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E-BOOK: BUILDING SUSTAINABLE CONFIDENCE

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For everyone who, at times, struggles to feel enough—from love to respect.

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Your Confidence Journey Map

Here's a visual map of what we'll explore:

1. **Self-Awareness** – Uncovering current beliefs
2. **Belief Examination** – Challenging those beliefs
3. **Reframing** – Replacing limiting thoughts
4. **7-Day Role Play** – Practicing confidence behaviorally
5. **Visualization** – Creating a confident self-image
6. **Maintenance** – Checking in and sustaining progress

Let's begin.

1. Back to basics: Why Confidence Matters

Confidence isn't just a "nice to have" — it's foundational. A healthy, stable sense of self-esteem dramatically increases your chances of thriving in nearly every area of life. Whether it's excelling at work, enjoying fulfilling relationships, or simply feeling good in your own skin, believing in yourself is the fuel that keeps you moving forward.

Confidence makes you more willing to take chances, to try, to show up, and to embrace success when it comes your way. Without it, though, you may find yourself stuck in a loop of hesitation, self-doubt, and fear—fear of failure, fear of rejection, fear of not being enough. Research backs this up: low confidence is strongly linked to lower psychological well-being and reduced life satisfaction (Owens, 1993; Ezell & Klein-Ezell, 2003).

Over the past six years as a coach, I've worked with countless clients, observed patterns, and walked my own path toward building self-belief. I've also immersed myself in academic research on confidence and self-esteem. What I can say with certainty is this: **confidence can be learned**. It is not a genetic lottery. It's not something you either have or don't—unless you're dealing with a rare neurological barrier, it is entirely within your reach.

And yet, if you've ever tried to build your confidence using the vast ocean of material available out there, you've probably run into a lot of *noise*. Much

of what's offered is disorganized, one-dimensional, or overly motivational without any clear application. Most examples are drawn from athletes, charismatic public speakers, or born leaders—people who seem like they were just *made* for confidence. That's great for inspiration—but not very helpful when you're trying to build something real for *your* life.

Let's face it: when it comes to advice on confidence, we're often scratching the surface. There's no shortage of content. A simple Google search for “confidence and self-esteem building” brings up over **53 million results**. Google Scholar alone offers **over 400,000** articles and journals on the topic. And let's not even start on the videos, meditations, and entire YouTube channels claiming to hold the secret.

I'm not saying it's all useless—far from it. But what's missing is a **comprehensive, grounded, and realistic** view of what confidence truly is and how it works from the inside out. Because the truth is: most advice only targets one part of the picture, often ignoring the deeper layers. That's why so many people, even the clever, switched-on, self-aware types like *you*, are still left unsatisfied. You're not alone in feeling like you deserve more. You *do*.

2. The Two Circles of Confidence

Here's the key: confidence has **two core components**, and they must work together. Most people build *partial* confidence—focusing on one piece

while missing the whole. They may not even realize it, or worse, they resist seeing the full picture because... well, it's challenging.

Ask yourself: Why do so many people say they want confidence, but never quite reach it?

Sure, part of it comes down to a lack of understanding. But the real reason? **True confidence requires work.** It demands personal growth, self-honesty, and patience. And that kind of transformation takes courage. But if you're reading this, it means you *have* that courage. You're not just "most people."

You're ready for something deeper. You're ready for the real thing.

2.1. Circle 1: Building *Situational* Confidence

Let's begin with something practical: **situational confidence**—the kind of confidence you experience when you *know* you've got what it takes in a specific area. Whether it's stepping onto a sports field, speaking to a crowd, sharing your art, or leading a meeting, situational confidence is what shows up *when your skills align with your belief in them.*

It doesn't come from nowhere. It's built. Through repetition, preparation, and self-awareness.

Sadly, in a world obsessed with shortcuts, flashy results, and "overnight success," the old-school path of *earning* confidence through effort has started to seem outdated. But let's be clear: while it may not be trendy, it's

powerful. The kind of confidence that comes from showing up and doing the work is *unshakable*.

Let's dive into three proven, practical steps to build this type of confidence—because while situational confidence isn't magic, it *is* something you can absolutely create.

STEP 1: BECOME PREDICTABLE TO YOURSELF!

If you've ever trained for a marathon or a long-distance event, you've probably heard the rule:

“Nothing new on race day.”

No new shoes. No new socks. Not even a new T-shirt. Why? Because you don't want surprises when it matters most.

The same principle applies to confidence. To feel confident in any situation, you must *know yourself*. How do you typically feel—physically and emotionally—when you perform well? What do you need to feel safe, steady, and focused?

The truth is, many people spend time obsessing over external variables: How big is the audience? How will I be judged? Who else is showing up? But they overlook the *internal terrain*—their own needs, reactions, and performance triggers.

Let me give you an example. I've delivered presentations to audiences ranging from five to 1,500 people. Do I ask how many people will attend? Sometimes. But what I always prioritize is what I'm wearing. Not because I care about fashion—but because I *know* that my comfort impacts my

performance. I need freedom of movement, warmth, and clothing that feels like *me*.

I've learned this the hard way—by showing up in outfits chosen by marketing teams that didn't feel right: too tight, too stiff, too cold, too unlike me. My energy dipped, my confidence wavered—even if no one else noticed. It mattered to *me*, and that's enough.

This isn't about clothes—it's about *self-awareness*. What matters to *you*?

What small, consistent needs must be met for you to feel fully present?

Take a moment here.

Choose a situation in which you want to feel confident.

Now ask yourself:

- What do I need to feel at ease?
- What can I predict about how I'll feel physically and emotionally?
- What patterns have I seen in myself before?

Write your answers down. Reflect. This pause is part of the process.

Why is this so important? Because humans have a deep, ancient need to feel in control. When we feel helpless or uncertain, we become emotionally—and even biologically—vulnerable (Goleman, 1985; Denton, 1999). Preparation, then, is your greatest tool. Get familiar with the sensations, the triggers, and the responses your body and mind go through. Learn how to meet them with intention.

Confidence doesn't begin when the challenge starts.

It begins long before—with self-knowledge.

But what about when you're doing something for the first time? That's where the next step comes in.

STEP 2: THE MIND GAME REPETITION!

"Repetition is the mother of all learning." – Latin Proverb

Repetition is how we master anything. But the biggest barrier to consistent practice isn't time or talent—it's the *mental resistance* that shows up along the way.

Here's how the mind typically fights against repetition:

- **Before** we begin, we question if it's even worth the effort. "Why bother? It'll take forever. What if it doesn't work?"
- **During** practice, we struggle. Progress isn't linear. We get frustrated. One day we improve, the next five we regress.
- **After**, we look for instant results... and when they don't appear fast enough, we lose motivation.

Sound familiar? I've been there too—more than once.

But here's the truth:

None of these thoughts reflects reality.

They're simply *your brain trying to protect you* from wasting energy, from risking disappointment, from stepping into the unknown. It's not rational—

it's human. And the moment you recognize this as a pattern, you take back control.

Your job?

- Don't believe every thought.
- Believe in the *process*.

Every great athlete, artist, speaker, and leader you admire—Jordan, Dali, Schwarzenegger, Robbins—has trained, practiced, and repeated. Their confidence was forged in sweat and effort.

So, take this to heart:

- Notice your resistance.
- Accept it.
- Practice anyway.

Confidence comes from experience. Experience comes from repetition.

STEP 3: VISUALISATION & RESULTS

If practice is the physical pathway to confidence, visualisation is its mental twin. It's the art of *seeing* your success before it happens—and it works.

A famous study by Dr. Biasiotto at the University of Chicago divided basketball players into three groups:

- Group 1 practiced free throws daily.
- Group 2 *visualised* making free throws (no physical practice).
- Group 3 did nothing.

After a month,

- Group 1 improved by 24%.
- Group 2—who *never touched a ball*—improved by 23%.
- Group 3? No improvement.

Incredible, right? But here's what's even more revealing: the visualisation group initially struggled to picture themselves succeeding. They didn't *believe* it at first. The mind had to be trained to accept the image of success.

You can do the same.

Spend 10–30 minutes a day visualising yourself performing with confidence—whether it's making a pitch, acing an interview, leading a meeting, or finishing a tough workout. See it clearly. And make it *vivid*.

There are two approaches:

- **External visualisation** – seeing yourself from the outside, like watching a movie.
- **Internal visualisation** – seeing through your own eyes, as if you're *in* the moment.

Both are useful, but research shows the *internal view* is more powerful. So once you're comfortable, shift to experiencing the moment from within:

- **See** the environment around you.
- **Hear** the sounds.
- **Feel** the confidence in your body.
- Engage all your senses.

You're not just dreaming—you're *training* your brain to expect success.

RE-CAP ON BUILDING YOUR SITUATIONAL CONFIDENCE

As Dr. Ivan Joseph said in his powerful TED Talk:

"There is no magic button for confidence."

But there *is* a path. And it looks like this:

1. **Become predictable to yourself**
2. **Practice and repeat**
3. **Visualise success in detail**

Situational confidence—confidence in a specific context—is powerful. But it's only one part of the puzzle.

Because even when we're skilled and capable, many of us still feel... not good enough. Not attractive enough. Not extroverted, smart, interesting, or expert *enough*.

And that's where the *other* type of confidence comes in.

Let me introduce you to Jack. Jack is a brilliant pianist. Technically flawless. Accomplished. Admired. He's confident when he's at the piano. But outside of that identity—he struggles. He doesn't feel "enough." Why?

He has **situational confidence** but lacks **core self-esteem**.

That's what we'll explore next. Because confidence isn't just about *what* you do—it's about *who* you believe you are.

2.2. Circle 2: Building *Holistic* Confidence

Holistic self-confidence is rooted in **self-love** and **self-acceptance**. Unlike situational confidence, which is based on how we perform in specific moments or tasks, holistic confidence comes from how we see ourselves as a whole. It's not about how good you are at something—it's about how you value and relate to *yourself*.

This deeper form of confidence shapes not just isolated events in your life but the *entire trajectory* of your experiences and decisions. It determines the way your life unfolds—today, tomorrow, and well into the future.

Now, most of us possess some level of both situational and holistic confidence. But in truth, **holistic confidence is more difficult to develop**. It's elusive, less discussed, and rarely taught. We've been trained from early childhood to work on skills, to practice and improve—think school, sports, or music. But when it comes to accepting ourselves, truly embracing our worth? That's a lesson society tends to skip.

So, how do we build **self-acceptance and healthy self-esteem**—for real?

Let me challenge your assumptions a little...

While many of us accept the common phrase, "*your harshest critic is yourself*," the truth is more nuanced. **We also have a built-in tendency to cast ourselves in a positive light**—to highlight our strengths, to believe in our goodness (Owens, 1993). Self-esteem serves as a *protective mechanism* for our well-being (Rosenberg, 1979).

So then, why do we still wrestle with low confidence and harsh self-judgment?

Reason One: We Struggle to Validate Our Self-Image

Put simply, we're constantly trying to prove to ourselves that the story we tell *about* ourselves is true. We seek out evidence that supports the beliefs we hold—especially the positive ones. But when the world doesn't mirror those beliefs back to us, our confidence falters.

A critical comment, a dismissive glance, an underwhelming performance in a new situation—these seemingly small moments can shake the foundation of our self-image. The result? **A painful mismatch** between who we believe we are and what we perceive the world is showing us. And in that gap, negative beliefs often take root.

Here's what's important to understand: *you can feel both capable and insecure at the same time.*

Humans are complex. We carry opposing truths—and that's okay.

Reason Two: We Subconsciously Cling to Negative Beliefs

Because They Serve Us

Now it gets more interesting.

Sometimes, we hold on to negative beliefs not because they're true, but because they offer us something—a **perceived benefit** (Owens, 1993). Let's say you've decided, "I'm naturally introverted and direct in my communication." That belief, while possibly accurate to some extent, also permits you to avoid working on certain social skills. It protects you from rejection and keeps you safely in your comfort zone.

Similarly, imagine someone like Charlie who believes, “*I’m just not good enough—I never come first at anything.*”

That belief is painful. But it also creates a buffer. It gives him an excuse not to stretch himself, to avoid risking disappointment, to stay where it’s emotionally “safe.” It shifts responsibility and spares him from confronting change.

This isn’t meant to criticize you. Not at all. These beliefs are *common*, and they often develop in response to pain, fear, or past experiences. But here’s what you need to know:

You are in control of what you do next.

Reason Three: We Crave Consistency—Even if It Hurts Us

Humans are wired to seek consistency in how we see ourselves, even if the image is negative. In psychological terms, this need for identity stability outweighs whether the image is empowering or not.

This is why many well-meaning confidence-building strategies—like affirmations, meditations, and motivational content—fall short. They don’t address the deeper need for *coherence* in your self-image. And unless you examine the hidden “rewards” of your limiting beliefs and challenge your internal narrative, these tools won’t create lasting change.

Let me ask you directly:

- What negative things do you say to yourself most often?
- What critical inner dialogue runs on repeat in your mind?

- “I’m so clumsy.”
- “Why do I always mess things up?”
- “I’m not good enough.”
- “Nothing ever works.”
- “I’ve tried before and failed.”
- “I can’t make decisions.”

These aren’t just passing thoughts. They’re often internalised beliefs that shape your choices, relationships, and emotional landscape. What’s more, we often seek external reinforcement of these beliefs—surrounding ourselves with judgmental people or entering relationships that reflect how we feel about ourselves.

Sometimes, we even find strange comfort in friends who subtly undermine us—thinking they’re “realistic” or “wise”—simply because their criticism aligns with what we already believe.

Others might seek out rejection, subconsciously hoping to win over negative people as proof of their worth (Kelley, 1971). It’s a complex web. But it’s not unbreakable.

In my coaching practice, I’ve seen again and again that—**no matter your past, your age, or your struggles—you can absolutely develop holistic confidence.** You can cultivate a deep and lasting sense of self-worth that no external failure or success can shake.

So now, it’s time to step fully into this second circle of confidence: the holistic one.

The Real Starting Point: Your Current Self-Perception

You've likely heard that your thoughts shape your reality. But have you considered that your *current* thoughts shape the reality you're living right now?

Here's the truth: Confidence is not out there. It's inside you. And you control it.

You've influenced your confidence in the past, you're doing it now, and you'll continue to do so moving forward.

Below are **five powerful "how-tos"** that have made a real difference for both me and the clients I work with. You don't have to follow every single one, but engaging with each one will accelerate your transformation.

No, I can't promise you an easy road. But I can promise that *real shifts are on the horizon*—if you're willing to take that first step.

3. How to Develop Your Confidence Now

3.1. Complete the "Me Time" Questionnaire

Take time to reflect. Be honest. Be kind. Be open. This is your moment—your *me time*.

Write down your answers to the three questions below:

Question 1:

On a scale of 0 to 10, how confident are you right now?

(0 = “I completely dislike myself and have no confidence”;

10 = “I am the best version of myself and fully confident in who I am.”)

Question 2:

What’s the number you *want* to be at?

What would it *feel* like to live at that level of confidence?

What does that number represent for you?

Question 3:

If you were already that confident, how would your life be different?

What are the *first five things* you’d do differently?

Now, pause. Reflect.

Yes, your mind may resist: “*I don’t have time.*” “*This is too hard.*” “*I can’t picture it.*”

That’s okay. Acknowledge those thoughts—but don’t let them dictate your actions.

You are not your thoughts. You are the thinker behind them.

This exercise is worth it. You are worth it.

3.2: Don’t Always Live by Your Beliefs

Great job completing the previous step. Now let’s go deeper. Take a fresh sheet of paper or open a new note. You’re about to explore your beliefs—not to judge or punish yourself, but to *understand* what you’ve been working with.

Step 1:

Ask yourself:

- What are the most common negative things I say about myself?
- What internal criticisms come up again and again?

List them out. It may be uncomfortable, but you're in a safe space. This is just between you and this book. You don't have to share it with anyone.

When you're done, take a look at the next section where we'll examine each belief—and begin to **question the truth behind it**.

Step 2:

You're on the path now. Not to some “perfect” version of yourself, but to the **real you**—the one who's confident, loving, growing, and finally free.

Use the table with examples below to help you explore.

My Negative or Critical Thoughts about Myself are that:	Ask Yourself:
I am difficult...	<ol style="list-style-type: none">1. How do I know that this is true?2. Who or what makes me think that?3. What makes this statement untrue?4. How is this thought ridiculous?
I've never won in any competition, and I never will	
I don't excel in anything really...	
I am not special at all...	
I am too fat/ thin/ ugly/ slow/....	

I am lazy/ inconsistent/ not disciplined enough...	
Fill in your doubts and beliefs that don't serve you.	

Now, move on to:

Step 3: What can I substitute my negative or critical thought with?

This is where the real transformation begins. Once you've identified the thoughts that no longer serve you, it's time to create powerful, positive alternatives. The goal here isn't to lie to yourself, but to *reframe* the narrative in a way that supports your growth and reflects the truth of your effort and potential.

Negative thought: *"I am lazy and inconsistent!"*

Reframed thought:

✓ *"I am someone who truly tries, even when I'm tired, down, or disappointed."*

✓ *"I am developing my consistency one step at a time, and I'm proud of the progress I make."*

Write down your own substitutions beside each negative thought you identified in the previous exercise. Take your time. This is your moment to shift perspectives.

Step 4: Self-Reflection

What was valuable for you in this exercise?

Did you challenge and question your beliefs with honesty and curiosity?

Self-reflection is key. Confidence doesn't begin with pretending—it begins with seeing yourself clearly and choosing to support, rather than sabotage, your journey forward.

3.3. FOLLOW A PRESCRIPTION

Let's try something powerful: a **7-day treatment with a confidence serum.**

I'd like you to imagine this... As your coach and psychologist, I am currently conducting a fascinating confidence experiment. I'd love to invite you to be a part of it—and all you need to do is *act as if*.

For 7 days only, I ask you to **step into a character**—a confident, self-assured version of yourself. Think of it as an acting role. Get into character fully, and observe what shifts. You are the lead actor in this short but transformational play, and your role is vital.

Take note of today's date—and look ahead. What date will it be exactly one week from now? That's your check-in day. Are you ready? Let's begin.

Your 7-Day Confidence Role-Play:

Act as if you are confident in all your interactions. Project this character by:

1. **Adopting a confident, slower, and more assertive tone of voice.**
2. **Walking with intention—steadily and upright—feeling internal stability.**
3. **Engaging in conversations more freely and openly.**
4. **Thinking and affirming: *I am enough, just as I am.***

5. **Resisting the urge to over-apologize or self-criticize.**
6. **Seeing situations through the eyes of your confident self.**
7. **Fully embodying your role with believability, presence, and calm authority.**

Keep a Confidence Diary. Every evening, write down a few reflections:

- What did I do today, and what happened as a result?
- How did it feel to act as this version of myself?
- What helped me stay in character?
- What qualities or traits did I add to my “confident self”?
- What surprised me most?
- What would I like to keep doing, even after the experiment ends?

Remember, this isn’t about faking it—it’s about *experiencing* what it’s like to be the most grounded and self-assured version of yourself.

You are an essential part of this process, and I deeply value your insights.

3.4: MEET YOURSELF WITH IMPROVED CONFIDENCE

You’ve practiced confidence in action—now let’s practice it in imagination.

This is your next step: **30 minutes a day of visualizing your confident self.**

It may sound simple, but it’s incredibly powerful. Your brain doesn’t distinguish vividly imagined experiences from real ones. That’s why mental rehearsal is one of the most effective tools used by elite athletes, performers, and leaders.

And now, *you*.

Here's how to do it:

Each day, close your eyes and visualize yourself as confident.

Ask yourself:

- How do I look when I'm truly confident?
- How do I walk? What's my body language?
- Where am I? What am I doing?
- How does my voice sound?
- What is the rhythm and tone of my day?
- What do I wear? Eat? Drink?
- What is my energy like throughout the day?
- Who do I see in the mirror each morning?
- What do I attract into my life because of this confidence?
- How do others respond to me?
- What fears no longer hold me back?
- What have I started doing now that I am confident?
- What have I let go of?

Do this consistently for **28 days**. This is your habit-building window—the time it takes to lay down new neurological pathways.

Let this visualization become your sanctuary, your mirror, your rehearsal room, and your launchpad.

You're not just building confidence—you're *meeting yourself* in your full potential

4. Confident Connections: How You Show Up with Others

Confidence isn't just an internal state—it changes how you connect. When you believe in your worth:

- You set boundaries without guilt
- You handle rejection with resilience
- You become more assertive without being aggressive
- You deepen relationships through honesty

Low self-confidence often shows up in people-pleasing, silence, or over-apologizing. But when you build inner confidence, your external interactions flourish.

Ask yourself:

- Where am I sacrificing my needs in relationships?
- How does low confidence affect how I communicate?
- What would change if I trusted myself more with others?

5. Your Confidence Maintenance Plan

Now that you've started building holistic confidence, how do you sustain it?

Here's your weekly self-check:

- What am I proud of this week?
- Where did I notice old patterns?
- What helped me feel most confident?
- What challenge can I lean into next?

- What do I want to reinforce about myself?

Confidence isn't a fixed destination—it's a relationship with yourself that you nourish over time.

6. Final Reflection: Look How Far You've Come

You've done something powerful. You've looked inward, faced limiting beliefs, and chosen to rewrite your story. That takes courage.

Confidence doesn't come in one grand moment. It's built in the small, intentional choices you make every day. You've made those choices, and now you're on your way to a life lived with more presence, more peace, and more personal power.

Keep choosing. Keep showing up for yourself. You are more than capable—you are ready.

Let this be the moment you stepped into your truest confidence.

"Confidence grows where truth and acceptance meet."
