

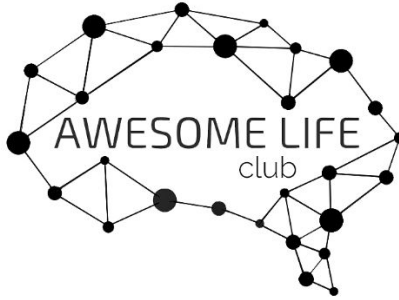


12 Ways to  
**BE CONFIDENT  
ON-DEMAND**  
even in the most  
intimidating  
situations

The ultimate  
fear-busting toolbox



**AWESOME LIFE club**



**12 WAYS  
TO BE CONFIDENT  
ON-DEMAND  
Even in the most  
intimidating situations**

The ultimate  
fear-busting toolbox

By Kay Walker

## **Confidence is a choice**

Being confident is a choice, but it's easier when you have the tools to put it back in when you start to lose it. That's what this guide is for.

When you lack confidence in situations and with people it's because of a fear - either unconscious or conscious to you - that's making you feel small.

But, that just doesn't work. You should be able to feel confident all the time. There's no reason for you not to.

You are no different than people who have made a massive difference in our world. You are as capable of turning your dreams into reality (whether small or big) as global leaders, such as: Albert Einstein, Martin Luther King Jr., Elon Musk and Steve Jobs.

You may not see yourself as matched with their greatness but you are.

So, you should be confident in yourself, and when you lose it, you should know how to get it back so nothing gets in the way of what you want in life.

This guide is your confidence-boosting, fear-busting toolbox. It equips you with twelve success-proven methods for neutralizing and/or defeating fears that get in your way and thwart your progress.

So, in moments where you feel yourself losing your confidence, use one or more of the methods to regain your power so you can proceed.

It doesn't matter whether you're an entrepreneur, a teacher or a millionaire CEO, these fear-busting tools work for everyone.

They will help you in the situations that intimidate you most so you can be confident again when you start to doubt yourself.

Play with the techniques in your life. Pick and choose the ones that work for you.

---

# **FEAR BUSTER #1:**

## **CHARACTER MODELING**

Who do you know that's brave in the situation that scares you?

Who would you love to be able to be like in the moment your fear starts to take you over?

What if you could simply morph into them for a moment to conquer your fear?

*Hell, yes!*

You can do that and it's easy. It's similar to roleplaying or method acting, where an actor dedicates themselves to being like someone else by mirroring a person's hypothetical behaviors and actions.

There are two ways to do it:

### **Method 1:**

In the moment when you start to experience a fear, choose a person who you'd like to be like. Take a quick moment to close your eyes and visualize that person in your situation.

Ask yourself: what traits does this person have that make them exceptional in this moment? In other words, what are the traits you'd like to emulate.

Then, you simply commit to modeling those traits and keep them in your head as you proceed.

Here's an example:

I'm about to interview someone important and I get nervous. I close my eyes and consider I would like to be like Barbara Walters.

Here are the traits I would like to have that she has:

**Calm:** Settled in who she is. ie. she has a unique voice but doesn't let it get in her way.

**Bold:** She asks the question people want answered.

**Gentle:** She makes people feel comfortable.

**Prepared:** She does her research so she can draw on it during the interview.

When I proceed in the situation I remind myself to be calm, bold, gentle and prepared.

## **Method 2: Build an avatar**

You can do this only if you have the time. You can build an avatar - which, is a description of the person you'd like to be like - and refer to it when you need to. The avatar can be of someone you look up to and want to be like, or someone completely made up.

Using the avatar helps you step out of your nerves and be someone else, almost like putting on a physical suit.

When building an avatar you want to answer the following questions:

*What is this person's name?*

*How old is he or she?*

*What do they look like?*

*Are they single or in a relationship?*

*Do they have kids?*

*What is this person committed to in life?*

*What traits does this person have that I'd like to exemplify?*

*What are this person's skills?*

*What's this person's drink of choice?*

*How do they dress?*

*What kind of lifestyle do they live?*

*Where did they grow up?*

Be as detailed and specific as possible when you build your avatar. You can make it up but consider what that person would be like.

Using character modeling you'll be able to "fake it till you make". You start to be like the person you'd like to be like and in time you will find that you are that person.

This method may seem odd (or brilliant), but whatever you feel about it is highly effective and easy to use.

---

## **FEAR BUSTER #2:**

### **VISUALIZE**

Your brain doesn't know the difference between imagining doing something and physically doing it. The same neural circuits run. So, in this way you can practice harnessing a desired set of skills or way of behavior in your mind.

When using visualization to conquer a fear you can visualize yourself encountering that fear and dealing with it powerfully for days and weeks before you encounter it, if you have the time.

If you have to get up on stage and perform and you're terrified, you can spend time each day (minimum 15 minutes to hours) practicing in your head and seeing yourself on stage being confident and engaging with your audience.

Many pro athletes use visualization techniques to mentally win before they are in competition. It helps them be more confident when they are physically in action. It increases the chances of success because their brain thinks they are physically taking action each time they mentally visualize it.

If you don't have that kind of time and the fear comes up in a moment with no notice, you can close your eyes and take a moment to visualize successfully dealing with your fear. It should only take you a few seconds to do this.

Visualization is something I don't need to tell you how to do. It's an innate skill. You simply close your eyes and see yourself in the fearful moment and then direct your daydream so you vanquish the fear.

It's this simple:

Close your eyes

Take 1-5 minutes to visualize the outcome you desire

Go do!

Keep in mind: When you are new to visualization and you try to see yourself winning, you may immediately flip to seeing yourself lose or have negative thoughts. Stay with the practice. You will get better.

---

## **FEAR BUSTER #3:**

### **REALITY SPLICING**

Quick question: Can you touch, feel, taste, see, or smell fear?

I'm not talking about "a fear"- aka a stimulus you think is fearful - because, that's different. I'm talking about the emotion.

Are you confused? Let me explain what I mean.

**Fear is not real.** Though it feels like it is.

It has real characteristics such as:

- Your palms sweat.
- Your heart races.
- You cry or scream or run away or you attack in self defense. (This is also referred to as: fight, flight or freeze response).

But fear is really what happens when a **stimulus from your environment** becomes collapsed with an **emotion**. The two combine, and create an experience we call "fear".

Let's look at this a bit more deeply....

Whatever emotional response you have towards any stimulus in your environment at a given moment comes from a stored memory.

This is why a baby won't know not to fear a hot element on the stove until they learn about the properties of heat and that it can burn and cause pain.

Now, with any fear your brain has two responses to it. The oldest part of your brain (often referred to as the reptilian brain) responds without the ability for conscious thought. It's response is automatic.

This is a protective mechanism and is important for humans, which is why we all have it. For instance, in a situation where you are crossing the road and see a car coming fast, your body would run to the other side quickly without you necessarily making a conscious decision to do so.

As the human brain evolved to be what it is today, we developed the neocortex and this is where we do our conscious thinking. It's how we can have an emotional response to fear but then consciously understand if it will really hurt us and make a decision on what to do about it.

It's in this conscious, decision-making part of the brain where we can learn to separate the emotional response that's been triggered naturally and reason it out to conclude whether what we are experiencing is a real threat or not.

So, this first method of overcoming fear involves a process of focusing on measurable facts that can have you consciously conclude that your fear is not a threat. In which case, you can then override your fear and choose to act differently even if you are dealing with intense emotions.

It's easiest to understand this by considering the variables in what causes a person to experience fear. A fear response involves:

1. A person
2. A stimulus in their environment
3. An emotional response based on what they've learned in the past

Here's what happens when you decide something is a fear, it's a process that happens in a matter of seconds:

You experience something in your environment, then your brain processes the information you're taking in. It reviews stored information to make a decision about whether it is a threat or not and whether your body needs to react. From this conclusion, you'll either decide something is not a threat and proceed or, you will decide it is a threat and you will react in one of three ways:

1. FREEZE - You'll be in shock and do nothing.
2. FLIGHT - You will avoid or physically run away.
3. FIGHT - You will become aggressive to counteract the threat which is causing the fear.

The reaction to the stimulus is a result of that person's unique past experiences. This is why some people see a snake and run and some might like to pet it.



In most cases, what you are afraid is nothing to be fearful of in reality. If you take away what you think from the reality about it, you can start to see the fearful stimulus in a different way.

### **Fear buster #3 is best understood with an example:**

PERSON A who was attacked by a dog at a young age sees a giant dog walking down the street on a leash and this is what happens:

**Sees dog → Processes the image of the dog and goes back through stored information to conclude whether the dog is a threat = DOG SCARY → Run away!**

PERSON B has grown up with a dog and loves dogs. This is how they respond to the same situation.

**Sees dog → Processes the image of the dog and goes back through stored information to conclude whether the dog is a threat = Thinks "I love dogs" → Walks right over and pets the dog.**

Now, let's say that PERSON A doesn't want to be scared of dogs. They live in a neighborhood full of them and they see people enjoying dogs. Maybe they now have a family that wants to have a dog so there is an impetus for them overcome the fear.

This is where fear becomes a conflict and this is how to conquer it with method three....

Reality splicing is a **process of separating the emotional learned response from the conscious mind and choosing to act alongside the emotions**. You can do this when you rationally understand the threat is not real.

Most stimuli that we decide are fears are neutral when you consider the measurable quantifiable facts of reality.

So, PERSON A can override their fear of the dog if they look at the known realities - "the facts" - about dogs and the situation they remember from the past:

Dogs

- They are animals.
- Animals can be violent and unpredictable when they feel threatened.
- Some are big and some are little.

- All dogs have different characteristics based on breed
- Some dog owners are in control, some aren't.
- My former neighbors didn't take care of their dog, didn't tie him up, which is why he got out and bit me.
- It was a stray dog that bit me.
- Many people I know have pet dogs that they love and say are great companions.
- While 4.7 million Americans are bitten by dogs annually, only 20 are fatal. So, the chances of me being severely maimed by a dog are very small.
- My neighbor is holding the dog on a leash, so I can pet this dog without fear.

These are the facts about dogs. They help to understand dogs are neither good or bad. They are dogs. It's the human that makes the dog good or bad, based on their subjective experience and what they've learned in the past.

After you lay out the facts, PERSON A then must consider: Given the outcome they'd like to achieve how could they choose to relate to dog in the present moment moment?

It has to be believable. It's likely PERSON A won't suddenly become a dog lover yet, and run to the dog and pet it fearlessly, but they'll be able to make progress.

"This one dog is safe because my neighbor assures me he is and I trust my neighbor."

When you consider multiple ways of seeing a situation to encourage the outcome you desire you can quickly change the context.

Sometimes the fear goes away entirely. Sometimes it's still there but you can take a small action against it. With practice you'll be able to start to overcome the fear.

When you have time prior to experiencing a fear (like you have a fear of public speaking and you know you have to be on stage tomorrow) you can physically go through the process below to separate your feelings from the truths in reality. When you don't have time to write it out you can do this quickly in your head.

**Step 1: Write down your initial thoughts and then beside them briefly describe why you think this way:**

*ie. "There is no way I'm going near that dog!" → I was attacked and severely bitten by a dog when I was ten years old.*

**Step 2: In point form list the FACTS about the fear that you know to be 100% true because they can be measured with physical properties:**

*ie.*

- *Approximately 60% of the people in my neighborhood have dogs as pets*
- *I grew up in China where stray dogs wander the streets and was bitten by a dog that wasn't on a leash and didn't have an owner*
- *Only 20 people in the US die from fatal dog attacks each year, so my chances of being hurt are very small*

**Step 3: Consider what it would be like if you didn't have this fear. How would you like to be?:**

*ie. "My kids really want a family dog and my neighbors always look like they are having a great time at the dog park. I really would love to be able to be around dogs and feel good. It would be great if I could bring home a dog and surprise the family."*

**Step 4: Write down what you learned from this process and what small or large action you can take to move you away from this being a paralyzing fear:**

*ie. I noticed my fear is correlated to my childhood experience, and it makes complete sense why I feel this way around dogs. The next time I see my neighbor out with his dog, if it's on a leash I am going to ask to pet it even if I feel scared to do that.*

Going through this process will help you separate all the variables. When you go to take an action towards what you consider fearful you'll be able to rationalize that your feared response is misplaced even if you have some physical responses.

You'll also be able to remind yourself of what you wrote in box 3 so you can come back to *why* you are doing the work to overcome the fear.

Doing this the first time may take some intellectual effort but once you go through the process you'll be able to use it in your head on-demand when a fear pops up.

---

## **FEAR BUSTER #4:**

### **INTERVIEWS**

If you have access to someone who is not afraid of what you're afraid of - before or during your fear - ask them what the experience is like for them.

When you listen to their response you really want to focus in on what they are saying. Your initial thoughts will be to dismiss what they are saying. However, what you want to do is come from a perspective of inquiry, like you are learning something completely brand new and for the first time.

Take some time to ponder their response.

You may also want to ask them *why* they think they feel this way about their fear.

The interview method will help you consider all sides of your fear. It will help you to see your fear in a different perspective, perhaps one you never considered.

Sometimes the interview can immediately have you shift your attitude. Or it can be a way of seeing a new point of you view so you can get that your response to the fear is your response to the fear.

Then, you can start to choose to think and act differently.

---

## **FEAR BUSTER #5:**

### **PRACTICE OPERATING WITH FEAR**

Learn to be good at taking action even though you're afraid. In most cases, (with the exception of when you are very afraid and become paralyzed) you can feel scared and still do. This could look like being courageous. In the face of fear, take actions anyway.

What I mean is, you can be terrified of going on a roller coaster and still wait in line and get strapped into one, and take the ride.

The more you practice being ok with fear, the weaker fear becomes.

A good way to practice being fine with being scared is to take on hobbies or activities that are scary to you. List a bunch of things you're afraid of and go do them. This way you practice being with fear without it impacting anything major in your life.

In his book, *4-Hour Workweek*, author Tim Ferriss suggests that a good way to train yourself to be okay with being uncomfortable and overcoming fear is to ask as a stranger on a date. He says to do this even if you're in a loving relationship. The point is not to go on the date, the point is to train yourself to do something you don't want to do.

It's more of a character building exercise. And you can do the same thing with fear.

If you wait for fear to go away, you'll waste time and energy. Some are so hardwired into your system that they can never be reversed. So you have to learn how to take action with your fear beside you.

That's like being afraid of public speaking but still stepping out on stage.

You're always in power of what you choose to do in any situation regardless of how you feel. Be scared and take actions regardless of how you feel.

---

## **FEAR BUSTER #6**

### **FACE YOUR FEAR WITH NO WAY OUT**

Build yourself into a no-way-out system.

This method is an oldie but a goodie. Overexposure to fear has been a proven technique in the field of psychology for years. It works, though it's not much fun.

Sometimes a person is so fearful about something that doesn't work for them, but they refuse to give it up until they are desperate or forced into dealing with it. Push yourself to that desperate state on purpose.

If you're afraid of heights go up in a plane and skydive with a bunch of people you'd be embarrassed to see you be afraid. Your fear of looking bad in front of them and letting yourself down may be enough to get you over your fear of heights.

Use fear to vanquish fear. Here's a good example: An entrepreneur who quits his job and can't pay his bills will likely figure out FAST what he needs to do.

---

## **FEAR BUSTER #7**

### **GROUND YOURSELF IN A HIGHER COMMITMENT**

This one is simple.

Ask yourself: *What future outcome am I committed to achieving?*

When you have a future outcome you'd like to achieve that requires you to overcome the fear, simply reminding yourself about that desire can have you do what it takes even if you're scared.

The desire for what you want can be one of the most effective ways to get you into action even if it's uncomfortable or unpleasant for a moment.

---

## FEAR BUSTER #8

### LIFT THE EMOTIONAL STING

In one sentence write down what you are scared of, and then write the word "because" and write down *why* you are afraid of it.

Then, cross out the word because and write in the word and.

It will help you separate the emotion from what's real.

*ie:*

*I am afraid of rollercoasters **because** they go fast, go up really high and I'm strapped in high off the ground and have no control.*

*I am afraid of rollercoasters **AND** they go fast, go up really high and I'm strapped in high off the ground and have no control.*

Replacing the preposition can help take the emotion out of the stimulus and break the bond that creates the experience of fear.

It may help you to repeat the new phrase over and over in your head while completing the fearful actions.

---

## FEAR BUSTER #9

### PLAY OUT YOUR FEAR

Sometimes the we have an automatic fear that makes no sense. Sometimes actually avoiding dealing with the fear can create a worse fear to occur. If you can do some thinking work to uncover a worse fear than it can help you get into action.



Here are some examples that illustrate this:

Fear of being poor and without a job. So, you stay where you're secure. But if your company fires you or shuts down, you will be even less safe because you will have trouble getting a new job because you've been in the same job for years and are not a desirable hire.

Fear of your spouse cheating on you. So you don't let them go out to socialize with others. You are very controlling and limit what they can do or wear. And you also limit how they express themselves. This results in your partner resenting you, and not wanting to be with you. So, you've just walked right into your fear.

Use this format:

**Step 1: Write out what you are afraid of:**

ie. "I'm afraid of being criticized for who I really am and what I care about most"

**Step 2: Write out what you desire most (usually the complete opposite of the fear you're aware which is why you are trying to remove it):**

*ie. To build an empire and have financial freedom and make a difference for millions of people.*

**Step 2: Write out the actions you've been taking around your fear:**

*ie. because I'm afraid of being criticized I don't share myself and what I'm up to that much. A lot people don't know who I am.*

**Step 3: Write out what the future effect of those actions if you amplify what you are doing now:**

*ie. I will only have a few intimate relationships. I won't feel self-expressed. I'll build businesses that matter to me but I'll have trouble*

**Step 4: Write down three actions you can take now to avoid this future and schedule them. Once you've completed them replace them with three more:**

ie.

1. Share daily about my life on social media
2. Set up weekly calls with family members
3. Schedule a dinner with close friends

If you play out a hypothetical, but highly possible future that you fear more than what you are afraid of you can easily manage your feelings in the moment and get into action.

If you can see that the future you are walking into supports achieving your fear it can make you get into action to change it.

It helps to write out a description of that negative future and keeping it close by. Anytime your fear comes up and you go to react you'll be able to interrupt your automatic actions before you take them and choose better actions to take.

---

# **FEAR BUSTER #10**

## **BUILD AN “AWESOME YOU” LIST**

When a fear pops up, taking actions to defeat it requires confidence and determination.

You can ignite these qualities within you by using the following “Awesome You” List trick.

Here’s what you do:

In a moment where you feel good, take some time to build yourself an Awesome You List. It is a bulleted or numbered list with descriptions and reasons why you are awesome. These reasons should be based on facts. Things you’ve achieved. How people see you. What they have said about you. This way you can rely on what it says even if you deny it or have trouble acknowledging it.

This helps you get grounded in your strengths as a human.

---

# **Fear Buster #11**

## **FEARFUL MOMENT FLASHBACK**

Reflect on a past time you broke through a fear.

*How good did you feel afterwards?*

It likely sucked in the moment and then you felt great.

Focus on the feeling that comes after a fear and the knowledge that the negative emotions are only momentary. There are times where this all you have to do to defeat a fear.

---

# Fear Buster #12

## USE AN AFFIRMATION STATEMENT

Repeat a phrase that empowers you right before or during a fearful moment. You can do this either in your head or out loud. It needs to be something you believe and can back up.

For example, if you are afraid of driving on major highways and you have to go one to get to a particular destination and you have all the skill of being a great driver but you have anxiety from a past experience, you can repeat a phrase like:

*"I am a competent and skilled driver. I will get to my destination safely"*

While you repeated the phrase try and take long breaths from your diaphragm to slow your agitated internal state and relax yourself.

---

Let me know how the methods in this fear guide work for you. Connect with me on social media and share your story.

Keep being awesome!

Kay Walker and the ALC team