

Message in a Bottle:  
Boosting Your Confidence In The Secret Place



# January 2015

**"Boosting Your Confidence In The Secret Place."**

Kelly McCausey

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## Message in a Bottle: Boosting Your Confidence In The Secret Place

**Kelly:** Hey there and welcome. This is Kelly McCausey from [Beachpreneurs.com](http://www.beachpreneurs.com). You're listening to Message in a Bottle. We're delivering inspiration and motivation every month. I'm so glad you get to listen to this.

My topic this month is confidence builders begun in secret. Why in secret? I was brainstorming this Message in a Bottle. What I had written down was steps to boosting your confidence. As I did research, there are so many really good posts out there. 65 ways to boost your confidence. Five ways to boost your confidence. 87 ways to boost your confidence. They're all really good. They're all really smart. They're all really challenging, stretching and excellent advice.

I'm big on stretching yourself. I do a challenge a couple of times a year called the [Stretch Yourself Challenge](#). It's about content marketing, but it's about making sure other people know who you are and what you can do for them. It's all about stretching yourself in a very public way.

This audio is not about what you're going to be doing in public. No. This audio is about what you're going to be doing in the secret places.

Why do I want you to begin there? If your confidence is quite weak, if I were to ask you to rate your confidence on a scale of one to ten, one being super terrified and ten being, "I am ready to conquer the world." If you are coming in anywhere on the scale under six, that's pretty low self-confidence. Even if you're a six or above, your confidence has a ways to go, right?

This a theory I want to test with you. This is a theory that's coming completely out of my own mind at this moment. Although, lots of things people have said and my experience working with my coaching clients is what has planted the seed.

If confidence doesn't begin in the secret place then confidence in public isn't going to be true. It's going to be a bravado, a lot of showing off, a lot of doing what you think you're supposed to do when you're confident. I don't want to just teach you bravado. I want you to realize how incredible you are. I want you to begin boosting your confidence in secret, in the secret place.

Where is the secret place? The secret place is anywhere you are. Where you're just not sharing it with anyone else. Let's get started. What can you do? You might be thinking, "What on earth could I possibly do to build my confidence if no one else is going to know about it?"

The first item on my list, you've probably heard me talk about it before. I want you to go watch the TED Talk by Amy Cuddy. The title of the talk is [Your Body Language Shapes](#)

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[Who You Are](#). You've probably heard me refer to it as "The power pose video." Have you watched the power pose video? This TED Talk had such a profound impact on me. It is my fallback confidence booster in just about every situation.

Am I about to go into an interview with somebody big and I really want to impress them and I'm feeling a little intimidated? Boom. I'm going to do some power poses. I'm about to go into a webinar where I have to exude confidence, be super positive and have a strong impact. Boom. I'm doing power poses.

Am I traveling? Am I about to step out of my hotel room, walk down the hallway and enter a room with hundreds of people who have never met me before? Boom. I'm doing power poses.

I want you to watch the video. If you need to just pause this audio right now and go watch that video, I think that would be perfect. It's 21 minutes. Go do that right now.

You did it, right? You went and watched the video. When you were watching the video, did you practice some of the power poses? If you didn't, I want you to. I want you to practice.

My favorite is the Wonder Woman pose where you stand up, set your feet a little distance apart, put your hands on your hips, put your shoulders back, bosom up, head tall and just stand there looking off into the distance like Wonder Woman. Hold it. Hold that pose. As she suggested, hold the pose for about two minutes. If you say nothing at all, if you just hold the pose, you're doing it. That's all there is to it.

The first time you do it, you feel a little ridiculous. You do. The more you do it, the more you become aware of what a powerful pose it is, how strong you feel. You can't hold that pose and be all weak and whiny inside. You just can't.

As I record this audio, I am seated. I'm at my cockpit desk. Even talking about the power pose I'm very aware. I'm sitting very tall. My shoulders are back. My head is up. My hands are moving in large expressive ways that you cannot see. I just feel called to be more powerful than if I shrink down.

I'll literally do it right now. I will shrink down. I will hunch over my desk. I'll bring my arms way in. I'll hug myself a little. Don't you just hear my voice change? I get smaller. When you get smaller, you feel smaller.

I'm stretching back out now because it feels better. Strictly, from a point of view of being a podcaster doing interviews and recording audio products like this, I'm very aware that my physical presence comes out on the recording. I believe that so much that I've always kept a mirror at my desk. I learned this trick really early on as a podcaster, to have a mirror so that you can look at the expression on your face. You want to make sure that

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your expression is friendly because it's going to come through in your voice. If you're in a bad mood, if your brow is furrowed or if you're scowling, that's going to come through in your voice.

This is the perfect place to begin. It's the perfect confidence builder that you can begin to practice in secret. This is actually something that you're going to continue to practice in secret. You're not going to walk around doing Wonder Woman for the whole world to see. They're going to think you're a little bit of a nut bar, right?

I continue to use this to this day. I probably always will use the power pose. I want you to promise me that you will practice this power pose on a very regular basis. In our online marketing world, if you're about to write a blog post, do a power pose. If you're about to write an important email offer, do a power pose. If you're about to record a podcast, if you're about to record a video, if you're about to go at a hangout, do a power pose.

Practice it regularly and see if it doesn't begin to have an impact on the energy you bring to projects. See if it doesn't begin to build your confidence. It's all happened in secret.

I'll tell you why I love this so doggone on much. It doesn't require anyone else to work. You don't get feedback on whether you're doing the power pose right. You don't need anyone to tell you, "You're not standing tall enough. Your shoulders could be back more." Everyone knows how to do the Wonder Woman pose. Plain and simple.

There's more to the body language video than the Wonder Woman pose, of course. I do practice some of the other things that she teaches in there about sitting up straight, keeping my body language open, thinking about the message that I'm sending to others when I'm in small groups and things like that. There's more.

Watch that video more than once. Watch it again and again. I think I've watched it about ten times now. I will watch it again because I always pick up a little something extra to apply. That's confidence secret place confidence builder number one, which is the power pose.

Secret place confidence builder number two. I want you to cut negative crap out of your day. I'd like to say out of your life. I know, try as we might, we can't just ruthlessly cut every negative person out of our lives. We might have negative children. We might have negative parents. We can reduce their access. I want to share some secret ways you can begin to cut negative access from your day.

We're web-based, internet-based marketers. I love to travel and go to events. The majority of my business life is spent at home with my computer and my smartphone. If there's any group of people who can control who gets to have an impact on our day it's us.

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I'll tell you something I did on Facebook in the last month. I removed myself from all of the big, free Facebook groups that I had wandered into or been added to over the years. Some of these groups have some real great aspects to them. For the most part, these big, free groups are annoying. You have the people asking the same question over and over again. You have bad advice being given. You have catty discussions. You have people being disrespectful and negative to one another.

If you're in a learning phase, that is not the place to do it. You just can't trust the quality of the information. If you're in a phase where you're giving back and seeding advice to others, maybe for a season, those groups can be a good place for you to practice.

If you find yourself more often than not being frustrated, annoyed or made to feel small in these groups then get the heck out. Hit that button that says, "Leave the group." Just because someone added you to a group, it doesn't mean you have to stay there. Leave the group. I left all those groups and was immediately aware of an improvement in my mood and a reduction in time suck when I was on Facebook.

What about the people in your timeline, such as the friends and the family members? What about the whiners and the complainers? What about the negative people? What about the mean girl who is constantly posting something nasty, who is constantly criticizing someone else, who is constantly bringing up something negative? What can you do about that?

Girlfriend, please. I understand that you don't want to unfriend them. That's okay if you don't want to publicly unfriend them. You can secretly unfollow them. Give yourself permission. When you unfollow, they don't know. It's secret. You just won't see it anymore. Use that unfollow.

I'm not even going to go there in that, "Hey, you should have so much self-confidence that you just have no trouble unfriending people who have a bad influence on our life." This is not about having a head trip. This is not about what you're doing in public. This is about what you're doing in private. Unfollow them.

It's empowering in a small way to take back control of your Facebook timeline. Drop out of those groups. Unlike those pages. Unfollow those friends and family members who are bleeding you dry, making you feel small or just flat keeping you in a negative head space. Do it. They won't know.

Secret place confidence builder number three. On the opposite end of cutting off the negative influences, I want you to align yourself with positive people. I want you to secretly make a list of five people you find stimulating, encouraging, motivating, inspiring and powerful. Five people. I want you to secretly align yourself with them.

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This is not public in any way, shape or form. It's not like you're going to send them an email and say, "I'm your new best friend." You're just going to secretly align yourself with these people.

How would you do that? I would start by subscribing to their mailing lists. I would subscribe to their blog. I use [Feedly.com](http://Feedly.com) to subscribe to blogs. That's my first line of alignment. If I find someone I want to know more about then I subscribe to their blog. Then, if I enjoy their blog, I subscribe to their mailing list. I may also subscribe to their podcast if they have one. I may go look for them on YouTube. If I'm going to align myself secretly with them, I need to know a lot about them. I pursue creating a feed with as much information about them as possible.

I would begin to comment on their blogs. I would leave positive feedback on their podcast. I would like their Facebook page. I would comment on things on Facebook. I would friend them on Facebook, if at all possible. I would comment. I would like. I would share. I would interact.

The interaction isn't private. That's public. You're secretly aligning yourself. When you comment, share and interact, you're doing it casually. You don't show up and say, "I've aligned myself with you so I shall now comment on everything." No. You just show up and comment like anyone else would, expecting nothing in return. You're just aligning yourself secretly with these five people.

You might make a mistake. You might choose someone and realize as you get to know them better that this person isn't the positive person you thought she was. Drop her like a hot potato. Find someone else.

I would like you to secretly have a list of five people that you're aligning yourself with. Positive people who motivate and inspire you. They don't have to be in your business niche. There might be something about them that stimulates and motivates you and it just has nothing to do with your business. That's okay.

Something interesting is probably going to happen. As you secretly align yourself with these people, you'll probably discover if you do it consistently over a period of time that you will find them interacting with you in one shape or another. It will be interesting.

I don't want to give you anymore advice about the choices than I already have. I think it needs to come from your gut. I will comment that, if you choose all people who are huge, top of the industry leaders across the board then your chances of interaction gets smaller and smaller. They have so many people paying attention to them all the time.

They may or may not notice you. We're not in it to get noticed. We're in it to align ourselves with them. Mentally and privately align yourself with them. If you choose people who are more up and coming, the chances are greater that you're going to begin

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to experience interaction. Again, interaction is not the goal. The private association and the private alignment is the goal when you mentally and privately align yourself with people, when you say, “These are the five people I’m paying attention to. I admire them. I respect them. I believe I can learn from them. I believe that they’re going to have a positive impact on me.”

Do it consistently over a period of time and you’re going to find yourself being influenced in ways that you didn’t expect. You’re going to start to think like them. When you run up against a situation, you deal with a new experience and you have to decide how you’re going to respond to it, you practice that power pose. It occurs to you, “The people I’ve aligned myself with, they would probably respond like this.” It might not even mentally go like that. You might not think, “The people I align myself with, they would respond like this.” You may just naturally begin to respond like the people you’ve mentally and privately aligned yourself with. What was born in the secret place begins to form in the public place.

This is all secret stuff. You’re doing the power pose in secret. You’re unfollowing in secret. You’re aligning in secret. This is all about you. This all about what’s going on in your head, in your secret place. That’s where all the important stuff happens. That’s where all the thoughts start. It’s where all the doubts live. It’s where all the fear stews.

Can you imagine how, if you were to take over your secret place like this, if you were to literally inhabit your secret place with power poses and positivity, can you imagine what might get brought out in your life?

Secret place confidence builder number four. I want you to practice saying incredible things about yourself. I’m not wild about some affirmations. I think an affirmation, unless it’s based in something you believe, is just so many words spoken. I don’t want to guide you too much on what those positive things might be or what those incredible things that you say about yourself might be. I want to challenge you to do some brainstorming. What are some incredible things about yourself?

Something I have found myself saying quite a bit lately is, “My offer funnel rocks.” I have built an incredible offer funnel. I really believe that because I see it working from a business point of view. I’m incredible at building offer funnels. I build incredible offer funnels. I’m really comfortable saying it in public. It started by saying it to myself in private. I tried it on for size. I thought, “What could I say about myself? What would I feel comfortable saying about myself that would be honest and authentic and that I wouldn’t feel silly saying?”

Remember, we’re working in the secret place because we want to create something authentic. We don’t want to work on the public bravado. Everybody could practice

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saying, “Hey, I’m awesome.” If they don’t believe they’re awesome then it’s just so many words. It’s just so much bravado.

If you believe that you are an incredible writer, if you believe that you are a masterful designer, if you believe that you are the fastest transcriber, if you believe that you can make social media sing for your clients, if you believe those things, practice saying some incredible things about yourself in the secret place.

“I make social media sing for my clients,” or whatever it might be. “I keep my clients’ customer service humming like a honey bee.” Whatever it is that you believe about yourself, practice saying incredible things about yourself in your secret place.

Maybe write them down. Maybe fill them out. Put them in one of the doodles that I include with this month’s Message in a Bottle. Just practice them. Then, probably one day, it’s just going to pop out of your mouth in public. When it does, it’s going to pop out as natural as can be, as if you were saying, “Hi. My name is Kelly McCausey. I rock at designing offer funnels.”

It won’t be awkward. You won’t feel like you’re trying to be anything unnatural. It’ll just be boom, as easy as breathing.

You are practicing confidence in the secret place. You are inhabiting your secret place with positive thoughts. You’re aligning yourself privately with positive people. You’re cutting off negative people. You’re not doing anything confrontational. It’s all about what’s happening in your head, in your thoughts, your secret place.

The fifth item I’m going to mention is to get a coach. Maybe you need a life coach. Maybe you need a business coach. Maybe you need a skills coach. Someone who can teach you to do something specific that will build your confidence and make you better at whatever it is that you do.

This can be in the secret place, too. You don’t have to tell anybody you have a coach. Your coach doesn’t have to tell anybody that you’re their client. I know some coaching relationships are super public because both the client and the coach have agreed that it will be a highly public relationship.

There are coaches. I am one of them. I have clients that I have worked with for a long time. I have never breathed their name in public. I’ve never shared a single thing that would reveal that they’re my client because they prefer privacy.

Practice all of these things. If you practice power poses, cut negative access, align yourself with positive people secretly and if you begin to practice saying incredible things about yourself, you’re going to begin to feel more confident. It’s going to start to come out in public in super natural ways. Super natural ways, not supernatural.

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As you step out, as you feel more confident, I want you to make smart decisions where to spend that confidence and where to invest that confidence. For that, you may very well benefit best from having a coach to work with.

I'm a coach. Nicole, my partner here at [Beachpreneurs](#), she's a coach. We have lots of [Beachpreneurs](#) coaches. We have life coaches. Faydra Koenig is a life coach. Lain Ehmann is a productivity and mindset coach. Therese Sparby is a life coach. We have an incredible body of people to draw from.

If you think you'd like to work with a coach and you're not sure what kind of coach you should really focus on, give me a shout. Let's have a quick itty bitty exchange by email. I'll ask you a couple of questions and, based on your answers, I'll point you in a direction I think would be really useful to you.

A coach can come into your secret place and begin helping you map out a strategy for taking your newfound confidence to the world. I'm excited about what's going to be happening in your secret place and excited about spending another chunk of time with you next month.

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