

# **9 Keys to Creating Clarity, Confidence & Courage**

By Lori Hanson  
*The Success Whisperer*

## About the Author

I'm Lori Hanson, *The Success Whisperer* and I am so grateful that you have taken the time to download and read this eBook.



My passion and life's work as a Keynote Speaker, Coach and Author—is inspiring you to think bigger, to set goals that will take you from good to GREAT, and give you the tools to get there. My first book was published in 2007, and now there's 5 including my latest the *GratiJournal* which supports creating your Morning Mindset™ every day.

I spent over thirty years climbing the ladder in Corporate America, in technology sales and although I enjoyed financial success and loyal clients, it was never enough. When health issues brought healing from my 30-year history with bulimia I wrote *It Started with Pop-Tarts*. Shortly after I left to follow my heart and pursue my passion of self-development and speaking to inspire everyone I meet.

Over the past 13 years, I've coached hundreds of people to shift their patterns, improve their voice and show up authentically. From young girls with eating disorders when I started out, to business owners, speakers, professionals, corporate executives and leaders. There is nothing quite like the feeling of gratitude I experience in coaching and watching a client go from total frustration and being stuck to learning how to navigate the obstacles, letting go of old beliefs that are holding them back—to seeing the BIG picture and making it happen.

My approach is different than most, because I integrate holistic nutrition, mindset and strategy to build the foundation for your success. And I'm a blend of East meets West, my programs include group and private coaching for executives and leaders, mastermind groups and essential women's retreats.

I am a Certified Jack Canfield Success Principles Trainer—because I've followed Jack from the early days, before the *Chicken Soup for the Soul* books found worldwide success.

And I've been featured on radio and television programs internationally and in magazines and had a monthly newspaper column.

# CLARITY – CONFIDENCE – COURAGE

**This eBook is packed with powerful content that will help you to take the first step to creating more clarity, confidence and courage about where you want to go next, what you want to do, or who you want to be.**

# CLARITY – CONFIDENCE – COURAGE

**Maybe this is something you've thought about for a long time...or maybe you've just had a nudge that something needs to change, and you're not sure where to start, or what to do.**

**Good news! You've just landed in an amazing place where you'll see a path forward and specific actionable steps to take you there.**

**Ready? Let's get started...**

# CLARITY – CONFIDENCE – COURAGE



# CLARITY – CONFIDENCE – COURAGE

To prepare for doing these exercises, we're going to get you relaxed and make you more comfortable to take a look inside and go deep, because that *IS* where you're headed.

You are going to do some deep breathing, after you read through the rest of this page, close your eyes and begin:

Slowly, take a DEEP breath in, hold it for 3 seconds and exhale to the count of 5.

Now take a second DEEP breath in, hold it for 3 seconds and exhale to the count of 7.

Take a third DEEP breath in, hold it for 3 seconds and exhale to the count of 10.

Feeling more relaxed and less stressed now? Repeat the breathing if needed until you feel your energy shift to a calmer state.

# CLARITY – CONFIDENCE – COURAGE

## Creating Clarity

### Key #1 – Decide what you don't want

When you have the desire to do something different or bigger the first step is to decide what you want. You can start by identifying where this desire is coming from. Maybe it started out as *dis*-comfort with your current situation, whether it's your job, your career, marriage, relationship, or your health.

You want to get really clear about what it is you want. Okay, but it if is just a nagging feeling how do you do that? I've been told many times that I needed more clarity—but rarely did someone tell me “How” to do it.

One of the best ways to decide what you want; is to identify what you DON'T want first. (I highly recommend using pen and paper for this exercise—it fosters a deeper connection and level of concentration! And that's one thing you want.)

On a clean sheet of paper draw a line down the middle and create two columns. On the left side, write down what you **don't** want...

“I don't want to work at this job anymore.”

“I don't want to continue in this toxic, abusive, unsupportive relationship.”

“I don't want to become diabetic because of my weight.”

## **“I DON'T want that!”**

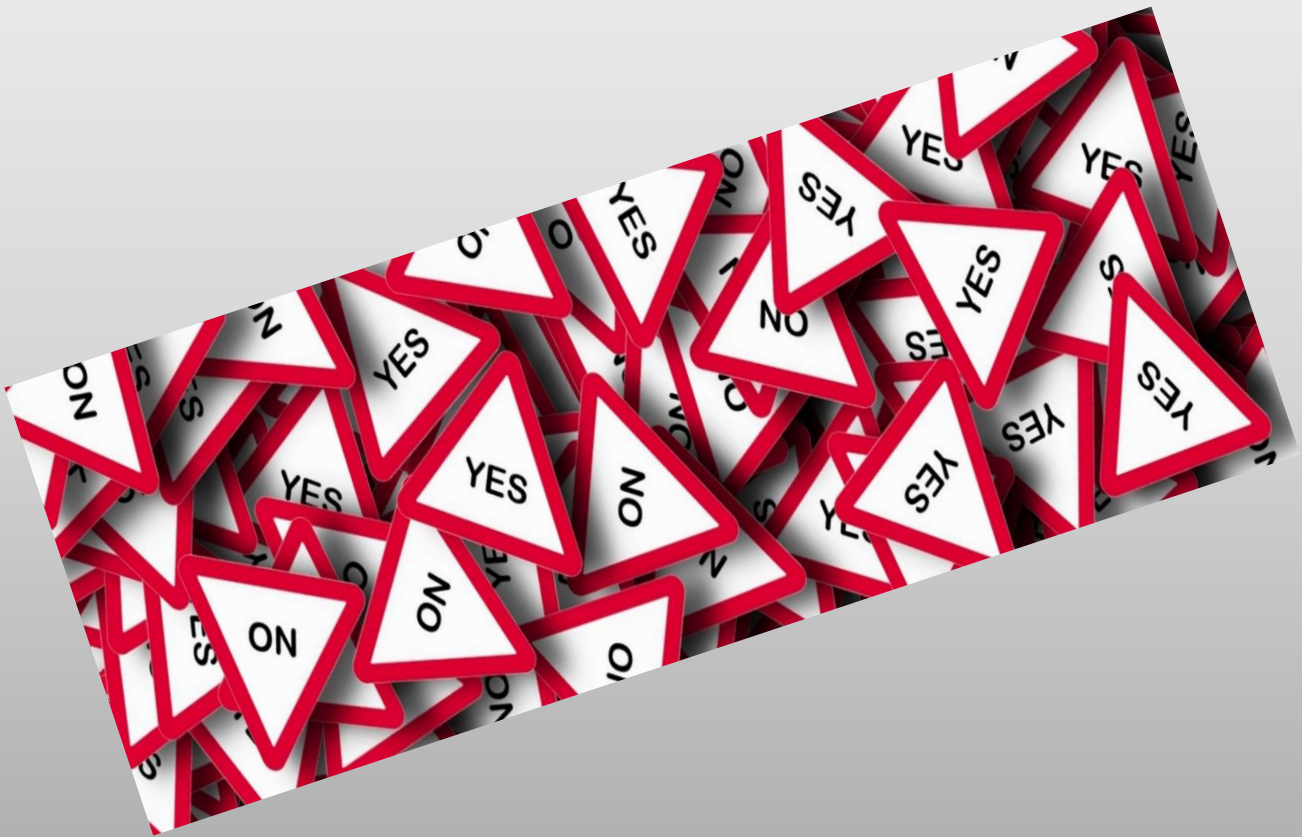
You'll typically find that writing down what you don't want comes easy! Most people complain about things they don't want all day long. It's right there on the tip of your tongue—easy to spit out.

Write down as many reasons as you can think of for why you don't want something anymore. Really get in touch with what's bugging you. It will make the next step to Key #2 easier for you.



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**Be Clear!**



**No, not that...**

**Yes, Yes, I want that!!!**



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## Creating Clarity

### Key #2 – Decide what you DO want

Now that you've gotten in touch with all the things that annoy you about what you **don't** want and all the reasons you don't want your current job, career, relationship or health issues (or what you see in the mirror) anymore, it's time for Key #2.

On the same sheet of paper, go to the right-hand column and list what you **DO** want across from the list you made on the left. Your paper might look something like this:

DON'T want	DO Want
I don't want to work at my job anymore	I want a new job that pays \$____ more per hour/year
I don't want to work for my current manager anymore	I want to work for a person who appreciates my skills and abilities and gives me opportunities to lead, grow and shine
I don't want to work for my current employer anymore	I want to start my own business, fully engaged in helping animals, the homeless...etc.
I don't want to continue in this toxic, abusive, unsupportive relationship	I want to have time alone to breathe and find my voice before starting another relationship
I don't want to continue in this toxic, abusive, unsupportive relationship	I want to find true love that is a partnership where I am respected and accepted for WHO I AM
I don't want to become diabetic because of my weight.	I want to love and appreciate my body. To adopt a healthy lifestyle and provide my body with what it needs to power me to my next level. And to be SEXY and amazing!

**“Yes, I DO want that!!!”**

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## Creating Clarity

### Key #3 – What would it feel like?

Did that shift how you are feeling about life, your relationship or your body?! This is such a powerful exercise to do when you want to add clarity to something you want, or a situation you want to change.

Now comes the fun part, going to a place of imagination. This is one of the biggest gifts your brain gives you—the **power** of *imagination*.

Unfortunately, as you grow up and become a “responsible” adult, you forget how much fun it is to use your imagination, and sadly you miss out on the benefits. Let’s change that, right now.

Before you start, take another DEEP breath and again, exhale as slowly as you can, count to 10. Now close your eyes, and imagine what it would **feel** like to have what you just identified in Key #2 that you want. Then write it down.

**Imagine going to work for a company where you feel highly valued—**

What is that for you?

What do you hear people saying and how do they treat you?

How does it make you **feel**?

**“I feel so \_\_\_\_\_ now!!!”**

**Imagine starting your own company and working full-time to pursue your passion—**

What does that look like?

How are you helping people, animals, the planet...or your cause?

How do you **feel** when you start and end your day?

**Imagine being healthy, losing weight, being more active and loving your body—**

What does this look like in your mirror?

What doors has this opened for you now that you’re taking care of your body?

How do you **feel** about yourself and the person you have become?

# CLARITY – CONFIDENCE – COURAGE

## Creating Confidence

### Key #4 – What beliefs are in your way?

Now that you've played in your imagination, one of two things can happen:

1 – you get really excited and had an amazing visual and feeling about what you want to create!

2 – you heard that voice in the back of your head saying, “You’ll never do this,” or “You don’t have the skills to make that happen,” or “What makes you think you are good enough to rise to the top of the ladder?”

You may have experienced both.

This is one of the big things that can hold you back from taking action on your dream(s). You get stuck in reality of where you are, where you’ve been—and all the reasons you, and your old, unhealthy beliefs think you can’t do what you want to do.

Let’s face it, those thoughts and demons from your past are powerful! And if you keep listening to them, you won’t do a bloody thing to move forward.

**Promise me, you’ll work this process to  
create more confidence and take the next step.**

You should now have written down your **feelings** from the imagination we did in the previous step. If not, stop and go write them down while it’s fresh and you can still feel it. This is an experience you want to hold on to.

1. On a separate sheet of paper, write down any beliefs that surfaced that are **not** in support of your new vision.
2. Then cross out the old belief and write down a new one, like this:
  - > You don’t have the personality or skills to lead your own company.
  - > I am so grateful that I’ve learned to be more outgoing and have an amazing team to support me in my new business. I love what I do! I’m at peace and FREE.

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## Creating Confidence

### Key #5 – Why do you want to do this?

Whew! That was some deep digging, wasn't it? We are creating the foundation that facilitates your ability to step forward.

Another effective and powerful way to create confidence is to get in touch with why you want to make a change—many people hate change and avoid it as much as possible. When I'm coaching a client, I often refer to this as making a shift because it doesn't sound quite so scary.

For this step, you can go back into your imagination station once again. And use your imagination with NO limits. No money limitations, no time limitations, no spouse, partner, kid, empower limitations...NO limits.

**I've got a magic wand in my hand...**  
**Your wish is GRANTED**

Sometimes the answer is right there, and sometimes the answer is harder to think of. Just relax, take a few breaths if you're finding this feels difficult for you. What is your big reason, your WHY for doing this?

- How will your life be different?
- How will your financial situation shift or improve?
- How will you feel about your life and your journey by doing this?
- What will you be able to do that you cannot do now?
- What is the most important reason you want to do this?

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# CLARITY – CONFIDENCE – COURAGE

## Creating Confidence

### Key #6 – What action can you take now?

One of the best ways to create confidence on your journey to making this big shift, is to take action. By taking action you get feedback, for instance:

Yes, I'm interested in what you're offering, or  
No, I'm not interested in what you're offering

If you take no action, you get NO feedback and you won't know if this will work or not.

**“Confidence comes from taking action.”**

Here's some ideas to put into ACTION:

- If you're interested in a different position, take action by doing some research. Are there other jobs in your current company or outside that you could raise your hand and apply for?
- If you're interested in improving your health and losing weight, start walking TODAY. Get moving. And remove one unhealthy thing you've been consuming. Start with small steps
- If you know it's time to make a shift in your relationship, research where you could move, or start the conversation, talk to a divorce attorney...

By taking action, you'll get feedback that will help you make a decision on what comes next.

**What will you commit to doing TODAY?**

Write it down!  
Now, get busy—go do it.



# CLARITY – CONFIDENCE – COURAGE

## Creating Courage

### Key #7 – Make a Commitment

Here we are at Key #7 and we're ready to create the courage to make a commitment to go after this. I love creating acronyms, here is one that came to me recently (a download) for being consistent.

C - omitted

O - outstanding

N - navigate

S - successful

I - inspired

S - soar

T - tenacious

E - energized

N - never Give up

T - A DA!

As you make your commitment, if you hear a voice saying:

“You don't deserve this.”

“People will laugh and make fun of you if you put yourself out there.”

“What if I fail and it doesn't work?”

**Are you happy where you are today?**

Remember, the past does not equal the future (thank goodness!)

By creating the Vision, the Feeling of what it's like to have, experience or do it, and the Belief in yourself. You have NO limits. And while this is easy to do, people tend to make it much harder than it is.

*I'll let you in on a little secret, this is why my coaching is so powerful.  
Accountability, cheerleading and a unique blend of tools and resources.*

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## Creating Courage

### Key #8 – Study and interview other people

This is a tactic I learned long ago from my mentor, Jack Canfield (Mr. Chicken Soup for the Soul).

If you're not sure how to get started on your path forward to being a higher-level executive, or getting your first leadership position, or breaking out of an unhealthy or abusive relationship (I did that too way back in '96) ask for guidance and get advice from someone who has been there and done that.

Or, one of the best ways to improve your courage is to engage in private or group coaching. You have an audience fully dedicated to supporting you without judgement. In addition to coaching my clients, I'm always coaching—because it's difficult to see your blind spots. *And* coaching is a much faster way to reach your destination than attempting to do it on your own.

### **“Study and talk with successful people”**

Write down three (3) people you admire that you could invite to breakfast, or coffee or lunch—or a virtual chat and interview them.

- Prepare your questions in advance so that you're being respectful of their time
- Approach the conversation as someone who is deserving of their time, not being “mousy” and giving them all the power because you are not currently at their level. People love to talk about themselves!
- Take action on setting up these 3 meetings

Then, send an email to me and tell me what you learned from these 3 meetings. I want to hear about how you took action and what you learned—and celebrate with you. Send your email to me via [Ellen@LoriHansonIntl.com](mailto:Ellen@LoriHansonIntl.com)

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**COURAGE**

# CLARITY – CONFIDENCE – COURAGE

## Creating Courage

### Key #9 – ASK, ASK, ASK

Now that you've created the base-level plan for what you want to do, have or be, the next step to creating courage is to Ask, Ask, Ask, Ask and ask again. Be like your dog, or kid (or neighbor's kids) and find different ways to ask for what you want. Every time you ask and someone says no—you say NEXT! You're one step closer to getting that YES!

This is another powerful lesson I learned from Jack Canfield many years ago.

My friend, courage comes from taking action. The more you take action the more confidence and courage you'll develop.

Let me ask you this, what has staying stuck in your comfort zone gotten you?

How many times has worrying about what other people think, or what someone might say helped you?

**“You can't get a YES unless you ask”**

My goal in sharing this short eBook is to give you a dose of inspiration to get you started on the path to where you really want to do. To go after that BIG dream and live life on YOUR terms.

# CLARITY – CONFIDENCE – COURAGE

## Losing everything led to creating a new level of success in my life...

Yes, I lost everything including my home after I first started my business in 2008. I didn't know it then, but my fears were running things at a sub-conscious level and pulled me under.

At one point I was living on oatmeal and popcorn, wondering if I truly would slip through the cracks—but I never give up.

It's not in my DNA.

I just kept looking for another way to do what I wanted to do. I knew that my beliefs needed to change if I was going to have success as an entrepreneur.

**“I know from personal experience...  
you have NO limits”**

That led me to invest a great deal of time and energy to learn tools and techniques that brought me back to an even better place than I was before. By shifting my mindset, and letting go of my EGO, I made the choice to go get a JOB (which I swore I wouldn't do).

I worked two full-time jobs...to rebuild my business.

I paid off \$150,000 of debt in two years.

Within 3 months of paying off the debt, I signed a contract and built a brand-new home.

Then I set a goal to double my monthly income—and did it in just under two years. I am living proof that ANYTHING is Possible.

**How can I help you on your journey?**

# CLARITY – CONFIDENCE – COURAGE



## LHI Resources to Assist on Your Journey of Discovery:

- If you're struggling with mindset, [use this link](#) to access my 3-session course **Mindset the C.H.I to Your Future**
- If you're struggling with money, [use this link](#) to access my 3-session course **3 Steps to Create Comfortable Cash Flow**
- [Schedule a conversation](#) with me and let's talk about where you want to go, what you want to do—or how to elevate your VOICE.
- Watch for upcoming seminar series, women's events (for you or a woman you know) monthly calls and special bonus calls which are all created to support you.

*In Love and Gratitude,*

**Lori Hanson, *The Success Whisperer***

**Questions?** Email us at [Ellen@LoriHansonIntl.com](mailto:Ellen@LoriHansonIntl.com)

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