

The Science of Self Confidence

(Six audio cassettes or CDs)

Learn how to develop unshakable self-confidence. Brian Tracy explains how to take full and systematic control of your conscious mind. Learn keys of persuading others and techniques for dealing with difficult people. Plus, learn how to become fearless in your work and personal life.

Session 1: The Foundation of Self-Confidence

What having greater self-confidence will do for you. Understanding, applying the Law of Cause and Effect. Taking full and systematic control of your conscious mind. Deciding upon your values. Integrity. Self-control, self-mastery and self-discipline. Boldness. Self-assertion. Inner trust.

Session 2: Purpose and Personal Power

The Laws of Indirect Effect...Attraction...Correspondence...Concentration...Substitution...and Emotion. Clarity, conviction, commitment and consistency. The tragedy of comfort zones. Seeing yourself as a leader. How setting goals can help lead you to greater self-confidence.

Session 3: Achieving Competence and Mastery

To achieve competence and mastery, start with self-analysis and self-awareness. Six successful methods to analyze yourself. Simple tests to determine if your job is right for you. Finding your "true place" in life. Three simple rules that will change your life.

Session 4: The Inner Game of Self-Confidence

The Law of Belief. Mental fitness. The power of suggestion. Three forms of suggestion. Accepting responsibility for everything you think, say and do. Using positive self-talk. Serendipity. The verbal antidote to fear of failure. Techniques for building self-confidence.

Session 5: Winning with Others

Putting the Law of Reciprocity to work on your behalf. Focusing your attention on the other person. Keys to winning with other people. How to increase your popularity. The power of praise and recognition. Keys to good listening.

Session 6: Succeeding in Personal Relationships

Your most intimate relationships are reflections of the kind of person that you are. As a living magnet, you can attract the people and circumstances you need. Developing your personality. Meaningful, relevant self-disclosure. Understanding the differences between the sexes.

Session 7: Getting the Things You Want

Deciding what you want and who can help you get it. Establishing trust and rapport. Helping others get what they want. Conducting a creative job search. The Universal Hiring Principle. Keys to persuading others. Secrets of skilled negotiators.

Session 8: Dealing with Difficult People

Overcoming the fear of confrontation. Suppression, repression and denial of feelings. The effects of destructive criticism and conditional love. Where does the fear of success come from? Aggressiveness. Techniques for dealing with difficult people.

Session 9: Capitalizing on Your Strengths

Determining your areas of excellence. Divine discontent. Knowing your weaknesses. Increasing your return on energy. Finding your competitive advantage...and putting it to work. Exercises for building self-confidence.

Session 10: Health, Fitness and Self-Confidence

Creating new energy through the high-performance diet. Avoiding the three white poisons. Why diets don't work - by themselves. The wonderful thing about exercise. More keys to health and self-confidence. The "impressions" factor.

Session 11: Triumphant Over Adversity

The Reality Principle. Performing well as a team member, and during crises. Adversity builds character. Responding to disappointments. Mental tools used by society's most effective people to cope with adversity.

Session 12: Self-Confidence in Action

Exploring opportunities...and being successful. Desire, decision, determination and discipline. Why every act of self-confidence builds self-confidence. The five most important qualities for self-confidence and success. Positive self-talk. Becoming a person of action.