

# Confidence



Welcome to the IGNITE momentum guide. Are you ready to give your business an adrenaline rush? By following this programme, you will set the stage to increase clients, sales, and customer revenue, plus elevate your passion and purpose for your business.

Drawing from over 30 years of experience in marketing and strategy, I've observed countless organisations across various countries thrive by integrating this model. ALL successful businesses have these elements in place.

IGNITE is centred around four pivotal areas in this workbook we will focus on:

1. **Confidence:** This is the foundation. Success is 80% psychology. By cultivating a robust mindset, you align yourself and your business to face challenges head-on. A strong mindset is the precursor to everything that follows.

Whether you choose to focus on a specific area that needs attention or run through the whole programme, this guide has a series of exercises for you to complete in order to start seeing the changes in your business immediately.

[Connect with me](#) if you need clarification or help progressing.

I invite you to embark on this journey, leveraging these time-tested principles, to propel your business and life to new heights.

Yours Sincerely,  
Stefan Somersall-Weekes  
**SDSW Marketing**

# CONFIDENT Growth Mindset

"Whether you think you can, or you think you can't – you're right."  
Henry Ford

Embarking on the entrepreneurial journey isn't just about mastering the business; 80% is about fostering a steadfast and confident mindset. Having walked this path myself, I want to share with you how pivotal having such a mindset is. The techniques discussed below are based on proven neuroscience and NLP principles and have helped me in cultivating resilience and positivity in my entrepreneurial journey.

If you are new to a 'confident mindset' be patient and work through it. Disregarding your emotional state can be detrimental, impairing your decision-making abilities.

Allow me to introduce you to four transformative techniques, each designed to strengthen your mindset.

## 1. (PPI) Passionate Purpose - Ikigai

Ikigai is a Japanese concept that can enable you to bring a sense of purpose to your business life.

Lacking a clear, passionate purpose can lead to diminished motivation and resilience, risking the failure of your business endeavours.

Discovering your Ikigai and aligning your business journey with your passions, will result in increased motivation and resilience. Remember, Ikigai is not about what you want out of your business life. Ikigai is about who you want to become - your actualised self. Working towards a goal is what will bring you fulfilment.

### Exercise 1:

Explore your Ikigai by answering questions related to your passions, mission, vocation, and profession, helping you establish a clear and passionate purpose.

- Q1. What do you love?
- Q2. What does the world need?
- Q3. What can you be paid for?
- Q4. What are you good at?

The (western) overlap of these insightful questions is your true purpose. Now ask yourself how much this aligns with your business. Don't get upset or worried if you discover a disconnect. The process itself has been enlightening for you.

"Do not be embarrassed by your failures, learn from them and start again."

Richard Branson

## 2. (FAB) Faith and Abundance Belief Stories

*Limiting beliefs are self-imposed narratives that obstruct our path to realising our true potential. Often operating beneath our awareness, these deeply rooted convictions act as barriers that hinder our evolution into the optimal version of ourselves — and only surface when someone helps us identify and challenge them. Tony Robbins.*

The narratives you tell yourself shape your perceptions of reality, and hence, nurturing narratives of faith and abundance is vital. We are hardwired to identify fear, however sometimes these false expectations appear so real that it can change how we perceive the world around us.

You can reframe fear to faith, because the only real difference between fear and faith is what you perceive as being the gain or loss, of whatever is in front of you. So it is crucially important to recognise that sometimes something in front of you, that you may fear, is actually an opportunity and we just need faith in ourselves to proceed and break through.

The second limiting belief is scarcity. That lack of skills or resources. We can change that 'lack of' thought process into abundance. It is not so much about having all the resources you need, but rather being resourceful so that you can get all the resources that you need.

A scarcity mindset can make you overlook opportunities and make decisions based on fear, potentially jeopardising your business.

Reflect on your internal narratives, replace limiting beliefs with empowering ones, and adopt an abundance-oriented mindset. The next time you are about to say something limiting, catch yourself and ask yourself if it is really true, remember you falsely fear what you think might happen to you. Replace thoughts of, why does this always happen to me or I can't do this, with the empowering thought, how can I. Change the way you speak to yourself and the questions you ask, if you ask yourself the better quality question of, how can I make this better or how can I make this work then you will receive a better quality answer.

## Exercise 2:

Think of a current challenge or objective. Ask yourself:

- What do I need to solve this?
- How can this work to my advantage?
- Assuming all the resources are available for you to succeed, how did you do it?
- Imagine the challenge has been resolved or objective reached, how do you feel?

## 3. (PMS) Power Music State

Music holds the incredible power to transform your mood, instil inspiration, and inject energy and determination into your soul. Neuroscience research has repeatedly illustrated how music affects our brains, impacting areas associated with emotion, learning, and memory (Levitin, D.J., 2006).

Ignoring your emotional state can leave you feeling overwhelmed, impacting your ability to face challenges, impairing decision-making, and diminishing creativity.

Leveraging music will create a significant positive shift in your emotional state, mitigating stress, and bringing about a sense of empowerment, making even the seemingly insurmountable challenges appear conquerable.

## Exercise 3:

Craft a playlist of songs that infuses you with feelings of being grateful, powerful, confident, energised and unstoppable, now turn to this playlist whenever you need an emotional uplift.

Track 1:

Track 2:

Track 3:

Track 4:

Track 5:

## 4. (GPW) Grateful, Powerful, Winner Action Poses

Your body language influences not only how others perceive you but also how you perceive yourself (Cuddy, A.C., 2015).

Neglecting the mind-body connection can lead to a decline in self-confidence and resilience, impairing your ability to tackle and overcome challenges.

Practising these poses will be transformative, reinforcing your self-belief, confidence, and gratitude, which are essential components for every successful entrepreneur.

### Exercise 4:

Incorporate these three poses: Grateful, Powerful, Winner, into your daily routine to foster a more positive and confident mindset.

**Grateful** - Stand or sit with your hands extended out to your side with palms facing upwards, chin up and eyes looking over the horizon. Close your eyes. Visualise /or verbalise all the things around you that you are grateful for. Big or small, inside or out. You can start with being alive given how many people didn't wake up today. What in your business are you grateful for?

Once you feel grateful for many of the things you have, move to a Power pose.

**Power** - Stand with feet shoulders' width apart and place your hands on your hips. Pull your elbows back slightly and stick your chest out. Chin up and eyes looking up 45 degrees above the horizon. Feel yourself getting taller. Breathe deeply. Imagine you are Superman or Wonder Woman.

Whilst in this pose think of the most challenging task you have to complete today and visualise yourself powering through it. Eat that frog. Imagine it as done!

**Winner** - When you feel the sense of accomplishment from your Power pose, throw your arms in the air and head back as though you are an athlete crossing the finish line in first place. Feel the exhilaration of completion, achievement. Say 'Yes!' To yourself. 'I did it!' Cheer, wave and do anything you feel excited about for getting the job done.

"Nothing is impossible, the word itself says 'I'm possible!'"  
Audrey Hepburn

#### References

1. Levitin, D.J. (2006). This is Your Brain on Music: The Science of a Human Obsession.
2. Cuddy, A.C. (2015). Presence: Bringing Your Boldest Self to Your Biggest Challenges.

Well done for reaching the end of this guide. This tells me that you are really looking for ways to create momentum and grow your business.

The next step for you is to book a place on a [live workshop](#) or schedule a [1:1 call](#) to see if you are eligible for the personalised IGNITE programme.

## In summary:

There are four proven elements that will guarantee success for your business.

1. Build a **Confident** growth mindset
2. Create **Clarity** through planning
3. Act **Consistency** on actions that matter.
4. Join a **Community** for encouragement and expertise

Simple, but not easy.

If you feel that you have a handle on all four exercises, then go for it and start creating passion and momentum in your business.

If you feel that you would like to run through the exercises in a group session, then join me at the next workshop where we can do just that. [Register for the How to create passion, drive and momentum workshop.](#)

Or maybe this feels overwhelming and you would like a personal session to navigate the programme at your pace. [Arrange a time for a 1:1 call.](#)

In any case I wish you all the success in your business and life.

Regards,

Stefan Somersall-Weekes

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