

Innovate Your
Confidence,
Ditch Your
Fear,
and
Liberate Your
Life

Straight Up Success Tips to
Awaken Your Inner Boss &
Unleash Your Inexhaustible
Confidence

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Valerie Martinelli Consulting, LLC Presents

**Ten Steps for Women to Build
Confidence: Innovate Your Life and
Unleash Your Inner Boss**

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Our self-confidence is what keeps us from feeling fierce and absolutely frightened. It is important to remember that your perception of yourself has a critical impact on how others recognize you. Perception is reality. The more self-confidence you possess, the more successful you will be.

However, being confident in yourself and your actions can pay off personally and in the business world. Clients and business partners are not attracted to those who are not confident in themselves or their business. Who wants to do business with someone who is unsure of themselves and what they are doing? Ladies, we know that the business world is tough enough with male competition. As it is we are consistently competing with our male counterparts, which makes it is necessary to maintain the skills to be competitive and successful. Confidence is the other component to our success because we have the tendency to take on quite a bit at once- work, family, taking care of a home, and our relationships with the societal expectation to balance it all perfectly.

With all of that we balance, it is normal that we all go through times when we're not so confident or to endure a life event forces us to question ourselves. Even daily misfortunes can make us feel sad and weigh on our overall persona. However, it is possible to correct those feelings and build more confidence. We know from cognitive behavior psychology that our thoughts are linked to the chemical processes in our brains, which affects not only our thoughts but our behaviors as well. After all, what you think and feel is projected through your behaviors and actions. It is important to challenge negative thoughts and behaviors and replace them with more positive ones.

So how can you feel fiercer and less insecure or apprehensive? Below is my personal 10 step guide on how to build your confidence so you will feel better about yourself and maintain a positive a self-image.

#10 Reflect. The most important part about this is finding a method that works best for you. However, sitting with your thoughts can help you to quiet your mind

and senses in order to find yourself. For some, yoga may be helpful. Whatever you choose, silence and meditation is key to controlling your thoughts and interactions. In this way, you can gain clarity, you won't feel so stir-crazed and your self-esteem will rise.

- **Tip#1:** Meditate on a regular basis. By doing so, you will have the ability to transcend the chatter in your mind and create a bridge between your thinking mind and the higher silence that connects to your true inner spirit. The more you connect with your inner core, the more you tend to live your life from a calmer, deeper perspective.
- **Tip #2:** As a result of this, you will become naturally less engaged with any inner voices that spout negative self-talk. You will gradually begin to notice that your inner self-critic will settle down and becomes silenced as well.
- **Tip #3:** Before you know it, your confidence will reveal itself to you. You will find yourself being more open, courageous, willing to take bigger steps, and taking the occasional risk is something done in stride while happily overriding any previously predicted or perceived failures. Practice, practice, practice!

#9 Find Your Purpose. Finding yourself is one of the best things that you can do for your self-confidence. Identify your unique expressions within life. Are your passions creative? Scientific? Academic? Whatever you choose, knowing who you are and what you stand for will help build your confidence. If you are not doing a job that truly represents who you are and what you are here to do in this world, then it is time to make a plan how you can move towards your passions.

- **Tip #1:** Write down why you want to find your purpose in life. Are you looking only to build your confidence? Are you searching for your deeper connection to this world and how you can make an impact? Or would you like to connect your purpose to your career as so many do? Whatever the reason is, you are going to want to remember why you went on this journey so documenting it is recommended.

- **Tip #2:** Set yourself some affirmations. The journey to finding your purpose is not an easy one so you may want to read these from time to time to help you stay on the right track. Remember to remain positive and focused.

- **Tip #3:** Once you find your purpose, connect with like-minded individuals. By meeting others, you will feel better about yourself because you will be forming bonds, whether they are personal, professional, or both. Forming strong bonds and having an inner circle that you can count on is great for your confidence (and your business!) because these are built-in connections that will give you and your confidence a boost.

#8 Never Compare Yourself to Others. Once you begin focusing on the passion in your life, your focus should remain on yourself and not on the success of others. It is important to set the bar for yourself based on your abilities and aspirations and constantly strive to improve based upon that bar. I always tell my mentees not to compare themselves to other women. Your journey will never be equal to another's. Making that comparison will undercut the positive thinking process because you will automatically focus on your flaws or what is wrong with the situation instead of what is right or what your strengths are. Your abilities will never equal those of another so one of the most worthwhile actions you can take is to continually build on your strengths.

- **Tip #1:** Stop viewing other women as your enemy. Sure, we look at images on social media, TV, and in magazines of women who may look better than us in one way or another. However, that does not make her your enemy. Looks can be very deceiving. Society tends to make a lot of judgments about us based on how we look but does not dictate how we necessarily feel about ourselves.
- **Tip #2:** Remove the scarcity mindset. Why does it have to be she-wins- I-lose (or vice versa) mindset? Thinking like this limits you in major ways because you become paralyzed and you do not act. This means that there is no way that you could ever move forward and improve yourself. Improving yourself is the point and why we need shed bad habits that do not serve us well.
- **Tip #3:** Send love and kindness. The next time you find yourself caught in the comparison trap, pause and send loving and kind thoughts towards that individual as well as yourself instead. Appreciating what is positive about others will become a positive habit that has a boomerang effect, which also help you become more self-compassionate. The comparison trap is toxic and oftentimes we enter it without even realizing. It is possible to overcome it, which will leave you happier, more confident, and allow more mental space for positivity.

#7 Never Look Down on Yourself. Self-talk is important to our self-image and confidence. It is our inner commentary and what we tell ourselves throughout the day. Positive, upbeat, self-validating self-talk can boost your productivity. When this voice is critical and harsh, there can be emotionally crippling effects. Destructive self-talk causes you to question yourself so much that it can paralyze you with doubt and uncertainty. Some research suggests standing in front of a mirror and reciting positive affirmations to yourself. Others propose referring to yourself in the third person, which will create distance and allow you to be kinder to yourself. And remember- if you believe in yourself, others will too.

- **Tip #1:** Stop judging and start accepting. Our current culture forces us to place a great deal of importance on rating ourselves based upon how we perceive others think about us. If we are judging our achievements and successes by other people's standards, then we are not measuring ourselves properly. Life was never meant to be about continuity and sameness. Isn't each day different? So we need to measure ourselves accordingly. After all, we weren't meant to be perfect at everything.
- **Tip #2:** Do not rate or judge yourself based on the assumption that we can be rated, judged, or estimated. We should not put a value on ourselves because we are human. We make mistakes. We are constantly evolving and learning so we should be kinder to ourselves than this.
- **Tip #3:** Lose the Labels. Wrongful self-labeling is one of the worst things that we can do to ourselves. For every negative thought that we have about ourselves, there can be a positive one. Your challenge here is each time you think something negative about yourself to replace it with a positive thought about yourself instead. You are on a journey to building your confidence, not tearing it down.

#6 Gratitude. By focusing too much on what you want, your mind creates reasons why you cannot have it. By practicing this bad behavior, you are creating a vicious cycle within your mind. Consciously focusing on your gratitude is the best way to avoid this. This can be done by setting aside time daily to list everything you have to be grateful for. Recall your past achievements, unique skills, loving and respectful relationships, and positive momentum. You will be amazed at how much you have going for you, which is motivation to take your next steps towards success.

- **Tip #1:** Practice! This is the only way we get better at things, right? The best way to apply gratitude is through writing. My advice is to keep a journal in which at the end of each day you write down at least 3 things that you are grateful for. These things can be anything about yourself or

your life. It is a good idea to also include those things that we tend to take for granted. Remain committed to this practice in order to see results.

- **Tip #2:** Be Mindful of your surroundings. Live in the present moment and utilize your senses. This is something that oftentimes we can be very bad at because we are typically in a hurry and so busy with work, school, home, family, and all of our other responsibilities that we do not take the time to notice what is happening around us. We do have positives around us, we just have to take the time to acknowledge them on a regular basis.
- **Tip #3:** Have gratitude! This is the most important component. We must have gratitude about who we are, what we have accomplished, what we are capable of. Part of having confidence is being secure in the idea that you will have a bright future and that you are capable of achieving your dreams.

#5 Compliment Other Individuals. When we think negatively about ourselves we oftentimes project that feeling onto others in the form of insults and gossip. Getting into the habit of praising and complimenting others can help to break this cycle of negativity. Refuse to engage in backstabbing gossip and continue to make the effort to compliment others. In the process, you will become well liked and build your confidence. By looking for the best in others, you indirectly also bring out the best in yourself. Complimenting others is also a lesson in authenticity because you cannot give compliments if you do not believe them. If you try and fail, then it will convey the difference between authentic and unauthentic. Complimenting others sincerely also builds your relationships with those individuals. Stronger personal relationships make you more confident in yourself, especially as you surround yourself with those that make you feel better.

- **Tip #1:** Compliment Others Often. Getting in the mindset of thinking positive will allow you to see the good in others and compliment them on

their strong points. If you're asking yourself, "Well, how does this help my self-esteem?" When you compliment others, you are ten times more likely to receive a sincere compliment in return. This will reinforce your strong points and push your positive characteristics to the forefront of your self-assurance. However, go easy on the compliments otherwise you can come across as insincere or fake.

- **Tip #2:** Challenge yourself. You might be reading this thinking "Well, I don't have this problem. I'm fine." Fine is the key word in that sentence. Wouldn't you like to be exceptional? The significant component to this becoming exceptional is continually refining your social skills. Your social skills are more important than many people realize. They can hold you back in life and in business. Poor social skills can keep from a promotion, a new position, or a lucrative business deal.
- **Tip #3:** Do not count on others to tell you that you have poor social skills. This is where feedback from a trusted source, such as a mentor, can be critical. Have he/ she evaluate your social skills so you know what areas to improve upon. By doing so, you will have the ability to develop exceptional social skills and improve your confidence.

#4 Speak Up. Did you ever wonder why we are afraid to speak up during group discussions or office meetings? Well, that fear of what others might say or think is not really justified because many individuals are more accepting than we realize. In fact, they are probably dealing with the same fears as well. Women are especially prone to this because we are conditioned from a young age that being quiet is equated with good behavior. Quite often we are also given the "office housework" of taking notes, which hinders our ability to fully pay attention and participate. In addition, by speaking up every meeting or group discussion you will become a better public speaker, more confident in your own thoughts, and your peers will recognize you as a leader.

- **Tip #1:** Learn the right techniques. Over time, passive individuals can grow tired of not being heard so they can overcompensate by being aggressive, they can stay within their self-deprecating shell, or take it out on others. It also is a killer to self-esteem. However, learning the right techniques is important in order to communicate effectively.
 - **The Sandwich Technique:** Put your request in between two positives.
 - **The “I Feel” Technique:** This technique is the most effective. We each have opinions, feelings, and needs. It is important to state those in an appropriate manner to build your confidence.

- **Tip #2:** Step outside of your comfort zone by challenging yourself. Attend a meeting prepared by creating a plan for yourself. Bring notes for yourself and what you’d like to say. The more you do this and the more opportunities you have to speak up during meetings, your confidence will also increase and you will become increasingly comfortable to speak up.

- **Tip #3:** Set up an action plan for yourself by establishing a specific amount of times that you will step outside of your comfort zone and exactly how you will do it. The more frequently you do it, the quicker it will become a habit. Why should you do this? Life outside of your comfort zone offers more opportunities and more successes, which also means more self-confidence.

#3 Focus on Collaboration and Contributions. It is not uncommon for us to get caught up in our own thoughts and desires. However, by doing so we are focusing too much on ourselves and not on the needs of others. If you stop thinking about yourself and focus on the contributions that you are making to this world, then you will not worry as much about your own flaws. This will increase your confidence and allow you to contribute with maximum effectiveness. After all, the more you contribute to the world the more you will be rewarded with recognition and personal success.

- **Tip #1:** Set goals for additional contributions and collaborations according to your desires, both professionally and personally. As you accomplish them your confidence will also build as you watch your achievements grow.

- **Tip #2:** Volunteer. What a better to take the focus off of yourself than to give your time to a cause or an organization important to you? Sometimes when we continually focus on ourselves and our thoughts and desires we lose focus of what we should be grateful for and what we are capable of doing for others. Volunteering is a fantastic way to work with others by doing something that we enjoy, which benefits others. You will build your confidence by building new relationships, focusing on a cause or community project, and serving the greater good.

- **Tip #3:** Pay It Forward. Help a friend or family in need, if possible. Buy a stranger a cup of coffee. Doing a good deed will make you feel good. It does not have to be daily but knowing that you used your resources or skills to help someone in need is important because it will boost your self-esteem and confidence.

#2 Exercise and Self-Care. Physical fitness has a huge effect on confidence. If you are out of shape, you will feel insecure, unattractive, and less energetic. By working out, you will improve your physical appearance, energize yourself, and accomplish something positive. Having the discipline to accomplish something positive not only makes you feel better, it also creates positive momentum that you can build upon for the rest of the day. Self-care also includes maintaining a healthy diet, getting plenty of sleep, and taking time for yourself. If you feel depleted and empty like you can't give anything to anyone then you will not be at your best, which will lead to unproductivity.

- **Tip #1:** As women we have the tendency to prioritize everyone else before us. If you have the trouble fitting exercise and time for yourself into your schedule, then I suggest scheduling it just like you schedule your

meetings and clients. This will give you an excuse-free way to care for yourself and still meet your diet and fitness needs, which will leave you feeling like you can take on more.

- **Tip #2:** Manage time for yourself as well. Whether it's a regular coffee break, a manicure or pedicure with a friend, a movie, reading, or journaling make sure you regularly keep time in your schedule just for yourself. By doing so, you will improve your self-esteem and boost your confidence.
- **Tip #3:** Take up a new and challenging activity, whether it be creative or athletic, such as painting or a 5k. By doing so, you are challenging yourself, your mind, and what you may have thought you could achieve. Once you master this activity, you will amaze yourself! In the meantime, you are building your confidence by showing yourself what you are truly capable of.

#1 Love Yourself. Confidence comes from within. Loving yourself will give your personality that wow factor. However, it is important to strike a balance and not to love yourself too much. No one loves a narcissist so keep it to a healthy minimum. Remember that you are worthy, special, and one-of-a-kind. You've gotten this far- you've challenged yourself, tried new things, and mastered my confidence-building plan. Celebrate yourself!