



VALORIE BURTON

PRESS RELEASE

AUTHOR · SPEAKER · LIFE STRATEGIST

Contact: Ben Laurro
(818) 753-4056 • Ben@Purepublicity.com

What Causes People to Bury Dreams, Avoid Difficult Conversations or Dig into Debt Trying to Keep Up with the Jones'?

Life Strategist Surveys 1,300 Adults and Finds that Lack of Confidence is the Common Culprit

Most people complain that a lack of time or money is what keeps them from living their best life. After surveying hundreds of people, Professional Certified Coach (PCC) Valorie Burton discovered the biggest barrier to achieving goals isn't time or money, but a lack of *confidence*. "Confidence is situational. A person may be assertive at work, yet feel powerless to speak up in personal relationships," says Burton, author of the new book ***Why Not You? 28 Days to Build Authentic Confidence*** (Waterbrook/Random House). "They may be unstoppable when raising money for charity, yet struggle to ask for a raise."

People from all walks of life, from high school dropouts to attorneys, cited "I don't believe in myself," "I don't think I'm good enough," or "I lack the confidence" as the reason they haven't pursued their dreams. Many feel this way, but most *never* talk about it. Burton helps people face their fears and insecurities – and overcome them. Drawing on her faith, personal experiences and work with clients in 31 states and six foreign countries, *Why Not You?* is a realistic, 28-day coaching program to build authentic confidence.

"People feel an intense pressure to keep up and much of that stems from a misguided belief that you *are* what you do, what you drive, what you wear and where you live," she says. *Why Not You?* provides readers the confidence building tools to:

- *Assess Your CQ (Confidence Quotient)* – Authentic Confidence, Partial Confidence, Circumstantial Confidence and Lack of Confidence.
- *Face Your Fears & Insecurities*- Our past is filled with the lies we've been told and have believed.
- *Accept Past Failures, Mistakes & Regrets*
- *Focus on the Task* – When you complete a goal, you will earn respect from yourself and others.
- *Stop Making Excuses* – Excuses imply that we are powerless over our circumstances.
- *Expect Success* – The first step is to believe then take the action and always persevere.

Practical, truthful and engaging, Valorie Burton has helped thousands find the courage, clarity and tools to make meaningful changes in every area of their lives. She has appeared in and on CNN, the *Los Angeles Times*, *Self*, *Essence*, *Psychology Today*, *InStyle*, *The 700 Club* and *Focus on the Family*. She is former co-host of the *The Potter's Touch with T.D. Jakes* and served as the on-air life strategist for KXAS-TV (NBC/Dallas). Based in the Washington, DC area, her other books include *Listen to Your Life*, *What's Really Holding You Back?* and *Rich Minds, Rich Rewards*. For more information, visit www.valorieburton.com.



VALORIE BURTON

PRESS RELEASE

AUTHOR · SPEAKER · LIFE STRATEGIST

Here are a few statements from her confidence quiz in *Why Not You?* to help people determine if they have a confidence issue to be addressed:

CONFIDENCE QUIZ

- I can walk into a room full of strangers and introduce myself, be friendly and comfortable.
- Fear does not stop me from asking for what I want.
- If I purchase something that proves faulty, I can return it to the store that has an unfriendly refund policy and ask for – and receive – a refund.
- If I make a mistake, I never try to cover it up or make excuses in order to make myself look good. I am comfortable with being imperfect.
- I have (or am moving towards) exactly what I want in my life. I have not settled in any way.
- I am financially confident and have proven myself to be a good steward of money.
- I can walk into a dinner party and feel confident in how I look. I do not size up other attendees and compare my looks, clothes, jewelry, etc. with theirs.

Suggested Interview Topics:

1. Exploring the four elements to building authentic confidence: Truth, Faith, Preparation and Transformation.
2. Practical advice for those needing a confidence boost – at work or in their relationships.
3. Confidence Makeover – Valorie can provide coaching tips for a confidence transformation.
4. Who are some leaders that demonstrate confidence in their roles of influence and what is some advice for leaders who could improve?

Suggested Interview Questions:

1. Explain the difference between confidence and authentic confidence?
2. What is a Confidence Quotient Assessment?
3. Why are some people confident in certain areas of their lives and not other areas?
4. How can someone find freedom in their past mistakes or failures?
5. Explain how confidence is demonstrated through body language?
6. What are some questions a person can ask to be confident in a major decision?
7. What do you mean that faith is the foundation to authentic confidence?
8. What are some things that steal a person's confidence and solutions?
9. What is the "Power of a Pause"? Is there a better time to practice a pause?
10. What is your advice for those who are mentally confident but lose that when it is time to communicate?



VALORIE BURTON

PRESS RELEASE

AUTHOR · SPEAKER · LIFE STRATEGIST

Consider these five strategies from ***Why Not You? 28 Days to Authentic Confidence*** to help you conquer doubt, hesitation and insecurities; face the real source of your fears and eliminate your biggest confidence stealers:

1. BE HONEST.

In order to enjoy authentic confidence, you must acknowledge how you feel and face the truth about your doubts. Only then can you intentionally address the issues. Sometimes there are good reasons you don't feel confident: You might be ill prepared, out of God's will, the timing is off or you've set an unachievable goal of perfection, for example. When you peel back the layers, you can discover the truth that will set you free.

2. FREE YOURSELF FROM THE PAST.

For many, a lack of confidence is rooted in past pain, disappointment, failure, lies or mistakes. In order to gain the confidence to fulfill your potential, it is essential to let go of the past. If you are able to pinpoint experiences that zapped your confidence in the past, make a decision not to allow those experiences to define your present or future. But if you can't figure out what past experiences have a negative impact on you, refuse to be discouraged. Understanding why you behave the way you do can help you heal, but it is not necessary to changing your behavior. You can make a decision today to focus on changing your attitude so that you can create the future you've dreamed of.

3. LET GO OF COMPARISONS.

With so much focus on looks, money and popularity in today's culture, it can be difficult at times not to compare yourself to those around you. Whether comparing your looks or your job, your spouse or your children, making comparisons is never good for your confidence. Either it leaves you feeling inadequate as you perceive others as more successful, or it gives you a false sense of confidence as you deem yourself better than someone else.

4. ESCAPE THE OVERCOMPENSATION RUT.

One of the ways you can tell if you need to build your confidence is if you find yourself overcompensating for your perceived shortcomings. It can show up in numerous ways: For example, you're always trying to prove something, you go overboard to lavish others with praise or gifts to win their favor, you say "I'm sorry" for things that don't warrant an apology, you work too much, always have to be in control, or you buy things to impress, fit in or meet others' expectations, even if you can't afford them. The first step is to notice how you are overcompensating and then make a commitment to stop. It will be uncomfortable at first, but over time, a new sense of well-being and authentic confidence will emerge.

5. HAVE FAITH.

When you follow your unique path in life, the one God created you for, you cannot fail. You can never fail at doing what you were created to do – whether it is raising responsible children, running a successful business, having healthy relationships or anything else. Trust that if you learn the lessons offered to you through your experiences and take action towards your destiny, success will cross your path. A hallmark of authentic confidence is the willingness to persevere even when the challenges feel insurmountable. God is with you. Listen to His voice. Follow His guidance. Then watch the power of your faith move mountains.

###