



THE ALPHA MALE'S GUIDE TO

**MASTERING
THE ART OF
CONFIDENCE**

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The Alpha Male's Guide to Mastering the Art of Confidence

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Introduction

When it comes to succeeding in life, virtually nothing is as important as confidence. Whether it's at work, with friends or with women, the results, the respect and the spoils go to those with confidence, while everyone else picks up the scraps.

Confidence certainly isn't the only thing that's important in life; of course you need some skills and know-how, as well as other positive personality traits (things to be confident about). But confidence is the glue that holds it all together.

You could read everything under the sun about how to attract the girl of your dreams, get your dream job or create a booming social life, but if you don't have the underlying confidence to actually DO it, all that knowledge means absolutely nothing.

The theme of this book is BEING, not simply KNOWING or DOING. Knowing how to do something doesn't mean you have the guts or the ambition to do it. Likewise, simply doing something (going through the motions) doesn't guarantee success either. No, neither can be a substitute for being. And confidence is what lets you do just that: not think it or know it or pretend to do it, but to BE the kind of Alpha guy that so many guys want to be.

If that's what you're looking for, you've come to the right place. This book is about learning to BE confident, and consequently enjoy all the success that comes with it.

In the first two sections I'll lay down the groundwork to give you a map of where you'll be going and how. This understanding will keep you from getting lost on a wild goose chase and focus on what really produces big results. In the last section, I'll give you a step-by-step program to build unshakable confidence.

The only question now is, can you handle it?

The Foundations of Confidence

In this chapter, you will learn:

- What Confidence Is and Where it Comes From
- How You Can Start Building it Right Now

What is Confidence and How Do I Get It?

With all the buzz surrounding the idea of confidence, it's interesting that so few people actually understand what it is. We certainly know it when we see it: you can probably think of some confident people you know instantly, and when you first meet someone you'll usually know how confident they are in the first minute of meeting them. A girl might say she likes a guy "because he's so confident" but she might not really know what that entails or how he got to be that way.

So what is confidence and how do we get it? That's what this chapter is all about.

Simply put, confidence is your belief in your ability to do something. It's also a healthy belief in your own self-worth. When we see someone who's confident, we're seeing a person who deeply believes he's worthwhile and who trusts himself to be successful in the situation he's in. When you see a guy confidently walk up to a girl, chat her up and get her phone number, what you're seeing is someone who believes he deserves her and believes that he can show her that. Confidence is believing you deserve something and believing you have the skills to get it.

You can think about confidence like the foundation of a house. It's what holds everything else up and keeps it from collapsing under pressure. If you read some of the previous books in this series you'll remember some of the tactics we learned to move towards being an Alpha Male: body language, charisma, eye contact, and so on. For the Alpha Male, those make up the house; the amalgamation of attractive, Alpha characteristics that will get you just about anything you want in life. But without a foundation of confidence, the house collapses at the first sign of adversity.

Let's use this analogy to look at one specific aspect of confidence, say your confidence with women. Like any foundation, your confidence with women has many parts and is influenced differently by a whole lot of different things. Some parts may be more important than others, just like the concrete and support beams in a foundation, but countless different aspects of your life need to come together to create the confidence with women (or lack thereof) that you currently have.

But where does this confidence come from? And how do you get it?

Put simply, your current confidence (foundation) is just a mix of all the beliefs and past reference experiences you've had. Going back to the example of confidence with women, the foundation for most people is based on their past experiences with women, their beliefs about women, their beliefs about themselves, their perceived ability to attract women and their degree of confidence in all other areas of their life.

Again with the foundation example, your beliefs about your ability to attract women might be your concrete, your view of your own physical attractiveness might be your floorboards, and your conception of how smart or funny or interesting you are might make up your support beams. Exactly what you relate to what doesn't really matter; what's important is that you understand that these beliefs come together to create and mold your level of confidence with women.

Let's look at two people and see how their confidence with women might have been shaped by some of these factors.

Person A

Person A (we'll call him Matt) is born to parents who aren't really ready to have kids but decided to give it a try anyway. He's an only child living in an apartment in a mid-sized town about a 1.5 hours drive away from the city.

His parents have good intentions but are often stressed and overwhelmed by work and life. Being busy and having so many of their own physical and emotional problems, they don't pay as much attention to helping Matt develop healthy emotional habits, nor would they really be able to if they tried. Since his parents are so busy and stressed, Matt doesn't get to play with other children as often as he'd like and spends more of his time playing with toys or watching TV.

When school starts, Matt has some difficulty making friends, although there are a few people he likes. Nevertheless he spends most of his free time reading or playing video games, and his parents aren't particularly concerned with his lack of social activities because they're busy with their own problems.

Matt is interested in girls but he doesn't really know what to do about it. The boys who talk to the pretty girls like seem cool and confident, and Matt feels awkward in social situations.

Instead of attributing this to his lack of social experience and confidence, Matt decides that there's something wrong with him. Although if you asked him he'd tell you that girls should like him because he's a nice, intelligent guy and that they're hypocrites for saying that's what they want and then going off with the confident, Alpha guys. Subconsciously he feels inadequate. When he talks to girls, that feeling of inadequacy (as well as his lack of social savvy) comes through in the way he acts and girls don't want to date him. The vicious circle continues and he spirals deeper into a pit of anxiety, bitterness, and rationalizations.

Person B

Person B (who we'll call Sam) is born to rich, well-connected parents living in a suburb just outside the city, about an hour away from Matt. Sam has a younger sister who he spends a lot of time playing with and he quickly learns how girls can be different than boys. He has a good relationship with both his parents and they make sure to enroll him in plenty of activities, social and otherwise. He plays sports from a young age and spends lots of time with his friends, all the while soaking up social savvy and building confidence.

When girls start coming into the picture, Sam doesn't really know what to do either, but girls seem to like him so he spends a lot of time hanging out with them and dating them. Through a bit

trial and error, he quickly figures out how dating works and becomes better at attracting the girls he likes. He takes more chances because he's used to girls liking him, and rapidly accumulates more and more experiences. The more girls that like him, the more confidence he has around them.

Because he's a fun, social guy and he hangs out with the cutest girls, other cool guys want to hang around him. With more friends, he spends more time socializing and more time learning about girls and relationships. And the upward spiral continues.

What's Your Foundation?

In the above examples, what do Sam and Matt's foundations look like? It should be pretty obvious: Sam develops a strong foundation of confidence and Matt does not.

The idea here isn't that you're given a certain level of confidence resulting from your upbringing and that shapes the rest of your life -- far from it. While your life up to this point does largely influence your level of confidence, *what you do going forward has the potential to massively change that.*

The only real difference between Sam and Matt is that Sam accumulated a bunch of positive reference experiences and chose to interpret things positively and take risks, which in turn created more reference experiences. Matt didn't accumulate those reference experiences and when things were frustrating, rather than attributing to his lack of social experience, he decided something must be wrong with him and something must be wrong with girls for liking the kinds of guys they do.

Make sure you understand all that before reading on. *Read that last paragraph again.* It's not just about what happens to you, but how you interpret it and what you choose to do about it.

With all that in mind, what does your foundation look like? In what ways have you failed to build up some of the skills that create confidence? How could you start to build them now? In what ways have you interpreted things to mean that you're not good enough or that there's something wrong with the way things work? How could you, instead, see those things more objectively: not necessarily good or bad, but just the logical consequence of your life and your thinking so far? Can you think of any solutions going forward?

If you're still not sure what to do next, don't worry. The last section of this book will give you a step-by-step plan for building confidence. Before we do that though, there's one more big concept you need to understand.

In the next chapter we'll talk about how to diversify your confidence and make it bulletproof.

Diversify: How to Make Your Confidence Bulletproof

In this chapter, you will learn:

- Why You Need to Diversify Your Sources of Confidence
- How to Start Building an Unshakable Foundation

Diversify Your Confidence

If you'd invested all your money in Japanese stocks in the 1980s, you'd have earned about 20% per year; increasing your money six fold in less than ten years. If you were 40 years old and you started with \$100,000, by the time 1989 rolled around you'd probably be getting ready to be a millionaire in a few years and retire early -- all for no work at all. Sounds like a pretty good deal, huh?

Well, with all your money in Japanese stocks, you'd then have lost about 2/3 of your money over the next 20 years and be forced to build back up all over again. Maybe now you'll get to retire when you're 80, just about 30 years later than when you thought.

In investing, it's easy to see the importance of diversification. If you're well diversified and one country or company crashes, it's probably only a small percentage of your portfolio. While you might not earn 20% per year, you wouldn't lose all your money either.

When it comes to confidence though, most of us suck at diversifying. Most of us pick a few things we want to be good at -- things that are important to us, things that we want, or things we were pushed into to derive our sense of confidence from -- and we put all our eggs in those few baskets.

Maybe you're an amazing college basketball player with a gorgeous girlfriend. You're destined for the NBA and the good life. Sounds like a nice place to be! Well, when the next picks roll around you don't end up getting drafted. College is over and so is your basketball career. You get pissed, have a fight with your girlfriend, and break up.

So, what now? Both things that you derived your sense of confidence from are gone. Your identity is up in the air. Since basketball was your focus and you don't have a lot of other skills, your options are limited. Furthermore, without the forgiving social environment of being a star athlete in college, you can't hope to date girls as attractive as your last girlfriend.

This is what happens when you don't diversify your identity: you put all your confidence in one or two baskets, and when those baskets fail, your confidence is shattered.

People do this all the time. They:

- Identify with being good with girls, and then are emotionally ruined when they break up with their girlfriend or several girls reject them.
- Identify with being smart, and then have an identity crisis when they have to take organic chemistry in college and get a C.
- Identify with being good looking, and then go to a top club where most of the guys are tall and

jacked with strong jaw lines and high cheekbones, and their confidence crumbles.

- Identify with being an engineer, and then have an emotional crisis when they get fired.

The point is, just like investing, you need to pick many different things to draw your sense of confidence from. When you walk up to a gorgeous girl and she's not interested, if you based your sense of confidence exclusively on being good with girls, you're going to be a wreck, but if you have a dozen other things going for you, it won't be a big deal.

It's important to spread your identity and confidence out over a range of different things. Although some things are better than others (it's best if they're things you have some control over) it can really be anything; the important thing is that it's many things.

Here are some examples of things that might be useful to attach SOME of your confidence and identity to:

- Friendships: You're loyal to your friend and care about them.
- Fitness: You stay in good shape and respect your body.
- Hobbies: Having one, or several things you're good at, like soccer, pool, swimming, painting, writing, bowling, etc.
- Ambition: Whether or not you spend your day working to improve your life or waste it surfing Facebook or watching TV.
- Work: You kill it at your job
- Integrity: You consider yourself to be a good, honest person
- Intelligence: Being smart or thinking critically about things

And so on. Again, the key is to have many things. Say you identify strongly with being a loyal friend, being fit, being smart, being good at your job, being good at baseball, and generally being a good person. Say it's 2008 and you get laid off during the crash. Does it suck? Sure it does. But you're okay because you've got at least half a dozen other things going for you. Just like someone with diverse investments, you have diverse sources of confidence.

Going back to the foundation analogy from earlier, maybe you lost a few support boards but the foundation is still pretty solid, and the support boards can always be replaced.

How to Diversify

So how do we get there?

Just like you might invest money in various different stocks, bonds or index funds to diversify your investments, you need to invest your time and mental energy in various different activities, hobbies, and relationships to diversify your confidence. There is no other way.

If you invest a lot of time and mental energy in your job, for example, over time you'll get good at it. The same is true for fitness, nutrition, meditation, basketball, talking to girls, painting figurines or competitive eating.

While focusing the majority of your energy on the things that are most important to you is prudent because you'll improve in those areas faster, it's essential not to neglect the other aspects of your life that will support you when you have a major setback in one area.

Bad shit will happen from time to time. When it does, you need an ecosystem of positive emotions, experiences, and hobbies that will help keep you afloat.

It may seem like too much work to focus on many things, and that it might distract you from the most important thing, but what will happen is that everything will feed into everything else. While being good with girls is certainly the best way to feel confident about talking to them, other things like being fit, being funny, being intelligent, having a good job and being good at sports will also boost your confidence with women. It all works together.

A Quick Review

So, let's quickly recap everything we've learned about confidence. First, confidence comes from the aggregate of your experiences and how you interpret them. Confidence is your belief in your ability to do something (or accomplish things in general) and your feeling of self-worth. When you feel like you deserve something and you're sure you know how to get it, you're confident.

Building on that, you need to develop confidence in many areas. The benefits of this are twofold. First, you're protected against the inevitable setbacks that you'll encounter, so you'll be able to stay confident and emotionally centered even when things don't go your way.

This will allow you to keep projecting confidence and reaping the rewards of doing so even when things don't go quite how you want them to. Second, your confidence in different areas will fuse together and all of it will contribute to your general sense of "core" confidence: confidence that you bring into all situations, regardless of what they are.

What we need to do then is simple. We need to artificially create an environment where we can accomplish these things. Our focus here will be three fold: first, we'll focus on creating positive reference experiences (and even if they turn out not to be positive we'll make a point to interpret them in a positive light such as "Even if that didn't work, I'm learning"). Second we'll focus on desensitization so that little setbacks don't have such a great effect. And third, we'll focus on developing your core competencies. We'll do all of this with the idea of diversification in mind: we'll be doing many different things in many different situations, so that if a few don't go well, it won't be a big deal.

With all that in mind then, let's get to it. Part 3 of this book is a customized, actionable program for building core confidence.

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