOURSELF.

Sometimes it's the toughest thing you'll ever have to do... but it's the foundation of a joyous life, self-expression, power... everything.

You don't say 'yes' to please people, or because it's the right thing to say, or because it makes you *"look good"*.

The foundation of self-confidence is living in accordance with your values.

As long as you know you're doing the right thing, the world can collapse around you and you'll maintain peace of mind, calm and confidence.

Integrity is vital to high self-confidence. It is an essential value to have, and it is more than a value as it ensures that all your other values are respected and lived in line with.

You can't have *a little bit* of integrity, you can't put it aside when it's not convenient.

From the moment you've selected your values, you will never compromise them. This is the measure of your quality as a human being. As long as deep down you know you'll never violate your highest value, you'll be in control and self-confident.

Honesty involves not only telling the truth but living truthfully. When we fake an emotion or pretend to like something we dislike, we lower our self-respect. When we lie, we are giving ourselves the message that the truth is something to be ashamed of.

If we pretend or live falsely in any way, we are rejecting our true selves and this creates a negative self-concept that we'll find reflected in the attitudes of others toward us.

I was fortunate enough to listen to Gary King deliver his talk on The Power Of Truth (www.thepoweroftruth.com) during an Anthony Robbins *"Unleash The Power Within"* seminar.

He mentioned that Truth, Integrity, and Honesty are the most powerful fundamentals to a successful and fulfilled life... and the least practiced.

ARE YOU ACTUALLY HONOURING YOUR WORD WITH YOUR LIFE?

Exercise X

What would you do differently if Integrity were your highest value? Where in your life are you "out of integrity"?

Resolve to get back into Integrity in all those areas within the next month.

VIII- The Importance Of Your Peer Group

The people you spend time with... you become.

Who are the 6 people you spend most time with? Are they successful? Are they empowered? Are they wealthy? Are they happy? Are they totally self-confident?

If you hang out with people that have low self-esteem, no self-confidence, are broke, and don't take care of themselves... guess what will happen to *you*.

Unfortunately, that's what most people do, because they feel comfortable and unthreatened by people less successful or less confident than *they* are.

Make sure that you surround yourself with people that you look up to, and that you want to *be* like. Spend your time around positive, confident, successful people and avoid like the plague negative people.

Exercise XI

Make a list of the 6 people you spend most time with.

Make another list, of 6 people you look up to, that you should seek out and spend time with.

IX- The Power of Mind Control

This might seem hard to believe, but your thoughts are the most powerful tool in the universe.

With your thoughts you create your world.

Think about it. Everything you see around you started off in someone's imagination. It all began with a thought.

Your outer world is a mirror image of your inner world. Whatever you dwell on will manifest in your outer life. In fact, the *more* you dwell on something, the more it manifests. *Where your attention goes, energy flows.*

You attract into your life the people, the circumstances, and the opportunities that are in harmony with your dominant thoughts.

When I was overwhelmed with debt, a while back, all I could *think* about was my debt and how unhappy I was.

Do you think that *helped??*

Things only turned around when I started focusing on what I was grateful for in life, what my goals were for the future, and what opportunities they were around me to make more money.

The average person has 70,000 thoughts a day, and 55,000 of them are negative. Is it any surprise most people manifest unhappiness and lack of success?

The only smart thing to do is to persistently think about your goals and have thoughts that are consistent with the person you'd like to be.

The more you think about these things, the more that image engraves itself into your subconscious mind and the latter will go to work, 24/7, to bring it into reality.

You become what you think about most of the time!

Now, since your mind can only hold one thought at a time, make sure these are positive thoughts!

Most people are plagued by self-doubt and insecurity because they dwell on their weaknesses, their fears, and their perceived 'failures'.

Realize that you and you alone control your thoughts. No one else.

If they aren't yours... whose are they?

Any disempowering thought or emotion you've experienced in the past was a thought or emotion that *you* created and gave power to.

You need to learn to control the focus of your mind!

How do you do that?

DECIDE to focus on your successes, your strengths, your goals. Focus on what's going right in your life, what you are grateful for, what you are proud about.

[Exercise XII](#)

Write down your answers to the following questions, and read your answers frequently every day, with *feeling*.

- **What are you *grateful* for in life?**
- **What are you really *excited* about right now?**
- **Who do you love and who really loves you?**

X- Putting Things In Perspective – What Things Really Mean

Experiences, events, or situations HAVE NO MEANING OTHER THAN THAT WHICH WE GIVE THEM.

'Meaning' is a purely subjective phenomenon. Objectively, it does not exist in reality.

Anything that happens in your world, you have a choice about what you make of it.

Instead of being offended or hurt by an insult, ask yourself "*What can I learn from this? What is going on in that person's life that makes them act this way?*". Get curious!

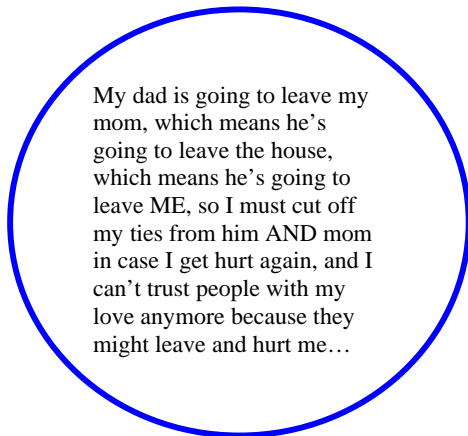
I'll give you an example of how we can attach a "meaning" to an event, that is totally false and completely disempowering.

When I was 6 years old, I discovered that my father was cheating on my mother.

Objectively, this is what happened – my father had sex with a woman other than my mom.



Interestingly, this is the *meaning* I attached to the whole event:



As it happens, they stayed married for another 16 years, loved us dearly, and no one left anyone... but I *did* withdraw from my family and have always strived for independence as a result.

The point here is *this*: what events have *you* blown totally out of proportion, that still affect you today? What *meaning* did you attach to them?

XII- Taking ACTION is KEY to achieving Total Self-Confidence

Esteem for one's self... comes from doing things that make you proud.

Confidence comes from **consistently taking action** and being **disciplined**. It comes from being principled and **having integrity**. **Doing what you *said* you would do** – to others AND for yourself.

Make yourself proud by consistently taking action and moving towards your goals. Do this again and again and again.

You will acquire the certainty that comes with knowing you are an achiever, you are a DOER, you will have proven to yourself over and over again that you are someone who, when faced with a challenge, confidently takes action to resolve it.

Do not be wishy-washy and do not procrastinate... EVER. Make things happen NOW. Do what needs to be done NOW.

DO things! Create!

Remember: Nothing ventured, nothing gained!

Exercise XIV

What are 2 actions that you have been putting off?

How would you feel once they are done and completed?

What small action could you take right now to start taking care of this?

MAKE THEM HAPPEN!

XIII - Overcoming Challenges Quickly, Effectively, and Positively

Self-confidence and personal growth rely strongly on our capability to face problems and solve them.

You can't develop your character or become a better person *without* adversity or challenges. They are the gymnasium where you sculpt your character! And by developing our character we become stronger, more efficient, happier people. You *need* adversity and challenges!

When adversity arises, dealing with it actually increases our intelligence and skill as well our self-confidence. On the other hand, if we *don't* get on top of our challenges, but let *them* get on top of us, our self-confidence will drop.

By keeping cool and refusing to let a challenge overwhelm us, and by dealing effectively with the inevitable problems that arise in life, we grow stronger and our self-confidence increases.

As we deal with each setback we become more and more self-assured, and as a result we deal with the next problem more effectively.

Next time a 'problem' shows up, welcome it! Get excited! It's another opportunity for you to rise to the challenge and grow and expand yourself! That's what personal development is all about!

Solving Problems

There are some very specific steps one can take to overcome problems. I've written a whole book about this (*11 Steps To Solving ANY Problem*).

Here are the basics:

1- Define the challenge exactly!

What is *really* the problem? What is the root of it? *Why* is it a problem, and what are the real consequences of it?

2- Spend only 20% of your time on the *problem*, and 80% of your time on the solution!

Remember what I said about Mind Control? *Where your attention goes, energy flows...*

3- Ask yourself some quality problem-solving questions!

- What must I do to turn things around?
- How can I achieve this easily and quickly, and enjoy the process?
- What resources are at my disposal? Who could help me?
- Who do I know that has gone through this before?

- What do I need to *do* to make this work? Who do I need to *be*?
- What can I *learn* from this? What is unbelievably GREAT about this challenge? What is opening up for me?
- What *would* happen if I *did* try this approach?

4- Brainstorm 100 solutions!

Write in your journal 100 different things you could do to solve your challenge. Write whatever idea comes into your mind. Don't stop to analyze it. Be in total creativity overdrive! Go after this challenge like it's a prey and you are the hunter! When you adopt that behavior, YOU are in control – *not* the problem. In fact, get a group of people and brainstorm 100 solutions together! Once you've taught your brain the pleasure of creative problem-solving, you'll never go back! Your brain will forever be switched on to coming up with solutions.

5- Take massive, intelligent action!

You *know* what you've got to do. You've ALWAYS known. **Now...Just...Do... It.** Write out your action plan, put yourself in a peak physiology, and just take that first step. Complete that first item on the list. Then the next. And the next. Until it's done.

XIV- Overcoming Money Problems Once And For All

For most people, finances are a sore point and lack of money contributes greatly to their low self-esteem and a lack of self-confidence.

Conversely, can you imagine how your self-confidence would explode if you were to take control of this area once and for all and become financially abundant?

I have read 70 books and been to many seminars on the subject of Wealth, and have listened to money-related audio programs by Anthony Robbins, Robert Kiyosaki, Robert G. Allen, John Cummuta, Bob Proctor, and Randy Gage.

[Let me give you the 4 most powerful tools I've come across to completely skyrocket your finances and guarantee your financial success:](#)

- 1- Write down 100 reasons why you MUST become financially free/a millionaire/eliminate your debts, etc. This will include 50 reasons about all the pleasure you would get out of it, and 50 reasons about all the pain you've experienced from NOT having money. Then *connect* with that list on a daily basis, and really *feel* the answers.
- 2- Brainstorm 100 ways you can add more value to people (*"Money is nothing but the measure of the value you create for other people!"*), through services, products, events, inventions, etc.
- 3- Every night, before you go to sleep, write down 1 quality question (eg. *'How can I make \$10,000 a month by the 30th of October?'*)
- 4- The 6 people you spend most time with, you BECOME... hang out with millionaires!

XV- Eliminate The Need For Approval

This might come as a shock to you, but...

THERE ARE MORE IMPORTANT THINGS IN LIFE THAN WHAT OTHER PEOPLE THINK!

99% of what people do is about *"looking good"* and it's about *"what other people think"*.

Our choice of career, car, house, partner, university degree, hobbies, what we wear, who we hang out with, where we go out...

We are TERRIFIED of what other people think about us!

What's hilarious about this is that 99% of people out there... are terrified of YOU and what YOU think of THEM!!! AND FURTHERMORE, THEY HAVE ZERO TIME TO THINK ABOUT YOU BECAUSE THEY ARE TOO WORRIED ABOUT WHAT OTHERS THINK ABOUT THEM!!!

You are much more powerful than you think – people are terrified that what *you* have to say about *them* that could be hurtful...

Listen, you no longer need to impress other people with things, achievements, or whatever.

You definitely do NOT need anyone's approval. Does what you do meet with YOUR approval – is what you do aligned with YOUR values?

Being FREE of the fear of "What other people think"... This is the most liberating experience you can imagine.

Imagine being able to be totally upfront with people. Imagine being able to tell someone, squarely, that their performance or that their actions are not up to scratch...

Not in a nasty, mean way, but simply asserting yourself, giving yourself the right to tell people the Truth, without fearing that *they might not like you*.

What's weird is that, when you have the self-confidence to be upfront and honest with people, they will respect you immensely, even if they don't like what you have to tell them.

YOUR self-respect will increase dramatically as well.

Again, remember this crucial point: ***THERE ARE MORE IMPORTANT THINGS IN LIFE THAN WHAT OTHER PEOPLE THINK!***

XVI - Getting Along With Others And Communicating Effectively

People with low self-esteem often feel shy around others. It is unfortunate, as how well you communicate and get along with others will affect your success and the quality of your life massively.

After all, if you think about it, don't all the best moments in life involve spending time with other people? Picnics with your friends, laughing hysterically together, sharing your success with your team, romantic dinners by the fireplace...

As you become better and better at interacting with people, and you realize that you *can* talk to and connect with anyone, anywhere, anytime, your self-confidence will grow exponentially.

People are put at ease when interacting with someone genuinely comfortable with himself, because confident people are not judgmental. They don't feel the need to tear people down to elevate their own self-worth. Consequently you can let your guard down to where there can be a more genuine interaction since no one is pretending to be someone they are not.

Let me share with you a few pointers about how to quickly gain rapport (i.e. a strong feeling of 'connectedness') with others:

- Build instant rapport through '*mirroring and matching*'. You see, we like people that we perceive to be *similar* to us. When two people are in a deep state of rapport, their physiology becomes similar and they begin to move and act in tandem. You can *consciously* increase the perceived similarities with someone, by matching their body posture, gestures, facial expressions, breathing, tone of voice, inflection, volume and tone of voice, speed of speech, and the key words they use. Try it!
- Don't think about yourself, think about others. There's a universal law that states, "*Give more than you get*" – and guess what! The more you give, you more you get back! When you do things without expecting anything in return, miracles start occurring in your life...
- Look at people confidently, straight in their eyes. You will appear sincere, honest, and genuine.
- Do not shy away from physical touch – it is a great way to make a connection to other people; we all love being touched, be it a handshake, or a big hug, or a pat on the back.
- Ask people how they are doing and find out what they want in life. People love talking about themselves, and you'll find yourself making more friends in an hour by showing a genuine interest in others than you'll make in a year trying to engage the interest of others in you.

- Smile. You'll boost everyone's self-esteem and they'll respond well to you. Practice smiling to anyone and everyone, everywhere you go!
- Be yourself! Act natural – you will come across as more relaxed, more trustworthy, and more likeable.
- Learn to listen. Practise attention.
- Be agreeable. Be easy to get along with. Be pleasant, go with the flow. Be relaxed and a pleasure to be with.
- Make other people feel important. Give people sincere compliments. Practice admiration. Give approval and praise whenever it's deserved. Recognize and acknowledge people for their achievements. Express appreciation and gratitude.
- Go into a conversation with the intention to enjoy it, the intention of making them feel relaxed, appreciated, and fully aware that you love their company.
- Adopt the mindset that each person you meet has something crucial to teach you, something you can really learn from, or that *you* have a crucially important message for *them*. Furthermore, an interesting belief you could develop is that people are perfectly friendly and they that love meeting you!

XVII - Create Empowering Rules For Yourself

We all have "rules".

They are usually along the lines of ... *"IF x.....THEN y."*

For example, *"IF I get a promotion at work, THEN I'll be happy..."*. Or *"IF she really liked me, THEN she would go out with me..."*

Most upsets come from people not following your rules! But how can they follow your rules if they are not even *aware* of them??!

To discover *your* rules, ask yourself:

"Am I successful?"

Then, ***"How do you know?"***

These questions get down to your beliefs that lay behind what you want.

At a seminar, Anthony Robbins had a very successful CEO amongst his audience, who wasn't experiencing any joy in his life.

This CEO was earning \$2 million a year, he had 4 great kids, he exercised regularly and had a great physique.

He said: *"Most CEOs of similar-size companies earn at least \$3 million, I still have 8% body fat, and I can never get all my kids to do as I tell them!"*

It was INSANE!

Most of us have rules like that, that set us up for disappointment!

Let's say that your business has gone belly-up, or that you are under a lot of financial pressure.

You are disappointed that something did not turn out as you expected. Your 'rules' for how things should be, were not met.

Often, low self-esteem simply means that you have RULES about how your life should be, or on how much money you should have, where you should live, how your friends should perceive you, etc.

Realize that THESE ARE *YOUR* RULES. NO ONE ELSE'S.

YOUR RULES, THAT YOU HAVE CREATED FOR YOURSELF, ARE MAKING YOU UNHAPPY!

What's the WORST that could happen?

You lose the house, your wealth, your wife, and your 'friends' don't regard you as highly.

SO WHAT?

Is THAT what your life is about?

Is that what you take a stand for in life? Is that what you dreamed about when you were a child?

What is the worse that could happen if you were to take off and, say, work as a volunteer for some non-governmental organization in India for a year, to get your head together?

Life is a process that needs to be enjoyed on an ongoing basis. It isn't a destination!

We've got all these beliefs about what it takes to make us feel like we've succeeded that are absurd!

Most people set themselves up so it's almost impossible to win the Game of Life!

You and you alone determine whether you are successful or not. You and your rules. Period.

Choose rules that EMPOWER you, such as:

- *"I have succeeded if no matter what happened, I learnt something."*
- *"I have succeeded if I've persevered and have consistently 'walked my talk.'"*
- *"I have succeeded as long as I'm living according to my values and True Self."*

XVIII- Constant Never-Ending Self Improvement And Total Self-Confidence

One of the things I've done that has massively enhanced my self-confidence, was to consistently work on my "personal development".

I have read hundreds of books about it, spent a fortune on personal development seminars, and would listen to audio-programs almost every day.

I still do, in fact.

A person becomes successful by improving incrementally and continuously over a long period of time.

Brian Tracy, a leading light in the field of personal development (www.BrianTracy.com), recommends that you invest 3% of your income back into yourself. Use it on personal research and development, on aiding your skills and abilities, self-improvement books, or audio programs you can listen to in your car.

Personally, I love learning new things. Unfortunately, most people have negative associations in their minds when it comes to "learning", because of the way they were taught at school.

I cannot stress enough how important this point is – *please* pursue your personal development, and make it a lifelong pursuit. One of our human needs is to *Grow!* Everything on this planet either GROWS... or it dies.

Exercise XV

Here is a really simple process I learnt from Stuart Lichtman (www.stuartlichtmanseminar.com) - of Cybernetic Transposition fame – that ensures that you improve day-by-day. It had far-reaching consequences in my life:

Every night, before you go to sleep, create 2 columns in your journal and write in the first, "*Today's Successes*", and in the second, "*Today's Failures*".

Under "Successes" note briefly each of your successes, no matter how small. Do the same under "Failures", with you perceived as that day's failures.

For example, your list might look like this:

Successes

1. I stuck to my "Power Regimen"
2. I got up at the time I said I'd get up
3. I didn't procrastinate, and wrote another 5 chapters on "Total Self-Confidence"
4. I remembered my sister's birthday
5. I ate a healthy meal and took great care of my body

Failures

1. I forgot to contact my Success Partners with the appropriate material
2. I forgot to book my friend's flight
3. I went to bed too late

Now go through your success list, and as you read each line, remember the experience and say to yourself: *"That's a success – I want more of those!"*

Similarly, after each perceived "failure", remember the experience and say to yourself, *"That's a failure. I don't want any more of those!"*

In Stuart's words: *"If you do this every day, you will soon see that the daily list of successes increases and the list of failures decreases simply because you consciously framed the experiences that you consider successes and the ones that you consider failures and told your unconscious to focus on generating the former and reducing the latter. What you focus on is an instruction to your unconscious. If you want more successes, focus on successes."*

If you are interested in pursuing your personal development, please visit www.mark-anastasi.com/personaldevelopment.htm for a full list of interesting resources and links.

I also strongly urge you to attend an Anthony Robbins seminar (www.AnthonyRobbins.com) and The Landmark Forum (www.LandmarkEducation.com).

XIX- Destroying Limiting Beliefs And Creating A Confidence 'Anchor'

Confidence is nothing but a feeling of certainty that you can pull something off. It is a state of mind, and you can create it at any time. **You do not “get” confident, you “do” confidence.**

Confidence is nothing but a PATTERN, involving:

- Your **Physiology** (how you use your body)
- What you choose to **Focus** on
- What you **Believe** about a given situation
- The **Language** you use to describe a situation to yourself.

Any emotion or feeling we experience is based on those 4 things.

1- Physiology – The Way You Use Your Body

Confident people move their body a certain way. There is a body language of confidence that you need to master.

If you were to be ten times more confident than you are now, how would your body posture be different right now?

Shy body language involves wimpy gestures, slumped shoulders, not standing straight, hanging your head and looking down.

Confident body language, on the other hand, means walking confidently, standing tall, breathing fully, keeping your head held high, and your shoulders back.

By the way, The NUMBER ONE way to change the way you feel is to radically change the way you **MOVE!**

Use your physical body to immediately change your state into one of Total Self-Confidence: stand tall, breathe fully, look up to the ceiling, put a big silly grin on your face ... and MOVE! GO CRAZY! RUN! JUMP UP AND DOWN!

Turn on some **rock music!** Dance to the beat!

It is incredibly hard to feel unsure about yourself when you do that!

Personally, I find that *“Lose Yourself”*, by Eminem, really works for me...

Create some powerful neuro-associative anchors (more on that below) so that no matter what situation you are in, you can trigger them off to immediately change your state and feel Unstoppable! Strong! Powerful! Confident!

2- The Power of Focus

The second way of changing your state immediately is through changing what you focus on, what you are paying attention to.

Instead of focusing on a pain you are experiencing, focus on a task that needs to be done.

Instead of focusing on something that makes you feel unworthy, focus on all your successes.

There is tremendous power in this!

You need to focus **CONSTANTLY** on the most amazing times of your life and on what is **GREAT** about your life **RIGHT NOW!!!**

The day-to-day quality of your life depends on your states of mind.

No matter how good things are, you can always choose to focus on what's not that good or what doesn't live up to your expectations, thus making yourself miserable.

You decide on what you focus on. Turn off the automatic pilot and take control!

How do you do that?

By asking better quality questions.

What you ask yourself determines your focus.

Your brain is a supercomputer: it can provide you with an answer to ANY question.

If you ask your brain *consistently* for a solution to ANYTHING you want, or to ANY CHALLENGE you're facing, with absolute certainty that you **will** get an answer, then trust me, you **WILL** get an answer.

Ask yourself *"Why do I always screw up?"*... and guess what! Your brain will come up with A WHOLE LIST of answers!

In fact, if it doesn't find anything, it will **MAKE THINGS UP!** But it will **ALWAYS** come up with an answer.

If you believe nothing ever works for you, that belief is going to take over, and you'll begin to feel that way.

Don't use "Why" questions (it only creates an endless loop of self-recrimination).

Instead, ask yourself more empowering questions, such as: *"How come I'm so lucky?", "What is really great in my life right now?", "What am I grateful for in my life right now?", "What can I do to turn things around?", "How can I learn from this situations?", "What's actually funny about this that I hadn't noticed before?", "How will I grow as a person as a result of this?"*

The quality of your life depends on the quality of your questions!

3- The Power of Beliefs

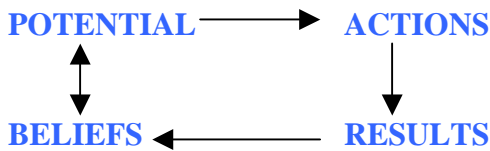
Remember: whether you believe something is true, or you don't... you are right.

If you believe *"I am the greatest martial arts teacher on the face of the Earth!"*, you will ACT that way, and you will MANIFEST that belief.

Your beliefs are the floodgates that open up the power and possibility within you.

Limiting beliefs shut you down and chain you to limitations.

This is how it works:



Our beliefs about ourselves (e.g. *"I am an OUTSTANDING martial arts teacher"*) allow us to tap into our potential.



Our potential is unlimited. You truly can do, be, and have anything at all.



We take action in line with what we *feel* is possible for us (the reality is that anything at all is possible for us).



These actions produce results.



Our beliefs (which are at the core of our performance) stem from the results of our actions. Great results reinforce your positive beliefs about yourself.



Knowing that you can successfully get a result, you then tap into more of your potential.

This is the cycle of success.

Notice how ***what you believe about yourself*** and ***taking action*** are key in the whole process.

If you are competent but not confident, you'll never succeed. But if you are in a confident state of mind, all your resources will be available to you to gain any competence you need!

Now here's the cool part: **You can tap into your potential by changing your results in advance!**

Mentally rehearse your future successes! Visualize them! Create associations and images in your mind that are so vivid you believe them 100%! Your mind cannot tell the difference between a memory that is real and one that is made up! Focus on your successes! They are numerous and considerable! Pull out your best memories!

Destroying limiting beliefs and creating new empowering beliefs

If you suffer from low self-esteem or a lack of self-confidence, you MUST change your core beliefs, to instil beliefs that support your goals!

This is crucial! The quality of your life depends on the quality of the beliefs you hold about yourself!

Everything you have and everything you are is a direct reflection of your beliefs about yourself and what you deserve, what you are worthy of.

What beliefs do YOU need to feel GREAT about yourself on a regular basis?

I'm going to share with you a neat trick for destroying limiting beliefs and replacing them with new, empowering beliefs.

You see, our BELIEFS are like a table-top. They are supported by 'legs', that consist of our past experiences or reference points.

Exercise XVI

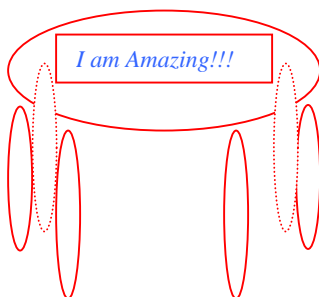
Create a new belief, called "*I Am Amazing!*"

Draw a table-top like the one below.



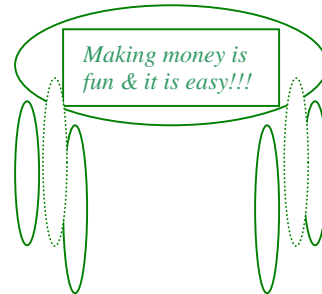
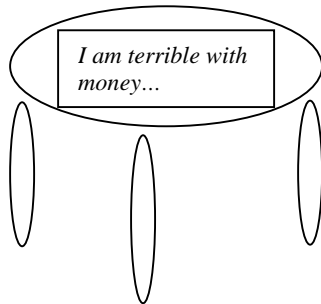
Make a list of every compliment you've ever received, a list of all your successes, and a list of every achievement you are proud of, and then write each one of these into a table "leg".

Your new belief/table-top can have as many legs and can be as large as you want.



You get to destroy your limiting beliefs by injecting doubt into its 'legs'... Sweep the legs away from under that nasty, useless, disempowering, false, untrue limiting belief!

And also, you can create a new empowering belief that is the complete opposite. You can ALWAYS find references and experiences in your past that support either one (or you can imagine new ones). The trick, again, is to focus on the positive!



4- Language – What You Say to Yourself

If you were to be ten times more confident than you are now, how would you be speaking to others right now?

Just as there exists a body language of confidence, there's also a vocabulary of confidence that you need to master.

First, you need to eliminate certain words from your dictionary, such as Would... Could... Should... Try... Hope to...

Instead, use sentences such as:

"Definitely"
"Assuredly"
"Absolutely"
"Of course"
"Guaranteed"
"Without a doubt"
"Undoubtedly"
"I will"
"I can"
"I do"
"I choose to"

A 'shy' sentence might look like this:

"I'll should try and do better at school... I think."

A 'confident' version of that sentence would be:

"I Absolutely, Without A Shadow Of A Doubt, CAN and WILL do better at school."

You see, you can put yourself in a state of Total Self-Confidence with the words that you use.

What do you say to yourself over and over again? What questions do you ask yourself?

If you're beating yourself up all the time, with inner dialogue such as: *"I'm not good enough!" "Why do I ALWAYS mess up?" "Why can't I EVER get things right?"...* this is totally destructive for your self-esteem.

You need to remind yourself how amazing you really are.

Use new, empowering mantras and affirmations, that you can repeat to yourself over and over again, such as *"Every Day In Every Way I'm Getting Better And Better!"*

Master Your Inner Communications!

How you feel about any situation you experience at any given time is something that YOUR MIND controls and determines.

Once you realise this you have tremendous power in controlling your emotional states!

Only ONE thing determines how we feel at any given moment: THE WAY WE COMMUNICATE TO OURSELVES AT THAT TIME.

You MUST master your Inner Communications!!!

There is not a single skill in your lifetime that will be more important to master.

But few of us do, because we're busy doing other stuff, and we think that if we do enough of the *other* stuff we'll finally feel good...

5- Creating a Confidence Anchor

Now, all this is great, but wouldn't you like to have a shortcut to get into a state of Total Self-Confidence INSTANTLY? Wouldn't it be great if you could trigger this feeling at will?

This is what a neuro-associative anchor can do for you.

The "monkey & the finger" experiment...

Anthony Robbins, in his seminar *"Unleash The Power Within"*, relates the following experiment:

"I don't approve of this research, but this is what scientists have done:

They took a monkey and they taped down 4 of its fingers.

Then they took its one un-taped finger and bent it backwards and forwards 10,000 times.

For you to do this once, your brain needs to make connections between nerve cells in your brain.

To do it once, a thin 'thread' (not exactly – it's a metaphor) had to be grown between one neurone and another.

Do it again, and you have TWO new threads.

*Do it 10,000 times, and guess what: you are **WIRED** for this.*

Here's the point.

They un-taped the monkey, and what does he do now all the time, for no good reason?

You guessed it. He's WIRED, CONDITIONED to DO this.

Now, how does this relate to you?

Can you CONDITION yourself to the point where it literally feels more comfortable for you to go "there" more often and you're wired to be "there"?

Can you condition yourself to be quick to anger?

Can you condition yourself to be overwhelmed at the drop of a hat?

Can you condition yourself to FEEL LOVE all the time? ...even when people say "I hate you!"?

Can you condition yourself to feel HAPPY as a consistent way of living?

You know what? Most people don't believe that, but OF COURSE it's true. It's the same nervous system.

*They discovered they didn't need to bend the monkey's finger 10,000 times, but only 12-24 times max... ...**IF** while they do this they stimulate the pleasure center of the brain of the animal (they do this physically by pushing a needle in that area of the brain).*

*When they do that, instead of ONE thread being created every time, they create **500**.*

You can condition yourself to feel ANYTHING on a consistent basis, and by linking PLEASURE to that feeling you can get this done in a much shorter period of time.

Let's get ourselves in Peak State (happy, excited, energetic!) repeatedly as a training tool for our nervous system!

By the way, after the experiment, the monkey would feel pleasure ANYTIME IT BENT ITS FINGER BACKWARDS AND FORWARDS! Its brain was WIRED for this!

You can do EXACTLY the same thing with yourself! (...and you don't even have to stick a needle into your brain!)"

Anchor Yourself to Confidence!

What is an "anchor"?

An **anchor** is a LEARNED association between a specific state and a specific trigger.

How are anchors created?

An anchor is created anytime you are in an INTENSE state, fully associated, with the whole body involved.

If someone **CONSISTENTLY** does anything **UNIQUE** at the **PEAK** of that experience, whatever they do that's unique will get **LINKED** to that state.

The Four Key Elements of Anchoring:

1. The INTENSITY of the state
2. The TIMING of the anchor
3. The UNIQUENESS of the stimulus
4. Replicating the anchor effectively

Condition yourself to feel the way you want on a consistent basis.

Anchors exist around you all the time. You simply need to be aware of them (you're always "anchoring" – your brain is making associations constantly).

Pavlov taught his dogs to associate the ringing of his bell to *"it's time for food"*.

Advertisers anchor us by linking certain pleasurable emotions to their products, and then condition us to believe/feel this by repetition.

See how *you* can take advantage of anchors around you (music, pictures, sunshine, comedies, memories...) to create feelings of pleasure every moment of your life!

Exercise XVII – Create A “Total Self-Confidence” Anchor

- I. You can anchor yourself to *anything* – being happy, excited, creative, humorous, confident, passionate...
Choose the emotion of “Being Unstoppable” ... then anchor it in.

- II. Get yourself back to times when you felt that way. Go back to the state you were in... confident, happy, motivated, excited, joyful, passionate!....
Snap yourself into a confident state! Whip yourself into a passionate frenzy! Be outrageous!
MOVE your body dynamically! Jump up and down!
Think of times when you felt unstoppable!
Think of times when you were completely happy!
Imagine/visualise yourself as the person you are committed to being! Get inspired! Your Ultimate Self! The kind of Self you want to keep moving towards!
Visualise/Imagine yourself being and having all the things you ever wanted!
FEEL IT!
GET EXCITED!

- III. Right **at the peak** of the emotion, do something unique, with deep emotion! Link this state/feeling to something UNIQUE such as clicking your fingers a certain way, squeezing your shoulder while shouting “Yes”, clapping your hands confidently, etc.).

Then... REPEAT THIS WHOLE EXERCISE UNTIL YOU HAVE CONDITIONED THIS ANCHOR IN!
(do it 12-24 times)

Create all these buttons for your brain so that NOW, YOU ARE IN CONTROL!

There is TREMENDOUS power in this!

XX- Eliminating The Inauthentic Fears: Change, The Unknown, Failure, Success, and Rejection

If you recall, at the beginning of this e-book I mentioned that we are born fearless – apart from the fear of falling and the fear of loud noises.

Any fear you have has been culturally programmed into you by society and your environment! They don't exist outside your head!

These fears are utterly destructive because they stop you from going after your dreams.

They make you lead a 'small' life.

Now, fear is not all that bad. In fact, it's a very useful and powerful too. In a dangerous, life-threatening situation, it gives us deep access to our resources by creating a huge bio-chemical reaction in our body (adrenaline is pumped throughout our body).

Fear is nothing but an emotional state, where our brain tries to make us avoid *pain*.

Having said that, how many times did you feel fear, anxiety, concern... and nothing actually happened?

I'd say that 9 times out of 10 my fears have not materialized.

That means that 9 times out of 10 those were INAUTHENTIC FEARS!

You need to have a conversation with your brain, be playful with it...

"Listen, Brain, I appreciate what you're trying to do for me here, but if I don't change jobs... if I don't go over and talk to that girl... if I don't start my own business... if I don't become successful... well, I'll miss out on x, y, z! And I want fulfil my destiny! Ant that will mean ULTIMATE pain!"

If you want to be afraid about anything... BE AFRAID OF MISSING OUT ON LIFE AND NOT REALIZING YOUR DREAMS!

One of the things that fuels *my* drive, is the thought of being 90 years old and looking back on my life with regret for not having pursued my dreams.

I just couldn't live with that, knowing the impact I could have had, and the life I could have had...

Overcoming The Fear Of Change and Of The Unknown

Be adventurous! Live life to the full! Try out EVERYTHING! Seek out new experiences!

Create a new belief (table-top) that says: *"Change Is Fun and Easy!"*

As Anthony Robbins puts it, the quality of your life is directly proportional to the amount of uncertainty you can learn to live with.

You see, all the juice of life, all the excitement, all the joy and passion... lies in the realm of uncertainty – The Unknown.

It makes sense, doesn't it? What is *certain* for you, is what you already know, what you already experience in your life. The tried and tested. The routine.

But all the great things that you *want* for yourself and your life, all your dreams and aspirations, *have* to be in the realm of the unknown because they haven't occurred yet!

Remember: change equals personal growth, and when you are growing you are fully ALIVE!

Overcoming The Fear Of Success

A lot of people associate pain to success. They even fear it.

They feel, *"People might not like me anymore if I'm successful..."*, *"I will lose all my friends..."*

They're afraid of, *"What if I can't continue succeeding?"*

Also, if they've never experienced 'Success' before, it's an unknown space for them to be in (again, fear of the unknown).

To overcome this, you need to write down and focus on all the *pain* you will experience if you're *NOT* successful in life, and also all the pleasure that success will bring you.

People will look up to you, will respect you more, you will be an inspiration to them, you will have more money to do all the things you've always wanted to do, you will never have to worry about the bills again...

Overcoming The Fear Of Failure

Fear of failure stops many people from going after what they really want. People tend to dwell on the *pain* they might feel if they fail.

There is no such thing as 'failure'!!! EVER!

It is absolutely IMPOSSIBLE to fail. As long as you've learned something, you have succeeded!

Trial and error is how we learn!

There is no 'failure' – only *results*! And guess what, **take enough swings at the bat, and it's inevitable that you'll hit something in the end!**

Once you've been knocked down, all that matters is HOW FAST CAN YOU GET BACK UP!

Edison conducted over 10,000 experiments before managing to create a light bulb! When a journalist asked him why he wasn't giving up after so many 'failures', Edison replied: "I have not failed. I have discovered 10,000 ways how *not* to make a light bulb..."

Failure is impossible! You need to *tell* yourself that you've failed – only YOU determine whether you've failed or not.

Who determines whether you're successful or not?

You and your rules.

Most people set themselves up in such a way that no matter WHAT they do they are "*failures*".

Remember Chapter XVII! Don't have rules that are disempowering! Set better rules for yourself!

"I am successful as long as I'm living in accordance to my values and principles."

"I am successful as long as I am caring and considerate."

"I am successful as long as I am consistently focusing on my goals."

"I have failed if I have given up instead of being perseverant."

"I have failed if I haven't consistently 'walked my talk'"

"No matter what the situation, at least I've learned something."

What would *you* do with your life if you knew you could not fail?

Overcoming The Fear Of Rejection

As with the fear of failure, the Fear of Rejection stops many people from going after what they want.

We're afraid of being rejected, because rejection would confirm our darkest, scariest, most crippling thoughts about ourselves... *that we're not good enough, that there's something wrong with us, that we don't deserve to be loved...*

All that is nonsense anyway.

Who says you've been 'rejected'? Again, it's you, and your *rules*. You are telling yourself, '*I am being rejected*'.

Imagine that an idea of yours has been shot down. You need to adopt the following rules:

“MASSIVE REJECTION IS THE PATH TO SUCCESS!”

“The time isn’t right, yet.”

“These people are not the right people to share this with, at this time.”

“Everyone has got a different view on things.”

“I only need a ‘yes’ from that 1 right person to become a massive success.”

Listen, anyone who has ever succeeded has had to face massive rejection. The TV show “M.A.S.H.” was rejected by 32 studios! Sylvester Stallone was turned down by 1,000 agents!

You’re going to get more rejection than acceptance. All you need is that ONE ‘Yes’...

Don’t let the rejection get to you emotionally – it is just someone else’s opinion.

If you’re NOT getting massive rejection right now... it simply means you’re playing too small a game!

Go out there and get rejected some more!

Before going into a situation where you are requesting or proposing something, using the anchoring exercise above, trigger off your anchors to make yourself feel absolutely unstoppable and strong!

Finally, to completely get over this fear, get leverage over yourself.

Ask yourself – what has been the cost in your life, of being afraid of rejection? What have you missed out on, and what will you *continue* to miss out on? How many great people are you not going to meet because of this fear? How many business opportunities will you fail to take advantage of? How many times will you feel disappointed with yourself for not having the courage to do what you know is right?

On the other hand, what are all the benefits and all the pleasure you will get from no longer being afraid of ‘rejection’? How freeing will it be no longer be concerned with what other people think of you and just going for it? how much joy and success will it create in your life?

XXI - The Bigger Picture

1. Play A Big Game, Reclaim Your Dreams, Dig Into Life And Be Joyful!

LISTEN, YOU ARE GOING TO DIE ANYWAY, SO YOU MIGHT AS WELL GO FOR IT!

BE A PLAYER IN THE GAME OF LIFE! PLAY FULL OUT! BE FULLY ALIVE! TAKE ADVANTAGE OF EVERY MOMENT YOU ARE GIVEN!

LIVE A BIG LIFE! CREATE A BIG GAME, WHERE YOU ARE CHALLENGED EVERY MOMENT TO BE AT YOUR VERY BEST!

LIFE IS NOT LIKE A MOVIE... YOU ONLY GET ONE TAKE.

"Somebody should tell us right at the start of our lives that we are dying... Then, we might live life to the limit! Every minute of every day! DO IT, I SAY! WHATEVER IT IS YOU WANT TO DO! Do it NOW! There are only so many tomorrows..."

– Actor Michael Landon, afflicted with terminal pancreatic cancer, in a 1991 Life Magazine interview.

As I mentioned at the beginning, one of my outcomes is that you gain the Total Self-Confidence necessary to pursue your dreams.

I also said in the Introduction, that *"When you give up on your dreams, you are killing off your soul! Most people are dead at 30, buried at 70! Is that what you want for your life? What are your big dreams?"*

What do you REALLY love doing? What truly fires you up? What do you want to create?

Remember, anything you can conceive, you can achieve.

2. Focus On Helping OTHERS!

If the #1 most important secret to achieving Total Self-Confidence is TAKING ACTION, the #2 most important secret is this: decide to focus on how you can help OTHER people achieve what THEY want.

How can you add value to their lives? How can you care for others? Who out there really *needs* you?

Focusing too much on yourself and not enough on others *guarantees* you'll lack confidence! Focus on others and contribute to other people! Stop analysing and picking yourself apart!

Trust me, if you were to ever get conscious of how the world is burning, you would stop focusing on your petty little issues, worries, anxieties. You've really got bigger fish to fry.

When you focus on giving, you are spiritual. Give your time, give your love... You'll then *know* what you are made for. You'll then know that you are here to give, not to get.

When you live in your heart, you don't live so much in your head.

You are actually replacing FEAR... with LOVE!

Your head is where reside envy, jealousy, greed, the need for approval and the need to impress others, low self-esteem...

Whereas in your 'heart' resides only Love, Passion, Purpose, Truth.

You see, your head (brain) is a fear-based mechanism designed to make you survive. It isn't designed to make you happy or fulfilled. In order to make sure you survive, it will bring to your attention and magnify ANY little worry or concern that might pop up.

Whenever you experience fear, the focus is always on *you*. The fear is always about *you*.

This might seem hard to understand right now, but ***the Universe rewards those that are living their lives ON PURPOSE and are serving others.*** In fact, the *more* you serve others, the more you will receive back.

If you want to put your life on purpose and experience a massive shift in your quality of life, try eliminating the mantra "*What's in it for me?*", and choose instead "*How Can I Serve More People?*"

Without helping other people... you are not 'connected'. Only when you are 'connected' to the Universe will you find true fulfilment.

By the way, human beings will do more for someone they love than they would ever do for themselves. Who do you care about so much that you will devote your life to making theirs better? What causes do you really believe in and would like to support? Find a team of people you would do anything for. This will drive you and keep you focused.

3. Quit Working Hard and Live Your Purpose!

I believe that at least 95% of people suffer from low self-esteem.

They go around carrying their feelings of inadequacy... *"There's something wrong with me... I'm not good enough..."*

They may disguise it cleverly, but it's always there.

How do you survive in a world where *"There's something wrong with me... I'm not good enough..."*?

Well, you become determined to make it! You work hard until you succeed! You strive to "look good". You strive to be admired by other people. You act sincere, well-meaning... "nice".

It's all a sham to cover up *"There's something wrong with me... I'm not good enough..."*

You hope to fake it long enough so that people don't discover that... *"There's something wrong with me... I'm not good enough..."*

It's all absurd!

There's nothing wrong with you, and who you are is simply magnificent!

Many people work very hard to achieve success only to find that when they do they still feel inadequate, as if underneath their achievements they stand as an impostor. Success keeps the wolf away from the door for about 30 seconds. *"I've made it, and I'm STILL not good enough! WHEN WILL IT END?!!"*

Success will never make you fulfilled. You *want* to succeed because deep inside... *"I'M NOT GOOD ENOUGH!"*

You're no good, there's something wrong with you, you don't belong... so you *"work hard"*, in the hope that if you suffer enough people will like you.

"Wow, you've really suffered, how honourable..."

And then BOOM, you're dead.

All this is disgusting behaviour, because it is so utterly inauthentic! It is completely out of integrity with who you really are and what you are really here to do!

YOU CAN'T EVEN TELL THE TRUTH TO PEOPLE! THAT'S APPALLING! YOU STARTED OUT AS "ANYTHING IS POSSIBLE!"... AND YOU'VE ENDED UP WITH THIS ???!!!

Working hard is stupid! Discover your true purpose and LIVE IT! Anything that fills you up with joy is NOT hard work. You are just joyous and present in the moment.

Do you think there's any place for *"I'm not good enough"* when you are living your purpose? Of course not! You are being fully alive!

4. Discover Your Purpose!

Do you really know what your PURPOSE is in life?

Let me tell you, the second I realized I had a mission to perform whilst on this planet, I became UNSTOPPABLE.

I remember going for a run – it was a week before my 25th birthday – and the rain was pouring hard.

I was soaking wet. I had no money, I was heavily in debt, and I was sharing a tiny, disgusting, window-less room with a builder. The place was damp, and it stank.

I was running through a cemetery on Old Brompton road, in West London.

As I ran amongst the tombstones, crying, I stopped and just cried out...

"Enough!"

As I kneeled down on the path, I started reading the epitaphs on the stones, and imagined what would be on mine, 100 years from now.

I decided I didn't want it to read *"Well, kinda was ok, never hurt anyone, never bothered anyone, good father and husband..."*

I got inspired. I decided there and then that,

- 1- I would NEVER let money control my life again, and...
- 2- ...I was going to devote my life to my PASSION and PURPOSE in life – making Personal Development, Spiritual Awareness, and Alternative Medicine completely MAINSTREAM.

My mission is, quite simply, to ***"Add Massively To The Sum Of Happiness And Wellbeing In The World."***

Exercise XVIII

To discover your purpose, ask yourself these questions:

- What would you be doing right now, if you had absolutely no limitations, you were a billionaire, and you knew you could not fail?
- What would you share with the world, if your message were to be broadcast throughout all of the world's television stations for 5 minutes?

5. Being In The Flow Of Life

Most extraordinarily successful people would do what they do for free – and many of these same people are outstanding at what they do, their confidence is unshakable, and they make enormous amounts of money.

They are simply in the flow of life.

It is the actions and achievements of these people they write about in history books.

If you follow their lead, you'll appear to work harder than ever before... and yet you won't work a day in your life and you'll be happier than ever before. You'll be calm and confident.

When work and play blend and you don't want to go home at the end of the working day, then you know you're fulfilling your purpose in life.

When you are in the flow of life, you are passionate about what you do, excited about the future, driven, motivated, successful, enthusiastic, joyful, creative, fully self-expressed, you are fully *alive*, you feel like you're in the right place, you are guided, it is effortless, everything just flows, the right situations and people come to you, and it feels like you can't put a foot wrong...

What's the possibility out there that WANTS YOU? What is the mission that is powerfully calling you into being?

DISCOVER IT... AND THEN GIVE YOUR LIFE TO IT! PUT IN YOUR WHOLE HEART, YOUR WHOLE SOUL, YOUR WHOLE BEING IN IT!!!

This takes courage, integrity, passion, but TAKE A STAND FOR WHAT YOU BELIEVE IN!

A stand is unreasonable. It's ferocious when it has to be. When you take a stand, you cannot be moved. You are bold and unreasonable.

In an interview with Anthony Robbins, this is what Dr. Wayne Dyer had to say on living 'on purpose':

*"The day I resigned from a job I wasn't totally involved in, I drove home the freest man I'd ever felt. I knew I was about to follow my bliss...
[...] It's so interesting. When you get off trying to get something, and just stay on purpose... it's like that great quote from Thoreau: 'If you advance confidently in the direction of your dreams, endeavour to live the life that you have imagined, you will meet with a success unexpected in common hours.'"*

Dave O'Connor of Educo Mind Power™ (www.educomindpower.com) explains in his seminars that as soon as you are in the flow, you are happier, worries melt away, you experience euphoria, and you get the benefit of whole brain thinking.

Many 'programs' that we've adopted through cultural conditioning cover up our spirit. Our *natural* state, when you take away the programs, is one of peace and of *being in the flow*.

He urges people to *"Enjoy your life, move into what you're supposed to be doing, and connect with your spirit. Align yourself with your TRUE PURPOSE, YOUR ONE AND ONLY TRUE LIFE PATH. Line up with your spirit! It is then effortless. Success comes with grace and elegance. WHAT ARE YOUR DREAMS? DISCOVER WHAT YOU ARE HERE FOR... AND THEN **DO IT!** UNDERSTAND WHO YOU REALLY ARE AND WHAT YOU ARE HERE TO DO!"*

According to Dave, most people, at the end of their lives, did not get to where they were supposed to go. Only 2% of people get what they truly wanted out of life.

As for the rest... *"Dead at 30... buried at 70."*

Have you slotted into a random job because you needed the money? Has your life A POINT? Are you an inspiration to anyone?

Remember that on your deathbed, you will never wish you'd spent more time in the office...

Do what you LOVE in life! Close your eyes and picture yourself at your perfect job. Can you see it? What are you doing? Don't ever settle for where you are if it is incongruent with what you really want to be doing.

"If money were no object and you knew you could not fail, what would you do in your life?" - The immediate answer to this question will uncover your passion and what you should be doing right now.

You have my word that within your answer to the above question lies all the joy, passion, and juice in life.

All your worries and anxieties will melt away, as you begin to focus single-mindedly on accomplishing your vision for what you want to see happen in the world.

Have you ever done a completely selfless act, and helped someone out of the goodness of your heart?

Didn't it feel AMAZING?

I would like you to consider for a second the possibility that THAT is what we are all here for.

We all share the same PURPOSE, and yet it is different for each and every one of us.

We get to express it in our own, unique way, with our specific talents and abilities.

If we are truly – as a lot of spiritually enlightened people have said – spirits having a human experience, here on Earth with the purpose of expressing LOVE and contributing to our fellow man, wouldn't it stand to reason that when we put our life ON PURPOSE, we find ourselves? It's like coming home? We find 'balance'? Inner Peace?

I can tell you from personal experience that the minute I put *my* life 'ON PURPOSE' – my decision to devote my life to my mission – EVERYTHING started flowing in my life.

Happiness, Wealth, Friendship, Respect, Confidence... You name it.

I truly live a blessed life, for which I am forever grateful.

6. Spiritual Enlightenment and Total Self-Confidence

I have found that understanding more about my spirituality has created a monumental shift in my Self-Confidence. I have achieved complete peace of mind, in a very profound manner.

In a series of books by Lee Carroll, the author channels the spiritual entity 'Kryon' (www.kryon.com).

According to Kryon, he is one of many spiritual entities who are of service to Mankind, doing the work of God, from the other side of the 'veil'.

He explains that we are in fact spiritual beings having a human experience – we are '*in lesson*' here in this '*school*' called Earth, for the purpose of growing our awareness and thus raising our vibration by getting more and more enlightened through expressing more love, peace, and tolerance.

This process is critical in the grand scheme of things because it transmutes negativity throughout the Universe.

Kryon mentions that Jesus is one of the highest vibrations in the Universe, one of the highest ascended masters ever to visit the Earth, and was sent to us to teach us about truth and love.

Because we, as spiritual entities, have elected to suffer and die over and over again for the good of the whole, we are loved beyond measure by all entities in the Universe. We are the exalted ones.

We each have 2 spirit guides, that communicate with us through our intuition and our dreams. Kryon advises us to communicate with them through prayers, asking out loud what we need.

Apparently, they MUST respond.

According to Kryon, each of us is a part of God – there is a part of us that has been around for trillions of years... forever, in fact.

This means that we are all part of the same ONE consciousness.

My good friend Francis G. Taylor, one of the best meditation teachers in England, explains that when he meditates... he becomes infinite. It is as if he comes out of the puppet and back into the hand of the puppeteer – a 6-billion armed puppeteer, perhaps?

In the same vein, another friend of mine related the following philosophy to me, about [How The Universe Was Created](#).

"You see, Mark, in the beginning there was nothing... and everything. Consciousness arose... and got bored after a few billion years of nothing happening, so it created stuff.

After a few billion years of that... got bored again, so created a companion, to share everything with. But there was nothing to do!

So was created a playground. But it's boring, because nothing is happening on the playground. So was created a game. But it's boring, because you've set the rules, you always know the outcome, it's predictable! There's nothing at stake!

If you go to Las Vegas and you're betting 1 dollar... so what? But if you're betting your life... if it's a matter of life and death...if there's the very real chance you might DIE... you BET you're going to play full out and live and experience everything to the FULLEST!

If you lose... one wrong choice... you're dead. Game over. But in fact... it's all part of the game! You never actually die! It's not "game over"! It's "Start Again!" We all know this, but we've forgotten it! Life is a GAME that we're here TO PLAY FULL OUT! There's NEVER EVER ANYTHING TO FEAR! And we're ALL part of the same BEING, one CONSCIOUSNESS, playing out a game! We're taking this 'game', this life... way too seriously."

If there's any truth to any of this, if indeed we are all part of the same BEING, surely the only feeling one should experience is... Love?

Love for everything and everyone, for they are part of us and we a part of them.

So it's quite funny when we judge other people, or fear *their* judgement, fear what they think about us, try to be better than others, compete with others, go to war against and kill others, argue and fight with each other...

These writings – whether one chooses to believe them or not – allowed me to experience complete Inner Peace and absolute confidence in the future. You might see something there that you can draw upon.

Listen, every human being has been put here for a reason. You are way more important than you know.

What does this mean for your sense of self-confidence?

Know that there is a timeless place inside of you that has unlimited and eternal love, that you can tap into at any time. Nurture this gift within yourself so that you may have more to give.

The truth is you will feel loved any time you are loving, any time you cherish yourself, value life, value nature, value others... In fact, any time you express love.

XXII - The Total Self-Confidence Action Plan – A Recap

1- Buy a journal

2- Practice Self-Analysis

- What is there in your life that you are not happy about? How can you change this?
- What are 2 realities about yourself you find difficult to accept completely?
- When do you feel the most angry or frustrated?
- List 5 fears you currently hold. What do you fear most in your life right now? Why?
- Complete the following beginnings:
 - 'I like myself least when I...'
 - 'I like myself most when I...'

3- Complete With The Past

- Who has wronged you in the past?
- Whom have *you* wronged in the past?
- With whom do you need to "complete" with so that neither of you carry this issue around anymore? (Make a list)
- Write them a letter explaining what was going on for you, and how you feel about it now. You don't *need* to be apologetic – although people are bowled over when someone has the courage and self-esteem to admit they were wrong – you can simply acknowledge what happened for you.
- Contact them by phone and read the letter out to them.

4- Goal-Setting

- Imagine that you were granted 1 wish – what would you dare to dream, if you knew you could not fail?
- What kind of work would you truly enjoy and be passionate about?
- Where do you want to travel? What would you want to experience?
- If you only had 6 months to live, what would you do with that remaining time?
- What knowledge or skill would you like to acquire?
- What do you want for your body and your health?
- What do you want to achieve financially?
- What would you like buy? What have you always wanted to buy?
- What specific characteristics do you want your ideal life partner to possess?
- What would you like to contribute to the world? What would you like to create?
- What would your dream house look like? What would be in it?
- Who are your heroes? Who would you like to be more like?
- What character traits would you like to develop? What would your *Code Of Conduct* be?

5- Life-Scripting

Write down exactly how you want everything to turn out. What is your "Life Script"? What is your "Happy Ending"? What is your compelling future?

6- Visualizations And Mental Rehearsals

Now that you've written down your goals, your Code of Conduct, your Board Of Directors, your compelling future and your Life Script... VISUALIZE THEM! Play a mental movie in your head, then see yourself *in* that movie!

7- Write An Empowering Affirmation

Create a sentence to describe yourself such as *"I am an Outstanding, Inspirational, and Charismatic Leader and Visionary, that Makes A Difference and Defies All Odds!"* (see page 23)

8- Discipline

Write down your own "Power Regimen" – what are *you* committed to doing every day?

9- Integrity

What would you do differently if Integrity were your highest value? Where in your life are you "out of integrity"? Resolve to get back into Integrity in all those areas within the next month.

10- Choose Your Peer Group

Make a list of the 6 people you spend most time with.

Make another list, of 6 people you look up to, that you should seek out and spend time with.

11- Control The Focus Of Your Mind

- What are you grateful for in life?
- What are you really excited about right now?
- Who do you love and who really loves you?
(read your answers frequently every day, with *feeling*).

12- Your Empowering Beliefs

- List everything that makes you wonderful!
- What makes you such a great individual? What are five of your greatest strengths?
- List all your successes!
- If you were to brag about yourself for 1 minute, what would you say?
- What are you really proud of?
- What skills have you acquired that you are proud of?

13- From Procrastination To Action

What are 2 actions that you have been putting off?

How would you feel once they are done and completed?

What small action could you take right now to start taking care of this? MAKE THEM HAPPEN!

14- Overcoming Money Problems Once And For All

Write down 100 reasons why you MUST have more money, or why you MUST become financially free, etc. This will include 50 reasons about all the pleasure you would get out of it, and 50 reasons about all the pain you've experienced from NOT having money. Then *connect* with that list on a daily basis, and really *feel* the answers.

Then, brainstorm 100 ways you can add more value to people, through services, products, events, inventions, etc.

15- Create Empowering Rules For Yourself

Examples:

- *"I have succeeded if no matter what happens, I learn something."*
- *"I have succeeded if I've persevered and have consistently 'walked my talk.'"*
- *"I have succeeded as long as I'm living according to my values and True Self."*

16- Day-by-day self-improvement

Every night, before you go to sleep, write down *"Today's Successes"*, and as you remember the experience say to yourself: *"That's a success – I want more of those!"*, and then write down *"Today's Failures"*, and say to yourself, *"That's a failure. I don't want any more of those!"*

17- Create A New Empowering Belief About Yourself

Draw a table-top like the one on page 45 – *"I Am Amazing!"*
Make a list of every compliment you've ever received, a list of all your successes, and a list of every achievement you are proud of, and then write each one of these into a table "leg".
Your new belief/table-top can have as many legs and can be as large as you want.

18- Discovering Your Purpose

To discover your purpose, ask yourself these questions:

- What would you be doing right now, if you had absolutely no limitations, you were a billionaire, and you knew you could not fail?
- What would you share with the world, if your message were to be broadcast throughout all of the world's television stations for 5 minutes?

19- Create A Powerful Total Self-Confidence 'Anchor'!

Get yourself back to times when you felt totally confident. Think of times when you felt unstoppable! *Feel* the state you were in ...confident, happy, motivated, excited, joyful, passionate!....

Snap yourself into a passionate, totally confident state! Whip yourself into a passionate frenzy! Be outrageous! MOVE your body! Run! Jump up and down!

Imagine and visualise yourself as the person you are committed to being! Get inspired! Your Ultimate Self! The kind of Self you want to keep moving towards!

Visualise/Imagine yourself being and having all the things you ever wanted!

FEEL IT! GET EXCITED!

Right at the PEAK of the emotion, do something unique, with deep emotion! You need to link this state/feeling to something UNIQUE such as clicking your fingers a certain way, or shouting "Yes" whilst clapping your hands confidently.

Then... REPEAT THIS WHOLE EXERCISE UNTIL YOU HAVE CONDITIONED THIS ANCHOR IN!
(do it 12-24 times)

Final Thoughts

This concludes my e-book, *"Total Self-Confidence In 7 Days"*. I sincerely hope that you have enjoyed reading it, and that you have already started putting the techniques I've mentioned into practice.

Masters practice the fundamentals over and over again. *DO* the exercises, and you will be *amazed* at the impact this will have on your life.

I feel privileged to have had the opportunity to inspire you with my words. I wish you well on your journey.

Remember that life is for living! You *can* be unstoppable, you *can* achieve unlimited success, and you DEFINITELY *can* go after your dreams.

I'll leave you with a quote by Jim Rohn:

*"Let others lead small lives, but not you.
Let others argue over small things, but not you.
Let others cry over small hurts, but not you.
Let others leave their future in someone else's hands, but not you."*

Know that I am only an email away, should you need any help.

I wish you all the Health, Success, and Happiness in the world.

Mark Anastasi

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info@mark-anastasi.com