

C ONFIDENCE

10 TRUTHS BASED IN SCIENCE

1. We are not born with confidence.
2. Confidence is a decision. It is a choice we must make every day.
3. Confidence is a certainty about something, for example: When the sun comes up, the moon goes down.
4. We gain confidence and we lose confidence throughout our lives. The good news is: confidence can be regained.
5. Confidence requires practice.
6. The best way to practice confidence is through “small wins”, a technique used by coaches when training athletes. Instead of running a marathon every day, runners practice the race in intervals, to gain strength, and build up their confidence.
7. You can learn confidence by watching others who have it. When we do this, our brains create mirror neurons that copy behavior and make it our own.
8. Confidence breeds confidence. Confidence also creates presence...and we all want presence!
9. People are attracted to confidence.
10. The #1 killer of confidence is fear of failure, so go outside your comfort zone and try something new today.

For many people, public speaking is terrifying. If you are one of those people, congratulations! Just by listening to The Speaker Coach, you are learning something new. Every time you practice the skills I am teaching, your confidence will grow.

For more information on the science of confidence, go to: www.AmericanConfidenceInstitute.com