



Modern Gent Essentials Course

Confidence Kick Start

Confidence building is a science.

This is the final, and arguably the most important, course in this three-part series because once you understand the science behind building confidence, you can easily build it in yourself **and** others.

No matter what you're wearing or how well you appear to speak and communicate, a lack of confidence is a heavy weight to manage when you're trying to put your best foot forward.

There are thousands of different confidence boosting seminars and workshops out there, but they're all the same content with different price tags. This course will introduce the science behind confidence building, and how YOU can take advantage of its simplicity immediately.

Let's take your confidence to a whole new level...methodically.

1: TIGHTEN UP YOUR DRESS CODE

I know, this is clearly a theme. I heralded the benefits of a better wardrobe in all three courses now, but it's because it's too important to skip. You want to dress like you're here to be taken seriously. You're here to be noticed (for all the right reasons), aren't you? You need to dress yourself accordingly, my friend.

When you're wearing new threads, don't you feel amazing? I know my clients feel rather invincible when they're out wearing their new clothes for the first time. The same goes for that feeling after you leave the barber with a fresh cut and/or shave. I know I personally feel like a million bucks after I get a shave from my barber.

Here's my **secret science** of confidence building: **accumulate personal EMOTIONAL victories.**

No matter how you boil it down, you (and your confidence) are the sum of all your personal emotional victories. If you never feel like a winner –emotionally feel like you're on top of your game– your confidence isn't up to par. The more moments you record as victories (emotionally), the more confidence you'll accumulate. It's not necessarily things you've **done**; rather, it's about the way you **feel** in everyday situations.

Let me prove it to you with the rest of the lessons in this course.

Clean yourself up

I cannot stress this enough: take care of your look, and you'll be handsomely rewarded with compliments and confidence. Again, this can be as easy as getting a haircut. You know that sharp, fresh feeling of leaving the barber, putting on your sunglasses, and feeling like you're suddenly a hundred times more attractive, right? These are emotional victories.

When your look is clean and well cared-for, you'll receive more compliments and positive reinforcement. This doesn't mean you need to wear a suit and be clean-shaven – Never! Enjoy your facial hair and casual look! BUT, groom your beard and make sure your casual look is still well-fitting and you'll feel better and more confident, I promise you.

I challenge you to spend the next 7 days planning out your wardrobe so every day you look your best. Get a haircut ASAP, get your beard groomed, make sure your clothes are clean and ready to go, and you're wearing the best-fitting stuff each day.

As you go throughout each day, make a note of how you feel, and whether anyone has complimented you. I'm willing to bet you'll notice a few new emotional victories at the end of the week – which translates to a boost in your confidence.

Nothing is more attractive than pure unadulterated confidence.

2: EXPAND YOUR LEARNING

One of the easiest ways to build more confidence is to build your knowledge. You feel confident when you know what you're talking about, right? You can easily build more confidence by knowing about more.

Tackle a new language, skill, or goal

Think back to your first day on the job. You knew a bit about what you were doing, but you were essentially incompetent. That's not an insult – we're all a little incompetent on day one. As you began to learn the tricks, tools, and methods of your position, your confidence grew. Now, you're probably so confident in what you do that you could do it blindfolded, right?

When you tackle a new skill or hobby (especially a language), you expand your understanding of the world and what you're capable of. Using modern tools, you can learn the basics of a new language in your own home in under 6 months. Imagine the confidence you could have if you knew how to converse in another language!

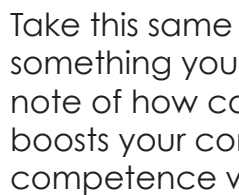
You can tackle any new skill, really. You'll build your confidence as you build your competence and recognize the emotional victories along the way. Take a cooking class so you can WOW your significant other on date night. Pick up a classic car as a project and start tearing into it. Whatever you choose, make sure you notice each time you feel that emotional, "hell yes, I got this" feeling.

Teach someone else what you know

This is probably one of my favorite things in the whole world for boosting confidence because this is social proof. The easiest and best example of this is showing a kid how to tie his or her shoes. Holy cow, is this a powerful moment.

Parents have an internal monologue running continuously that repeats, "I'm not sure I have any idea what I'm doing." Then they get a moment where they get social proof that it's all good and they're doing it right: their child takes his or her first step, first word, first time in the potty, first time to tie shoes, etc. These moments are HUGE.

When you reach down and teach a child how to tie his shoes, and he eventually does it, you will feel like the best man on earth. No matter who you are or how confident you think you aren't, this instantly boosts you up to eleven.



Take this same principle and teach someone else something you know. Teach your kids something you know. Teach a friend something they want to learn. Be a teacher and make note of how confident you feel being the “expert” for that moment. Teaching not only boosts your confidence, but it also boosts the confidence of the other person. Their personal competence went up because of you! Record that emotional victory!

Leave your comfort zone

Discover new people, new bands, new art, new places – just get out of your comfort zone and go discover new stuff. When you expand your horizons and experience new things, you get the chance to tell new stories.

After a long day or night of new stuff, you'll come home and relive all the best moments from earlier. Maybe you made new friends, maybe you discovered an amazing little spot to view the skyline, maybe you found the absolute best place for spicy dumplings – whatever you discovered, you'll feel like you know something others may not, and that “knowing” will make you feel just a little more confident. It all adds up, so get out there and explore the world beyond your comfort zone!

Absorb more inspiration

Truth be told, we all need a little inspiration from time to time. Inspiration is the catalyst to innovation. When you're inspired, you feel confident enough to take leaps and tackle the unknowns. Begin each day by absorbing inspiration.

You can read a chapter from an inspiring author, view an inspiring video online, or listen to music that inspires you to think outside the box. For some guys, morning meditation is the key to their success. Some guys read every day. For others, myself included, it's a hot cup of coffee and 10 minutes of inspiring video from some of my favorite content creators. Fires me right up!

Whatever medium works for you, I invite you to absorb as much inspiration as you can as often as possible. When you're inspired, you pursue tasks differently. You feel empowered and confident when you're inspired. The emotional state of being inspired is a catalyst of confidence, so recognize that being inspired is another emotional victory.

3. REFRESH YOUR FRIENDSHIPS

This is never a fun topic to discuss, but it's necessary so let's get right down to it. Inspirational speaker, Jim Rohn famously said, “we are the average of the five people we spend the most time with.” While it may sound cliché, I invite you to look at those five people in your life.

Are those five bringing you up or pulling you down? Are they flourishing or floundering? Do they inspire and entertain you or share their misery and struggles with you?

This isn't to say these negative people are bad humans. They're just bad for your confidence and your accomplishments. It's a hard truth, but you need to hear it: you probably need to dump some of your friends.

Breakup with Negativity

How do you know when the negativity of one of your friends is affecting your trajectory? Let's imagine you had a long day, but it turned out pretty great. You finally got that promotion you've been working so hard for, and so you meet up with your friends to celebrate last minute.

When they show up and hear the news, one (or more) of them seem to complain about how lucky you are and how their jobs aren't good at all. They proceed to inundate you with all the details about how much they dislike their boss, coworkers, or company at large.

You feel exhausted and aren't even excited anymore.

Maybe instead of telling you how much they hate their job, they are sad because they perceive you as "leaving them" for management. They don't mean to, but you start to feel guilty for getting a promotion and possibly not having as much time to dedicate to hanging out with them.

These friends love you. You love them. However, they are also vampires and they'll drain you completely just to survive. You need to break up with them. If nothing else, change your relationship dynamic so they're not part of your inner circle any longer. Vampires cannot survive at the top, and that's where you're going, right?

Surround yourself with builders

Builders are those that build you up. They build themselves and their dreams up so they're worthy of achieving. They don't see the world as a struggle, they see it as a place to make things happen. They are encouraging and accountable. They don't make time to complain or dwell on negative details.

Businesspeople pay a lot of money to be a part of mastermind groups that include builders. They aren't getting the encouragement and creativity from their group of friends, so they pay for memberships in other circles.

There's nothing wrong with this at all, but it isn't the only way. Get out and connect with people you admire. Start with coffee and trade stories. Through those conversations, you may find a lot more in common and spark up a friendship. Do this as often as you like until you have an inner circle of friends and confidants that are builders and springboards for your ideas. It's hard to lack confidence when your close group of friends is supportive, encouraging, creative, and examples of what's possible.

Be someone's cheerleader

Another excellent tip to boosting your confidence and making yourself feel better is to purposely make someone else feel better. Professionals do this all the time. It literally makes some people feel invincible to cheer lead others and champion their ideas.

This is why great coaches seem to always see the possibilities and potential in their clients long before the clients do. We are hardwired to see more in you than you do, and we get a high on helping you realize your greatness.

If you want to instantly feel like you're on top of the world, help someone else feel like they are. You'll provide great value to them with your encouragement, and they'll reciprocate with gratitude. You'll feel amazing. Your confidence will grow three sizes that day.

Spread compliments like wildfire

As simple as it sounds, spreading a wildfire of compliments will set everyone's confidence on fire. Just like being someone else's cheerleader, spreading compliments instantly elevates everyone's sense of worth and well-being.

It can be as simple as noticing something nice about another person and telling them. Telling your coworkers how much you appreciate them, or telling someone they did a great job on a task are both simple and impactful ways to boost confidence for both of you.

More importantly, if you make it a habit to spread compliments every day, you will create a legacy people cannot get enough of. You'll be invited into other circles, seen as a high-value gent, and will generate a loyal following of friends and contacts. This, my friend, is high-caliber gentleman behavior.

4: BUILD IT LIKE A MUSCLE

When you're looking to boost your confidence, you're not looking for a one-time fix. You want something that continues to build and make you feel better and better each time, right? Well, you have to work it out to get those results. Taking action every day will bring about the permanent changes you want.

Take care of your body

One of the truths I had to learn was I'm only as powerful as my body. Even if my mind was sharp as a tack, my body would limit me if I didn't care for it properly. Because of this, I work to stay in shape and be healthy. You should too, and here's why:

When you work out and eat healthier, you feel better. When you feel better, you work better and harder, and when you do that, you accomplish more little victories. This is especially true as your body composition begins to change and you start finding yourself more attractive. You start to see yourself as more desirable and more deserving of respect, attention, and love.

For most of us, there's always room for improvement in our physical fitness, so make it a goal to get in better shape. As you progress through the gains on your lifts and the drop in your weight of body-fat percentage, you'll naturally create a lasting boost in your confidence.

Small steps create huge changes

When trying to improve yourself and boost your confidence, understand that it's not an overnight exercise. You are better off making incremental changes consistently rather than try to bust out of your shell and be someone else in one motion.

Just like mapping out a journey across the ocean, a third of one degree at the beginning will take you to a completely different continent in the end! Get a goal tracker worksheet or activity tracking watch and start tracking your actions. Taking steps (literally and metaphorically) toward your goal every day will almost guarantee you'll crush it.

If you want to build lasting confidence, you have to build it like a muscle.

NOW YOU KNOW

Congratulations on completing the entire Modern Gent Essentials Course! Building a better you is quite an endeavor, but it doesn't have to be difficult or completed in 24 hours. You now have an understanding of the essential rules, tricks, and insights to help you make big improvements in your personal style, listening and communication skills, and how to build lasting confidence.

I hope it helps you kick start your journey!

If you want to take your learning to the next level and get access to a wellspring of resources, I invite you to check out [The Gentleman's Inner Circle](#). It's a private group designed to give you answers, advice, and coaching so you can live your best life and become the man you were born to be.

Now that you've completed the full course, please send an email my way! It's my pleasure to help get you a head start on your personal journey with a complimentary coaching call and Q&A.

Seriously, send me an email and we'll make it happen!

Here's to your success!

Audentes Fortuna Iuvat – *Fortune Favors the Bold*

– Blake

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