



# Just Get **SERIOUS**<sup>®</sup>

VOLUME 1

**KNOW YOURSELF &  
BELIEVE IN YOURSELF**

By Donna “Serious Satchell”

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Teamwork makes the dream work.  
Thank you everyone!



## Chapter 3

# Believe In Yourself

*The story of the human race is the story of men and women selling themselves short.*

Dr. Abraham Maslow – Psychologist

*Pay attention to what you are thinking, and then decide if those thoughts are creating the kind of life you want. If they are not, then change your thoughts.*

Jill Bolte Taylor – Brain Scientist

*Never let a present lack of belief become a permanent way of belief.*

Donna Satchell

In the world of our goals and dreams, there are several roles we can play that produce little to no results for us. When we are in them, instead of making progress, we are:

- 1. Waiters** – putting our plans on hold until the ideal time to move forward – such as when the kids leave home or when we have lots of money in the bank.

2. **Wishers** – always daydreaming about what we want; believing we could have it now while disliking the prospect of doing all that is necessary.
3. **Watchers** – looking at others and cheering them on as they go after their goals.
4. **Worriers** – agonizing over what will happen if we move forward and things do not work out.
5. **Wonderers** – always thinking about how to get started but not spending time to find out or to take any action.
6. **Whiners** – constantly complaining about what is not working.
7. **Wounded** – hurting because we pursued our dreams in the past and things did not work out as planned.

Most of us have played some, if not all, of these roles; I know I have. Unknowingly, we can occupy several at one time. We are *wishers*, wanting to be successful, while *wondering* how to get started. We are *wounded* by past disappointments or mistakes so we become *watchers*, rooting others on as they pursue their dreams. We become *waiters*, delaying moving forward, while *worrying* about things not working out if we do. We are *whiners* who are always complaining while *wishing* we had the time and energy to make our lives better.

What do these roles have in common? When we play them, we are stuck thinking instead of acting. I always say, “Success is an inside job with outside results.” So getting unstuck or doing more begins within. It starts with that age-old question: “Do you believe in yourself?” But wait a second ... is that the right question?

Over the years, I have been on a quest to understand success. I have read countless books, attended seminars, watched

interviews of successful individuals, listened to people talk about their aspirations, and even examined my own thinking. In doing all of this, many thoughts came to my mind, the most prevalent being, “Is the question ‘do you believe in yourself’ the correct one?” I say, “No, it is not.”

We need to go beyond such a simple question requiring just a yes or no answer. We human beings are much more complicated. Therefore, we need to dig deeper by asking a better question involving more thinking – “What is your *level* of belief?”

In life, we frequently encounter ranges or scales. Whether school grades, credit scores, or movie reviews, there are levels from low to high, ratings from F (fail) to A (excellent), and ranking systems with words indicating where we stand. The same can be true of belief. I have determined there are five levels:

1. Unbelief
2. Borderline Belief
3. Fluctuating Belief
4. Solid Belief
5. Bold Belief

How we move beyond being waiters, watchers, wishers, and the rest is by understanding our present level of belief and taking action to go to a higher one.

## **UNBELIEF**

Since Unbelief is such a critical stage, I have devoted an entire chapter to examining it. I will cover levels two to five in the next chapter.

At the Unbelief level, people feel they are unable to do something or they are trying to achieve a goal and are having serious

doubts they can reach it. For example, employees thinking they cannot manage special projects their supervisors gave them. Perhaps a couple, with four kids, is saving to buy a house but do not believe they will ever have enough money for the down payment. Or aspiring entrepreneurs start businesses during good economic times and, when times become uncertain, they no longer feel they can be successful.

*Fearful unbelief is  
unbelief in yourself.*

Thomas Carlyle  
Essayist, Historian

I believe many of us can relate to being at the stage of Unbelief. Think back to a time in school when you were faced with an extremely difficult subject. Maybe it was geometry, trigonometry, or calculus. Perhaps it was learning a foreign language, preparing a 20-page term paper, or dissecting a frog in biology class. For me, it was the first time I saw an algebra problem in a textbook. I almost freaked out. Seeing letters and numbers together in one math problem, I immediately thought, “That looks so hard. I will never be able to do that!”

So how do we move beyond the level of Unbelief? Here are eleven ways:

### **1. Believe in the belief that others have in you.**

My first experience with Unbelief was when I was about eight years old and I had a stuttering problem. I was embarrassed to complete a simple sentence. I would stumble over the words, have an incredibly difficult time pronouncing them, or would have to repeat the beginning of words over and over again. When teachers called on me to read a paragraph in class, it was a painful experience for both me and my classmates listening to me. I thought I was going to speak like that my entire life. I did not believe I would ever be able to talk like the other kids around me. Fortunately, at some

point in elementary school, I was assigned to a speech therapist. Dr. Smith told me she strongly believed I could get better.

Dr. Smith would work with me using various techniques. She recorded my speaking with all my stuttering and then had me listen to it repeatedly. I clearly recall thinking, “How ridiculous! This will never work. I can only get worse by listening to myself over and over again.” However, Dr. Smith felt differently and convinced me that it would help me improve.

I started to trust her and diligently complete the exercises she gave me. Slowly, I began to get better. Eventually, I could say an entire sentence and then several sentences without stuttering. In time, I could read a whole paragraph when called upon during class. I would read slower than the other kids, but I could finish the section without so many hesitations and stammers. Today, as I speak without stuttering, it is because of Dr. Smith’s belief that I could do it.

Ronald McNair had a similar person in his life. McNair graduated as valedictorian from Carver High School in Lake City, South Carolina and received a scholarship to North Carolina A & T University. He was excited about majoring in physics and pursuing his childhood dream of becoming a scientist. But shortly after enrolling in the program, he had second thoughts. Many of his classmates were from schools in big cities (like New York and Chicago) and they had taken high level classes that his school did not offer. A few weeks into the semester, McNair felt hopelessly behind everyone and he lost the confidence he had as the top student at his high school. Eventually he dropped out of physics, changing his major to music. Being an excellent saxophone player, that choice seemed logical. However, his college counselor, Mrs. Ruth Gore, did not think so.

*My doctors told me I  
would never walk again.  
My mother told me I  
would. I believed my  
mother.*

Wilma Rudolph  
Olympic Athlete

Mrs. Gore met with McNair and questioned his decision. He explained feeling ill-prepared for the course work, saying “I don’t know why I ever thought I could major in physics. I’m so far behind, I’ll never catch up.” Mrs. Gore suggested he take an aptitude test and let the results dictate his decision and McNair agreed. After scoring the exam, Mrs. Gore gave him a glimmer of hope when she said “Ronald, I think you should try physics again because I believe you are good enough.”

*Sometimes we have to  
rely on someone else’s  
belief (in us) until our  
own belief kicks in.*

Ruben Gonzalez  
Three-time Olympian

McNair re-enrolled in physics and graduated magna cum laude. He went on to receive a Ph.D. in laser physics from the Massachusetts Institute of Technology (MIT) and became the scientist he dreamed of as a child. Then McNair received the opportunity of a lifetime when he was one of 35 individuals selected, from over 10,000 applicants, to participate in NASA’s space shuttle program. He became the second African-American astronaut to travel into space when he flew on the STS 41-B. That achievement and his many other incredible accomplishments were made possible because McNair believed in Mrs. Gore’s belief in him. All his many successes are chronicled by his brother, Carl McNair, in his book, *In the Spirit of Ronald E. McNair, Astronaut, An American Hero*.

So the next time friends, managers or others mention how good you are at something, don’t just shrug it off as an unimportant comment. Even if you have doubts about your abilities, take time to seriously consider what they noticed. Understand the potential they see in you could take you far in life, if you recognize it, believe in yourself, and then pursue their insights with solid determination. That is exactly how Ronald McNair accomplished his dreams.

*Others can see in you  
what you cannot see in  
yourself.*

Donna Satchell

## **2. Increase your awareness of your pessimistic thinking and shift to being optimistic.**

In their book, *The One Minute Millionaire*, Robert Allen and Mark Victor Hansen describe one of my favorite negativity-reducing activities. They suggest putting a rubber band on your wrist and slightly snapping it whenever you find yourself thinking or saying something negative. This alerts you to your pessimistic thinking and allows you to shift to a positive thought. The authors suggest you do the exercise for 21 days, because it takes that amount of time to start to change a habit. Negative thinking is just a habit we have formed.

I always tell my audiences that if they are really serious about changing their thinking and strengthening their belief system, they should go one step beyond what the authors recommend. Tell people you sincerely trust and who have your best interest at heart what you are doing. Then ask them to snap your rubber band when they hear you say something negative. Why? We don't always recognize our own pessimism. Other people can help us understand when we are being less than positive.

Several years ago, I was having dinner with a friend I had not seen in a while. I began telling her about the great progress I was making in curtailing my negative thinking by doing the rubber band exercise.

When we started talking about my business, she suggested I try a new approach to marketing my services. I immediately said I could not do it because it would cost too much money. As she reached over to snap the rubber band on my wrist, I asked her what she was doing. She replied, "You are being negative," to which I responded, "No I am not, I am just being realistic." Later that evening, as I thought about our conversation, I realized "being realistic" can be just one step away from being negative. I was fortunate that my friend helped me avoid confusing the two.

### 3. Recite positive affirmations.

Affirmations are statements that we repeat in order to change our thinking. Repeating them helps create new thought patterns. Affirmations can be one sentence or several. For example, one of my favorites is, “I am happy, brilliant, and thankful.”

I was in the audience when Keith L. Brown, a great speaker and a friend, made everyone repeat his famous affirmation, “I love myself. I believe in myself. I am proud of myself. I am a genius.” He gave us a snappy beat and rhythm to use when saying it. His affirmation is one I repeat several times each morning.

*Talk unbelief, and you will have unbelief; but talk faith, and you will have faith. According to the seed sown will be the harvest.*

Ellen G. White – Writer

In her book, *On the Line*, Serena Williams writes about how she uses affirmations before all of her tennis matches. She keeps them in a small book she carries to her games. She calls them her “match book” entries. They include statements like, “You are #1. Play with a purpose. You are the best in the world.” “Be strong. Now’s your time to shine. Be confident.” “Put your gifts to work. Endure. Persevere. Stand tall. You can endure anything.” Serena Williams has been successful using affirmations for years. Why don’t you try using them to see the impact they have on your success?

In her book, *You Can Heal Your Life*, Louise Hay recommends that you say your affirmations while looking at yourself in a mirror. She believes it increases their effectiveness and their impact. She also advises making affirmations in the present tense, such as “I am” or “I have” rather than the future tense of “I want” or “I will.”

*It’s the repetition of affirmations that leads to belief.*

Muhammad Ali  
World Champion Boxer

You can purchase affirmation cards at bookstores, online, or you can make your own. In the space below, write a positive affirmation that you want to repeat regularly. Later on, rewrite it on colorful paper, add pictures or symbols and post where you can see it often. Repeat your affirmation daily and watch your mind and life start to change.

AFFIRMATION

#### **4. Listen often to positive and uplifting music.**

Fortify your mind with music and song lyrics that motivate and inspire you. The repetition of a positive message can have the same effect as speaking positive affirmations.

Some of my favorite inspiring songs include:

- “Dream Big” – David Cook
- “Get on Your Feet” – Gloria Estefan
- “Hero” – Mariah Carey
- “I Believe” – Fantasia
- “If I were Brave” – Jana Stanfield\*
- “It’s My Life” – Bon Jovi
- “Just Fine” – Mary J. Blige
- “New Attitude” and “New Day” – Patti LaBelle
- “One Moment In Time” – Whitney Houston
- “Reach” – Gloria Estefan
- “What a Feeling” – Irene Cara (from “Fame”)

I also suggest songs by Willie Jolley. Two of my favorites are “It Only Takes a Minute,” and “It’s All About Your Attitude.” You can listen to his music and short motivational messages at [www.WillieJolley.com](http://www.WillieJolley.com).

\*If you have not heard of Jana Stanfield, check out her website at [www.JanaStanfield.com](http://www.JanaStanfield.com) and listen to some of her songs. She describes her music as “psychotherapy you can dance to.” I see it as being “dream and belief-affirming.” Some other great songs by Stanfield are “Dare to Be,” “Let the Change Begin (Within),” and “Get Happy.”

Use online services (Rhapsody, Pandora, or others) to create your own CD or podcast of your inspiring songs. Play them often so you can begin to believe in yourself.

## **5. Read inspiring quotes on a daily basis.**

Sign up for daily inspirational quotations from various websites providing them for free or at a nominal cost. After reading them, take a few minutes to reflect on their meaning in your life. Print them and then read several times during the day to shift to a positive view of yourself. There are many sites where you can subscribe for quotes. Use Google® to find them.

*Quotes can be one of life's greatest sources of inspiration. They encourage you to live your dreams and become the person you always hoped to be.*

Anonymous

## **6. Listen to and watch personal development programs often. Read self-improvement books regularly.**

Sara Blakely is the founder of Spanx, a company marketing over 200 types of under-garments and active-wear, including slimming apparel, and swimsuits. The flagship product is women’s footless hosiery, which Blakely created when she was 29 years old. Blakely is the youngest self-made woman billionaire on Forbes’ 2012 list of billionaires.

Blakely learned to believe in herself and have resilience from Wayne Dyer's program, *Be a No Limit Person*. In interviews, she has talked about being 16 years old and listening to the series "so much that I actually memorized all ten tapes". She has also described how her friends hated driving with her because they knew she would be playing Dyer's audios, even after leaving weekend parties. But she listened anyhow and his powerful messages of trusting in yourself and taking personal responsibility boosted her self-confidence. That allowed her to pursue various endeavors, including investing her then life savings of \$5,000 in her idea of footless hosiery for women. Twelve years later Spanx is a multi-billion dollar company! Along the way there were many doubters, challenges, and setbacks. However, she persisted because of her strong belief in herself. (See inspiring interviews of Blakely at [www.JGSBook.com](http://www.JGSBook.com). Click on videos).

*We become what we  
repeatedly listen to;  
what we repeatedly read;  
what we repeatedly think  
and talk about.*

Donna Satchell

Like Blakely, I became a constant consumer of motivational self-improvement programs to build my confidence. They really worked, helping me to have the inner-belief to go to college and graduate with top honors, get awards at work, venture into various endeavors, and eventually decide to become a speaker and author. However, unlike Blakely, I did not begin listening to them until I was in my late 30s. The earlier you begin the better. But let's remember the adage "better late than never". So regardless of your age, this point applies to you.

To get started, there are endless motivational and self development videos at YouTube.com. Find your favorite speakers and listen often, particularly when you are feeling discouraged after a disappointment, loss, or any experience to causes you to doubt yourself. As you need more, get books and audio programs from libraries or retailers. Read and listen to them often to fortify your self-belief.

## 7. Do not compare yourself to people in unhealthy ways.

Here unhealthy means that you are not believing in yourself because you feel others have more than you. Instead, realize all types of people have achieved their goals, including those who are blind, deaf, disabled, financially challenged, and those who have been sexually or physically abused. They found ways to believe in themselves and succeed. Let their success inspire you.

*Too many people  
overvalue what they  
are not and undervalue  
what they are.*

Malcolm Forbes  
Publisher

Below are just a few of the many remarkable stories to consider:

- Marlee Matlin became deaf at 18 months old. At 21 years old, she was the youngest person to win an Oscar for Best Actress for her movie debut in *Children of a Lesser God*. Since then she has appeared in numerous movies and TV shows, including *The West Wing* and *ER*. Matlin has received awards for her charity work and played a major role in getting legislation passed supporting closed captioning.
- Richard H. Bernstein, legally blind since birth, is a lawyer, adjunct professor, and creator of a TV show featuring ordinary people making a difference in Detroit. At the time of his admission, he was the only blind student at the Northwestern University's School of Law. Bernstein has won landmark cases and represents clients nationally and internationally.
- Bonnie St. John's right leg was amputated when she was five years old because of a severe medical condition and she was sexually abused by her stepfather until she was seven years old. St. John became the first African-American to win Olympic medals for ski racing in the Paralympics. She graduated from Harvard University with honors, and worked in the White House on the National Economic Council. Today she is a best-selling author, and keynote speaker.

- Being 4 feet 3 inches in height, Dr. Michael Ain received over 30 rejection letters from medical schools because of his short stature. Eventually he was accepted at Albany Medical College. Many people in the medical community questioned his ability to become a doctor due to his height. But he proved them wrong. Today Ain is an accomplished pediatric orthopedic surgeon at Johns Hopkins Hospital, one of the country's leading medical centers.

There are hundreds I could easily add to this list and I am sure you know of people who could be included as well. Whether in similar or different fields, one thing they would have in common is their belief in themselves was bigger than the circumstances they faced. Knowing they have cultivated that level of belief can inspire us to do likewise.

**8. Avoid those individuals who chipped away at your self-confidence in the past. Whenever possible, only associate with the positive people in your life.**

You may be at the level of Unbelief because others have laughed at your shortcomings, made sarcastic remarks about your plans, or refused to acknowledge your past accomplishments. Avoid these people like a plague. Do not continue to let their thoughts infect you with the disease of self-doubt.

Instead spend time with positive individuals who genuinely boost your self-confidence. However, stay away from those who have selfish motives for helping you to feel good about yourself.

*Keep away from those who try to belittle your ambitions. Small people always do that, but the really great make you believe that you too can become great.*

Mark Twain – Writer

I remember having co-workers and colleagues who thought my plans to go to college at age 33 were ridiculous. At first their remarks of “At your age! You should have gone years ago”, “Why bother?”

This company will never promote you” and “You will never find enough time to study” made me doubt that I could do it. However, as I started paying more attention to the comments from positive friends, I found myself feeling better about the idea. Eventually, I stopped confiding in the ill-wishers and spent more time with the well-wishers. That boosted my belief in myself and I got started on my plans, which lead to me eventually earning a bachelors degree and graduating with top honors.

## **9. Remember your past successes in order to believe you can be successful again.**

I always say success is not just what you have done; it’s also how far you have come. If you are reading this book, you have been successful doing *at least* one thing – you went from being a non-reader to a reader. While you may be thinking, “Everyone can read,” there was a time when you could not. And millions of people cannot read at a functional level, if at all.

Initially, none of us know everything we need to understand in order to succeed. We learn through books, classes, coaching, mentoring, and advice. And as we learn, we move forward.

My mother would say to my sister and me, “You will go to school and you will learn.” And we did. How did we learn? By being open to the process, doing the work required, and repeating the topics we did not understand. We learned by raising our hands to ask for help or for the teacher to repeat something and by following one of my mother’s cardinal rules: no playing until your homework is done. We can do similar things now. Right?

*If I feel incompetent, I think of past success.*

Og Mandino  
Achievement Expert &  
Author

To be successful in today’s world, we need to constantly learn,

grow, and develop. If you become frustrated or doubtful with the process, consider your past successes, both large and small. See how far you have come and know you can be successful again by doing what is necessary.

### **10. Observe your faith-based practices.**

As important as the rest of this list, don't forget about your religious or spiritual customs. They may be prayer, meditation, chanting, or quiet time. Whatever they are, engage in them often to build your inner belief and self-confidence.

### **11. Seek professional assistance.**

If you find yourself struggling with feelings of self-doubt, or low self-esteem that you cannot overcome, I suggest you consider professional counseling. Many sources are available, find the one that would be best for you through research and references.

On the next page is the first part of an exercise to help you increase your belief in yourself.



## **Know Yourself & Believe In Yourself**

### **Chapter 3 Exercise**

#### **LEVEL OF BELIEF ACTION PLAN (PART 1)**

For this exercise, go to page 55 (the chart at the end of Chapter 4) and fill in only column #1, listing your goals, dreams, and the things you want to accomplish in life. For now, do not do anything with columns #2 and #3.

After you read Chapter 4 on the other four levels of belief, complete the chart by following the additional instructions on page 54.



## Chapter 4

# Increase Your Belief

*Your belief in yourself must be so strong that it's double everyone else's collective disbelief.*

Kenny Leon – Theatrical Director

*To be a great champion, you must believe you are the best. If you're not, pretend you are.*

Muhammad Ali – World Champion Boxer

*Belief in ourselves, and in what is right, catapults us over hurdles, and our lives unfold.*

Howard Schultz – CEO & Chairman of Starbucks

In Chapter 3, we explored the level of Unbelief and how to overcome it. Now, let's consider the other four. As I describe them, think about what you listed as your goals and dreams on the Level of Belief chart on page 55.

### **1. UNBELIEF**

Covered in Chapter 3.

## 2. BORDERLINE BELIEF

At this level, we have crossed the border from the land of Unbelief. This is a critical stage because any negative comments, or feeling can easily push us back to where we were. Here's how to prevent that from happening and also move to the next level:

### a. **Treat your idea or your goal like mothers treat their newborn babies.**

Mothers do not let just anyone hold or breathe on their infants. Have you ever watched a mother's reaction when someone who looks seedy, untruthful, or clumsy asks to hold her baby? Most mothers will freeze up or shake their heads no. Mothers carefully consider who they will let babysit for them. You want to treat your goals and dreams the same way. Not everyone knows how to hold and take care of a newborn baby, and not everyone knows how to talk to someone who has a dream or an ambitious goal. Be mindful of who you talk to and confide in.

### b. **Develop relationships with people who can give you the support you need.**

It is important to understand that not everyone is going to offer encouragement if we tell them about our plans. People can be unenthused for a variety of reasons (e.g. preoccupied with their own issues, lack of real interest, or limited thinking). Talking to them reminds me of a statement Life Coach Cheryl Richardson made in the movie, *The Secret*. She said "Don't go to the hardware store for milk." She then explained that many times we keep going to the wrong people for the support we want. But if a store doesn't sell milk,

*There is nothing better than the encouragement of a good friend.*

Katharine Butler  
Writer

why continue going there to get it? And the same is true about people. If you want encouragement about your ideas, go to those who can provide it. And just as we wouldn't fault a store for not carrying what we desire, let's avoid criticizing people for not being who we want them to be. Instead, let's find interest and support elsewhere.

Sometimes we are unable to go elsewhere because we haven't developed new positive relationships. Instead we want our friends or others to change into the optimistic and encouraging people we need. But that is unlikely to happen. People change when it is in their best interest, not ours. So take the time to meet new people. Then develop new relationships with them by being the supportive person you want to have in your life.

**c. Get the information or knowledge you need.**

Legendary tennis player Arthur Ashe said, “One important key to success is self-confidence. An important key to self-confidence is preparation.” So take classes, read books, listen to audio programs, watch educational videos, and get coaching in the areas where you need help. Not only does it develop your skill set, but it also develops your mindset, which supports your belief system.

*Life requires thorough preparation. Veneer isn't worth anything.*

George Washington Carver  
Inventor

**d. Take action on a regular basis (preferably daily).**

Action leads to progress, and progress helps boost our belief system. Inaction can easily lead to slipping back into Unbelief.

A few years ago, I began writing a book. Doing so took me away from the level of Unbelief where I thought, “I can't write a book!

Who would buy it? What would I write about that is different from other authors? I don't have the time. It would take too long.”

By thinking positively, I finally got started. During the first month, I wrote every day for two hours. At the end of that month, I had written about 90 pages! I was making great progress.

Suddenly, I was sidetracked with life issues so I spent less time writing. Next, I changed the direction I wanted to go with the book. Then I decided to take a break for a while. Without regular progress, I began to have my original doubts again and fell back into the stage of Unbelief. It took me months to start again.

Don't let that happen to you. You can slow down, change direction, even try a new strategy, but don't stop moving altogether.

#### **e. Review the ways to overcome Unbelief.**

Read the eleven points about how to leave the level of Unbelief in Chapter 3. They can also be useful here to move beyond Borderline Belief.

### **3. FLUCTUATING BELIEF**

At this level, our belief rises and falls, resulting in inconsistent progress. Also, support from friends and colleagues begins to waver as they tire of the roller coaster ride of our enthusiasm.

Have you ever found yourself having strong belief in your aspirations at one time and then very little at another? When that happens, we need to identify what is triggering the drop and adjust our thinking and actions. The causes could be:

- Focusing on past failure by looking back instead of continuing to look forward
- Making mistakes

- Being afraid of new challenges we encounter
- Believing other people's opinion that what we're doing will not work
- Fearing making big decisions
- Seeing or hearing bad news reports that affect our disposition
- Experiencing slower progress than anticipated

Some adjustments that can help us stabilize our thinking and actions are:

- Staying focused on the future instead of the past
- Seeing mistakes as a way to understand what works and what does not work
- Viewing new challenges as opportunities for learning
- Understanding that people's opinions are not facts
- Getting the information required to make the necessary decisions
- Limiting how much news we watch and listen to. Deciding to stay informed but not inundated
- Realizing that success does not happen overnight. If necessary, set a new timetable

#### **4. SOLID BELIEF**

At this level, we believe we can achieve whatever we set out to do. We are unflappable when it comes to our goals and dreams. We are certain we can reach them because we have faith in ourselves and know others have done it or achieved something similar. We realize our accomplishments may take time, but we are certain that in the end we will be successful. We are confident, yet we are open to learning and getting valuable advice from knowledgeable people.

What is most important at this stage is staying the course and not being deterred by lack of knowledge, people's negative opinions, limited resources, mistakes we make, or other things that may get in our way. If we find our belief slipping, we can undertake some of the activities or thinking found under Unbelief, Borderline Belief, and Fluctuating Belief.

By having Solid Belief in myself, I have been able to do many things. The list includes graduating from college with top honors, getting promotions at work, winning awards, overcoming my fear of public speaking, and starting a women's personal development group which recently celebrated its 12th year anniversary. Having Solid Belief is the reason I can write this book.

*I am where I am  
because I believe in  
all possibilities.*

Whoopi Goldberg  
Comedian & Actress

Everything around us is the result of individuals having belief in themselves and others. Solid Belief is at the core of all work, business, and personal accomplishments. It is what achieved goals and dreams are made of.

With Solid Belief in your goals and dreams, you can create the life you desire. Everything we have covered so far is to get you to that place.

## **5. BOLD BELIEF**

At this level, we believe in ourselves and our capabilities despite massive opposition, widespread negative opinions, or the fact that we would be "the first" to accomplish a particular goal.

One person who represents Bold Belief is Ursula Burns, Chairperson and CEO of Xerox Corporation. She is the first

African American woman to head a Fortune 500 company and is on Forbes' list of the 100 most powerful women in the world. Burns was one of three children raised by a single mother, living in the housing projects on the lower east side of New York City.

Burns has described her childhood neighborhood as being “a really bad area ... you would have to be there to understand how bad it was.”

Despite where they lived, Burns' mother instilled in her children the Bold Belief that “Where you are today is not who you are” and encouraged them not to be defined by their surroundings. That belief served Ursula well. In school teachers tried to persuade her to become a nurse or teacher. But Burns had bigger dreams. Realizing engineers held high paying positions, she made that her career goal.

*Be bold.*  
*Be courageous.*  
*Be fierce.*

Nailah Blades  
Life Coach

Having gotten her bachelors degree, Burns first worked at Xerox as a summer intern and after getting her masters degree she returned and was hired as an engineer. Burns worked very hard, receiving promotions she was pleased with until 1990 when she was offered, what she initially felt was, a menial and dead-end job being the executive assistant to the senior executive, Wayland Hicks. After talking with him about the work, Burns accepted the position. By working for Wayland, she learned about management and running a major company. High level projects and promotions followed which eventually lead to Burns becoming a senior vice president. In 2009 she was appointed to CEO making corporate history and showing others what is possible.

Another person with Bold Belief and a different story is Mary Kay Ash. In 1962 Ash quit her job as a sales director at a direct-selling company after the umpteenth man she trained was promoted

to a position above hers for double her salary. Ash decided to create a guide for women in the male-dominated work world. It included a list of all the things she felt companies should provide for them.

After reviewing the list Ash realized she had written a marketing plan for her ideal company. In 1963, at 45 years of age, she moved forward to make her plan a reality by opening the first company of its kind dedicated to providing unlimited opportunities for women. With her husband handling the financial and legal issues, Ash approached several friends and got them interested in being on her sales force. Then a month prior to the company opening, Ash's husband suffered a heart attack and died. Her accountant and lawyer strongly recommended that she forgo her plans because he would not be around to assist her. She disregarded their advice and got her son to help her.

*Whatever you want to  
be - a singer, doctor,  
lawyer, teacher ...  
believe in yourself  
and you can do it.*

Fantasia Barrino  
American Idol Winner

With a Bold Belief in herself, coupled with years of hard work, and overcoming both personal and business challenges, Ash created Mary Kay Cosmetics. The company has been recognized by Fortune Magazine as one of the ten best places for women to work. Today with more than 2.4 million independent consultants, the company has over \$3 billion in annual sales and products sold in over 35 countries.

Before President Barack Obama won the presidency, he had a Bold Belief that he could achieve something never done before. At the beginning of his campaign, most people felt his election was impossible. On the day of his inauguration, millions of people around the world were thinking, "I never thought I would see a Black man become President of the United States."

People who exercise Bold Belief are often called overconfident, or big headed. But they are just determined to realize their big dreams. And when they reach them, they inspire us.

The firsts in any endeavor are people who epitomize Bold Belief. Along with President Obama, Ursula Burns, and Mary Kay Ash, others on that long list include:

- Sonia Sotomayor – the first Hispanic Supreme Court Justice
- Sally Ride – the first woman astronaut in space
- Dr. Benjamin Carson – the first surgeon to successfully separate Siamese twins joined at the head
- Oscar Pistorius – the first double amputee to compete in the Olympics
- Annise Parker – the first openly gay mayor of a major U.S. city (Houston)
- Condoleezza Rice – the first African-American woman Secretary of State and first woman National Security Advisor
- Ed Wang – the first Chinese-American NFL player
- Tania Aebi - the first woman under 21 years old to sail solo around the world (set sail at 18 years old)
- Richard Conway Casey – the first blind federal trial judge
- Connie Chung – the first Asian anchor of a major US news show
- Carlos Santana – the first Hispanic performer inducted into the Rock & Roll Hall of Fame
- Violet Palmer – the first woman NBA referee
- Daniel Inouye – the first Japanese-American in the United States House of Representatives
- Gabby Douglas – the first African-American gymnast to win Olympic gold for an individual performance (16 years old)

This list could easily have hundreds of names of other well-known people. And we could add to it individuals we know personally. They would be the first in their families or communities to go to college, start a business, or undertake other personal or professional endeavors thought to be unobtainable.

How do you develop Bold Belief? You start with a goal you or others think is impossible because it has never been achieved by someone similar to you (with respect to: age – young or old, gender, race, or any other factors). Then you move forward with an unstoppable drive to do all that is necessary to reach your goal.

A powerful aspect of Bold Belief is that people who are the first to achieve incredible feats open the door for others to follow them. On May 6, 1954, Roger Bannister was the first person in history to run a mile in less than four minutes. Many others had tried, but none were successful. His record-breaking time was three minutes and 59.4 seconds.

*You can change your beliefs so they empower your dreams and desires. Create a strong belief in yourself and what you want.*

Marcia Wieder – CEO, DreamU

What he did was commonly believed to be humanly impossible. To understand how Bold Belief opens doors for others, consider that another runner, John Landy, broke Bannister's remarkable record by a second-and-a-half just 46 days later. And within 12 months, hundreds of individuals ran a mile in less than four minutes. For them, Bold Belief was no longer necessary. They only needed Solid Belief because it had already been done.

Bold Belief creating a way for others can be found in all areas, including science, politics, business, etc. Along with opening the door for individual achievement, by accomplishing their tremendous goals, those "first persons" also change the societal consciousness of not only what is possible but also what can become viewed as commonly accepted in the future.

For almost 200 years (1789 – 1981) every U.S. Supreme Court judge was a man, until Sandra Day O’Connor was appointed in 1981. After she was selected, future appointments included three additional women. The Supreme Court went from having only one woman serving as associate judge to today having three women currently serving in that capacity – Ruth Bader Ginsburg, Sonia Sotomayor, and Elena Kagan (Sandra Day O’Connor retired in 2006).

Here’s another example. For almost 100 years, only men held the title of CEO at the Xerox Corporation. In 2001, Anne M. Mulcahy became the first woman to be in that position. Mulcahy’s immediate successor was Ursula Burns, the first African-American woman selected as CEO in 2009.

Mulcahy, O’Connor, Bannister, and others with Bold Belief not only change their lives and create incredible success for themselves; they also change society and create new pathways for others to follow. Will you be one of those people?

I realize not everyone can reach the level of Bold Belief needed to smash barriers and break glass ceilings. However, I believe all of us can reach the level of Solid Belief and achieve great successes beyond our imagination.

To get you started on increasing your belief in yourself, on the next page is an exercise you began after reading Chapter 3. You can continue it now having read this chapter.



## **Know Yourself & Believe in Yourself**

### **Chapter 4 Exercise**

#### **LEVEL OF BELIEF ACTION PLAN (PART 2)**

As I described previously, the chart on the next page is used for the exercise at the end of Chapter 3 as well as this chapter. Step 1 is to be completed after reading Chapter 3. Steps 2 – 3 are to be completed after you have read Chapter 4.

#### **After Chapter 3**

Step 1 – In column 1, write your goals, dreams, and the things you want to have and do in life. Do not do anything with columns 2 and 3 until you read Chapter 4 on the four levels of belief and then continue with step 2.

#### **After Chapter 4**

Step 2 – Based on the information in Chapters 3 and 4, write your current level of belief in column 2 for each item you have listed in column 1.

Step 3 – In column 3, list the actions you will take to increase or maintain your belief, using the suggestions you just read or any other ideas that come to your mind.

Now you have a plan to strengthen or maintain your level of belief. Take action by adding what you listed to your daily routines or your to-do list. Consistently act on them so your level of belief increases to support your goals and dreams. Periodically review and update this form as your belief level and/or goals change.

You can download a larger version of this form from [www.JGSBook.com](http://www.JGSBook.com) (click on JGS Club).

Column #1 Your Dreams, Goals & Plans (Short & Long-Term)	Column #2 Your Current Level of Belief*	Column #3 Actions You Will Take To Increase or Maintain Your Level of Belief

\* Use the levels of Unbelief, Borderline Belief, Fluctuating Belief, Solid Belief, and Bold Belief.



## Know Yourself & Believe in Yourself

### Chapter 4 Bonus Exercise

#### FAVORITE FIRSTS & GREATLY ADMIRERD

Here is a bonus exercise for you. First, on the form below write the names of individuals you revere for being “the first” to achieve an incredible goal or those you greatly admire for what they have accomplished or for their contributions to others.\*

Next, through reading, research, or possibly even personal contact with them, find out what thinking, habits, and abilities enabled these individuals to succeed. Add those to the list. And then decide which ones to incorporate into your life to increase your belief in yourself and improve your abilities so you can reach your goals.

#### Favorite Firsts & Greatly Admired

Names*	Their Thinking, Habits & Abilities
_____	_____
_____	_____
_____	_____

Download a larger form from [JGSBook.com](http://JGSBook.com) (click on JGS Club).

\*If you cannot think of anyone right now, come back to this exercise when you know who the individuals would be. One good way to find out is by visiting [www.Achievement.org](http://www.Achievement.org), and [www.Makers.com](http://www.Makers.com) to learn about trailblazing women and men with extraordinary accomplishments and contributions.