

For all of YOU little *devils* out there who have dreams & goals for your life,

but who keep second-guessing & self-sabotaging themselves... who keep hiding out & playing small.

It's time to awaken & accelerate your **MAGNETISM!**



I wish I
felt more
confident

*The 7 Deadly Sins that Kill Your Confidence (& how to get **FREE** of them!)*

A GAME-CHANGING GUIDE FOR ANYONE
WHO WANTS TO STOP SELF-SABOTAGING
& HOLDING THEMSELVES BACK



Greetings my friend!

Do you know that what you believe about yourself has tremendous power to shape your life? Yes, it's all in your hands. In fact, the journey towards confidence will open up your ENTIRE LIFE - it has for me!

It's the reason WHY I work with women in the area of confidence. Women have so much potential. We are so smart, hard-working, and sincere. And yet, despite all of that we continue to hide out, play small, doubt ourselves & criticize ourselves with excruciating detail.

Isn't it about time we got over ourselves and got on with the dreams and goals we have for our lives?

I think so, and I know you do too. I hope you enjoy and get value from this guide.

with love, Linda Ford

Deadly Sin #1



You think too much

We've all heard that we think over sixty-thousand thoughts in a day. How amazing is that!

Thoughts have the ability to help us create an expansive life - to live out our dreams.

Everything you see around you was once just a thought that someone brought to life.



Thoughts can free you to get unstuck or keep you super-glued to an insecure life and identity that stop you from taking the action to pursue your dreams. Thoughts can cause you to play small.

Much like the weather, we have no control over what thoughts come into our heads. And it's not that some people are getting better feeling thoughts than others.

So why are some of us feeling more comfortable in our own skin to create and get on with our dreams and goals, while others are struggling with insecurity and self-doubt?

The short answer is:

Some of us love to ruminate.





Consider the following questions:

When someone criticizes you or your work, do you find yourself spending hours, days, years, wondering and worrying why they think that way about you?

Do you find your missteps in life take up more space in your head than your achievements?

Do you find it hard to bounce back if you've been criticized or judged?

Do you tend to overthink and worry about other people's opinions about you?

Do you take things very personally?





If you've answered YES to any of these questions, then you my friend are...

A RUMINATOR.

Ruminating over things is the same as having a lot of busyness going on in your mind, and when things get too busy up there in your head as they sometimes do, we tend to get stuck -- we find it difficult to come up with creative solutions to problems.

Ruminating is a sure way to block your own flow. It's you taking yourself too seriously. It's another example of over-thinking things, which can lead to feeling overly self-conscious.

We get fooled into thinking that ruminating is the same as thinking things through.

But there's a big difference between ruminating and thinking clearly and creatively.

It's important to know the difference between the two.



You can tell the difference between **thinking** and **ruminating** by how it feels in your body. Ruminating feels heavy, restrictive, burdensome, and very personal while thinking things over feels energizing, solution-oriented, and more expansive.

It's a really important distinction.

And it's this distinction that I want you to have awareness of because it explains why some people experience change and transformation and others don't. It's why some people continue to feel insecure and unsure while others get over themselves.

When we ruminate it's us getting stuck in our thoughts, and when we do this we hijack ourselves and end up going in a direction that doesn't serve us.





But let's be clear, it's perfectly normal to feel sad, mad, or insecure when others criticize us or our work. We're always going to feel those feelings in life. It's perfectly normal.

The problem comes when we ruminate too long on things that don't feel good -- it's like throwing a wrench in the system. That's when we tend to make up a story about ourselves, we become the victim, we feel hard-done-by; and what was initially some thoughts about your situation, has now become endless layers of thought. We go from *clean pain* to *dirty pain*.

When we ruminate, we agree to torture ourselves for an extended time. And it's in those times that we are lost to our confidence, creativity, and the power to find solutions.

This is the big trap that a lot of us fall into. We get swept up in feelings of inadequacy.





HOW TO FREE YOURSELF OF THINKING TOO MUCH

Breaking this cycle and habit is about you at that moment *seeing* what's really going on -- how your thinking is dragging you down. It requires that you *see* your over-thinking as an action and practiced habit you are agreeing to take.

The moment you realize that you are only ever at the mercy of your thinking -- your ruminating -- that's when your ruminating will begin to loosen up. In the same way that clouds pass through the sky, your insecure thinking will move on of its own accord. In fact, our minds and brains are designed to move thoughts along. It's a built-in correcting device.

When you allow this to happen, you reconnect with your inner wisdom, common sense, and confidence.

Seeing and understanding the difference between thinking and ruminating will **RADICALLY** change your experience of insecurity and confidence.

Deadly Sin #2



You're Afraid to Fail, Screw-up & Feel Embarrassed

Most of us go through life with the intent of making sure we don't embarrass ourselves – we strive to get to a place where we can show up in life with dignity and decorum – we want to avoid mockery – i.e. **we don't want to look like a complete idiot.**

But if we truly want to feel confident – feel comfortable in our own skin – then telling ourselves that we're wonderful and finding ways to boost our ego is not exactly the right way to go about it.



There's actually another way. And that is to find a way to accept the truth of our own human nature – that we are all at times foolish, ridiculous idiots.

Let's face it, all of us have been idiots in life at some time. We've screwed up, we've fallen off our bikes, tripped on a banana peel, we've been caught with spinach in our teeth; been tongue-tied, and we've been a fool for love.

Just knowing that every single one of us has acted like an idiot, should give us the freedom to try things out; to take a risk, to give things a go.

But what do we do instead?

We take our failures and screw-ups so personally; we secretly suffer in shame, and then we give ourselves the label: *I'm an inept imposter.*

In the same way that we know and accept that each of us poops every day – yes, even the beautiful and sophisticated people - can you imagine if we saw our failures and screwups as the acceptable norm for everyone?



Imagine if we took the sting out of being a ridiculous idiot?

Did you know that **Jennifer Lopez** still thinks she's not good enough at performing? And that **Maya Angelou** who has written tons of books, was always worried that she would be found out? And the talented **Jodie Foster** thought her Oscar win was a mistake. Just see how ridiculous they were! **But for all of their folly, they still got on with their goals and dreams.**

I like knowing this. I like knowing that I'm not the only one who doubts myself. I like knowing that every single person on the planet – even the ones who have done brilliant work – still fall into this trap. That's how silly we all are.

If failure was the acceptable norm we'd ask for the raise anyway; ask someone out on a date; tell the truth to someone; apply for that job we think we're not going to get. Our whole world would open up into this huge playground of possibilities.

So, go ahead and be silly. Show the world how ridiculous you are. The world loves a holy fool.



How to FREE Yourself from the Fear of Failure

One of my favorite quotes about success and failure is:

If you want success, you need to double your rate of failure.

In other words, we have to be willing to fail in the same way we were willing to fall off our bikes when we were learning the art of balance.

Remind yourself that YOU are the one who is deciding and concluding what failure means and looks like, that you are the one who is thinking those thoughts about yourself and causing yourself to feel negative emotions - remember that thoughts create our feelings.

When you change the way you look and see failure - your fear won't bother you as much. You are the one who has complete control over the way failure affects you.

The more you take the risk to fail in front of others, the more you will find the confidence that's been there all along.

Deadly Sin #3



You Buy into the Myth that You Were Not Born Confident

The belief that some people are born with more confidence than others - that some people just have "it" and others don't have "it" is one of the most damaging beliefs - and excuses - that convince us that confidence doesn't come easy and that there's good reason and justification why you can't take more risks to pursue your goals and dreams.



I used to buy into the belief that I was short-changed when it came to being given confidence at the time of my birth. This belief served as a good reason why I should stay out of the limelight.

But it was also clear to me that some people just stood out more - it seemed as if some people were natural at speaking out and expressing themselves.

Pick up any book on confidence and they all pretty much say that confidence has to be developed in the same way you would build and strengthen a muscle through exercise.

It's true that we become more confident the more risk we take and the more actions we take. These practices are vital. But don't think for a second that confidence is a quality that's fundamentally missing in you.

We are all born confident - just look at babies and small children - they ooze confidence.

The problem is that confidence gets kicked out of us as we grow up. A teacher, parent, or lover says something to us that's critical and it seems to chip away at our confidence. All that has happened is that our confidence just gets buried and covered over.



I've summoned my confidence so many times in life, even when I believed I didn't have any. I've felt confident in some situations and not in others.

Somehow or other I've been able to tell someone I loved them; or that I don't love them. I've been able to stand in front of a classroom of students and share what I know. I've been able to leave a party when I've heard a racial slur.

I've been changing, tweaking, and defining my life ever since I've been alive – and all because I've summoned my confidence.

So don't be swayed into thinking that confidence has no place in your life, or that you don't have any - that some people have it and others don't.

All you have to do is look back through your life and see how it's popped up when you've most needed it. It's been there all along. The only thing that obscures it, is when you believe that you don't have any.



How to FREE yourself of the Belief: You're Either Born with Confidence or You're Not.

The next time you hear yourself use the excuse that you don't have the confidence gene, refute it, question it, & and prove yourself wrong.

Notice how that thought keeps you hiding out and playing small; notice how it makes you feel inferior, broken, and defective.

Those negative feelings will be your first indication and clue that those thoughts are lies. The mere fact that they leave you with a feeling of not-enough-ness - that they make you feel diminished - is proof right there that you're telling yourself a bunch of lies.

Remind yourself that you just have a habit of thinking the thought that you've been left out. Your own self-awareness of this will be a powerful damper - it will gradually put out that fire and uncover the confidence that's been there all along.

Deadly Sin #4



You think who you are is FIXED

If I were to ask you: **Who do you think you are?** You might say something like: I'm a middle-aged woman; I'm smart, overweight; shy, introverted; I'm a Gemini; I'm gregarious; I'm single; or I'm an extrovert.

If there's one thing we all know it's how to define ourselves. We think we know ourselves well and that our current personality - how we generally show up in our world - is who we really are and is forever fixed.



If you cast your mind back to when you were a kid, that wasn't the case. Didn't we all take on and act out different identities when we were playing with friends?

I can remember playing male roles, princesses, and sometimes witches. I could switch over and activate these personalities in a split second.

I'm going to share with you a great example of me changing my personality when I was fourteen years old.

I spent one particular summer with my cousin who happened to live in an affluent part of town.

At that time, my family lived in Birmingham England, and our neighborhood was quite poor. I didn't know anyone in my cousin's neighborhood, and so when it came time to meet her friends, especially the local boys, I really wanted to make a great impression.

More importantly, I so wanted to NOT be the Linda I perceived myself to be -- the shy, insecure, and boring Linda from the poor neighborhood. I wanted to be someone else for a change.



At that time in my life, I was smitten by anything American. I had picked up some slang words from an encyclopedia, and somehow or other acquired a really impressive American accent. And so, for that summer, **shy Linda from dreary working-class Birmingham became dynamic Samantha from sunny L.A.** I even tanned my lily-white skin to look the part and told everyone that I was in acting school (isn't everyone who lives in LA?). My cousin and I made a pact that we would play along with my new identity.

To my delight, I discovered that everyone loved me--especially the boys - in fact they were entranced with me. I had never before experienced such attention and fascination from others - and my level of confidence that summer went through the roof.

I even dated one of the boys that summer and had to endure having tea with his parents while keeping up the facade.

For the most part, my cousin and I had a lot of fun that summer keeping up the pretense, but there were some problems that ensued.



My aunt didn't have a clue we were doing this, and so when Paul, the boyfriend, unexpectedly turned up at the front door, I had to make sure my aunt didn't hear me switch from my Birmingham accent to my LA drawl. Fortunately, there was a door that separated the living room from the hallway where the front door was. I would literally walk through one door and immediately become someone else.

When I revisit this story I'm amazed at the courage and the finesse I had to pull this whole thing off for that entire six weeks. **But the incident also reveals a lot about whom we think we are and how we show up in the world.** It begs the question: *why couldn't I have been just as confident showing up as Linda? Why was I thinking that Linda didn't have it in her or was restricted or couldn't change? Why did I need to step into another person's shoes to allow those qualities of confidence to come out of me?*

What's fascinating is that I had the ability not only to toggle from Linda to Samantha, but also the ability to draw out those qualities of being extroverted, expressive, dynamic, positive, and excited by my life in LA that I wanted Sam to possess. I got to actually see and experience how life could be, how other people could be with me when I dropped my identity.



Let me be clear. Being different than who you think you are or showing up in life with more impact, is not about pretending to be someone else. The point of my story is to point you in the direction of seeing that who you think you are is actually made up by you - that you have created your personality - your version of yourself. It's as if you're staring in your own movie. Not only are you the director, producer, and writer, but you're also the lead actor.

My story also reveals that all of us have at our core all of those wonderful qualities we're so eager to have--the ability to be expressive, joyful, charismatic, creative, present, playful, and bold.

As adults our range of who we think we are can become limited - somehow or other we got stuck with who we think we are or should be. We get attached and hold on to thoughts such as "I can't do this - can't do that." We believe our Myer's Brigg's, Enneagram, or even our horoscope profiles - that they "get us" and describe who we really are. We believed our teachers and parents when they told us we were shy or not quite up to doing something.



How to FREE Yourself from the notion that Who You Are is FIXED

Consider that you are not your psychology--and by psychology, I'm referring to your thoughts, feelings, and behavior or your personality mask.

But just consider that the fullness of who we really are cannot be reduced to a description. We are not our description. Our personalities are just a set of traits that distinguish us from one another.

It's no different with our physical bodies. We see them change and evolve over the course of our lifetime. In the same way that we are not our bodies, we are not our descriptions. We are that which is doing the describing.

If we really knew that we are not stuck in our personalities if we really knew that we could unshackle ourselves from our insecurity and our shyness, then what? What could be the possibilities for you?

Deadly Sin #5



You Don't Take Any Action

Throughout the decades that I have been a student of self-help, a coach, and a serious searcher of how to thrive in life, one thing I am absolutely sure of is that **there is great power in taking action.**

The trap I used to fall into was the habit of thinking, and thinking, and waiting to think some more about **when** I should do something or **how** to do something.

I wasted so much time living in my head, weighing all of the pros and cons of taking action.



And so, by the time I had used up all my thinking about an issue, I was so exhausted and confused, that I just gave up and did nothing. This is how we get stuck in life.

There's nothing wrong with thinking things through - but only up to a point. It's been my experience that DOING - taking action - is the fastest and most expeditious way to discover your right path and decision. Yes, your actions may lead you to realize that the job you decided to take, for example, was actually not right for you. But you would never have known that unless you made the decision to say YES.

I was once unemployed and needed to get a job fast. It was a Friday afternoon and there was a huge snowstorm in Boston. The last thing I wanted to do was take the train into the city and keep my appointment with a job recruiter.

I made myself take action, despite my lack of inspiration. And boy I am glad I did. They offered me a job that ended up being a godsend for me. I got to travel all over the world - albeit as the director's assistant - and it was through that job that I ended up meeting my husband - the love of my life!

I could have very easily succumbed to thinking: *Why bother - nothing will come of it anyway! It's too cold outside...*



We all have moments when we're in our heads - we indulge in a lot of busy thinking about whether we should do something, take the risk to write that book; summon the courage to go out on a date; or apply for a more prestigious job.

We think, and think, and think...and it's a dead-end because we see no way out - no solution.

But when we take action it's as if we are saying to Universe:

I don't know what the outcome will be, but I'm willing to play; I'm willing to take that risk and get my hands dirty and see what happens.

When we take action not only do we become receptive to synchronicity and luck, but we also ironically feel less stress and anxiety.

Watch little kids when they are playing. They don't spend hours thinking and thinking about whether they should play a game. They jump right in.

Not taking action is one of the fastest ways to kill your confidence. It will put out your fire in an instant.

Keep the fires stoked by taking lots of action.

Deadly Sin #6



You Worry too Much About What Others Think of You.

I'm going to make a blunt statement:

**What other people think about you is
none of your business.**

I know this is a hard one to swallow, but it's so true. Think about the absurdity of trying to control how others think about us? How could it be possible to have that much control?



If you were to go to a party and there was a group of ten women who interacted with you, I can guarantee that no matter how nice you think you are; no matter how well-dressed you think you are; no matter how intelligent or funny you think you are - each one of those women would have a different opinion about you.

Some will think your outfit is amazing.

Some will hate your outfit.

Some will find you too confident or not confident enough.

Some will not like you because you remind them of their mother.

Some will love you because you remind them of their mother.

Can you see how pointless it is to worry and ruminate about what other people think of you?

Apart from being pointless, worrying about what other people think about you is a **BIG ENERGY SUCKER.**



And it explains why some women get on with the goals and dreams they have for their life, and others waste time and energy on things they can't control.

Smart, confident women have figured this one out. They don't get seduced or sucked into trying to please people. They know that people are going to think whatever they want about them.

We've all had the experience of people-pleasing - trying to get someone to like us. I know I have. And I've always hated myself for doing it because it can seem a bit creepy to be all over someone when you know you don't really care about them.

True confidence is when we don't care what others think about us - not in an arrogant or big-headed way, but in a way where we are just feeling comfortable in our own skin way. There's nothing more attractive than someone who knows their value.

Being comfortable in your own skin means that you can feel confident not only when you do something well, but also when you realize that you're not good at something. Not being good at something doesn't diminish your self-confidence.



Self-confidence is not always about winning or succeeding

I have met so many women who want to write a book or start a coaching business, or apply for a senior position, and who stop themselves because they worry that people will judge them, laugh at them, break up their friendship or feel jealous about their accomplishments. They'll say: *Who does she think she is?*

And yes, maybe some people will feel that way about you when you put yourself out there and pursue your dreams. But so what? Why should that stop you?

Let them hate you. Let them talk about you. Don't be afraid to feel this feeling of not being liked.

If you could stop worrying about what others think about you - if you could erase this habit - you would free yourself. And with that freedom, just imagine what you could achieve and create.

This is true freedom.



How to FREE Yourself from Worrying About What Others Think About You?

Remind yourself of...

- The ridiculousness of thinking you can control how others think of you.
- That people-pleasing is an icky habit and that people know when you're people-pleasing.
- When you find yourself worrying about others, say: *So What?*
- Think of all the fun things you are depriving yourself of when you're trying to please others.
- You may lose some friends, but you will also gain new friends - friends that support and love you.

Deadly Sin #7



You Don't Love Yourself Enough

(The most sinful of all sins)!!

The pursuit of self-love seems to be all the rage these days. We hear it all the time, don't we? We're advised to talk respectfully to ourselves in the same way that we would talk to a friend.

Maybe it's because I'm deeply entrenched in the world of self-development, but this all-too-common phrase can begin to sound trite, hackneyed, and downright platitudinous – at least, in the world of coaching. It can become just another thing to do like brushing your teeth – *to love yourself*.

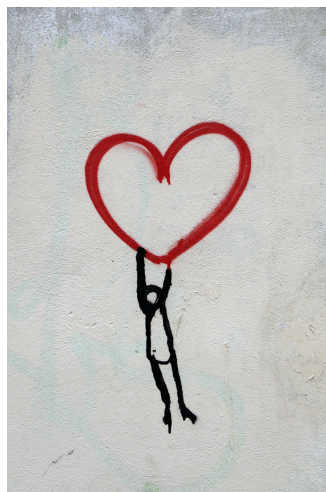


I've been doing inner work for almost thirty years – heck, I even became a life coach – and didn't I catch myself just yesterday giving my body a good telling-off because my favorite jacket looks a feels a bit too snug. It seemed like, yet again, my body had let me down.

In so many ways we are such a smart and intelligent species, and yet we have so much inner turmoil. We are masters at self-criticism.

We look in the mirror and attack ourselves with our words and actions like an auto-immune disease attacks the body. We're really good at sending our bodies hate and disgust.

The Dalai Lama said that the western woman will save the world, but how can anyone – male or female – save anyone or accomplish anything of value, if they regularly attack themselves, if they don't love themselves?





As I caught myself in the act it occurred to me how illogical and antithetical it is that any of us could or should expect our lives to thrive when we don't appreciate the masterpiece that we are.

It explains why we keep attracting abusive relationships, it explains why we keep feeling stuck, why our inspiration dries up, why we're not in the flow, why we hardly ever feel confident. It explains why change in the world seems so slow.

There is no real mystery. It's perfectly logical.

I am slowly catching on - to stand up for the truth about me - which is the truth about all of us. That we are all expressions of God or Source, and that God wants to express through us - if only we could stop getting in our way.

And so, I am practicing to not overlook, balk at, or complain about the gift I've been given in the form of this body.

My body may not match the standard that society insists it should be, and my mind may not always sound like a dear friend, but I am gradually waking up to the truth about the miracle of this vessel I've been given.



Self-love calls for radical self-awareness. This means that when I am disapproving and lamenting the extra pounds I have gained, or when I'm disgusted by my creepy skin that's lost its youth – when what comes out of my mouth is unkind and offensive – that's when I try to get the last word in and remind myself that my body is actually a damn good friend that continues to carry me through life – that it still wants to breathe life into me, despite the abuse.

That's what I call a dear friend.

Why is self-love dangerous?

If we western women are going to heed the call and save the world - if any of us are - we have to drop the self-hate, because nothing changes with hate.

There are a lot of forces in this world that depend on things not changing. They don't want us to wake up to ourselves. They don't want us to care. There's a lot invested in us not caring about ourselves.



These forces have a big investment in getting us to hate ourselves.

They want us to obsess about our dress size and the need to diet. Society has trained us so well to disagree and turn on ourselves. It's a huge money machine, that doesn't want us to know that we are so much more than our lipstick, high-heels, and our physicality.

They don't want us to see through the illusion. They don't want us to know that our feelings of insecurity and fear are all made up by us alone.

These ideas are dangerous.

The power to help anyone – to make a difference in the world – to achieve amazing things in your life – these gifts won't come to us if we don't wake up – if we continue to distract ourselves. If we don't know our power.

It's illogical.



When I got married, the minister told me and my husband, to ***always be kind to one another.*** At the time I wondered, why didn't he say ***always love one another?***

Self-love is anything but trite or commonplace – it is infinitely deep, powerful, radical, and highly transformative. Self-love is serious stuff. It can move mountains. Could it be that we are scared of our own power?

To love yourself may seem too much right now. But we can always practice KINDNESS. We can begin there.

Kindness we can do.





I hope you've enjoyed reading this guide. My coaching specializes in helping people **awaken and accelerate their powers of magnetism so that they can get what they want in life, love, and business.**

I work with entrepreneurs, coaches, and healers who want to stand out and get noticed, but who struggle with insecurity and fear about putting themselves out there.

I also work with women who want to feel more confident and be seen and heard when it comes to finding a relationship.

If you would like to find out more about my coaching, please get in touch.

Sign up for a FREE 30-minute **DISCOVERY CALL**. You can contact me via email: lindafordcoaching@gmail.com

Yesterday I was clever, so I wanted to change the world. Today I am wise, so I am changing myself.

Rumi

With much love,

Linda Ford,