



# THE SIGNIFICANT EDGE

## Your Unfair Competitive Advantage

## 21 Proven Tactical Strategies To Build Powerful Confidence (Power of NLP)

*“First comes thought, then organization of that thought into ideas and plans, then transformation of those plans into reality. The beginning, as you will observe, is in the imagination”*

Napoleon Hill

The techniques, exercises and strategies in this action guide will speed you on your way to unstoppable confidence. Practice them regularly and watch your confidence soar!

### 1. The Instant Shift

- a. Recognize your shy or unconfident action
- b. Interrupt the process
- c. Shift your physical state to a confident posture
- d. Let your mind follow suit (Confident statement)

### 2. Rehearse Confidence

- a. Focus on an image of YOU acting confident, as if on a movie screen
- b. Listen to yourself speaking confidently
- c. View the picture in a close up view, and turn up the volume
- d. Feel the confidence that you project on the screen

### 3. Program Confidence

- a. Relive a past experience in which you felt confident
- b. Notice the visual, auditory, and sensory qualities associated with that experience. (be detailed)
- c. Imagine a situation in the future where you will need confidence
- d. Imagine yourself adjusting what you see, hear, and feel to match your past experience of confidence.

### 4. Anchoring

- a. Practice YOUR FAVORITE confidence-generating exercise
- b. While doing so, listen to a piece of music that makes you feel confident or imagine an image that makes you feel good about yourself
- c. When you want to re-create that feeling of confidence, internally hear that music or see that image

### 5. Circle of Confidence

- a. Imagine a circle on the ground.
- b. Remember a situation in which you felt confident



# THE SIGNIFICANT EDGE

## Your Unfair Competitive Advantage

- c. Relive that experience in FULL DETAIL as you step into that circle
  - d. Adopt a confident posture
  - e. Step outside the circle and continue to walk and act confidently
- 6. Mirror Affirmations**
- a. Stand in front of a mirror
  - b. Adopt a confident physiology (shoulders back, head up, stomach tucked in)
  - c. Deliver affirmations to yourself using “YOU ARE” instead of “I AM” statements
  - d. Anchor experience that proves that statement
  - e. If you do not have a mirror switch to “I am” statements.
- 7. Future Success Now**
- a. Close your eyes and visualize a mental screen play of you succeeding massively
  - b. Just when you are reaching the point of peak success in the movie, temporarily hit pause
  - c. Ask yourself “what important about this success?” what will having this success do?”
  - d. Jump back into the movie as you begin playing it again. Soak up the unlimited, massive success you know you deserve
  - e. When the movie is done, take all of these wonderful feelings back with you and open your eyes
- 8. Put Your life In Perspective**
- a. Visualize your life as a timeline
  - b. Picture whatever is overwhelming you as a point on that timeline
  - c. Mentally step back to see that small dot in perspective.
- 9. Avoid The Future You Don’t Want**
- a. Visualize that same timeline as in technique 8
  - b. See yourself further down the timeline, with most of your opportunities passed over
  - c. Imagine your response- physically audibly, emotionally, to an unfulfilled life
  - d. Come back to your present self and summon those feelings of disappointment and rage when you need motivation.
- 10. Build An Enriched Past**
- a. See yourself in the past, on your mental movie screen, massively succeeding at whatever your about to do for the first time
  - b. You can also take this time to learn how to develop your own story of success!
  - c. Crank up all the sound and visual qualities to make a new “memory” really intense



# THE SIGNIFICANT EDGE

## Your Unfair Competitive Advantage

### 11. Correct Past mistakes

- a. Watch yourself in the past on your mental movie screen, right up to the point just before you make a mistake
- b. At that point, stop the movie and think about what the ideal ending would be.
- c. Finish the movie with the ideal solution: you behaving resourcefully and getting your outcome.
- d. Run the movie from start to finish with the new ending, feeling again what it would feel like to get your outcome.
- e. Jump into your onscreen body and run the movie of the success ten times to lock it in

### 12. The Domino Effect

- a. Choose an activity FAR outside your comfort zone, but something feasible and that you could do immediately
- b. Realize in doing that activity, you make it possible to do anything you choose to do.
- c. Follow through on this activity as quickly as possible
- d. Hold onto the new belief so that you can make anything happen.

### 13. Barrow Confidence

- a. Find someone whose confidence you'd like to have for yourself
- b. Expose yourself to that model of confidence as much as possible. "I want to have confidence like (name) for these reasons (list reasons)"
- c. Watch your role model behaving confidently on your mental movie screen. Notice how this person moves through the world. How he or she speaks and gestures.
- d. Make the image really compelling by turning up the visual, auditory, and sensory qualities.
- e. Step into the movie and become the model. Gesture, speak, and move through the world as this person does with this unstoppable confidence
- f. Step into the model in five (5) different contexts.
- g. When you feel like you have a handle on this person's confidence, step outside the model's body, and take his or her confidence back with you.

### 14. Schedule Your Dreams

- a. Expanded Resume
  - i. Imagine where you'd like to be five years from now
  - ii. Write down the details: family, work, leisure, time, friends, and so on (design your life PDF)



# THE SIGNIFICANT EDGE

## Your Unfair Competitive Advantage

- iii. Review your expanded resume at least once a week.
- b. Your future magazine cover
  - i. Create a real or imagined magazine cover with yourself on it succeeding in some area of your life
  - ii. Use catchy headlines and images to describe what you want to achieve
  - iii. Review your magazine cover periodically to keep you motivated to reach your goals

### 15. Swish Into Confidence

- a. Identify the cue that triggers your shyness
- b. Practice making the image of that cue smaller, darker, and farther away until you can do it in the time it takes to say “swish”
- c. Now picture your ideal self smaller, darker, and farther away
- d. Practice making that ideal self bright, and close up. Again in the time that it takes to say “swish”
- e. Finally practice transporting the two pictures, so that at the sound of the word “swish”, your brain will make the shyness trigger small and far away while bringing your ideal self to the forefront

### 16. Dissociate, Add Resources, Act Differently

- a. Envision yourself in a stuck location
- b. Step out of the stuck location and name three things on the room to balance yourself.
- c. Step into the dissociated location and watch how you resolve that situation in a confident manner
- d. Step into the resource location and think back to a time in your life when you exuded confidence and resourcefulness.

### 17. Match And Mirroring

- a. WITH A FRIEND. Practice mirroring his or her movements (don't let them know what you're doing)
- b. First, adopt the same body posture that your friend has
- c. Next, match your friend's gestures
- d. Third, mirror your friend's facial expressions
- e. When you are aware that rapport has been deepened, try making your own gestures and or facial expressions and see if your friend matches your movements.

### 18. Verbal Matching



# THE SIGNIFICANT EDGE

## Your Unfair Competitive Advantage

- a. To increase rapport, practice verbally matching a friend (again do not tell them what you are doing)
- b. First, match your friends tone and volume of voice
- c. Next, match rate of speed
- d. Finally, pick up on your friends trigger words and use them as you respond to what your friend is saying

### 19. Parrotting

- a. With a friend, begin the conversation and practice repeating the last phrase your friend said back to him or her.
- b. Make sure not to rephrase in your own words.

### 20. Nodding Leading Forward and Prodding

- a. Ask a friend to begin by telling you a story
- b. Practice nodding, and prodding at appropriate point in the story
  - i. Uh-hu
  - ii. Go on
  - iii. I understand
  - iv. That makes sense
  - v. Tell me more
  - vi. I see what you're saying
  - vii. I hear you
  - viii. That feels right to me
- c. See how long you can keep your friend talking

### 21. Ask Open- Ended Questions

- a. Engage a friend in conversation
- b. Ask open ended questions to see how long you can keep the conversation going

Ex.

**You:** How are you doing

**Friend:** Fine

Vs.

**You:** If anything were possible, what would you most like to be doing right now?

**Friend:** I have a passion for sailing. I would love to be sailing my boat around the world with my friends. I've been sailing before and I loved it. I cant wait to go again.