

— THE —  
BLACK BOOK  
— OF —  
CONFIDENCE

Advanced Techniques for  
Rapid Change

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## Reclaiming control of your confidence levels

The term 'confidence' comes from the Latin 'confido' meaning 'to have faith in'. We recognize confidence the instant we see, hear or meet a confident person. Like charisma, it is a quality that people emanate and radiate.

A person who has confidence gains the confidence of others. Confidence is essential for success in virtually every area of our lives including

- Our work
- When giving presentations
- During job interviews
- In relationships and friendships
- In the bedroom

When we are babies we start out with almost unlimited confidence. No stairs are too high to climb and no activity too dangerous to try for the first time. But gradually life and other people sap our confidence and by the time we are in our teens or twenties we have fears and worries about whether we are attractive, whether we will pass our exams or whether we will get a job.

The tragedy about lacking confidence is that it is rarely based on an accurate self-assessment of our abilities and qualities. A lack of confidence, which is usually linked to low self esteem, is simply an emotion created by unfounded beliefs. A highly destructive emotion which often prevents people from achieving all they could and should.

A confident person with the exact same qualities and abilities as someone lacking in confidence, will often succeed where the other person fails. Not because they were more able, but simply because they had empowering beliefs and a different perspective. Indeed, a confident person will often succeed against someone with greater ability but less confidence, either because they were willing to try or because they were more effective.

A job interview scenario illustrates the point well. A job candidate may have better qualifications and experience than their competition. But if they lack confidence and suffer from low self esteem, their chances of performing well at interview and being offered the job are low. Research has consistently shown this to be true. According to Harvard research 85% of the reason that a person gets a job is due to their attitude, whilst only 15% is due to skill.

There are many myths surrounding confidence including ‘people either have it or they don’t’ or that ‘it takes years to develop’. People sometimes rely on these myths as excuses for why they find it difficult to speak in public, sell themselves in a job interview or talk to a member of the opposite sex.

The truth is you have absolute control over your confidence levels and self esteem. Scientific research from some of the leading research institutes in the world has consistently established that humans have the ability to radically change their emotions and self perception. You can literally reprogram your brain with new beliefs about your abilities and qualities and consequently supercharge your confidence levels.

This book will show you how to develop powerful self confidence and create high self esteem within hours and days, rather than months and years. You will also learn how to act confidently. Confidence is not simply about how you feel. It is also about how you act and come over to people.

Packed with effective techniques and exercises, rather than anecdotes and theories, you will rapidly learn how to transform the way you feel and view yourself. The purpose of this book

is to equip you with the tools you need to bring about fast, dramatic, positive change rather than engage you in an academic discussion about the cause of confidence problems.

You will learn highly effective techniques based on recent developments from the fields of Neuroscience, Body Language, Neuro-Linguistic Programming (NLP) and Psychology. Accelerate Learning principles are applied throughout to ensure you learn fast and retain permanently.

I have used these techniques with many clients over the years with tremendous success. They work. Do them and they will change your life and how you feel. Whether you are an executive who has to give your first business presentation, a mother who has lost her confidence to go out and date after a divorce or a student who has to give a speech at your graduation, you will experience almost instant change. Your confidence levels will grow exponentially as will your self esteem.

To reap these rewards, there is simply one requirement. Read this book and do the exercises. As the ancient Chinese proverb wisely observes

***“I hear, I forget.***

***I see, I remember.***

***I do, I understand”***

## Believe You Are Confident and You Will Be

**“One person with a belief is equal to a force of ninety nine who only have interest”**

**John Stuart Mill**

The power of belief should never be understated. People constantly change history because of the power of their beliefs. Whether it is starting a war, going to the moon or recovering from a terminal illness, belief is one of the most powerful tools a person has.

Beliefs affect how you feel and act. People will often fail to try something because they *believe* they will not succeed. Equally, they may try but not believe and consequently fail. Belief is therefore at the core of confidence which is why people will often describe someone who lacks confidence as lacking in self belief. Belief has the power to give and to take away our confidence.

Until 1954 it was widely believed that it was not possible for humans to run a mile in under 4 minutes. That was the year Roger Bannister shattered that belief, by doing exactly that. Bannister said that it was in his mind that he really made the achievement – he ran the 4-minute mile so many times in his imagination that he made it a belief which became an achievement.

## Belief and its Effect on Health

The field of Psychoneuroimmunology (PNI), which is the study of the interaction between psychological processes and the nervous and immune systems of the human body (or more simply put the relationship between mind and body), continues to demonstrate the effect of belief and mindset on a person's ability to develop serious illness or recover from serious illness.

Studies demonstrating the 'placebo effect' in have been documented for decades. The placebo effect occurs where a patient is given an ineffective "sugar pill" but told that it is a powerful drug which will improve their condition. Studies have shown that this will cause the patient to believe that the treatment will improve their condition and that this belief causes the patient's to meet their expectation.

Norman Cousins, author and Adjunct Professor of Medical Humanities for the School of Medicine at the University of California, conducted research on the biochemistry of human emotions and believed they were the key to peoples' success in fighting illness. Indeed Cousins miraculously survived 36 years after first being diagnosed with heart disease. Cousins famously said

***"Drugs are not always necessary, but belief in recovery is."***

More remarkably, Yale professor and author Dr. Bernie Siegel carried out research into people suffering from Multiple Personality Disorders. In recorded cases, the patient's belief was so powerful that when they changed personality, eye color changed, physical marks disappeared and diabetes came and went with each personality change.

## The Sources of Our Limiting Beliefs

Our beliefs are often shaped at a young age. We may believe that we are not attractive, intelligent or interesting because of what other children said at school. In some cases parents are responsible for causing their children to grow up with limiting or negative beliefs. Beliefs are often shaped by key events in our lives. People sometimes form racist views about a racial group of people based on one negative experience with someone from that group.

It is important to note that two people can experience similar or identical events, but attribute different meanings, which will affect their beliefs and behavior in the future. One person may take several instances of failure as meaning they are a failure.

By way of contrast, let's look at the case of Thomas Edison, who believed that he could use electricity to create light. After 10,000 attempts he proved his belief to be true. In addition to believing that he would succeed, Edison also believed that each attempt was not a failure but a step forward, a learning opportunity. A far more empowering belief than believing he was a failure. Here it was not simply a question of his belief turning out to be true, but more case of his belief in himself determining the truth.

People often wrongly think in terms of 'beliefs' as ideas being fixed and unchangeable. This is incorrect. People change their 'beliefs' all the time. A common example is where someone wrongly assumes or relies on incorrect information which indicates that another person said or did something against them. The 'victim' may choose to strongly believe that the 'perpetrator' is bad in some way. This 'belief' will change instantly if it becomes clear that the alleged 'perpetrator' was innocent and did not do or say anything against the 'victim'. The victim may now believe they were rash in forming a negative view about the innocent perpetrator. The strongly held view disappears in an instant.

People have a tremendous ability to instantly change their beliefs, behavioral patterns and actions. But human nature is such that people often only change when they have a really good reason to do so – when in their minds they have sufficient ‘leverage’ to do what is necessary.

We have all heard of stories where mothers have demonstrated superhuman feats of strength and courage when their children are in danger. In one reported case a mother lifted a heavy car off her young child. If someone put a gun to your head or the head of someone you cared about and said they would pull the trigger unless you did something you are normally afraid of doing – you would do it in an instant. You would do it because the pain of not taking action would be far greater than the pain of not doing the thing you have always been scared of.

## **Identity**

**“I think, therefore I am”**

**Descartes**

Closely linked to the concept of belief is the concept of identity. Like beliefs, events and other people shape our identity. A person who failed to get a job, may choose to define themselves a failure. Once they have defined themselves in this way, they increase the chances of failing in other areas of their life. It is the beginning of a slippery slope.

How you define your identity, defines the decisions you make and actions you take. You will constantly act in a way that reinforces your identity because people have an internal need to act consistently with how they define themselves. People will often say 'I would never do that. I am not that kind of person'. This belief as to identity becomes a self fulfilling prophecy. *I think I am, therefore I do, therefore I am.*

If a person believes they are a 'sociable person' they will tend to look for and opportunities to socialize. They will ensure they have a wide circle of friends and will always be going out. Conversely, a person who believes they are 'boring' and 'uninteresting' will often keep to themselves and avoid every opportunity to socialize.

Once you understand the power of beliefs and identity and their relationship to your confidence levels and once you recognize that you have the power to change your beliefs and adopt ones that support your emotions and actions, then you can begin to see why confidence is a matter of choice.

In the coming chapters you will learn powerful techniques that will rapidly enable you to change your beliefs and self perception. For the remainder of this chapter I will give you three basic warm up exercises which will ensure you are clear why you need to delete any limiting beliefs you may have and have the motivation to do so.

**"If you hear a voice within you say "you cannot paint", then by all means paint and that voice will be silenced"**

**Vincent Van Gogh**

## Exercises

### Facing the Consequences

If you lack confidence or have low self esteem, write down all the consequences that you have suffered, are suffering and will continue to suffer because of this limiting belief. Think carefully about the heavy price you are paying and will continue to pay because of your lack of confidence.

Write down as many negative consequences that you can think of and try to emotionally connect with what this will mean for your ability to enjoy life. By linking pain and suffering to your limiting beliefs you are giving yourself leverage to change. By engaging in this process, you are forced to face up to the true consequences and have plenty of reasons to change your old limiting beliefs.

### Devil's Advocate

Now you are clear about the many reasons you have to change, it's time to start chipping away at your old useless beliefs. Again, write down on a single piece of paper all of the reasons that your limiting beliefs are wrong. For example if you believe you are unable to deliver an important presentation you might write down the fact that numerous other people have overcome their fear of speaking in public and gone on to become celebrities.

Again, get creative and work hard to show why your beliefs are wrong. Lawyers are not the only ones who can find two or more interpretations to a situation! By engaging in this process you begin to cast doubt on what may have been firmly held, albeit incorrect beliefs.

You have now taken the first steps towards destroying your erroneous limiting beliefs and are opening the way for replacing them with new empowering beliefs that will transform your confidence and self esteem.

## The Dickens Process

The Dickens Process is widely used by NLP practitioners and is based on Charles Dickens' character Scrooge. In the story Scrooge meets the Ghosts of Christmas past, present and future on Christmas morning. He is shown what his life will be like in the future if he keeps up his current behavior. This vivid glimpse into the future causes so much pain for Scrooge that he decides to change his mean ways forever, changing his life and the lives of those around him.

The power of the Dickens Process lies in its ability to enable you to emotionally connect with what your life will be like in the future if you don't make radical changes. The process gives you the fuel and motivation to take immediate and decisive action. It is very useful for people who want to change but can't seem to find the motivation to move out of their comfort zone. When I first did this process it caused to me to make the one of the most important decisions I have ever taken.

- i. Find somewhere quiet and make sure you have at least 30 minutes to an hour to do the process. Visualize your life right now. What do you have in your life? What are you

missing out? What limiting beliefs do you have that stop you from achieving your goals? You may want to remind yourself by re-reading the list you created for the last process.

2. See yourself as though you are in a movie. Travel back in time and visit some of your most difficult times that have occurred because of your limiting beliefs. Feel what you felt at the time, see what you saw and hear what you heard. Connect with the pain you felt at the time. Remember the detail of what happened. How many important, valuable opportunities have you missed out on? Watch yourself struggling through life.
3. Now travel back to the present. Again, see yourself as though you are in a movie. What are you now missing out on? What is wrong with your life now that is a direct consequence of your limiting beliefs? Do you often feel sad or depressed? Angry or frustrated? When was the most recent time that you really wished you had more confidence and had felt emotional pain because you didn't?
4. Now travel six months into the future. What will your life be like if you haven't changed your beliefs; if you haven't decided to be confident? How many more opportunities will you have missed out on? Will you still be in the same dead end relationship because you don't have the confidence to leave? Or will you still be without a relationship because you don't have the confidence to approach someone you like? Again, emotionally connect with what your life will be like in six months if

you don't make radical changes. Will you be even more depressed, angry or frustrated?

5. Now do the same travelling 3 years and then 5 years into the future. See and feel how miserable your life will be if you still have the same limiting beliefs and if you still lack confidence and have low self esteem. If you think it's bad now, it will be far worse then.

The more you are able to connect with yourself in the movie and the pain and negative emotions you have felt, are feeling and will feel, the more leverage you will be giving your brain and nervous system to make rapid, radical changes.

6. Now for the fun part. Think about what your life would be like in 6 months, 3 years and 5 years if you had more empowering beliefs; if you had more confidence; if you believed you could achieve whatever you wanted. What would you have in your life? What job would you have? How would you look? What would your personal and social life be like?
7. See yourself in this bright future? Standing tall, smiling, looking healthy and fit. Having all the things and people in your life that you want. The relationship of your dreams. Living in a house on the beach. Driving the car you always wanted. Imagine how good it feels to have that life and to feel confident. This future is within your grasp.

Now you have all the reasons and all the leverage you need to make the necessary changes and replace your old limiting beliefs. Both consciously and unconsciously, you are now connected to the cost of your negative beliefs and behavioral patterns and the prize of deciding to have new empowering beliefs. Next you will learn how to rapidly change your beliefs and emotions.

**“The belief that becomes the truth for me is that which allows me the best use of my strength, the best means for putting my virtues into action”**

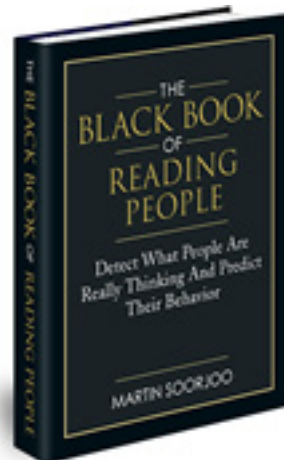
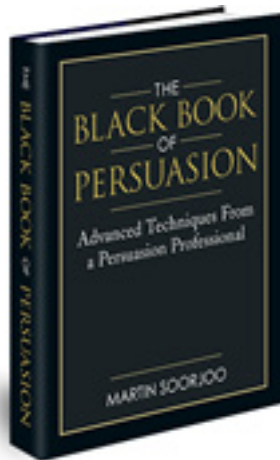
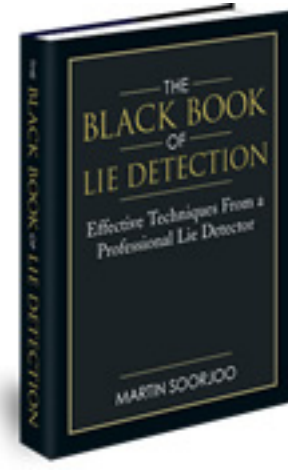
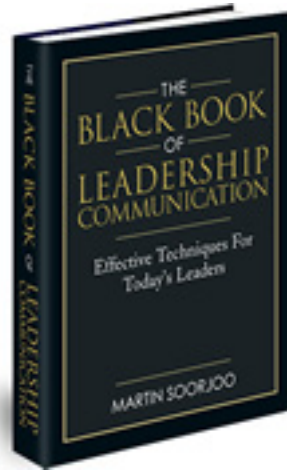
**Andre Gide – Author and Nobel Prize winner**

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## About the Author



Martin Soorjoo is a communication expert, author, attorney and President of Communication Downloads; an international communication training company with offices in California and London. Martin's clients include politicians, business leaders, business owners, sales executives and students.

He is the creator of the Communication Edge learning and coaching system which combines the most effective techniques from the fields of Neuroscience, Psychology, Body Language and Neuro-Linguistic Programming. Martin is the author of the popular Black Book of Communication ebook series including [The Black Book of Confidence](#) , [The Black Book of Interview Skills](#) and [The Black Book of Leadership Communication](#) which are available from his company's website.

Before founding Communication Downloads, Martin spent 15 years as an attorney making a difference to the lives of people in difficult circumstances. Nominated for national Human Rights Lawyer of the Year in 2004 and consistently rated by the world's top legal directories as a 'leader in his field', Martin acted in many cases that led to positive changes in national and international law.

In addition to the advocacy skills and experience he developed as an attorney, Martin is a certified Master Practitioner of Neuro-Linguistic Programming (NLP) and expert in body language and psychology. Throughout his career he has appeared numerous times on television and radio, as well as frequently speaking to large audiences. He was portrayed in the TV legal drama 'The Colour of Justice' which was based on one of his cases. Martin now spends majority of his time helping people from all walks of life and from all over the world, improve their confidence and communication skills.

Should you wish to book Martin for confidence coaching, to speak at your next event or run a seminar for you company, please contact him at

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