



# **The Power of Personal Confidence**

*Obtain the boldness for the life you deserve!*

EDITH NGOZI

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# About the Author

Edith Ngozi is a certified confidence coach, a certified style coach, and image consultant with over 20 years of experience in coaching, training, sales, public speaking, negotiation, conflict resolution, and more.

Her courses empower people to break free from limiting negative cycles, to emerge confident and successful in all areas of life.

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*“Confidence is a funny thing—you can’t create it from thin air, and if you fake it, then you’re probably going to be anxious that people will find out. On the other hand, without confidence, success in most things is nearly impossible.”*

– Scott Adams

At some point in our lives, we all feel let down about one thing or the other and we become determined to do what it takes to see the changes we desire. We strive to do better at work, be better parents, or eat healthier, but how often do these changes last?

Brain science and social research confirm that we can literally rewire our brains, and this is called neuroplasticity. Neuroplasticity is a complex concept, but according to Associate Professor Michael Valenzuela, “it refers to the biological changes that occur in the brain in response to a change in the real world or a new experience.”

The human brain, just like computers, can receive hardware updates, and this happens on a daily basis as we adapt to new circumstances. But the good news is we can encourage and stimulate it. You can learn to love yourself and discover a true sense of joy and peace. You can recognize how you constantly attack yourself and rewire your thoughts and actions for a more positive life experience.

You can learn confidence, style, charisma, oratory skills, the works. The only question is: Are you willing?

Can you leave your comfort zone to grasp a once-in-a-lifetime opportunity for a total head-to-toe makeover and revamp?

It's left for you to answer that question at the end of this book. But before you make your decision, let's expand on the crucial aspects of your life that may need a total factory reset.

# Personal Confidence

Many people struggle with poor self-confidence, as well as poor self-esteem. They are not the same. They wake up every day convinced of their inadequacy and feel no need to position themselves for opportunities to further their goals, costing them a fortune in terms of jobs, connections, and so much more.

They have no faith that they can do better and never try. A dearth of personal confidence causes low self-esteem, and you need to discard that mentality to move ahead in life.

The first step to defining self-confidence and subsequently cultivating a healthy level is to do away with these preconceived notions that define personal confidence through the fictional eyes of television ads, sensational articles, and good books. Self-confidence is not found in inexpensive clothes, and wealthy people do not automatically have one.

While good grooming certainly has its charm, true personal confidence cannot be photoshopped—it can only be developed. You can put it this way; you cannot buy confidence; you can only become it.

Thus, even seasoned CEOs and capable business owners need a dose of self-confidence. What then is self-confidence? According to Psychology Today, self-confidence is a belief in oneself, the conviction that one can meet life's challenges and succeed—and the willingness to act accordingly.<sup>i</sup>

Personal-confidence isn't the absence of fear; it's acknowledging your fear and anxiety but taking action despite them.

Personal confidence is an integral recipe for success in all areas of life and is greatly influenced by our self-esteem and self-image.

According to Nathaniel Branden, a psychotherapist, and writer, in his book, *The Psychology of Self-Esteem*, "Self-esteem, fully realized, is the experience that we are appropriate to life and to the requirements of life."<sup>ii</sup> It is the belief that we are worthy of good experiences and things.

Those lacking self-esteem often develop a strong critical inner voice that often contributes to sadness, anxiety, or rage. This could very much lead to a self-perpetuating cycle of negative thoughts which persuades them of their supposed incapability, causing negative expectations for the future and discouraging them from trying.

On the other hand, self-image is our perception of ourselves; it is the picture in our minds when we think about our actions or interactions.

For instance, feeling uncomfortable or self-conscious about your appearance is a self-image problem.<sup>iii</sup>

When you're particular about how you appear in people's minds, it can affect how you work, play, or live your life in general. You limit yourself when you second-guess your skills and appearance, thus giving away your power.

Once you change your perception of yourself, you are well on your way to achieving high personal-confidence and consequently breaking out of your self-imposed cage.

# Your Signature Style

Famous journalist and Vogue editor Anna Wintour once said, “Create your own style... let it be unique for yourself and yet identifiable for others.”

Everyone needs a signature style. Your colleagues, employees, employers, and friends should have a distinct impression of your appearance whenever your name is mentioned.

A signature style is a physical representation of your essence. In simpler terms, it means having a unique dressing that’s sophisticated and aptly describes your whole vibe.

Like self-confidence, you can cultivate a signature style. All you need to do is find a theme that best describes your inner self, then create and style your wardrobe to suit that theme.

However, this is a delicate process that can take a lot of time if you’re not properly guided. But in the right hands, and with enough help, you can identify all the factors that contribute to your style. These factors include;

- **Physical characteristics:** This involves being true to yourself, accepting the body you have, and dressing according to your body shape. When you understand your physical characteristics, you can harness the power of lines and colors to create a slimming or fattening illusion. See your body as a canvas and you the painter.
- **Wardrobe:** If you find yourself wondering what outfit you should wear for an event when you have dozens in your wardrobe, then you might have a signature style problem? This means that you have lots of clothes that do not resonate with who you are and which you're uncomfortable wearing.

The great thing about a signature style is that it reduces the headache of picking an outfit every time; this is energy efficient and saves you precious time. Also, when you have a distinct style, you know what pieces to purchase and how to throw clothes together to invent a striking look that creates a look that helps your self-esteem and confidence.

For instance, your style might revolve around neutral colors. But this doesn't mean you'll constantly wear stale brown, blue, or white clothes. With the proper styling guidance, you can find variations of your favorite neutral colors, so you don't end up looking dull. Knowing how to dress for any occasion and in colors that accentuate your essence is a veritable confidence boost. When you dress well, you have the power to own your space and your voice.

- **Colors and your skin undertone:** Research by the Institute for Color Research reveals people make a subconscious judgment about a person, environment, or product within 90 seconds of initial viewing and that 62 percent to 90 percent of that assessment is based on color alone.<sup>iv</sup>

These numbers indicate that color is essential in your professional and personal life. It is the key to your signature style and brand. Not every outfit will suit you, and neither will every color. It would help if you grasped the principles of the color wheel and what hues work for your skin tone, and which ones clearly don't. Be a color pilot, not a color riot.

- **Your professional brand:** When we see the words “brand” and “branding,” we often associate them with products and services. However, your professional expertise can be a brand too. As a career person, your skills are a service you're selling; therefore, you need to market them right.

This is called professional branding. The Balance Careers describes professional branding as “what matters to a potential employer, networking contact, or anyone who can help you find a job or grow your career...”<sup>v</sup> It is an amalgamation of what makes you unique as a professional in your field.

To discover your professional brand, you will need to identify your strengths, values, and priorities, and expertise.

These characteristics become your professional message and should be shared in your professional circle and beyond—through social media and other digital platforms like Google.

However, don't be dismayed if you've not discovered your professional brand or may not be as polished as you'd like. Your personal brand is constantly evolving and requires all the help you can get.

# Your Personal Brand

A personal brand is a widely accepted impression of an individual based on their achievements, experiences, personality, and actions. A personal brand is almost like a signature style but concerns itself less with clothes and more with the personal story you put out to the public.

Whether you're an entrepreneur, company executive, or MBA graduate, your brand will affect the connections you make and the opportunities you see. If your brand does not communicate value, you won't qualify for high-value prospects. And in our highly-competitive world, that's a no-no.

To build your personal brand, you will need to identify the message or impression you want ingrained in people's minds. This is the easy part. After that, you must nurture this message by maintaining an active presence on relevant platforms and engaging meaningfully with the community. To achieve this, you will need professional, one-on-one assistance. You will need someone to hold your hands to create the perfect personal brand that conveys who you are and what you have to offer to the world.

## Your Language Skills

Communication is a vital aspect of our existence as a species. Even animals have some crude methods to talk to each other. To be able to pass on a message effectively, you must know how to hold a crowd with your words. It may range from friends to a roomful of acquaintances and strangers. This can be a daunting task for many people.

However, you can teach your brain to ignore your nervousness when speaking in public. You can learn how to succinctly and efficiently lay out your points in a speech while sprinkling in anecdotes and a bit of humor too. You don't have to be an orator or an established public speaker. All you need to know is how to speak in the company of known and unknown people – with confidence.

These are a few ways you can boost your self-confidence and your life. But they can't magically become perfect overnight. Your mind needs a reset; it needs to be cold-booted from your comfort zone.

And I can help.

Refinement Coaching is part of my signature Head-To-Toe Self-Makeover Coaching Program created to help you restructure and revitalize every aspect of your life, from the inside to the outside, to make you the best version of yourself so that you can achieve your highest and best use in life.

I believe everyone is unique, and so are our challenges. What works for Person A may not work for Person B. Hence, our one-on-one sessions provide a safe space to explore your distinct situation.

TOGETHER, we can analyze the areas that need work and create a custom plan to nurture and amplify your self-confidence.

Ready to begin? Book your [Free 30-Minute Clarity Session](#). Let's change your perspective and enrich your life.

# References

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