



**Desi Christou**  
associates



# WAYS TO BUILD YOUR CONFIDENCE AND FEEL **EMPOWERED**

**Confidence**

Next Exit ↗

*By Desi Christou*

The Ultimate Self-Confidence and Empowerment Programme For Women © Desi Christou 2019

[www.desichristou.com](http://www.desichristou.com)

# Who is Behind Desi Christou & Associates?

## Desi Christou

***Empowerment Coach - Presentation Trainer – Speaker***

***Author: “Win Clients with Ease: Discover the Powerful Mindset Behind the Scenes.”***

Desi is a highly sought after coach, presenter and trainer and has successfully run her own business since 2008.



Her current areas of specialism include delivering confidence building, presentation skills, resilience training to professionals, SMEs, corporates and 1-2-1 coaching to individuals to help them develop a more powerful state and quality of mind to attain greater levels of both personal and professional happiness, fulfilment and success - the consequential result being that their businesses / company experiences increased levels of performance and productivity.

She graduated with 99.2% accreditation score for her ABNLP NLP Trainers' Training certification achieving the second highest global score in the 20 year history of the ABNLP (American Board of NLP).

Prior to this, Desi enjoyed a successful career spanning 12 years in the TV Production industry as a TV Producer employed by ITV, BBC, Sky, Channel 4 and some of the top UK independent production companies. She worked with well known public figures such as Chris Tarrant, the late Terry Wogan, Anne Robinson, Davina McCall, Paul Ross, Melinda Messenger, Dame Edna Everage and Neil Morrissey to name but a few.

Her roles included producing and directing well known primetime TV programmes, coaching celebrity TV & Radio interviewees and programme contributors. This varied from writing scripts to managing and training production teams, and negotiating budgets. Her coaching proved highly effective for a wide range of individuals from well known TV and film personalities to members of the general public.

Besides being a trained and seasoned presenter, thanks to her extensive TV experience and knowing what makes audiences stay 'tuned in', Desi understands from a completely unique viewpoint the factors that make a person appear more 'magnetic' and 'charismatic' to others when conducting themselves in a presentation, interview, meeting or networking event. Results include individuals captivating and holding the attention of an entire audience, creating a powerful structure and the communication of key subliminal messages to motivate the audience to take action, be it to win new business, close a deal, get the job or take their career to a new level.

Desi is regularly invited to speak at business groups and professional networks, provides 1-1 coaching and breakthrough sessions, delivers bespoke 'soft skills' trainings for corporate clients and provides public courses. Previous clients and speaking engagements include Cisco Systems – IBM – HP – Microsoft Women's Network, Women in Technology / McGregor Boyall, Institute of Engineering & Technology, Chartered Institute of Marketing, Enfield Enterprise, AS Robins LLP, Hamilton Chase Estate Agents, Dunton Gregory Solicitors LLP, Wates Construction Group, DLA Piper Law LLP.

She also holds various qualifications including a 2:1 (Hons) degree in Politics & Modern History, Certified Trainer and Master Practitioner of NLP (Neuro-Linguistic Programming) and Hypnosis; Master Practitioner in Time Line Therapy™; Certificate in Personal Performance Coaching, Reiki Levels I + II; Mindfulness Training; Adult Teaching Qualification in the LifeLong Learning Sector PTLLS.

She holds full professional indemnity insurance with Towergate.

In her leisure time, Desi enjoys the theatre, travel, long country walks and rustling up a spicy Thai curry. She lives in North London with her partner and two young daughters.

**For more information, please visit our website at [www.desichristou.com](http://www.desichristou.com)**

## An Introduction to Self-Confidence, The Way you Think and How the Two Inextricably Linked.

Are you a woman who sometimes struggles with self-doubt, even though you may be successful in your own business or have a good job, be a brilliant friend, a loving daughter and/or be a doting mother but sometimes find yourself in a situation where you question your own abilities and wonder whether you are simply good enough?

Do you find yourself feeling overwhelmed at times, trying to juggle work and career, children, errands, social activities, family obligations, fitness, finding time for yourself (to do what YOU want to do!) etc.?

Do you sometimes wish you felt more confident and more empowered so that you could grab opportunities when they are presented to you – or even better – get out there and create those opportunities?



It is very common for women to experience that niggly of self-doubt creeping into their minds.

To question their abilities.

To wonder if they are good enough.

To feel guilty if they say 'no' to others.

To sometimes struggle to set boundaries so that other people stop trying to take advantage of your good nature.

To constantly put others' needs first

above your own.

To not set enough time to focus on yourself and what you want out of life.

To feel stressed and overwhelmed.

Worst still, to feel that you don't have enough time because your 'to-do' list seems to be getting longer by the day.

To feel that you are trying to juggle so many things and give yourself a hard time because you haven't done things 'perfectly'.

To not fully assert yourself and go for what you want, for fear of how you are perceived by others.

To not feeling confident enough to express yourself fully for fear of rocking the boat.

Women in general, frequently underestimate their abilities.

Men – in general – seem to be far better and more comfortable at 'blowing their own trumpets' – so to speak – than us females. This can apply to whether you want to push yourself towards a job promotion, ask for a payrise, actively seek more clients if you run your own business or be in a situation where you have to promote yourself or ask for something that you want.

And so on and so forth.

There are some factors at play here.

From the time we are born, girls are taught to be the nurturers, the carers, the givers.

So why do so many women feel uncomfortable in asserting their wants or needs?

Usually limiting beliefs are the crux of it.

Common ones I hear are as follows:-

*"I just sometimes doubt myself.."*

*"I just don't feel appreciated..."*

*"I feel that I'll be labelled as being pushy or aggressive if I'm driven to achieve my work ambitions..."*

*"I don't feel comfortable progressing my career/I don't want to ask for that job promotion or pay rise because my boss will probably say no and I'm worried of what they might think..."*

*"I'm not sure I should apply for that job because I don't think I fit the criteria of what the employers are looking for and not sure if I tick all the boxes..."*

*"I sometimes wonder if I'm doing a good job at work..."*

*"I'm not very good at interviews..."*

*"I'm not sure I look good in this dress. Does my bum look abit big? My thighs look abit chunky..."*

*"Sometimes I wonder if I'm doing a good job at being a mother...I just can't keep on top of everything and no one understands how much I'm doing."*

*"I don't feel comfortable with selling and promoting my business services for fear of being seen as a 'hard-seller'..."*

*"I feel nervous giving a presentation because I worry what others may think of me or what could go wrong...."*

*"I'm just so exhausted constantly giving to others and not going for what I really want..."*

You get the idea.

The list is endless.

The language used is self-deprecating, negative and doubtful.

What this internal dialogue does is make you create a story in your mind as to why you can't do something, what you don't feel comfortable doing/being or why you shouldn't do it.

This story you create in your head then validates your reasons for what you're doing/not doing/feeling and then you find yourself avoiding a situation or an opportunity or simply keeping yourself 'stuck' because of these limiting thoughts.



You now have an excuse not to do something because of the stories you have created in your mind. The result is, that your confidence will be affected in quite a negative way. You keep limiting yourself purely by the way you think.

Your confidence is determined by your levels of self esteem, your beliefs and the thought patterns you create in your mind which have been built from our conditioning from the time we were born.

Confidence is innate, it was there to begin with before the world got its hands on you.

Thoughts create your emotional state and drive your behaviour . Those behaviours – when positive – will turn into constructive action.

The irony is, that to our friends, us women are typically very nurturing and supportive and if we had a friend who was saying all those things to herself, we would quickly jump to her aid to support and encourage her.

If only our internal dialogue was that supportive at times!

Knowing what you want, razor-sharp focus, drive, staunch determination, endless tenacity and taking action spring from confidence in yourself.

I've often met so many women who, on the surface, appear confident, strong, wise, successful.

Yet, when delve underneath that seemingly strong exterior during one of my coaching sessions, I'm sometimes confronted with a mind that may be plagued with unhelpful chatter, niggling self-doubts and critical internal dialogue to varying degrees.

Very often, this negative self-chatter has roots somewhere in childhood that we then internalise without even realising it. From the time we are born, we are bombarded with other peoples' beliefs, attitudes, values and behaviours.

This influence happens through our family, parents, siblings, extended family, friends, teachers, the media, culture, religion, geographical location.

In this day and age, we have the bonuses – and the perils- of the instant availability of the internet and social media at our finger tips. We are bombarded daily by images and videos from the media on how women 'should' look and behave. Certainly for girls and young women growing up who are highly impressionable and vulnerable, there is a pressure to conform to certain stereotypes. (This is also true for boys and young men but this article is geared towards women).

Any element of negative chit-chat, which can start in childhood stemming perhaps from hearing early criticisms or a pressure to look or be a certain way, it's no wonder that there is so much harsh self-dialogue that can go on in women's minds. When you mix that together with the pressures of modern adult life, work, responsibilities, financial worries, children, relationships, then it can cause that unhelpful self-chatter to increase and drown out your true inner voice which is brimming with intuition, confidence, wisdom, joy, peace.

Here's the thing.

Confidence is typically developed in childhood. Think of it as the foundations when building a house. Are the foundations sound and sturdy or are they unsure built on shaky ground.

Often, all it takes is for a 5 year old to hear a comment - perhaps from a parent, sibling, other family member, friend or teacher – along the lines of, “*Oh you haven't done this properly!*” – which in some instances, that child can take that comment on board and to heart and suffer from self-doubt later in life. Your levels of confidence then affect your mindset and how you feel about yourself and the world around you.



Your mindset is that state of mind that comes about as a result of your thoughts, beliefs and attitudes that cause you to feel, think and behave a certain way. Sometimes, thoughts can be a mixture of helpful and positive ones, random thoughts, 'to-do list' thoughts.

Other times, thoughts can be unhelpful, un-supportive, harsh and negative that can cause you to avoid opportunities, shy away from taking any kind of constructive action for fear of something 'bad' happening. Or just unpleasant thoughts that can make you feel, simply, rubbish.

Your thoughts have the power to inspire and motivate. Encourage and support. Or on the flip side of the coin – they can wreak havoc with your state of mind and can give rise to all sorts of negative feelings and self-sabotaging behaviours.

We as humans, think.

We have been programmed that way.

We tend to think – a lot.

Some sources state that we may have in the region of around 50,000-70,000 thoughts per day. Our minds are routinely filled with many different types of thoughts on a daily basis.

Some random.

Some happy.

Some sad.

Some pointless.

Some useful.

And times, perhaps they could be super enlightening!

Most of the time our minds are not free of thoughts.

To have your mind be still usually comes as a result of:

- meditation
- quiet time
- being in nature
- relaxing in the bathtub
- taking the dog for walk
- stroking a pet
- going for a run
- sitting in the garden having a cup of tea
- people watching in a coffee shop
- basking in the warm sunshine
- watching the waves by the sea crash against the shore

You get the idea. Anything that gets us out of our heads.

As children, we tend to think less, but more focused on what is going on in the moment.

Almost like a form of *Mindfulness* in action.

Totally engrossed on the present time.

Therefore children are less likely to brood about the day's events in the same way that adults have become accustomed to do.



*“Before seeing Desi, I recognised that I had gotten to a point where I had allowed my mindset to become destructive. My daily thoughts had started to weigh heavily, growing more knotted and tangled...and eventually unproductive.*

*“The coaching sessions with Desi helped me learn techniques to help myself slowly dismantle my negative thought patterns, so that eventually my busy mind started to quieten and learn how to sooth itself.”*

*“Desi’s inspiring, soothing words have challenged me to positively shift my perception of what I believed to be my reality.”*

*“This is an investment I am so glad I made.”*

**– Josephine, Full-Time Mum,  
Part-Time Student and  
Aspiring Entrepreneur!**

As an adult we may tend to mull things over and over again, just continually thinking and filling our mind with cluttered thinking which doesn’t particularly serve a purpose other than to distract us from the present.

The key to greater confidence and empowerment lies within your thinking, the quality of your thoughts and your state of mind.

How can we overcome self-doubt and begin to become more empowered?

Keep reading because you’re about to find out!

### 7 Ways to Be More Confident and and More Empowered YOU!

I’ve put together a combination of 7 tips and concepts to help you begin to understand how you can build your confidence.

Imagine what you can achieve, how you could feel and be the person you want to be when you have greater confidence and feel a heightened sense of inner strength within yourself?

You free yourself from self-imposed constraints and suddenly you will shift from seeing obstacles to possibilities and opportunities.

Firstly, we have to look within.

Consider what you think of yourself, or who you perceive yourself to be.

Your sense of who you are is created by who you *think* you are.

This is getting quite deep, I know.

But many people never look within. To look at the gifts that already exist inside all of us. All we need to do is to access those gifts by beginning to challenge our pre-conceived perceptions of ourselves.

(\*These tips and concepts are taken from *The Ultimate Self-Confidence Building Programme for Women* that I’ve been delivering since 2010.)

# 1. How Do You Perceive Yourself?

Ask yourself this question and write down what springs to mind.

Who are you?

Again, write down your answers.

You may not be who you *think* you are.

You are more than you think. You are more than your name, your status, your achievements, your profession, your roles.

When you look in the mirror, what are you thinking?

Are you kind, encouraging, supportive and compassionate to yourself or are you harsh, negative and judging?

Or somewhere between the two?

To begin building healthy levels of self-esteem you must first choose to be kind to yourself and then start to love and accept yourself.

To love oneself is simply to be kind, compassionate and loving towards yourself.

This is the first step towards healthy self-esteem, self-worth and self-confidence.

Your thoughts affect your internal feelings, emotions and influence your actions and behaviour.

The quality of your thinking will also affect your level of self-confidence.

## 2. Become Aware of the Quality of Thoughts You Have on a Daily Basis.

Write any self-limiting thoughts down. Any beliefs you hold about yourself that are basically, negative or unhelpful.

Then ask yourself, *'Is this thought or belief true? How do you know it's true? What happens when it's not true and no longer true for you? What happened when you stopped believing that old thought? What did you do instead? What did you start doing differently?'*

Really *consider* the answers to those questions. I mean, *really* consider them.

These questions begin to steer your mind towards new possibilities. The alternative way of thinking, being, feeling, doing, achieving.

Be aware of the quality of your internal chatter.

Positive thoughts = greater confidence.

Quieter mind = inner peace.

High quality of thought + inner peace = greater confidence, contentment, productive action, increased success.

The early steps are to simply begin to notice the quality of your thinking and the types of thoughts you are having and write them down. Notice if there's anything holding you back and ask yourself what is the first step you can take to move forwards if that unhelpful thinking was no longer there.

Change always starts with the first step.

*"Desi has been fantastic to work with and the 'Building Confidence' workshops that she has run for the Institute of Engineering and Technology (IET), in London, was received very well by our women members. The feedback received was so good that we decided to organise similar events for our women members. The delegates said that they would recommend the event and would like to see more courses from Desi. Based on this feedback, we are continuing to work with her, in order to continue to engage with our women members in various parts of the UK. Thank you for making the event such a success!"*

**– Jo Foster,  
Membership  
Executive, Institute of  
Engineering and  
Technology.**

### 3. Understand How You May Be Sabotaging Yourself

That internal saboteur inside you which thrives in conditions when self-doubt is rife can stop you from moving forwards because it stifles your confidence.

It is important to bring to your conscious awareness how you may be sabotaging yourself.

When you sabotage yourself, you ultimately are getting in the way of your own happiness, confidence and success. You are stopping yourself from making progress.

Consider how you have stopped yourself from doing something (a situation when you have gotten in the way of yourself) that would ultimately would have brought you some sort of benefit (i.e. avoided putting yourself forward for a promotion, avoided giving a presentation due to fear, avoided smiling at that gorgeous man that you see on the train every morning for fear of rejection).

It can be general themes in your life or specific instances that you can relate to.

Write down a list of reasons (or excuses) as to why you've not gone for what you want in a particular situation?

Ask yourself why you haven't asserted your wants and needs in any given situation.

Once you've made this list, transform each item on your list by writing down the answer to the following question, *what can I choose to do differently right now?*

That way you start to dissolve excuses. They keep us stagnant and cause us to procrastinate. It's abit like being waiste deep in thick mud. Keeps you stuck.

Sure, there may be legitimate reasons for not doing something but reasons are very different to excuses. Excuses originate from the mind. Legitimate reasons relate to a potential external obstacle, i.e. financial problems, health issues etc.

By starting to choose to do something different each day – however seemingly small – can make a huge difference. It is the first step towards personal transformation and empowerment.

Pointing you back to your true self.

*A human being not a human doing.*

Would you be willing to take that first step?

*“Things are going pretty well for me at the moment. I have an interview for promotion next month and I’ve manage to lose 10 Kg which I know due to finally believing I COULD do it! Thank you Desi for your help. I think I’d be in a different place without it!”*

*Josie Ford, Engineer,  
Surrey*

## 4. Use The Power of Belief to Build Confidence.

Begin to believe that you can, even if you don't believe it at first.

There is a powerful quote by Henry Ford, the founder of the Ford Motor Company which is as follows:

*"Whether you believe you can, or whether you believe you can't, you're absolutely right."*

What does that quote mean for you?

You are the one who is solely responsible for believing whether you can or can't do something.

Thoughts create our beliefs. Beliefs create our values. Values create our attitudes. Attitudes, together with thoughts, beliefs and values then drive our behaviours.

Our beliefs are typically formed in childhood. As we grow up our beliefs may become more ingrained. New ones form as we continue to experience life. We begin to form perceptions dependant on our circumstances, i.e. home and family life, friends, school, area we grow up in, media, other external influences.

The earliest years, typically the ages from when we are born until around 7 are known as the 'imprint period'. This period in time has a profound effect on a child. Things that we experience around that time can make a massive impact with ripples continuing in adulthood.

It's helpful to understand how your beliefs are formed because then you can change them! So when you change your beliefs, you change your self-perception. When you change your self-perception you will change your reality. When you change your reality, others perceive you differently.

Beliefs are very powerful. They are unconscious programs that cause you to believe something or not. So when you change your belief from "*I don't believe in myself*" to "*I totally believe in myself*", can you imagine what a difference that would make to your life and how good you would feel about yourself?

So here's a little exercise.

Look at yourself in the mirror.

Look yourself in the eye.

I'd like you to say out loud, "*I can, I can, I can, I can!*"

*Really* look yourself in the eye and say it.

Say it out loud ten times.

Each time you say it, say it LOUDER!

Notice your posture.

Stand tall and straight.

Do this every day.

## **5. Use your Body Language and Posture to Boost your Confidence.**

Typically, your state of mind will influence your posture, gestures, general body language and demeanour. However, you can also influence your state of mind through simply changing your body language.

If someone lacks confidence, isn't in a great mood, is shy or nervous, their body language they will usually slouch, shuffle around quietly and nervously, avoid eye contact, have a limp handshake, and be hunched up.

Now, imagine what would happen if you adopted the posture of someone who feels good, is confident and secure within themselves?

Think about that for a moment.

What do you think they would be doing?

Consider this.

Next time you walk into a business meeting, a networking event, a presentation or anywhere else where you want to feel more confident, take note of your posture.

Stand tall.

Shoulders slightly back.

Stomach in.

Chest out.

Imagine there is a string pulling you all the way up from your feet until all the way to the top of your head.

Even just changing your posture can help you change how you feel.



## 6. Tap Into the Power of your Mind to Build Confidence.

How do you begin to do this?

By focusing on what you want.

And...

Avoid focusing on what you don't want.

Why?

If I were to say to you, "*don't think of a purple frog,*" what do you think would happen?

You most likely would think of a purple frog!

Your unconscious mind cannot tell the difference between what is real and what is imagined. Hence, if you are thinking negative scenarios, you will feel all the negative emotion associated with that imagined scenario because your unconscious will think it's real!

So, imagine what would happen when you really focus on what you want instead and make a point of making that a daily habit?

Your life would change!

Which leads onto a statement: "Say it the way you want it."

What does this mean exactly?

Most people will commonly think of what they don't want to think or what they don't want to feel. Subsequently they will think and feel more of the same. When you 'say it the way you want it', what that means is that instead of saying to yourself, "*I don't want to feel anxious, I don't want to feel overwhelmed, I don't want to feel that I'm letting myself down, I don't want to feel guilty,*" you say what you want instead.

So for example, you may say to yourself something like, "*With every day that goes past, I feel more and more calm inside,*" "*Everyday, I reflect and acknowledge my daily accomplishments however small,*" "*Starting now, I begin to be kinder to myself,*" "*I accept and embrace myself.*"

You get the idea. What this exercise does is to begin to help you interrupt your habitual way of thinking and start to re-programme your thinking patterns.

This does wonders for building confidence because you become kinder to yourself, become more positive in your thinking process which ultimately increases your well-being.

## 7. Create Clarity of Mind.

Do you have a clear, calm mind for a lot of your day or do you find that for most of the day your mind is cluttered with a whole load of 'internal mind chatter'?

I would imagine that a vast number of you reading this would say that you lead fairly busy lives, juggling tasks ranging from business activities to running a home, leisure pursuits, raising children, spending time with friends and family and whatever else is important to you or you feel obliged to do.

Here's the relevance – when your mind is saturated with cluttered thoughts, especially unhelpful ones, it can lead to feelings of stress and overwhelm.

A busy mind combined with stress can make it much more difficult to think clearly, making it more challenging to take sound decisions, tackle problems, discover solutions, develop effective planning and taking inspired action.

Stress starts in the mind as a response to the way you *think* about an external circumstance, situation or event.

A thought pattern, if you will.

The stressor is the stimulus (the external event). For example loss of business, not enough clients, feeling like you're on the 'treadmill of life', not enough hours in the day, lack of time to yourself, financial worries, stress in the workplace, family concerns, health problems etc.

The more peaceful your mind is, the less of a 'stress response' you will have to a particular situation.

The quieter your mind is, the more likely you are able to think of solutions or to plan the next step.

This won't happen easily where there is lots of mental chatter or random unhelpful thoughts.

Too many people lead hectic, busy lives with an energy-sapping 'to-do' list which seems to increase by the day.

You can have a busy lifestyle and even one where there are stressful situations but yet react calmly.

How do you begin to do this?

Notice your breathing.

As adults, our breathing can often get shallower and more rapid. This usually happens at time of stress.

Remember to take slow, deep breaths through your nose and

*“Following the breakdown of a significant relationship I became increasingly overwhelmed and paralysed by negative thoughts and anxiety. Desi has helped me to both become very calm and take control of my mind. My relationships have become more connected and rewarding, I spend more time engaged in my passions and I've even received a pay rise. I can once again feel excited about what the future holds. Thank-you Desi.”*

**– Elena Christie,  
Planning and Project  
Manager**

exhale slowly through your mouth. Even if you were to do this for 5 minutes a day, you would notice a difference.

Notice and observe any thoughts you have without being attached to them. Allow them to float away on a cloud.

This will help to clear your mind. Don't fight the thoughts. Just notice them without getting attached to them. Be the observer.

Clarity of mind gives you a quieter mind, free of mental chatter, clutter and random noise.

Clarity of mind leads to clarity of thought. This gives you clear thinking, solutions to problems and the mind space to be able to create and implement plans.

Too much mental chatter drains you of your energy. One of the many problems clients bring to me are issues surrounding a lack of focus, a busy mind, self-doubts, lack of confidence, procrastination and inconsistent motivation.

You don't need to meditate to have a quiet mind. It's understanding that there is a very simple process that helps to still your mind.

Going for a walk in nature, taking the dog out, people watching in a coffee shop, soaking in the bathtub are all ways where we can enter a meditative state.

Meditative states help you to have more positive thoughts, increase your confidence and well-being.



Profound change starts from the very first step.  
Starting now. Start doing one small thing differently.  
You can make that change.  
Do it.  
To your confidence and empowerment!



Desi Christou



**There's more, keep reading!**

**Now you've read the ebook, what's next?**

**What would you like to do?**

**Would you like to take your confidence and empowerment to the next level?**

**If that sounds good, then keep reading.**

This offer is only for those who have requested a copy of this ebook and taken the time to read it!

That shows dedication and commitment.

So this one-time offer is an invitation extended to those of you who have taken the above steps.

I'm offering a **45 minute** 1-2-1 confidence building coaching session at a *special rate* for you.

More than **75% off** the usual fee.

**Your special investment rate is *just £25.***

***This invitation is offered only to the first 5 women who get in touch and book their 45 minute session.***

**This offer to undertake this session is only valid for 3 months upon receipt of this ebook. Contact me today for more details.**

***If you would like to take up this offer to build your confidence and develop a more empowered way of thinking then please get in touch with me today.***

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