

A close-up photograph of a person's arm and hand, wearing a black leather watch with a white 'GW' logo and a silver-toned metal bracelet. The arm is resting on a surface, and the background is blurred, showing some papers and a striped object. The entire image is overlaid with a semi-transparent blue filter. The text 'The Characteristics Of Confidence' is written in a white, elegant script font across the middle of the image.

# *The Characteristics Of Confidence*

*- Superficial Confidence*

# Hey There!

Welcome to your Characteristics Of Confidence assessment...

I created this assessment for kind, caring and compassionate people who are struggling with their self-confidence and who want to design, develop and deliver themselves unshakable confidence and to truly understand the real causes of their struggles.

It's a bit different to other assessments and online tests you may have taken because this assessment has been specifically designed to assess and address the real causes of your confidence issues.

The reason the assessment has been designed this way is so that you can gain insight into where your confidence is being built and where it is being battered, bruised and broken. So that you know exactly where your main struggles are coming from and how to best address them.

It's VITAL that you answer as honestly as possible because otherwise you won't get an accurate assessment. Which is obvious, but it can and will have a BIG impact on your experience of rectifying and repairing your confidence. In fact, it's so vital that it could damage your confidence if you are taking steps based on an inaccurate assessment.



# What To Expect

What you can expect is to gain greater clarity of WHERE your confidence struggles are coming from, HOW those areas are impacting and influencing your confidence and WHAT you might want to look at in order to improve your confidence.

The results you'll get will highlight your areas of struggle and will also give you what you need to start making noticeable and noteworthy changes to your self-confidence.

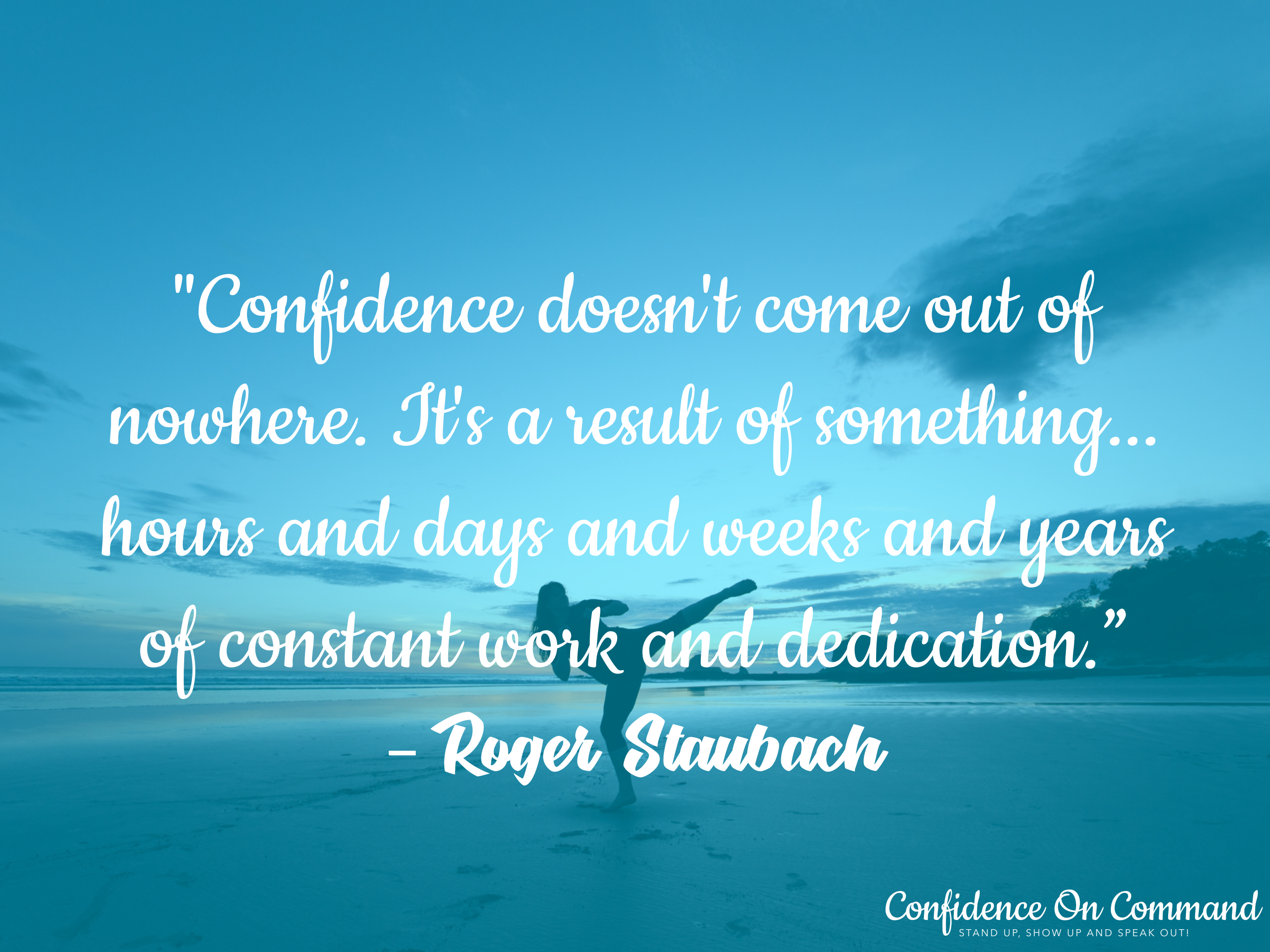
Don't forget, have fun with it! Get curious and inquisitive, this isn't intended as a blamey or shamey type of assessment.

But it is designed to be insightful, impactful and influential in BOTH understanding your confidence struggles and helping you to take action on addressing those struggles.

I hope you enjoy the assessment!

See you on the flip side!



A person is captured in a dynamic, athletic pose on a sandy beach at sunset. The person is in the center of the frame, with one leg raised high and arms extended, suggesting a dance or a powerful movement. The background features a calm sea and a sky with soft, colorful clouds in shades of orange, yellow, and blue. The overall mood is one of confidence and empowerment.

*"Confidence doesn't come out of nowhere. It's a result of something... hours and days and weeks and years of constant work and dedication."*

*– Roger Staubach*



# Surface Confidence

In this section we'll be assessing whether or not you are currently employing some useful and powerful techniques to draw from your "well of confidence" when you need it most.

Being able to identify if you are currently using some powerful techniques and if they are effective can be the difference between near indestructible and immeasurable confidence and underwhelming and underperforming confidence.

The cost of not assessing or being aware of this aspect of confidence is considerable! Without knowing if you have a deep enough "confidence well" to draw from or if you're drawing from it effectively, you can actually begin to doubt your confidence entirely.

By the end of this section you'll be able to clearly determine if you are using some powerful techniques to draw on your confidence and how effectively you are doing so.



# Questions

- |    |   |         |        |
|----|---|---------|--------|
| 1  | Do you take pride in the way you dress?   | Yes (1) | No (0) |
| 2  | Do you take time to groom and preen yourself?                                   | Yes (1) | No (0) |
| 3  | Are you someone who will wear aftershave/perfume when going out to meet people? | Yes (1) | No (0) |
| 4  | Can you silence negative self talk?   | Yes (1) | No (0) |
| 5  | Can you keep your thoughts positive more often than not?                        | Yes (1) | No (0) |
| 6  | Are you aware of your posture most of the time?                                 | Yes (1) | No (0) |
| 7  | Are you someone that smiles a lot?  | Yes (1) | No (0) |
| 8  | Do you keep your home environment clean and tidy?                               | Yes (1) | No (0) |
| 9  | Do you keep your work environment clean and tidy?                               | Yes (1) | No (0) |
| 10 | Do you regularly celebrate the little wins throughout your days?                | Yes (1) | No (0) |



# Questions

**11** Do you give yourself a little positive 'pep talk' before big or important events in your life? **Yes (1)** No (0)

---

**12** Are you someone that uses affirmations regularly? **Yes (1)** No (0)

---

**13** Do you use movement to help boost your mood? **Yes (1)** No (0)

---

**14** Do you use music to alter your state to fit your current focus? **Yes (1)** No (0)

---

**15** Do you take a moment to be grateful? **Yes (1)** No (0)

---

**Total**



# Score 0-6

This score suggests you are having a real hard time creating confidence or giving yourself a boost in individual moments.

You almost certainly have had the experience where your inner voice has gotten the better of you just before you go over to talk to someone, or want to take action on something.

You either haven't developed powerful enough techniques to dip into your confidence stores OR more fatally, you haven't got any confidence stores to dip into!

You probably feel that you 'choke' when it comes to important moments in your life. This can be incredibly frustrating as you may feel rather confident right up until the moment you are about to go and do it. You're possibly thinking that you are doomed to forever be choking when it comes down to the moment.

What fills you with dread here is that you won't ever be able to muster up that final bit of confidence and courage to push you over the finish line and take the action you have been building up to.

This can be a REALLY dangerous loop to get caught in, as most don't realise that this is a sure fire way to start undermining any confidence work you may have already done. Worst still, if you haven't done any of the deeper work required then this will only serve to further dampen and damage your confidence.

You may have fallen into the "give yourself a pep talk" trap.



# Score 0-6

Though pep talks CAN be really useful, if they aren't designed specifically to call upon some of the deep rooted confidence you ALREADY have in place, they can actually just be adding fuel to the flames that will burn down your confidence.

Similarly, if you haven't done any deep work on confidence and therefore have none ready and waiting to be tapped into, you're again just adding fuel to the flames.

To develop the levels of confidence you most deeply desire, you need to STOP trying to fix DEEP confidence issues with SUPERFICIAL confidence 'hacks', 'boosts' and 'hints and tips'. You must STOP thinking that an ambiguous or generic 'pep talk' will deliver explicit and specific boost in confidence.

And you must STOP wasting any more time, effort and energy learning and practising these 'hacks', because without the deeper work, you're trying to draw water from an empty well.

Instead what you must START doing is looking for the DEEP underlying causes to your lower confidence. You must START tailoring your confidence conversations with yourself to elicit explicit and specific confidence boosts.

And you must START investing your time into digging that confidence well and ensuring it has plenty of confidence to draw up at the right time.

# Score 0-6

**If I had to give you ONE piece of advice it would be to Ensure you have done the DEEP work required to make the more surface level strategies MUCH more powerful.**

**Without this deeper work you won't have the laser focus required in these techniques to MAXIMISE their effectiveness. But WITH the deeper work you will have a clear pathway to drawing up the SPECIFIC confidence you need in any situation.**

**Finally, experiment with which strategies and techniques work best for you to further enhance their effectiveness and the efficiency to which they can be used.**



# Score 7-12

This score hints to either partial confidence boosting techniques or partial deep confidence work. Either way, it's probable that you are experiencing a somewhat useful boost in confidence in important moments in your life. You can quiet your inner critic to a degree, but it's still there nibbling away at your confidence in the background.

You possibly feel like you are able to subdue any negative thoughts and self doubt, but you can't quite dispel them entirely in any given moment. You probably think that this could just be part of life and 'how it is'.

A worry for you is the idea that at some point, the voice of the inner critic will get louder and you may not be able to subdue it anymore.

The concealed challenge here is that as you have either incomplete deep confidence work OR you haven't developed highly effective techniques to call upon that deep confidence, you will be feeding your self doubt monster more often than not.

You're probably following advice like "stand in a confident way", "be sure to smile" or "think positively".

Whilst these aren't horrible pieces of advice and all can have a positive impact on your confidence, they lack depth. Sure altering your posture, smiling or turning your thoughts to more positive topics CAN improve confidence, it's very superficial and incredibly temporary.

Once the moment has passed, the inner critic can (and will) start berating, blaming and bullying you once more. To make it worse, if you haven't got a solid foundation to start with, the inner critic will play on those deeply buried insecurities.

# Score 7-12

To level up your confidence game you should STOP using any of these confidence 'hacks', 'hints and tips' or 'boosts' until you have a strong foundation to go from.

You should STOP trying to run before you are fully able to walk and ensure you have worked on any deeper issues that will come to the surface to damage your confidence.

And you should STOP yourself getting caught in the self defeating loop of having either incomplete deep work or ineffective surface techniques.

On the flip side, you can START dialling in on the deeper confidence work that needs to be done to provide a solid foundation of confidence.

You can START ensuring you are able to walk effectively before you try to run by taking care of any of the underlying confidence issues you still carry with you.

And you can START identifying whether your deep work is causing the gaps in your confidence or if your surface techniques aren't quite working properly for you yet.



## Score 7-12

**If I had to give you ONE piece of advice it would be to hone in on the techniques that aren't delivering POWERFUL responses in your confidence, or ones that are detracting from your confidence.**

**Take the time to do the troubleshooting work that your confidence deserves. Only when you have a system for refining each technique in place, will your techniques begin to REALLY deliver for you.**

**Understanding where and why any given technique isn't producing noticeable boosts in confidence is the key to unlocking how they need to be tailored to best draw from the deeper work that should already be in place.**

# Score 13-15

This score implies that you have built some pretty effective techniques to deliver a dose of confidence to you when you most need it.

You are probably pretty skilled in being able to quiet your inner critic and allow yourself to ready yourself for important and significant moments in your life.

You may feel that this IS confidence and that you are tapping into your entire 'confidence pool'. You may also think that your confidence is pretty stable.

However, you fear that the techniques and tactics you have developed may not always work and, therefore, neither will your confidence.

What most people fail to realise about this level of confidence is that it's actually built on very little, if anything. Although you may experience confidence boosts, you're only really scratching the surface.

You're probably following advice like "just keep doing what you're doing".

Whilst this advice doesn't completely suck, it's not really advice so much as it is encouragement.

# Score 13-15

Continuing to do what you have been doing CAN be a really great thing, especially if you have been getting decent results from it. BUT, there is no harm in seeking to make things more efficient and more effective.

To take your confidence into the realms of unshakable you should STOP relying so heavily on confidence quick fixes. You should STOP buying into all the idea that 'hacks', 'hints and tips' and 'boosts' make a lasting difference on your confidence.

And you should STOP using superficial practises to try and address a much deeper issue.

What you can do is START doing some of the much deeper work to tie your confidence busters to, which will increase their power. You can START realising that the only way to make a lasting difference to your confidence is to build a strong, wide and deep foundation.

And you can START honing the more superficial practises and focussing them on delivering some of the deeper confidence you will be starting to build.



## Score 13-15

**If I had to give you ONE piece of advice it would be to continue to define and refine your boosting techniques, ensuring they are creating POWERFUL and PURPOSEFUL boosts in your confidence in any given moment.**

**Keep joining the dots between the surface level practise and the deeper work it is designed to draw from. The CLEARER you are in the connection between the strategy and the source the STRONGER the effects will be.**

**Continually assess and address how effectively and efficiently each of your techniques is working and explore ways that could enhance the effects you are seeking.**



# What Next?

*Confidence On Command*  
STAND UP, SHOW UP AND SPEAK OUT!

# What Next?

Here's what you've learned...

You've learnt where you are struggling and where you are striving or thriving in the 3 layers of confidence. You've also learnt some of the areas that you need to address MOST in order to improve your confidence and also WHY working on those areas is vital to your confidence.

Here's why that's important...

It's important because without the knowledge of WHERE your confidence is failing or WHY you are experiencing your struggles, it is incredibly difficult to alter, adjust and take any action that will lead to greater confidence.

And here's what needs to be done in order to address the challenge...

Tie it all 3 layers together by utilising some powerful and potent techniques to summon confidence on command.



# What Next?

Now you have 3 choices, you can:

1. You can completely reject and neglect everything you've learned here, discredit and disregard it's value and continue doing things the way you have always done them. Meaning you will continue to have the same experiences and succumb to the same struggles.
2. You can take what you've learned and go apply it all by yourself using the information and insight you have gained from this document. Which has actually given you ALL you need to create some REAL changes in your life.
3. Or you can ask for help in taking all this new information and turning it into comprehensive, concentrated and constructive strategies that can be applied in your own life.

So my invitation to you is this, ask yourself:

"If I DON'T do anything with the insight I have gained in this document, what will it COST me in the long run?"

# What Next?

If you DO want help building and implementing the strategies that will help you stand up, show up and speak out as a powerfully confident person, I do have designed a system which is for exactly that purpose. Which is built on the very same 3 layers of confidence as in this document.

If it is something you are genuinely interested in, then I would invite you to head over to the link below so that you can learn a little bit more about what coaching with me is like and who I work best with.

<https://www.tjhubbard.com/coaching-with-tj>

But if options 1. or 2. floated your boat more than 3 that's cool and I wish you all the best and hope you are able to create a life filled with fun, freedom, fulfilment and happiness!

Truth, Joy, Love

TJ 🕊️