



# THE COMPACT GUIDE TO CHARISMA, CONFIDENCE, AND BEING WELL-LIKED

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Self Stairway

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# OPENING THANKS



I'm glad you're reading this eBook because that means two things.

First, you're either a Self Stairway loyal reader or someone who cares a lot about you decided to share this with you.

Second, that means you're ready to take the first step towards being more confident, charismatic, and well-liked. Yup, just like the title says, you're going to be transformed. You're going to have prior misconceptions broken, new ideas molded, and you'll walk away feeling better than you did when you first started this.

As you are reading this I encourage you to be skeptical of what I say, but don't be closed off. That means not putting your hands in your ears and saying "Na na na na" because you don't like what you hear. Or... Read, I guess.



# THIS EBOOK ISN'T FOR EVERYONE



I'll be blunt and state outright that this eBook isn't for everyone. There is no universal law and I'm not going to claim that this is the end-all, be-all of personal development.

If you're convinced that confidence and charisma are exclusive to the elite few who were lucky enough to be graced upon birth with these traits then I will give you counterexamples to prove that's not true. However, if you're dead stuck on holding onto this misconception regardless of evidence then you're going to waste your time by reading this.



This eBook is not for anyone who believes charisma is 100% manipulative. Charisma could be harmful when used by the wrong people to mislead, for example, Hitler and his atrocities in Germany. Regardless, it's not an instrument for just evil. (I really hope I'm not breeding any future dictators here.)

Who else is this eBook not for? Anyone who spends all his or her time reading article after article, but fails to take action every time.

It's easy to think we're making progress by reading but you do have to apply what you read. This eBook will better your life, but you have to take what you can and apply new concepts. So no, reading this entire thing then continuing to watch Netflix with a tub of vanilla ice cream won't do you any good.



# BUT IT IS FOR YOU IF...



This eBook is for you if you don't get how people "pull off" charisma but you're open to new ideas. Is that you? BAM! You're my ideal reader. I'd shake your hand if I could.

Wait... Let's keep prying to see if this book is perfect for you.

Do you feel invisible and unimportant? Insecure?

Would you love to understand how a confident person thinks and behaves? Oh and how to become that very person?

Do you want practical tips and not just theories?

That's you? Great, you're going to love this book and it's my pleasure to be the one helping you out here.



# WHAT THIS EBOOK WILL DO FOR YOU

Before we dive a bit more into the meat I want to talk about where you will be after reading this entire eBook.

You will have begun to realize that confidence and charisma can be learned. It's not something that you're either born with or without.

You will have learned what makes someone confident or charismatic.

You will have understood the barriers most people struggle with that holds them back.

You will have received valuable insight into how others really perceive you, so your previous fears will be proven wrong.





You will have been inspired by a case study that shows one person's—aside from my own—transformation from shy to a socialite.

You will have learned several quick hacks to boosting your confidence.

You will have learned how to finally become confident and charismatic.



## Here's How This eBook Will Progress

The first chapters will give you a good picture of what to expect before we start working towards actual confidence building.

- 1) We dispel myths and common fears holding you back from potential progress.
- 2) We take a look at examples of confidence and charisma.
- 3) We go over a case study along with a challenge you can join to pump you up and get your toes wet.
- 4) We practice quick hacks you can use for instant confidence boosts.





5) Finally, we learn how to master *long-term* confidence and charisma.

No hacks. No quick tricks.

Learn how to be that confident person you've been longing to become.

Best part is that it will last forever.

With that said...



# LET'S CRACK SOME MYTHS





# LET'S CRACK SOME MYTHS



Confidence and charisma go hand in hand towards making you more likable. However, a lot of people are convinced that you're either born with or without these gifts. That's a dirty lie.

It is true that some are more prone to being charismatic from a young age, but you're not out of luck. Even if you're in your 40s without an ounce of self-confidence you can still learn.

Charisma and confidence can be learned, sharpened, and mastered at any age.

But why should you listen to a young guy like me? What "credentials" do I have? Who am I to say that they're not innate, unlearnable skills?

Well, how about a bit of an anecdote?



When I was younger, I was the complete opposite of what someone would call “likeable.” I was invisible about 95% of the time and then completely socially awkward the rest.

Every sentence began and ended with a nervous stutter. People who looked at me from a mile away could see I was drowning in insecurity and low self-esteem. It was a miserable time.

Hell, people didn’t even want to sit with me during lunch. Did anyone ever choose me to be on their team for sports? Only when they felt guilty or I was the last one left.





Pictured: Me, if I were white as a kid



I remember back in high school I'd be sweating for the entire first day each new school year. Nervous about whom I would sit next to in class, worried about who would or wouldn't like me, and of course I had an internal monologue that consisted of me monitoring every little thing I did and said.

Fun times, huh?

Compare that to who I am today and you've got a complete switch. Today I love expanding my comfort zone, whether it's meeting new people, trying activities I've never done before, or just making a fool of myself for the sake of having fun (not at the expense of others of course.)

How was my eye contact before? Non-existent. Now? I can't imagine a conversation without it.





Posture before? Hunchback of Notre Dame. Now? Tall, straight, and confident. You can bet my spine is happier nowadays.

Back then I couldn't even imagine raising my hand to ask teachers questions when I was still in school. Yet in 2013, I reached out to famous influencers like Neil Patel, Michael Hyatt, Rand Fishin, and a dozens more, and I asked them to help me land my dream job! That's a complete shift in character and self-confidence.

That's balls. "Cojones," if you will.

My point is that I used to think confidence was outside of my reach, but now it's a part of me.



Becoming confident takes a lot of paradigm shifts in the way you think about yourself, others around you, and how you perceive certain situations. It also means leading an interesting life, something that you can work towards. It doesn't mean you have to give up what you enjoy. It means adding onto what you've already got going on.

Confident people don't necessarily have to be loud or outgoing, so don't be afraid of having to bring attention to yourself through volume of voice. You don't have to be the center of attention.

One last thing to remember. Charisma isn't something that is always "on." It can be a switch, so don't worry about your periods of downtime.





## Quick Note on Semantics

By the way, I'm going to be using "confidence" and "charisma" interchangeably so don't get confused!



# WHAT IT ALL LOOKS LIKE





# WHAT IT ALL LOOKS LIKE



This is what charisma does not look like: uncertain, nervous, fearful of what others think, etc.

Can you imagine James Bond being shaky every time he approached a woman? Try to picture him saying to a woman, “Oh gee... I hope you rather enjoyed sleeping with me...”

Nope, can't be done. It's too engrained in our imagination that he's the epitome of charisma and self-confidence. He'd walk upright, look that woman in the eye, and turn on his seduction. After they do whatever it is they do, he wouldn't ask if she enjoyed his company. No, he knows she did.

Sure, he's attractive, but it's his traits that are magnetic and let others know from nonverbal cues that his life is in order. That woman was his the moment she saw the way he carried himself.



Let's get science-y.

There's something called The Halo Effect that plays a role in this and how we judge confident individuals.

When we meet or see someone for the first time we only have a small amount of information to go off of to assess this person. If the limited feedback we have is positive then our brains will naturally make assumptions about them.

So if I saw James Bond in real life and he was wearing a well-tailored suit, walking with his head up, and he looks like he knows exactly where he needs to be then I'd also assume he's got his whole life together. Maybe I'd assume he's got a beautiful wife. I bet he's got interesting stories.





You're going to be like  
him soon



However, if I were to see the same James Bond except in tattered rags, walking with shoulders to his ears, and dragging his feet then I'd think he's a bit off-putting.

I like to think that on most days I look and feel like James Bond.

Before I got to this level of self-confidence though, this is what went through my head on most days.

“Oh my god, these people are looking at me. That must mean they're making fun of me.”

“Oh my god, it's my turn to speak next. What if someone makes fun of the way I pronounce 'Algernon?'”





“Oh my god, that girl is beautiful. What if she thinks I’m a total loser?”

See what’s going on there? I was making assumptions and feeding them to myself without anything happening. Do you think James Bond does that?

I thought the world didn’t value me, so I devalued myself.

If you want to find self-confidence then you’re going to have to reprogram the way you view yourself. Becoming confident is very reliant on how you view yourself. People who don’t believe this are generally the ones who have yet to make the mindset shifts.



Your mindset will make or break you. Even when you're 100% sure you are now confident if you find yourself in a negative mood on certain days your "form" will break down.

There are some days where I may not be "feeling it" or not wanting to socialize. I can feel my level of confidence go down. No, I don't immediately start avoiding eye contact or running away from people. Spectators can't tell what's going on.

However, I know I'm not at my optimum level of James Bond prowess. I don't want to dedicate an entire chapter to this, but I'll make a quick note of it here:

Stick to your more positive and optimistic thoughts. Sometimes I forget this and I lose the charm, but once I remember then things change back to normal.

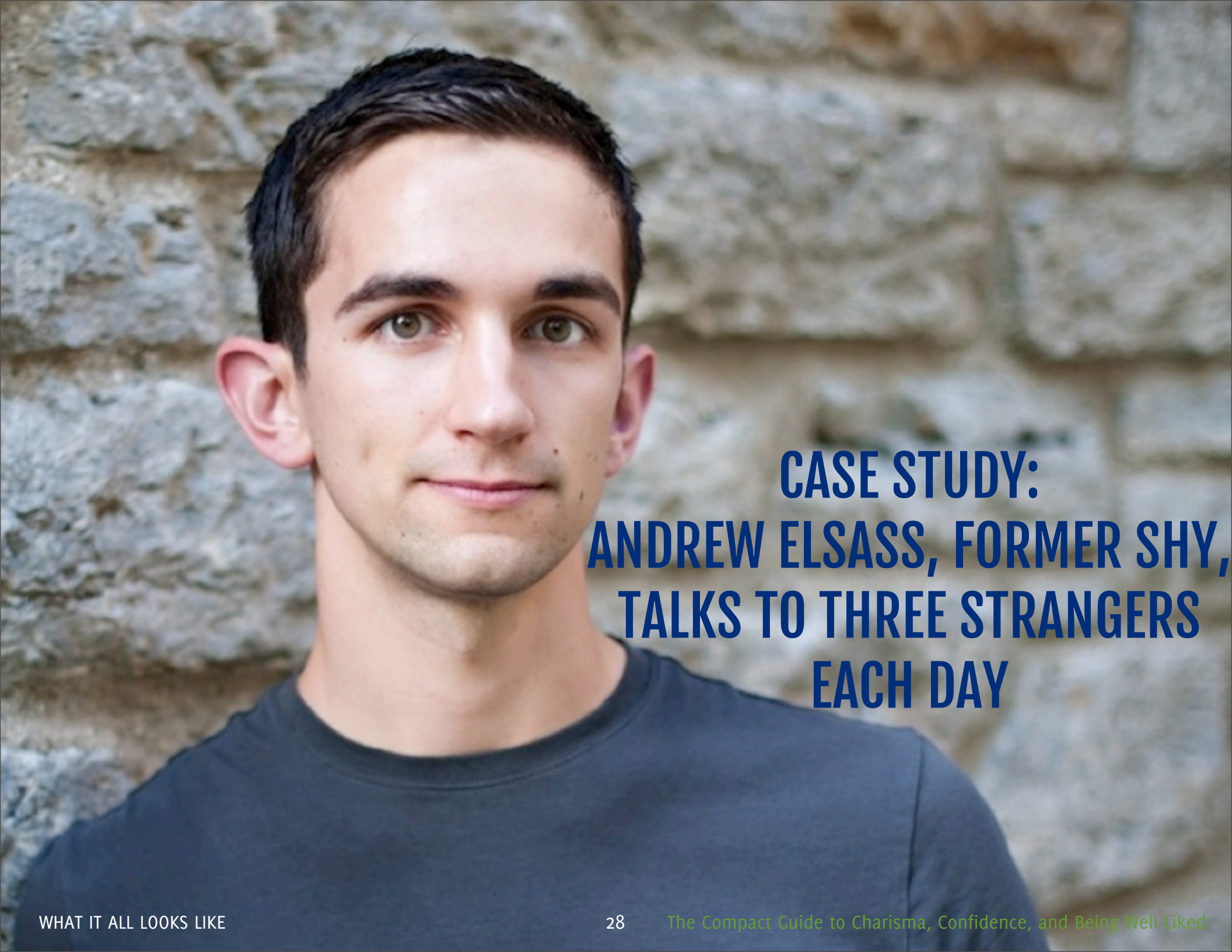




What I would suggest everyone to do is make it a goal to speak to at least 3 strangers a day. You'll gain valuable insight into how people react, get some experience talking to people, and have the opportunity to step outside your comfort zone.

I did this every single day for my first semester of school. It was fun and I met interesting people.

I want to introduce you to someone else who did the same thing but took a more scientific and statistical approach.



**CASE STUDY:  
ANDREW ELSASS, FORMER SHY,  
TALKS TO THREE STRANGERS  
EACH DAY**



## CASE STUDY:



# ANDREW ELSASS, FORMER SHY, TALKS TO THREE STRANGERS EACH DAY

Imagine you had the confidence to start a conversation with any stranger and not worry about what others thought. More importantly, would you believe that someone who is shy, unsure, and socially anxious could break from that mold and become a social butterfly?

When it comes to conversing, whether with a stranger or a friend, most people struggle with what to say and how the other person will react. Usually these two things are enough to completely turn someone off from the idea of socializing.

What about the people who really want to get out there and learn to interact? Is it possible to go from having never initiated a conversation to being outgoing enough to talk to anyone?



## Meet Andrew Elsass

Andrew Elsass, a self-proclaimed former shy from Springboro, Ohio, felt like life dealt him a bad hand because he could never break free from his insecurities and make a positive effect on his social life.

No one normally thinks about it, but meaningful relationships are rare and difficult to find. He realized he didn't know how to meet new people and make friends.

After he graduated from college, Andrew learned that socializing was a lot easier in school because he was in an environment that almost forces social interaction. Outside of the system, people live their own lives.





In between work he made casual acquaintances with his co-workers, but he lacked a close circle of friends. Instead of sulking and accepting things as they were, Andrew began making efforts towards becoming comfortable around others.

He admits he was obsessed with becoming social and didn't understand why he wasn't as outgoing as others. Andrew became bitter and blamed others, effectively absolving himself of blame.

His friend recognized a bit of his former self in Andrew and decided to help him by introducing Andrew to the world of pickup, a community that encouraged interacting with people you are attracted to.



Even after three years of dabbling in pickup, he felt like nothing was learned and that he was still his old self. The shyness never went away.

He didn't give up yet though and instead decided to dedicate time towards conscious self-improvement. He wondered what would happen if he held himself accountable and came up with a way to force himself out of his comfort zone.

## Andrew's Transformational Experiment

For 30 days, he'd have to talk to at least three strangers each day. Andrew took it one step further by taking meticulous notes of every social interaction and saving them in spreadsheets (which will all be available for download at the end of this case study.)





During the entire one-month experiment, Andrew talked to 118 people and says that 99% of the people he approached were warm to him. Merely 2 people ignored him or said “hi” then walked away.

The main concern with most people about meeting strangers or talking to them is their fear of being ignored or thought of as a creep.

Andrew talked to 118 people. That is a lot of people and only 1% had the negative reaction everyone fears.

I’m willing to bet the few who were put off by it were having a bad day or they just plain don’t like people. There are some out there who genuinely dislike social contact. Other times it may just be bad timing.



I asked Andrew about the lessons he learned from the 30-day experiment and there are a lot of interesting realizations he had.

## Lessons Learned and Misconceptions Broken

The biggest surprise he found was how hard it isn't to talk to someone you don't know. He thought that he'd have to force himself to go to bars and deal with superficial, boring conversations. Quickly he found out that talking to strangers could happen anywhere and they were often interesting interactions.

“Everywhere you go, people are there,” he says.





People get stuck looking for a perfect moment to initiate conversation with strangers. There are times when you should definitely leave someone alone, for example, a person enjoying a book with earphones on.

“We’re not used to talking to strangers, so we miss out. You have to learn to recognize these opportunities.”

Andrew mentions that after a while, you develop a sense of figuring out whether or not someone is busy. For example, if they were killing time on their phone then they’d be open for friendly company. However, someone waiting on another person usually means you shouldn’t interrupt.



He emphasized the importance of not hesitating because the more you think about it and the more time that passes, the harder it becomes. Your head generates more excuses if you let it sit.

Andrew also talks about repetition. The more strangers you talk to, the more relaxed you become and you begin to realize people aren't bothered by spontaneous conversation.

He posed an interesting question that anyone struggling with the fear of approaching someone should ask themselves.

“If you were in their position, would you be annoyed?”

Personally, I've never been bothered by someone approaching me without a reason. Unless you're screaming, flailing your arms, and being disrespectful, people will be warm to you.





Andrew also realized that a lot of people are lonely and want to socialize, but lack the confidence to do so. Imagine that everyone in your area wanted to have the courage to approach you for a conversation, but they couldn't. You're part of that number too.

He advises, "Talk to everyone."

That doesn't mean just people you're physically attracted to. Talk to people as you wait in line. Make small talk with the cashier. Greet people with a smile and a nod. It builds up your comfort and allows you to realize just how easy it is. Talk to people of both sexes.

I asked Andrew to provide some quick tips for scanners who want fast, practical tips for conversations and he gave some amazing advice.



1. **Look for reference points.** When you get enough practice, you start finding references that you can jump off of that you've used in previous conversations. For example, if you've already talked to 5 people about traveling then the next time that topic comes up, you can pull from your memory the things discussed in the previous conversations.

2. **You'll always have anxiety.** There will always be a mental block in the back of your mind even after doing this for a long time. You just learn to ignore it and go for the initiation.

3. **The more you do it the more you chip away from that wall.** "Think about all the times someone tried to talk to you and you thought they were weird. Think about how you didn't think they were weird, you thought YOU were the one that messed up awkwardly."





I asked Andrew if he made a lot of close friends after talking to over 100 people.

To that, he responded, “Mostly it wasn’t the goal, but it taught the importance of how difficult it is to make genuine friends.” He didn’t expect to make a new close friend, but he did note that becoming comfortable around people (especially strangers) could help you make closer friends in the future.

## What Do You Say?

Then I asked him what he talked about during the conversations and to our luck, he wrote it all down! Again, the information will be provided as a download at the end of this case study (as a spreadsheet and PDF.)



Most people get stuck wondering what to say so they decide it's best not to say anything at all. Or they overthink it and sit there trying to perfect their words.

The majority of his conversations began with a simple, "Hi, I'm Andrew." There's no secret formula or words that will get everyone to fall in love with you. It really is that simple.

The delivery is more important than the actual words said. Approach and greet them with an optimistic and friendly tone and they will be open to you.

He also noted that the environment changes the way people view your approach. A simple "hi" in a bar portrays confidence. While if you approach someone in a gym or college then you just seem like a friendly person because you have things in common.





After greeting and introducing himself, he usually followed up with an observational comment. Someone has an interesting colored shoe? Make a comment or compliment them. Their body language looks tired? Maybe crack a joke about running a marathon.

You don't have to be extremely witty, just casual. Small talk works. Sure, a lot of people dislike small talk, but it's one of the best ways to transition into whatever you want. Just don't linger on the small talk for too long.

I asked Andrew what he'd tell people who struggle with the idea of talking to strangers. He said his experiment could be scaled to fit anyone's social ability, so don't be discouraged because it helps to gradually expand your comfort zone.



If you have trouble just saying hi or looking them in the eye then make it a goal to practice eye contact. Modify as you go along. You don't have to replicate exactly what Andrew did.

Try talking to just one stranger a day until you're comfortable with 2-3. You can even talk to 10 people each day if you wanted.

Want more of a challenge? Start asking people for phone numbers.

Andrew also recommends keeping spreadsheets to track progress like he did. This keeps you accountable, lets you see that missing a day has consequences (such as a gap on your spreadsheet,) and allows you to get everything out of your head so you can track your progress.





## Accountability

Finally, he mentioned that to keep himself accountable, he used a website called [stickK](#), which is a hilarious concept and I can definitely see it working. Basically, you front an amount of money—Andrew did \$100—and if you fail to reach your goal then the money goes to a charity whose views you disagree with.

You also choose someone who acts as the referee and holds power over when the money goes. If they learn that you failed to accomplish your goal, say goodbye to your money as it goes into the pockets of an entire organization you dislike.



Andrew's one-month experiment was definitely interesting and gave great insight into just how simple it can be to meet someone. He was very meticulous, but you don't have to write everything down on spreadsheets (although he recommends you do.)



# Download Andrew's Spreadsheets



Like I promised, Andrew's notes are free for you to download [here](#) in both .xlsx (Microsoft Excel) and PDF formats.

#	Date	Gender	Age	Location	Opener	Result/Conversation Topic	Name?
1	1-Jun	M	20s	Apt. Complex	Are you just moving in?	They were just moving out	No
2	1-Jun	F	20s	Library	Hi, I have a question	Hi, I have a question	No
3	1-Jun	F	40s	Bar	I'll drink it	A laugh and a comment traded back	No
4	2-Jun	F	Teens	Mall	You look bored	Convo about sunglasses I just bought, ukuleles, camping	Yes
5	2-Jun	F	20s	Coffee Shop	Hi, what are you working on?	Convo about college, art history class	Yes
6	2-Jun	F	20s	Restaurant	Hi, I have a question	Hip hop nights at this place, one of their tattoos, how to make hip hop night better	No
7	2-Jun	F	20s	Restaurant	Hi, I have a question	Hip hop nights at this place, one of their tattoos, how to make hip hop night better	No
8	2-Jun	M	30s	Grocery	Are you from Ohio?	Where in Ohio we were from, what brought us out here, how we liked it	Yes
9	3-Jun	F	40s	Restaurant	You guys aren't a coffee shop, are you	How I could actually order coffee, how their sign is misleading	No
10	3-Jun	F	40s	Restaurant	You guys aren't a coffee shop, are you	How I could actually order coffee, how their sign is misleading	No
11	3-Jun	M	50s	Toastmasters	Hi, I'm Andrew	General what brings you to Toastmasters conversation	Yes
12	3-Jun	M	30s	Toastmasters	Hi, I'm Andrew	General what brings you to Toastmasters conversation	Yes
13	3-Jun	F	20s	Retail store	Where is your Beyond section?	Why I couldn't buy a toilet brush holder without a brush, how she has an affinity for weird animals	Yes
14	4-Jun	F	30s	CrossFit	Hi, are you new here?	General how long have you been doing CrossFit/are you new/where are you from conversation	Yes
15	4-Jun	M	20s	CrossFit	Sup man, I'm Andrew	General how long have you been doing CrossFit/are you new/where are you from conversation	Yes
16	4-Jun	M	20s	CrossFit	Sup man, I'm Andrew	General how long have you been doing CrossFit/are you new/where are you from conversation	Yes
17	5-Jun	F	20s	CrossFit	Hi, I haven't met you yet	General how long have you been doing CrossFit/are you new/where are you from conversation	Yes
18	5-Jun	M	50s	CrossFit	Hi, I'm Andrew	General how long have you been doing CrossFit/are you new/where are you from conversation	Yes
19	5-Jun	M	20s	Bar	What beer is that?	Beer, travel, Nepalese Royal Massacre	Yes
20	5-Jun	F	20s	Bar	???	Twitter	Yes
21	6-Jun	M	50s	Grocery	How are you?	Talked about what I was going to do with the lime and club soda in my hands later	No
22	6-Jun	M	20s	Party	Introduced	How we both used to live in Columbus, jobs	Yes
23	6-Jun	F	Teens	Party	???	Soccer, college life, Colorado Springs	Yes
24	7-Jun	M	40s	CrossFit	Hi, I'm Andrew	General how long have you been doing CrossFit/are you new/where are you from conversation	Yes
25	7-Jun	F	20s	Swing Dancing	Hi, I'm Andrew, would you like to dance?	Have you ever come here before/how long have you been swing dancing? General conversation	Yes
26	7-Jun	F	40s	Swing Dancing	Hi, I'm Andrew, would you like to dance?	Have you ever come here before/how long have you been swing dancing? General conversation	Yes
27	8-Jun	M	30s	Bar	Are you a big hockey fan?	Talked for 2 hours about travel, sports, girls, jobs, his knee injury- may hang out some day	Yes
28	8-Jun	F	20s	Bar	Hi guys, I'm here to hit on you	Colorado Springs, jobs, going out solo, funny first names, beards, told them about project (cheated, I know)	Yes
29	8-Jun	F	20s	Bar	Hi guys, I'm here to hit on you	Colorado Springs, jobs, going out solo, funny first names, beards, told them about project (cheated, I know)	Yes
30	8-Jun	F	20s	Bar	Hi guys, I'm here to hit on you	Colorado Springs, jobs, going out solo, funny first names, beards, told them about project (cheated, I know)	Yes
31	10-Jun	F	60s	Pageant Judging	Hi, I'm Andrew	Pageant experience, relation to mutual acquaintance	Yes
32	10-Jun	F	50s	Pageant Judging	Are you guys here to judge?	Public speaking, pageant experience, our respective Toastmasters clubs	No
33	10-Jun	M	50s	Pageant Judging	Are you guys here to judge?	Public speaking, pageant experience, our respective Toastmasters clubs	Yes
34	10-Jun	M	20s	Apt. Complex	No, but you can use my car lighter... what's your name?	Tried to find him a lighter for his cigarette, where we lived in building	Yes
35	10-Jun	F	20s	Retail store	Hi, how are you?	If she liked working in retail, about a few fashion trends, who were messiest customers (Misses)- was not my cashier	Yes
36	10-Jun	F	30s	Retail store	Are you a writer? Hello?	FLAT OUT IGNORED	GOO NO
37	10-Jun	F	20s	Grocery	Hi, how are you?	Asked about a particular product, where in town I could find it- not cashier	No
38	11-Jun	M	30s	Apt. Complex	We're good here right?	Talked about the Black Forest Fire	No
39	11-Jun	M	20s	CrossFit	Hi, I haven't met you yet	Mutual acquaintances, are you new, where did you used to work out	Yes
40	11-Jun	F	20s	CrossFit	[mutualacquaintance], have you recruited another friend?	General how long have you been doing CrossFit/are you new/where are you from conversation	Yes
41	12-Jun	F	40s	CrossFit	Hi, I'm Andrew	General how long have you been doing CrossFit/are you new/where are you from conversation	Yes
42	12-Jun	M	50s	CrossFit	Hi, I'm Andrew	General how long have you been doing CrossFit/are you new/where are you from conversation	Yes
43	12-Jun	F	20s	Bar	We're going to play darts over your head if that's cool	Talked about how my ass was blocking her view, how she could sit with us if we got a patio table	No
44	13-Jun	F	30s	Networking Event/Bar	Are you young and/or professional? (group)	Colorado 451 vs. elsewhere	Yes
45	13-Jun	F	30s	Networking Event/Bar	Are you young and/or professional? (group)	How old a woman has to be to be a cougar, her travels, and twisted ideas for storybooks	Yes
46	13-Jun	F	30s	Networking Event/Bar	Are you young and/or professional? (group)	Travel, Colorado Springs vs. elsewhere	Yes



## More Info on Andrew Elsass

Andrew Elsass currently works in the Olympic Movement while he actively pursues his ultimate goal of becoming a self-employed author. His second book, *A Confidence Carol*, is a modern retelling of a Dickens classic with a coming-of-age twist and is due out December 2013.

He also writes posts about social skills, productivity, and all things self-development at [AndrewElsass.com](http://AndrewElsass.com)

After reading Andrew's case study, you have no excuse as to why you can't start expanding your comfort zone and learn how to engage in conversation. The more you do it the more calm and collected you will be. The more people you talk to you, the more you'll realize that the voices in your head are lies.



# THE APPROACH CHALLENGE

# THE APPROACH CHALLENGE



So you just read Andrew's case study and now you are feeling pumped! Although Andrew's experiment can be modified, I imagine it'd be a lot easier if I standardized the challenge for people who don't know where to start.

Here's what I want you to do. Starting tomorrow, approach at least one stranger and say "hi." That's all. Just one hi!

But you have to shake their hand, give your name, and learn their name. Oh, you also have to remember it after your conversation is over and repeat it back to them when parting ways.

For example, if you two were splitting up then look them in the eye, shake their hand again, and say "Nice to meet you, \_\_\_\_\_."





Do all of that for one month straight for a combined total of 30 strangers, at least. Feel free to approach more than one person a day, but the minimum for the month is 30.

Email me at [vincentnguyen@selfstairway.com](mailto:vincentnguyen@selfstairway.com) and let me know you're taking the approach challenge! I'll keep you on track and make sure you keep it up for at least a month.

I may put together a list of people who have completed The Approach Challenge in the upcoming months.

You may think I'm crazy because I haven't taught you just how to be confident yet. I gave you examples and some pep talks and already I'm tossing you into the real world?

Come on, give yourself credit. Try at least once before you read on!

A low-angle, upward-looking photograph of the Space Shuttle Columbia during its ascent. The shuttle is oriented vertically, with its nose pointing towards the top of the frame. The orbiter is attached to the external tank and solid rocket boosters. A massive, bright white and yellow plume of fire and smoke is visible at the base of the boosters, indicating the engines are firing. The background is a clear blue sky with some wispy white clouds. The text "QUICK HACKS FOR CONFIDENCE BOOSTS" is overlaid in the top right corner in a large, white, sans-serif font. Below it, in a smaller green font, is the text "(You might want to write these down)".

# QUICK HACKS FOR CONFIDENCE BOOSTS

(You might want to write these down)



# QUICK HACKS FOR CONFIDENCE BOOSTS

Did you do the challenge? Let's keep moving on to the meat then.

Before we get into building long-term confidence, I want to give you some quick tips you can use to build confidence right now. These are less about mindset and more about quick practicality.

**Walk like you're wearing a cape.** By far the most interesting and creative way I've heard for correcting posture and becoming conscious of how you're standing. Imagine you're wearing a cape everywhere you go and feel that amazing body language!

**Copy your role models.** When I first set out to working on my confidence, I looked to see who were the people I knew that already had this. I analyzed them to see what made them stand out and started to practice these traits on my own. You'll learn a lot from following other people's examples.



**Speak their language.** Don't use jargon and fancy words in an attempt to impress people. People empathize and get along with people who they feel have things in common. Use words they use and don't try to sound like a thesaurus.

**Start inserting silences in conversations.** Almost everyone is uncomfortable with silence. That doesn't mean it's always bad though, it just means most people struggle to keep a conversation from going quiet. If you pause and allow there to be silences on occasion, you'll be seen like you're in control and comfortable. It may take fine-tuning to appear/become natural. When a silence in a conversation happens that you didn't plan for, just relax and let it pass through.





**Nod your head as you speak.** The other person will subconsciously agree with what you're saying. Read up on [mirror neurons](#). Also, smile more often. Oh, but don't be doing this every 3 seconds or you'll end up looking like a bobble head.

**Do silly comfort challenging games.** Lie down in the middle of a crowded area (be careful!) Slap yourself in front of a stranger. Ask a stranger for his or her number! Slap yourself while asking for the number! Get creative and realize you don't have to take yourself so seriously. The world will laugh with you, not at you.

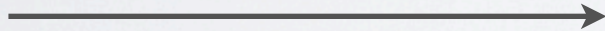
**Make IDGAF your motto.** Stands for "I don't give a fuck." Nervous? IDGAF. Scared? IDGAF. Use it enough until it becomes natural. Stop fearing what people think of you because it matters less than you think.



**Imagine you're James Bond.** Doesn't matter who you use as a mental role model as long as you find someone. Maybe your ideal traits would mimic Oprah. Picture how she would act and carry herself then imitate. This works wonders.

**Start wearing clothes that you think look good on you and fit well (especially men!)** When you think you look good then you will feel good. Simple as that.

See the difference fit makes?



SLIM FIT



REGULAR FIT



LOOSE / RELAXED FIT



# HOW TO



# LIVE AND BREATHE LONG-TERM CONFIDENCE





# HOW TO LIVE AND BREATHE LONG-TERM CONFIDENCE

Now let's learn long-term confidence and build the foundation for a lifestyle that you want.

First...

## 1. Work on Becoming Interesting

People who lead interesting lives know they are. They give this off in each step they take. The things they talk about captivate others because it's interesting. They're doing amazing things and are proud of it.

If you think you have nothing to be proud of at this moment then get out there and become interesting. Learn about something interesting, something you can then go on and carry an hour-long conversation on with a stranger.





Tired of the way you dress and don't want to be perceived as fashion deaf? Start taking note of styles you like and work with the basics to see what works for you.

Whenever you admire something out in the world that you don't quite understand or know, go home and study it. Break it down and use free resources online to help you become knowledgeable on the subject.

There's no excuse. Google and YouTube are the most common resources for learning, but I'd like to introduce a third, which happens to be my personal favorite. Reddit.





Reddit has tons of “subreddits” which are basically categories for different niches. For example, if I wanted to learn about male fashion then I could go to <http://www.reddit.com/r/malefashionadvice> where there are thousands of fashion enthusiasts who are excited to answer beginner’s questions. There are extensive guides as well.

Want to learn about skydiving? /r/skydiving has got you covered. How about random, everyday lifehacks? /r/lifehacks Want to improve your writing skills? You bet there’s a place for that at /r/writing. There’s a section for just about anything.

Knowing you’re good at various things will, without a doubt, make you more confident. Plus, having a wide range of knowledge allows you to carry conversations a lot easier.

Boom! Now you’re one step closer to being interesting.





## 2. Worship Others

People who have met Bill Clinton, even those who disagree with him, all admit that after meeting him they couldn't help but feel warm towards Bill. When they reflect, they realize it's because of the way he made sure they were heard and listened to, no matter how insignificant the individual was in terms of power and stature.

The main key is the fact that he treated average individuals like royalty.

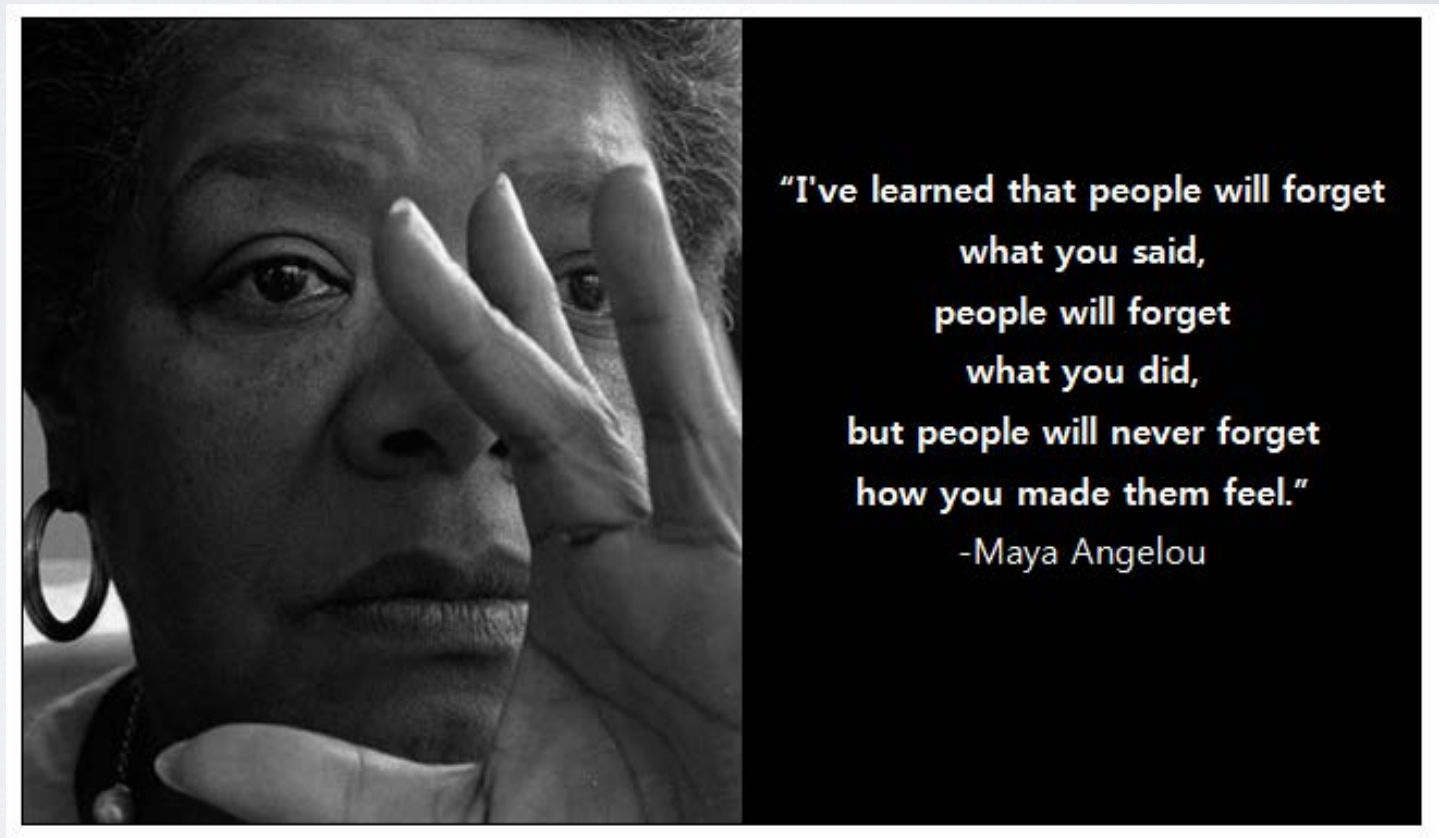
What else could make you instantly like someone? People who respect you and treat you as an equal almost instantly win your approval. Remember, people always remember how you make them feel.



Remember their name. Be interested in their story. Make them feel good about themselves.

Just from reading the first two lessons you're already further ahead than most people. Doesn't that feel great?

Onward!







### 3. Remember, Self-Doubt is the Enemy and Indecisiveness is Unattractive

Many of us don't know what we want in the long run or even what we should eat tonight for dinner. That's normal.

However, if you're constantly doubting your own decisions or looking for other people's approval before you say or do anything, you're not going to look very charismatic.

Charismatic figures own the air around them. If they want something then they will go out and take it (not at the cost of others.)

Start making decisions with authority. If the situation isn't life or death (most aren't) then just choose one, any one.



Who cares if someone is disappointed? They should have chimed in with their opinion if they had a preference. It's not your fault no one spoke up. Don't let the fear of disappointing others stop you because if no one wants to make a decision then you will have to.





## 4. Watch Yo' Body

If you've been reading my articles on confidence then you've heard this before. Body language and your other nonverbal cues tell a whole different story to others. It doesn't matter what comes out of your mouth, if your body doesn't match up then others are going to subconsciously pick you apart or view you as untrustworthy.

Depending on the context, communication is 55% body language, 38% tone of voice, and 7% actual words spoken. These percentages aren't absolute, but the majority of a conversation takes place through nonverbal cues.

Remember how your parents used to warn you against slouching? There's a good reason for that and I'm not just talking about the health concerns for your spine.



Picture someone who is hunched over a computer with his neck craning out towards the screen. Imagine this guy out at the bar or just standing in line for a drink at Starbucks. What's your first impression of this guy? Probably spends a lot of time indoors, not socializing, right?

It sounds very mean to say but we only have a few seconds (sometimes even less) to make up our minds about them. What do we have to go by? The way they present themselves, and sometimes their body language, is the only indicator.

Now imagine a man or woman who is standing tall with shoulders back. Or better yet, just imagine James Bond, Neil Patrick Harris, or Oprah Winfrey. We can't help but think they've got something to be proud of because of the way they position their bodies.





Imagine this. You apply for a job at a company where the manager tells you that you're going to interact with people on a daily basis. They want you to be able to engage in conversation and make people feel good about themselves when they're in your store.

You're sitting there in the waiting room and you look over to your right shoulder. There's a person sitting very tall with a smile on his face. He's making small talk with the secretary in a very calming tone.

Meanwhile, you're hunched over, leg tapping, red in the face, barely able to whisper "Here," when the secretary calls your name up from the clipboard.



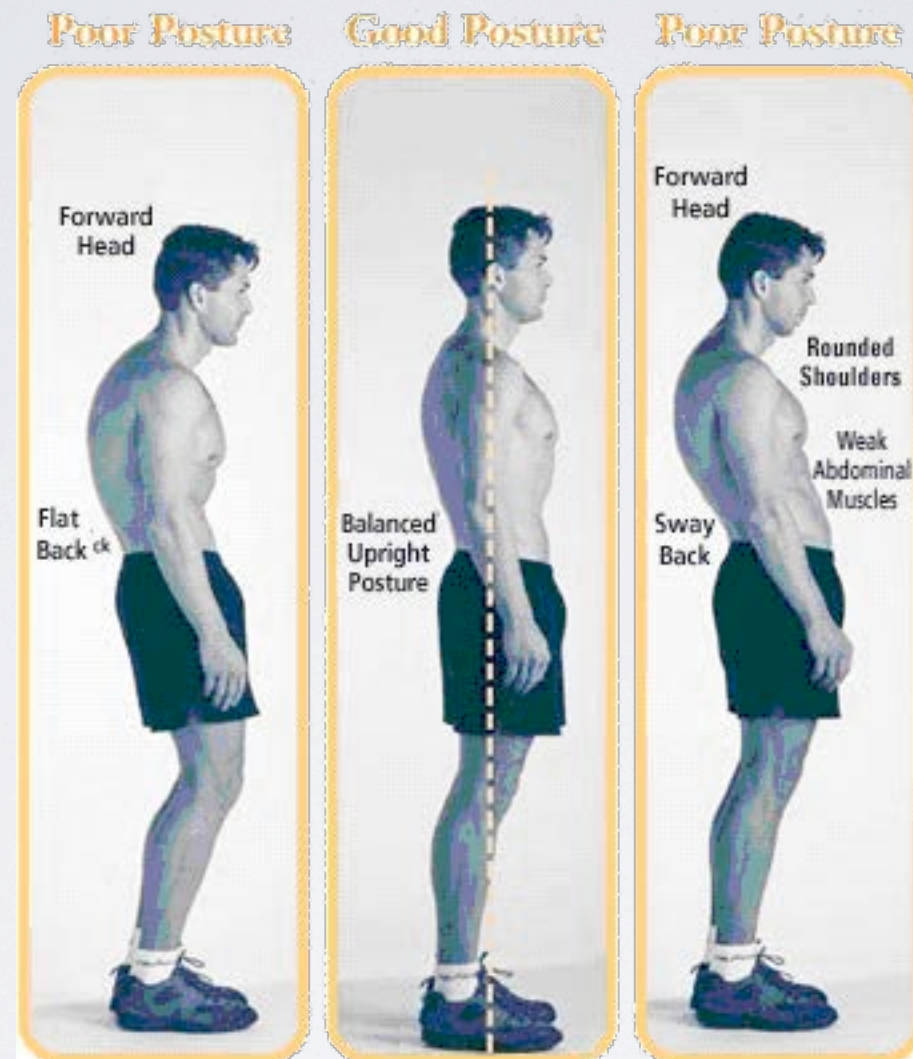
Now jump into the the hiring manager's shoes. You step out to the waiting room.

Knowing you need a person with people skills, you've most likely already made up your mind by glancing at the two people in the room. Subconsciously (and rightfully so) the hiring manager makes assumptions that the person sitting tall with a smile will be better with others.

Remind yourself whenever you can to maintain proper posture. It will come eventually.

Better late than never.







## 5. Discomfort Should Become Comfortable (Or Invisible)

When was the last time you said “Awkward...” out loud during an uncomfortable moment? I used to do that all the time because I felt tense and I just had to say something. Whether or not the situations were actually awkward is debatable.

When there's an uncomfortable situation you have to realize something. People only see what you want them to see on the outside.

People often compliment me on my “natural” public speaking skills. They tell me about how well put together and confident I am. “It must be natural,” they say.

No, I just try my best to hide it. Something that takes time to learn.





I recently started going to an improv class where I honestly was the worst performer. I was very uncomfortable with the idea of getting on stage, yet every time they asked for volunteers I'd be one of the first ones to jump up and go.

If you really want to be uncomfortable then sign up for improv classes and force yourself to get up on the stage when they ask for volunteers. You'll meet great people and worst-case scenario is that you got out of the house.

The more you thrust yourself into uncomfortable situations, the better you'll get at managing yourself when you're in them.

Voluntary discomfort is what we call it.



## 6. Never Look for Validation

You don't need to impress other people by boasting about your accomplishments. Confident people let others know how they feel based on the way they carry themselves.

Words are secondary.

Like I had mentioned before, people will make up their mind about you on their own. If you shove things down their throat about how amazing you are they'll see how insecure you really are. You're seeking validation.

James Bond knows he's cool. Bill Clinton knows he's charismatic. Oprah knows she's the most powerful woman in the world. None of them have to say anything about it.





When you stop seeking validation you're much less fazed by people who don't like you. The day you meet someone who dislikes you is bound to happen. No matter who you are you will have enemies. Some of it is out of jealousy, which is really out of your control, isn't it?

Stephen Guise made a great comment about validation. "The difference in confidence between Kobe Bryant and a nervous little kid is that the kid needs validation and Kobe knows exactly who he is and what he does."

Never look for validation ever again. Know you're the cat's meow, bee's knees, and every other cheesy phrase you can think of.

Horse's neigh? Sure, why not!



# SIDE-EFFECTS OF CHARISMA AND CONFIDENCE



(Don't worry, nothing *that* scary)





# SIDE-EFFECTS OF CHARISMA AND CONFIDENCE

Confidence and charisma is great, but there are some... Side-effects you should be aware of.

Olivia Fox Cabane, author of *The Charisma Myth*, mentions some important warnings and side-effects that you're bound to run into.

Don't worry, nothing scary. Just keep in mind that...

## 1. Others Will Envy You

When you dominate the air you're bound to make others jealous. The extra attention, the clear favor others give you, all these things will be clear to an insecure individual who is prone to notice these things. You'll make a few enemies that you don't recall ever wronging and there's not much you can do if they're 100% opposed to you.



When it happens, remember that it isn't your fault. Insecurity is rampant and I'm sure you're well aware of that. Some people react differently than others. To some, it means disliking the very being they wish they were more like. This won't always be the case, but when it happens, don't blame yourself or look to fix them.

## 2. You can be wrong and others will still side with you.

Even when you're wrong, you will accidentally convince others you're right because of your persuasiveness. People will often side with you because of your charisma. It won't be your fault (because you didn't know you're wrong,) but people will automatically assume you're correct.





### 3. It's Lonely at the Top

Not many people possess the traits above. You'll realize you have unique perspectives and begin to miss connecting with people who have the same viewpoints as you. You won't find it very often. It can get lonely at the top.

### 4. You'll Want to "Fix" Others

When you finally figure out confidence, you're going to want to share this knowledge. When you see other people struggling with the same insecurities you once did you'll get the urge to tell them how to remedy the issues.



The issue is, people rarely take the advice of others. When you are directly told to change it's as if you're being told you're wrong. No one wants to be wrong.

People sometimes have to figure out they need to change on their own. Similar to how you decided to read this eBook. Maybe someone had suggested it to you, but you had made the conscious decision to pick it up and read.

That isn't so bad right? I say the downsides are well worth the benefits.



# SUMMARY AND FINAL TAKEAWAYS



1. Confidence isn't exclusive to "naturals." It can be taught and refined.
2. Take advantage of The Halo Effect.
3. Andrew's experiment can be something you can replicate.
4. Take The Approach Challenge for a month and you'll learn a lot about human interaction.
5. Walk like you're wearing a cape.
6. Play the eye-contact game.
7. Start inserting silences into conversations.



8. Speak their language and avoid being a thesaurus.
9. Nod your head as you speak.
10. Do silly comfort-challenging games.
11. Seek role models.
12. Charismatic people are interesting and proud.
13. They worship others.
14. They don't doubt themselves.
15. They are conscious of body language (theirs and others.)





16. Discomfort is comfortable.

17. They don't look for validation.

18. There are consequences to charisma.

Before we get into the “About the Author,” I want to thank you for reading this eBook. I encourage you to share this with anyone who you think may benefit.

Although I have to warn you that it can be rather insulting to be gifted a book on acquiring confidence because it's like saying “Hey, you need this. You lack this.” Find a way to tactfully give it to them without meaning any disrespect.



Maybe just mention how you read a great book that you found a lot of value in. Pique their curiosity. Make them ask you what you've read. Then you can simply tell them the title and see if they ask for it. That's the best way, in my opinion.

If you enjoyed this eBook, please feel free to contact me at [vincentnguyen@selfstairway.com](mailto:vincentnguyen@selfstairway.com) with any questions you may have. I always appreciate feedback as well, so if you liked this eBook then let me know.

Maybe you thought it was absolutely garbage and you think I should pay you for wasting your time. Awesome! Shoot me an email anyway so I can improve the next time around.



# ABOUT THE AUTHOR



Vincent Nguyen is the author of personal development blog, [Self Stairway](#). He quickly found a following and made a name for himself in the self-improvement niche, appearing as a guest blogger for many of the top personal development blogs such as Marc and Angel Hack Life, Tiny Buddha, Addicted 2 Success, Dumb Little Man, Primer Magazine, and more ([list of Vincent's guest posts.](#))

His blog led to three internships (almost immediately,) freelance jobs, connections to powerful influencers, an apprenticeship in the Philippines with all expenses paid, and more. The majority of what he did was juggled while attending college full-time (dropped out in late September of 2013 after landing his dream job exactly 8 months after starting Self Stairway.)

He previously lived in Southern California before moving to Arizona after high school graduation.





For more information, here are a few interviews with Vincent from around the web:

[College Info Geek](#) (Podcast)

[Christina Buiza's Blog](#) (Written)

[Young and Shining](#) (Written)





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Got any questions? Feel like I did a great job and you think you're a changed person because of this eBook? Let me know!

Thought it was horrible and you would demand money back even though this is free? Let me know!

I respond to everyone, so don't be afraid to reach out!

Thanks for reading.



HERE'S AN OLD, EMBARRASSING PHOTO OF ME FROM 2011 AS A  
THANK YOU FOR READING

