



What is your X Factor?

If you want to supercharge your career, you must first identify your X factor. What is your X factor? What is completely unique, special and priceless about you? What is your biggest intangible asset? Bring your talents and gifts front and center so you can clearly pinpoint your X factor. Once you have clearly identified your X factor, resolve to front-load and capitalize on your X factor in all of your business transactions.

Pinpoint Your X Factor and then Articulate Your Brand

After you have pinpointed your X factor, you are in a new position to articulate your brand. Your brand is what differentiates and distinguishes you from everybody else. Your brand is everything that you stand for, and everything you stand against. Your brand is the reason why people will want to pay top dollar to work exclusively with you. If you are not clear about your X factor and your brand, you are bound to sell yourself short in the market place.

FIERCE SELF CONFIDENCE™ will help you to identify your X factor and to discover your brand. You will also learn how to front-load your X factor and position yourself for superior success.

Occupational Hazard: Selling Out Your Soul

Why are you in business? What is your driving force?

- Cold hard cash,
- The opportunity to engage your mind
- The opportunity to express both your talent and creativity
 - The opportunity for growth
 - The opportunity for contribution

Are you mainly compelled to work to pay your bills and to support your lifestyle, or do you use your work as a vehicle to fulfill your soul's mission?

When You Defraud Your Soul, You Suffer

Selling out your soul (even to the highest bidder) is a detrimental occupational hazard. Whenever you compromise your spirit and double cross and defraud your soul, you will suffer the consequences. So if you are working in a job, business or career where you find yourself silently screaming at the top of your lungs, and your internal hazard lights keep blinking, it's time to reevaluate your choices. More money won't make you happier. More money will allow you to suffer more comfortably. Honoring your spirit will make you happier.

Do Your Decisions Leave You Feeling Exhausted & Emotionally Fragmented?

Your decisions and indecisions in business affect your spirit. Which of your habitual business decisions empower you, and which of your decisions leave you feeling exhausted and emotionally fragmented? How do you sell out your wellbeing at work? In addition, why do you sell out your wellbeing? When you rationalize ("rational-lies") selling out your wellbeing in business, you cosign spiritual disaster.

If You Don't Believe You Can Do Better, You Won't Do Better

If you don't believe you can do better, you won't do better. If you don't believe you can have better, you won't have better. Upgrade your beliefs about what you are capable of and what you truly deserve.



Make Soul Worthy Decisions

FIERCE SELF CONFIDENCE™ will support you to honor yourself. Learn how to buy into yourself and how to make business decisions that are both profitable and soul worthy.

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Procrastination Sucks

Procrastination sucks the life out of you. Procrastination is the invisible dragon that follows you everywhere you go. Procrastination fills your headspace with stress, worry, fear and anxiety and sucks the remaining oxygen out of your lungs. Procrastination fractures the relationship that you have with yourself. Procrastination will condemn you to an eternal sentence of self-prosecution and self-persecution.

What is your Procrastination Pattern?

Each person has a unique PROCRASTINATION PATTERN. Once you **clearly identify which thoughts, feelings and self-talk trigger you to procrastinate**, you can learn how to install a pop up blocker in your brain to prevent those triggers, and bypass and overrule those ingrained mental and emotional booby traps.

You Think Something → You Feel Something → You Tell Yourself Something →

You Procrastinate



Let's say you are THINKING about doing your business taxes. As you start to THINK about all those receipts and invoices and credit card bills, you begin to THINK about and worry about owing even more money than you had anticipated. Then you THINK about how long it's going to take to put everything together. You THINK about how you swore you would never wait until the last minute. And as you THINK about your taxes in this way, you begin to feel greater anxiety, pressure and fear. Naturally, the more you THINK about the PROCESS (finding every receipt, and going through every line item) and how long it's going to take you to get everything done, the more you FEEL like the walls are closing in in your mind. The more you THINK things in this way, the more you FEEL guilt, shame and resentment for having waited so long. If continue to THINK along these lines, you will eventually FEEL so frustrated and overwhelmed that you will mentally shut down. Then you will TELL yourself "I am going to do this later"...only to reinforce this pattern of inertia, and circle of defeat, once again.

Glued to the Familiar Revolving Door of Anxiety and Chaos

When you keep seeing and relating to a situation through the same limited prism, and you keep autosuggesting the same poisonous and self-limiting self-talk, you will keep yourself forever glued to the same revolving doors of anxiety, procrastination, and chaos.

The Image of You Celebrating at The Finish Line

If you genuinely want to change your procrastination habits, you must change the images that you habitually lock your mind's viewfinder on. As soon as you realize your mind's eye is getting stuck on the various stages of the PROCESS required to achieve your goal, immediately shift your mind's viewfinder to an image of you celebrating your huge success at the finish line. Check in with yourself to see which vision inspires you to take action: the vision of you being stuck in the PROCESS, or the vision of you joyously celebrating your VICTORY?

Practice Self Affirming Self Talk

When you lock your mental viewfinder on the finish line, i.e. the position of the mental and emotional reward, your self-talk will become much more inspired, kind, self-affirming and self-validating. You will find that your self-talk will change from "it's too hard" or "it will take too long" to "I will feel so amazing AFTER I finish (or achieve, conquer) this." Always keep FOREVER GRATIFICATION in mind.

Make it Easy to Win:

Start with Just 15 Minutes of Power

Don't try to do everything at once. Keep it simple. Make winning easy. Start with just **15 MINUTES OF POWER**. Allocate 15 minute chunks of time to the thing that you have been procrastinating. **Kick ass for a full 15 minutes, and then relax for a while**. Repeat this process and **BUILD UP** to allocating 30 minutes of time, and then ONE-HOUR OF POWER, etc. Remember you are building and enriching a new brain map, so be kind to yourself as your brain starts to configure and wire in a new map for taking action in this area. Don't make the mistake of undervaluing what you can achieve in 15-minute increments. Just keep building your mental and emotional muscle **15-minutes at a time**. Make sure that your self-talk inspires you to task completion, one step at a time, starting with a small 15-minute chunk of time.

Stop Procrastinating & Start Manifesting

FIERCE SELF CONFIDENCE™ will teach you how to discipline your thinking and your self-talk so you can stop procrastinating and you can start manifesting your desired goals.



Identify & Master Your Critical Vulnerabilities

What are your critical vulnerabilities in business? How do your critical vulnerabilities stifle your growth and happiness? If you don't identify and master your critical vulnerabilities, you will continue to cling to the lower rungs of the ladder fulfillment. If you really want to launch to the next level of achievement and fulfillment, make sure to identify and transform your critical vulnerabilities in business.

Your Critical Vulnerabilities Preclude You From Having What You CRAVE
Your critical vulnerabilities determine how you show up (or don't show up) in your professional life. Your critical vulnerabilities determine how you perceive reality and how you relate to others and to opportunity.

Think of your critical vulnerabilities as:

- Anything that mentally or emotionally prevents you from showing up as the best version of yourself. Anything that mentally or emotionally prevents you from proactively pursuing what you really want.

The Risk: Never Feeling Inner Peace

Critical vulnerabilities include: doubt, hesitation, lack of self trust, worry, fear, anxiety, a limiting self concept, a restrictive *Model of the World*, preoccupation with lack and powerlessness, all addictions, settling, selling out, resentment, guilt & shame. If you have a tendency to run toward any of these patterns as your dominant default 'go to' place, you put yourself at the immense risk and harm of never experiencing inner peace.

How You Feel Matters

You are not a robot, how you feel truly matters. How you feel has everything to do with how you go about your life and your business. How you feel usually impacts your actions, inactions and the opportunities that you seize or delete. How do your FEELINGS impact and reinforce your patterns of success and failure?

Your HIDDEN Critical Vulnerability: Shutting Down Your Feelings

A HIDDEN critical vulnerability is shutting down your feelings (altogether) so that you can charge full force ahead in your business. The danger of this strategy is that this is a game of diminishing returns. If you shut down your feelings, you can jump from one business high to another, until that loses its allure and you end up disillusioned, jaded and unsurprisingly empty. As long as you remain disconnected from yourself, even if you gain immense financial wealth, prestige and power, you will not be able to experience peace, true happiness or lasting fulfillment.

Replace Maladaptive Patterns & Empower Yourself From the Inside Out

FIERCE SELF CONFIDENCE™ will teach you how to identify and master your critical vulnerabilities so that you can replace such maladaptive patterns that stifle you, with new empowering alternatives that empower you from the inside out.

Ruling Poison vs. Ruling Passion

Is your work your Ruling Poison or your *Ruling Passion*? And if your current work is poisoning your mind, body or spirit, what can you do to flip the script around? Owning, embracing and honoring your most noble *Ruling Passion* will help you to flip the script.

Your Passion is Hiding in Plain Sight

When it comes to work, what is your most noble *Ruling Passion*? Many people fall prey to the belief that they don't know what their true passion is. So when they come for coaching they ask, "Can you help me find my passion?" To me, this passion location task is simple, because their passion is always hiding clearly in plain sight.

If The Front Door of Your Mind is Locked, Use the Side Door to Find Your Passion

Since the front door of their mind seems to be Brain Trapped™ by their repeated autosuggestion that they don't know what their passion is, as long as I use the side door to their mind, I can gain direct access to the passion station of their mind. This requires me to ask a couple of questions, while never using the word passion.



How do You Dismiss and Devalue Your Own Insights?

Once the client is relaxed and disarmed, since they are no longer being triggered into mental gridlock and lock down by the word “passion”, they clearly and calmly answer my questions, and GPS me straight to their passion vault with both accuracy and precision. They say, “Yes of course, now I can see it clearly.” The reason they couldn’t locate their passion just minutes before is that they were Brain Trapped™ They were mentally or emotionally blocked from seeing or valuing their own truth. Their brain had been trained to automatically minimize, dismiss, devalue and subsequently delete their own IN-sight.

Merge Your Passion with Your Work

Now what if you know what your most noble *Ruling Passion* is but you feel that you can’t pursue it because of external constraints? As long as you continue to hold your passion in a different compartment of your mind than you do your day-to-day business affairs, you will never be able to merge the two. You may tell yourself that the reason you haven’t yet merged your passion with your current business is because you believe that they are mutually exclusive. The real reason that your current business is not merged with your most noble *Ruling Passion* is because you have not yet fully committed yourself to making this a priority.

Its Like a Combination Lock that Requires 3 Input Codes

You must FIRST merge the picture of your most noble *Ruling Passion* together with the picture of your work, and then resolve to bring that picture to life. It’s like a combination lock that requires 3 input codes. You can crack the code; as long as you enter the 3 numbers in the order.

- So, the first order of business is to clearly articulate your most noble *Ruling Passion*.
- The second order of business is to merge your passion with your work in your mind’s eye.

The third order of business is for you to resolve to DO EVERYTHING YOU CAN DO to bring that picture to life.

Identify Your Ruling Poison

Your Ruling Poison is any alibi that keeps you playing small, that delays your greatness and prevents you from feeling truly fulfilled at work. Options include any addiction, including drugs, alcohol, negative thinking, sadness, frustration, overwhelm, gossiping, laziness, procrastination, self-deception etc. What has been your Ruling Poison? How do you poison your own mind and spirit at work? Which specific alibis, thoughts and feelings, do you habitually (and probably subconsciously) poison yourself with?

Feel Revitalized and Reenergized to Take on the World

FIERCE SELF CONFIDENCE™ will teach you how bust out your psychological defibrillator, charge the paddles, and awaken, resuscitate and breathe into your most noble *Ruling Passion* (while you deliberately disconnect from your Ruling Poisons). When you commit to merging your most noble *Ruling Passion* with your vocation, you will feel both energized and revitalized.

Are You in Maintenance Mode or Growth Mode?

Do you jeopardize the future of your business by sitting around hoping and praying that things will get better? Don’t wait for things to get better, it’s up to you to ensure YOU get better. The passive “hope & pray” model (cover-up self talk for laziness and inaction) is akin to playing Russian roulette with your career and gifts. You can win at most a fraction of the time, but your life will be mostly filled with losses and or consolation prizes.



Maintenance Mode vs. Growth Mode

When it comes to work and your business, what is your MIND SET FOR and what is your MIND SET AGAINST? If your mind is set for maintenance mode, you will at best maintain the perks and limitations of your current reality. Moreover, when your MIND IS SET FOR maintenance mode, it's by default SET AGAINST growth mode. If you want to take your work and career from MAINTENANCE MODE to GROWTH MODE, you must have a formidable plan and strategy in place, and have back up plans and strategies for how you intend to GROW your business.

Do You Lack Ambition or Do You Lack Self Mastery?

When it comes to your work, which has been your dominant approach: "wait and see" or "go and create"? Do you lack ambition or do you lack Self Mastery? Have you clearly articulated an intelligent strategy and plans for your business' growth? What is your back up plan? What is your back up to the back up? How must you change your existing strategies so that you can positively position yourself to grow both personally and professionally?

Self Mastery will Guarantee Your Growth

FIERCE SELF CONFIDENCE™ will help you to disconnect from the Russian roulette ("hope and pray", "wait and see") strategy, and help you to come up with empowering plans and strategies that will stimulate your personal and professional growth.

Do a 4-C Checkup

Holding your Most Important Business Goal in mind, on a scale of 0 to 10, how you rate yourself in terms of:

- Clarity (0-10)
- Congruency (0-10)
- Conviction (0-10)

Commitment (0-10)

1-Clarity

Are You CLEAR about:

- WHO you are
- WHAT you want
- WHY you want it

WHO you want to become as a result of pursuing and achieving this particular goal

2-Congruency

Make sure that your Mind, Body, and Spirit are in total alignment regarding your stated end goal objectives. If there is a tug of war within you, you will become stuck. For example, if your heart wants a particular goal, but your mind is not at peace with it, your mind and heart will continue to wrestle each other into submission and you will not be able **to succeed** and **feel fulfilled** long term.

3-Conviction

If you are 10/10 clear about what you want, and you are 10/10 congruent about what you want, but you lack the conviction that you can reach your goals, you will easily become derailed from your goals. Resolve to build, strengthen and subsequently develop your conviction. Conviction is a formidable engine that will drive you past naysayers, obstacles and detours.

4- Commitment

If you have 10/10 clarity, 10/10 congruency and a 10/10 conviction, but you don't have 10/10 commitment to succeed, YOU WONT. You must commit to your desired end goals every day. If you fall off track, don't beat yourself up. Just dust yourself off, and recommit. Recommit daily, recommit hourly, and just stay committed until you have crossed your desired finish line and you have raised your arms up in sheer victory.



Refuse to Procrastinate Your Success

Refuse to procrastinate your success. Doing nothing more, gives you nothing more. Armed with the clear image of your most IMPORTANT BUSINESS GOAL front of mind, a robust action plan, and your 4C's in check, you are in a prime position to CREATE YOUR VICTORY™. Resolve to wake up with a real sense of urgency. Remain disciplined to do everything you can do to bring to life the mental snapshot of what you truly CRAVE. **What are you willing to do differently**, to put yourself in the position to have everything that you have ever wanted?

Remain Single Minded and Never Take No As An Answer

You must remain vigilant, unified and single-minded to manifest your desired goal, or you will end up getting derailed by interferences or cheap seductions and you will scatter and waste your finite energy and talents. Continue to demonstrate fidelity to your desired snap shot by taking smart, consistent and persistent action toward your goals. As with any goal, refuse to take no for an answer. The universe is just testing you. Refuse to yield, change your approach, zig-zag if you have to, and keep pushing forward, until you are victorious.

FIERCE SELF CONFIDENCE™ will show you how to develop clarity, congruency, conviction and commitment and take fierce action to bring your most important business goals to life.

Always Use Your Secret Weapons: Self Love & Self Worth

If you crave a 5 star destiny, make sure to always keep your secret weapons Self Love, Self Worth & Self Respect on tap.

Self Love?

Interesting fact: almost every time I bring up the idea of SELF LOVE on a Coaching call, almost every single one of my clients (and they are brilliant) invariably become confused. The first question they ask is "What do you mean?" or "Self Love? What are you talking about?"

Self Love, Self Worth & Self Respect

Think about the area of life in which YOU experience the greatest stress and the least fulfillment (self confidence, family, relationships, career, finances, body, fitness, health, sexuality) on a scale of 0-10, how much Self Love, Self Worth and Self Respect do you usually express in that area?

Respect Yourself

If you have been programmed to base your Self Love, Self Worth or Self Respect on what other people think of you, you are destined to lead a very unhappy life. This is because you will not be able to simultaneously please all of your many puppet masters. Never sell yourself out in order to appear to be more valuable in the eyes of another person. You will end up hurting yourself in the process. Respect and honor yourself no matter what.

Settling is a Self Worth Issue

Like it or not, your decisions scream what you actually believe you are worth. Settling a Self Worth issue. If you truly believed you were worth more, you would never stand down to what you are standing down to now. You would stop playing small. You would stop selling out. You would stop waiting. You would instead stand tall and fiercely honor, pursue and create what your spirit deeply craves and deserves.

Do you have Unfinished Business with Yourself?

Having unfinished business with yourself can further undermine your feelings of Self Love, Self Worth and Self Respect. When you feel bad about whom you are, you are more likely to make low value or detrimental decisions. If your unfinished business with yourself remains unchecked, you will continue to harbor chaos and you will subconsciously attract and create even more chaos.



When You are at War with Yourself, You cant be at Peace with Life

If you go to the backstage of your mind, and pop the hood and take a look, you will realize that the bulk of your current mental or emotional suffering is linked to a Self Love, Self Worth and Self Respect issue. A lack of Self Love, Self Worth and Self Respect will cause you to be at war with yourself. When you are at war with yourself, you can't be at peace with life – it's that simple.

Forgive Yourself & Fall in Love with Yourself

Your greatest pain is usually rooted in what you have done to yourself. When you truly forgive yourself, you can fall in love with yourself, and connect with how priceless you truly are. Forgive yourself, and move onward and upward on the ladder of Self Love.

You are Priceless that is what You Are Worth

Realize that your SELF Worth doesn't reflect what people think of you. Your Self Worth reflects what YOU think of you. Other people unconsciously respond to how you see yourself. If you habitually devalue or undervalue your own essential value, others will take you at your own estimation. As you enrich your own perception of your Self Worth, others will echo your new valuation. However, it's important to remember that Self Worth is an internal decision. Never give your power away to anyone or give him or her the opportunity to decide what you are worth. You are priceless. That is what you are worth, nothing less.

Self Worth vs. Net Worth

For the love of all things sacred, please don't EVER confuse your NET worth with your SELF worth. Your net worth is what your accountant tells you your assets are worth. Your SELF WORTH is what you tell yourself you are worth. Your net worth has nothing to do with your worth as a human being. You are irreplaceable and therefore priceless. So remember to never ever tie your self worth to your net worth, as to do so is incomprehensible.

Greet the World with Self Love, Self Worth and Self Respect

Most people believe "When I achieve what I really want, then I will feel greater Self Love, Self Worth and Self Respect." This equation is backward and highly detrimental to your wellbeing. When you greet the world with the feelings of Self Love and Self Worth and Self Respect, you will reach your goals with a twinkle in your eyes and a spring in your step.

Self Love, Self Worth and Self Respect are Your Secret Weapons

Self Love, Self Worth and Self Respect are gifts that you must learn to give to yourself. When you build and enrich this triad, you will arm yourself with the most powerful secret weapons. Armed with Self Love, Self Worth and Self Respect, no person or event will ever again be able to make you feel insecure, inferior, "not good enough" or "less than".

Value Yourself & Fall in Love with Yourself

FIERCE SELF CONFIDENCE™ will consistently remind you how priceless you are, and will teach you how to value yourself, and enrich your feelings of Self Love, Self Worth and Self Respect. Through mental, emotional and spiritual cross fit training you will learn how to awaken your greatness, stand in your true power and honor, pursue and create precisely what your spirit craves.

FIERCE SELF CONFIDENCE™ is not about Immediate Gratification.

FIERCE SELF CONFIDENCE™ is about **FOREVER GRATIFICATION**