

SUPERBOLD

**FROM UNDER-CONFIDENT
TO CHARISMATIC
IN 90 DAYS**

FRED JOYAL



COPYRIGHT © 2021 FRED JOYAL

All rights reserved.

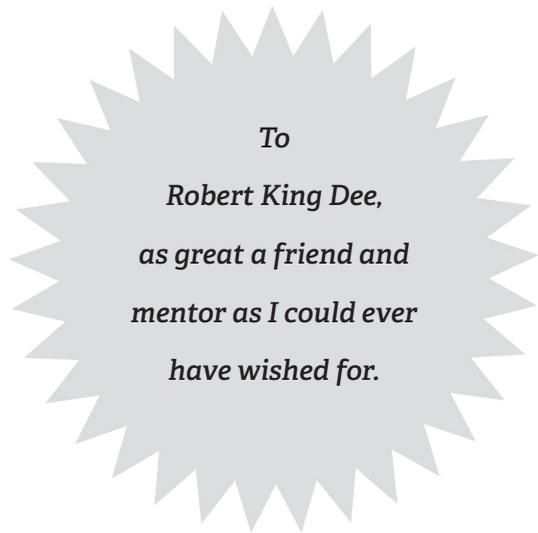
SUPERBOLD

From Under-Confident to Charismatic in 90 Days

ISBN 978-1-5445-2307-1 *Hardcover*

978-1-5445-2306-4 *Ebook*

978-1-5445-2308-8 *Audiobook*



To

Robert King Dee,

*as great a friend and
mentor as I could ever*

have wished for.

TABLE OF CONTENTS

Introduction.....	1
-------------------	---

PART I—BOLDNESS DECODED

Chapter 1—Why Boldness?.....	9
Chapter 2—Why Listen to Me?	27
Chapter 3—How You Got This Way.....	35

PART II—THE PRIDE METHOD

Chapter 4—The PRIDE Method: Overview.....	57
Chapter 5—Preparation.....	67
Chapter 6—Relaxing and Insight.....	77
Chapter 7—Dosage	89
Chapter 8—Every Day Action.....	99

PART III—FOUNDATIONS

Chapter 9—Guiding Principles.....	111
Chapter 10—Social Skills and Power Tools.....	123
Chapter 11—Exercising Your Imagination	147

PART IV—THE BOLDNESS EXERCISES

Chapter 12—The Boldness Exercises: Overview	163
Chapter 13—Exercises: Level 1.....	169
Chapter 14—Exercises: Level 2 and Level 3	189
Chapter 15—Exercises: Level 4 and Level 5	203
Chapter 16—What Not to Do	213
Chapter 17—What You’re Missing Out On	231
Chapter 18—Special Situations and Bold Skills	241

PART V—SUPERBOLDNESS

Chapter 19—Superboldness.....	255
Chapter 20—Time for Some Bold Moves.....	267
Chapter 21—Why I Really Wrote This Book	273
Your Boldness Journal	277
Acknowledgments	285
About the Author	287

INTRODUCTION

Boldness is a superpower.

What do I mean by that? I mean, compared to average human beings, bold individuals seize life in remarkable, almost unbelievable ways. They run for president. They succeed in business, in careers, in love, and they generally have a really good time. Bold people walk up to supermodels and ask them to dance. They stand in front of audiences and tell jokes, not even minding when people don't laugh. They sing karaoke—badly—sober. Every weekend. They divorce an unsuitable husband even though their culture forbids it. They sit at the front of the room and ask questions. They start companies. They climb under the velvet ropes to meet a rock star or sneak into a nightclub. Or maybe they refuse to move to the back of the bus, like Rosa Parks. Or they're a politician who decides he can end slavery or the Cold War.

Most of all, they don't miss out on opportunities, and so they don't have a head full of regrets.

Boldness is a gift, but it's not something you're gifted with or born with. It's a gift you give yourself. In other words, boldness is not innate. That's right. It's not a genetic limitation. It's not a mutation a chosen few are born with. Boldness can be learned. You can develop it. Refine it. Expand it to whatever level you choose. Harness it for your own good, and perhaps the good of the world.

I know, because I learned it. I taught myself to become bolder, and I can teach you.

I see boldness as something even greater than self-confidence. Because bold people aren't just confident. They actively pursue things, attempt things, and achieve things that even confident people don't. Boldness is self-confidence in action.

Bold people also get away with things that most people wouldn't dare to attempt. I'm not talking about committing crimes here (although it takes quite a bit of boldness to be a cat burglar!). I'm talking about work situations, play situations, random encounters, and fleeting opportunities that bold people will leap at without a moment's hesitation. They get further, they experience more joy, they pursue their dreams with passion and determination, and when they encounter an obstacle, they leap over, or tunnel under, or power straight through. They don't hesitate.

That's a word that will come up in this book over and over: hesitation. How often have you hesitated, when in retrospect you should have acted? If you're like most people, and especially if you're under-confident, the list is long. How many times in your life have you missed a great opportunity, a chance to change the course of your life, because you didn't speak up? How many sales have you missed? How many promotions? How many relationships? How many unique moments? How many adventures? How much fun?

But what if you never missed an opportunity again? What if you never had a regret about something you could have done or should have done? How much better would your life be?

I'm guessing quite a bit.

As you develop your boldness to others, you will appear charismatic. They will believe you were always that way. But your charisma, which is what you will have, is simply your boldness emanating from you like a positive energy field.

This book is about bringing boldness into your daily life, making it your new default behavior, so you realize the amazing power it gives you, and that it allows you to chase your dreams. More than that, it will give you the stairway to your dreams. Because a dream without a plan is just a daydream. And that plan requires action. Bold action.

WHO IS THIS BOOK FOR?

Are you shy or bold? Most people would say they are somewhere in-between. But the fact is, in any given situation, you act either shy or bold. There is no in-between. You either spoke up or you didn't. You either hesitated or you didn't. You either acted or you didn't. There is no middle ground. It doesn't matter if you *almost* spoke up. You still acted either without confidence (shy) or with confidence (bold).

So which one are you?

Here's the main problem: for most people, their response is not in their control. The *situation* determines whether they can summon boldness or not. So they miss great opportunities, they have tremendous regrets and, conversely, when they do act boldly, they can't figure out how to do it consistently, especially when it would matter the most.

Have you ever walked into a party where you didn't know anyone and then left an hour later without talking to a single person? I have.

Have you ever missed the opportunity to tell someone how interested you were in them? I have.

Have you ever see a famous person, or someone you really admired, and not gone up and talked to them?

Have you ever not asked for something that you really wanted, like a promotion, and then seen someone else ask and get it?

Have you ever avoided doing something that would have been fun, exciting, or satisfying, because you were afraid you might embarrass yourself?

Let me tell you how often I've done all these things: so often I've lost track.

So let me do this backward. I'll describe the person who doesn't need this book, and you decide what's true for you.

- If you are confident in every situation and can walk up to any stranger and start a conversation, no matter if it's a homeless person or the British prime minister or Beyoncé;
- If you don't hesitate for a single second when you see a unique opportunity to participate;
- If you never feel embarrassed drawing attention to yourself;
- If you can ask for the order in every sales pitch;
- If you can comfortably give a person strong criticism and have them still like you;
- If you have the life partner you want;
- If your work is satisfying, and you feel you are advancing in your career as fast as you want;
- If you believe you can communicate your thoughts effectively in any situation;
- If you have zero stage fright;
- If your social circle is as wide and deep as you want it to be.

If all of these are true, then you can stop reading. You don't need this book. However, if some—or perhaps all—of these things are *not* true for you, then the techniques in this book can take you as far into boldness as you want to go, all the way to superbold. From wherever you are right now, I can help you get to a place unimaginable to your current self.

The first step is acknowledging you want change. I sincerely believe people who experience shyness don't want to. But they often define themselves with that word, and that's the first belief I'm going to attack. You are not shy. You *feel* shy. Sometimes. Sometimes you behave in a way that is inhibited, reticent, withdrawn, under-confident. That is not *what* you

are, and it is certainly not *who* you are. You may be short or tall, Black or Hispanic, myopic or bowlegged. You *are* those things. But shyness—and any level of under-confidence—is simply a conditioned behavior that you exhibit. Shyness is not a genetic disorder.

Not that it isn't part of who you are right now. It is. For some of you, a lack of confidence may be the biggest part of your personality. But it's not permanent. I guarantee it. You know how I know? Because I'll bet there are dozens of situations where you don't feel hesitant or under-confident at all. Maybe it's with close friends, or with family, or even at work. As I said, it's *situational*. But, unfortunately, those situations are often the most important ones. It's not you, not all the time, but it is how you behave sometimes. Which means it can change.

Here is a good reason to cultivate your boldness. You are not just depriving yourself of experiences—friendships, job opportunities, relationships, camaraderie—but you are depriving *others* of the experience of you. You have something to offer the world. There are people out there who would love to know you, but they may never meet you because you are hiding in your cave. You may even have something significant to offer to the world at large, and a lack of boldness is keeping you from achieving your destiny. Perhaps you would be a phenomenal senator, or an exceptional entrepreneur. Or a breakthrough comedienne. Who's to say?

The ultimate goal of this book is superboldness. What I mean by that is you are bold on command, all the time, anytime, in any situation. It is never restricted by the circumstances or the magnitude of the challenge. It is a superpower you summon as naturally as breathing.

I'm going to get you to this place where you will feel charismatic. And I'm going to do it so fast you'll be rather shocked. I did it the hard, slow way, over decades. But I figured out a systematic way to bring out my boldness in any situation that I chose. And it has changed my life. I'm different than people who are bold but don't know why or how they are, because I had to learn how to be bold. I have a system that worked for me so well that I

am superbold because it is part of me, my true natural essence. And you can learn it too.

Are you ready to start chasing your dreams? It's a lifelong journey. But it starts by acknowledging that who you are right now is not who you want to be. Then I can show you how to quickly and effectively change all those things you want to change. Just as I've done for myself.

This book is about discovering who you might become, if you only dared.

PART I



**BOLDNESS
DECODED**

CHAPTER 1

WHY BOLDNESS?

“When I let go of who I am, I discover who I might become.”

—Lao Tzu

If you ask people who know me now, they will tell you I am gregarious, outgoing, bold, daring, and an extrovert. Some have even called me charismatic. I say this not to brag, but because if you ask someone who knew me in my youth if I was any of those things, they would find your question hilarious. “Fred?” they would say. “You’ve got to be kidding. You’ve clearly never met the guy.”

The fact is, I grew up extremely shy. Because of that, I have several big regrets and countless small ones. I blew my first real job promotion because I couldn’t pick up the phone and make even a single cold call. I spent two days with Robin Williams and never told him that he starred in two of my favorite movies, *Good Will Hunting* and *Dead Poets Society*. I never eulogized my father, and it is one of the greatest regrets of my life not to have spoken and honored the man who raised me, taught me to be a man, made countless sacrifices along the way, and died too young. For things like this, there are no second chances.

That's not me anymore. I realized that the few times I *did* speak up, that I did suppress my shyness and act boldly, were the times that made all the difference in my life.

Let me give you a simple example.

I was fourteen, hanging around the local boys' club, waiting for my turn to shoot pool, when an older man came bursting through the door. He was looking for one of the other boys, who was not there at the time. The man was agitated. "He's supposed to be washing dishes for me tonight," he said, frustrated.

From the corner of the room, a meek little voice said, "I'll work."

The man jerked his head toward me. "Who said that?" he shouted.

"Me," I replied.

"Come with me!" he commanded.

I followed him as he rushed out of the club and jumped into his Cadillac El Dorado convertible, and we sped off to his restaurant, where I worked a ten-hour shift for a dollar an hour. Cash.

Let me tell you all that came from that moment where I decided to speak up.

That dishwashing job turned into a cooking job, and then bartending, which I used to support myself all through college.

Gary, the owner's son, has become one of my oldest and dearest friends, and eventually a partner in my business as well.

Recently, as an "uncle" to Gary's two sons, I am their partner in another very successful business functioning as an advisor, investor, and friend to these two boys I have come to love almost like sons.

But the friendship with Gary by itself would have been reward enough.

I could have sat there in that boys' club and said nothing, and that friendship and that pathway that had so many benefits in my life would never have begun. It was not until many years later that I connected that briefest moment of daring—which, for someone as shy as I was, was extremely rare—with the power of boldness. I learned from it. I learned

how to summon it to create many of those powerful chain reactions. And I've learned to trust that I won't be able to necessarily see all the potential rewards that may come to me. But I now know that they will undoubtedly come and enrich my life even more than I anticipated.

That's what I want for you. It's why I wrote this book.

WHY DEVELOP BOLDNESS?

Everything Flows from It

My friend Will has a six-year-old boy, and whenever his son is hesitant, shy, or worried about what other kids might think, Will tells him this: "Boldness is a superpower." Will heard this from me in a lecture a few years ago, and not only has he never forgotten it, he drills it into his son's consciousness so that he never misses out on anything in life.

I love that Will does this. Because if someone asked me, "If you could give your child only one thing, what would it be?" my answer would be "boldness." Because everything flows from that. Anything is possible when you are acting with self-confidence. Don't believe me? Imagine what level of self-confidence it takes to run for president. Yet any US citizen over thirty-five can choose to run. All you have to do is say, "I'm running for president," professing your desire to be the leader of the free world, and you're on the path to what's possible. One sentence.

But it doesn't start without boldness.

Trust me, I know. I didn't develop confidence growing up. I was a nerdy kid with glasses who skipped the second grade, so I was always smaller and younger than my classmates. And so, I became painfully shy. I let it define me. Until I got so angry at how much I was missing out on that I figured out how to redefine myself. I met bold people, and I marveled at their behavior, at how much they didn't care what people thought. They just lived wonderful lives. Then I used every resource I could to transform myself.

Now I get excited at the idea of getting up in front of two thousand people. I walk into a huge empty conference hall and think, “I would love to be in front of a crowd in this room.”

It’s not about the glory and attention of being in front of an audience. In fact, some of those people will think I’m an idiot/bore/attention whore. I guarantee it. But a few of them will have a moment of epiphany, where they will hear me say something, hear an example I give or an analogy, or just the right turn of a phrase that clicks with them, and suddenly they have an insight about their lives, their business, their mistakes. Or I may just make them laugh.

I sincerely believe that your under-confidence, your hesitance to interact with other people, is diminishing you. It is closing in the light of your personality, your uniqueness, and depriving others of who you really are.

With my boldness, I create change. My actions, simple as they may be, ripple out into the world and have an impact. You know those people you’ve been labeling as “charismatic”? It’s their boldness. It’s coming off them in waves, and they’re moving through the world with it, making the changes they want. Many people—and I know this because they’ve told me—perceive me as charismatic for precisely this reason.

Cultivate your boldness. Everything flows from it.

You’ve Paid the Price for Hesitation

One of the biggest reasons to develop your boldness is because you’ve already paid the price for your *unboldness*.

I’m going to use two words a lot in this book, so I want to be clear about their definitions. The first word is *hesitant*, which most people understand, and it applies broadly to all types of actions, from speaking to dancing to diving off a ten-meter platform. The second word is *reticent*, which means “hesitant to speak.” Often you will hear people misuse the word *reticent* to

mean *hesitant*, or they will say, “I’m reticent to speak,” which is essentially saying it twice. What they mean is “reluctant to speak.”

Suffice it to say that I will be using these words in their actual meanings. I’ll be using them a lot because the hallmark of under-confidence is hesitation, in words or in actions.

Hesitation haunts us. Sometimes the opportunity passes in just a few seconds, but other times we’ll burn up five or ten minutes, or longer, letting that attractive woman or man stand alone in the corner and, just as we summon the nerve to vocalize something, someone else walks up to them.

Or the right moment to ask for a promotion passes because the other person at your level asked first and got it.

Or you see a famous person you want to talk to. Or you have a great idea in a business meeting but are waiting to be asked what you think.

Or worse, when you wanted to speak up about some injustice or offensive behavior and didn’t. I’m sure you can recall dozens of times when that happened.

We let chances slip away, and we’ve done it so often, we think it’s normal. It’s not. But, just as it would not be normal to fly to Hong Kong and suddenly be able to speak Cantonese, we shouldn’t expect to instantly change just because we don’t want to be hesitant anymore. It takes practice.

Undoubtedly, you’ve experienced more than once how hesitation is not rewarded. You’ve watched that window of opportunity close as you overponder a situation and play out scenarios in your head. So, let me help you with these painful memories. It’s not really because you’re shy or lack confidence. It’s because you’re not prepared. You haven’t developed the right skills yet.

In other words, it’s nothing to beat yourself up about, just something to fix.

This book will help you. At the end of this chapter, I’ll give you a road map of how you’re going to move past your under-confidence and be bolder, until people you meet will think you were always this charismatic.

But for now, my hope is that you are at a place where you don't want to be defined by your lack of confidence, your lack of boldness, and are ready to learn how to transform yourself.

Because life is too short.

It's too short to let other people decide what you're capable of.

It's too short to sit waiting for your dreams to come true.

It's too short to spend time waiting for the perfect mate to come along.

It's too short to think other people care if you blame them for your unhappiness.

It's too short to put off taking responsibility for everything that is important in your life.

It's too short to be lonely one more second, to not be alone except when you choose to be.

It's too short not to laugh more than you complain, smile more than you frown, and win more than you lose.

It's too short to spend it avoiding all risk.

It's too short to spend it avoiding all pain.

It's too short to spend your time judging other people.

It's too short to avoid chasing your dreams with determination, persistence, and a little madness.

So look before you leap. But, no matter what, leap.

You Will Always Be Ready

The biggest WHY in terms of developing your boldness is not the day-to-day impact on your life which, don't get me wrong, I consider very important. The real WHY is because you never know when that moment is going to come, that moment when you are going to need this skill for what may become one of the most important days or events or encounters in your life. You don't know if that will occur tomorrow or next month, or ten years from now. But you'll want to be up to the task.

I'll say it again: one of the most important reasons to master this skill is because there will be singular moments, opportunities to speak or act that will occur only once in your life, and you'll want to be ready. That's where superboldness comes in. You will always be ready.

You know the expression, "No one died wishing they spent more time at the office." This will be true for you with respect to your boldness. You will not regret your boldest moves, but rather your most cautious ones, your most hesitant ones, your words unspoken, your risks not taken. My goal is to make your final words be, "I changed myself constantly, took incredible chances, and found love, joy, and adventure in abundance. I died bruised, broken, worn out, fully depleted in every way, with a big, satisfied smile on my face."

GENUINE BOLDNESS

The power of boldness that I want you to harness involves more than just being comfortable meeting people. Genuine boldness means deciding to put yourself in situations that most people normally wouldn't. Shy behavior doesn't just keep us from saying things, but from doing things. Our hesitation, just like our reticence, ends up preventing us from having unique and satisfying experiences all the time. *In essence, boldness is simply moving from inaction to action.*

But that is a big move. Most people choose inaction. Most people stay in their comfort zone 24/7. It's a whole lot easier. But if you're dissatisfied with life so far, and want to discover what's really possible, you're going to have to make that crucial, simple move from inaction to action.

What I also want you to discover is that boldness is rewarded in unexpected ways. It's as if you radiate fearlessness, and the sea parts. Lieutenant Colonel Bill Kilgore, the character played by Robert Duvall in the movie *Apocalypse Now*, was based on real individuals. The way he would strut around fearlessly with bullets flying around him as everyone was diving

for cover was not a fictional dramatization. Many soldiers in Vietnam talked about how some men just seemed invincible and acted that way. And nothing ever happened to them. Or was it the other way around? Was it their state of mind that made them invincible?

I'm not talking about being bulletproof in real life, but metaphorically I absolutely am.

Most people go through life dodging imaginary bullets, and most of the time nothing is aimed at them at all. Or is as harmless as a marshmallow.

This book is about discovering how to act boldly and feeling the thrill of it. And seeing the power of it. And the joy. And most of all, the fulfillment of your dreams and greater purpose.

And just so you know, I'm not talking about being obnoxiously bold, where people are grossly inconvenienced, or hurt, or seriously offended, or taken advantage of by what you say or do. The truth is that almost every action offends somebody.

You can be Mother Teresa and there will be someone who thinks you're an attention hog. I don't believe in giving those types of people a second thought. You might make people uncomfortable—which most of the time is their issue, not yours—but I'm not advocating rude or bad behavior. I sincerely believe you can be bold, polite, and considerate at the same time, and act with integrity in every situation. That to me is true fulfillment, to be your absolute boldest self while still having integrity in everything you do.

WHAT'S HOLDING YOU BACK?

Let's be honest: if developing boldness was easy, as easy as wishing it, you'd have done it a long time ago. But it's also true that many of you haven't tried.

I hear people resisting change all the time. "I hate change," they say, with great emphasis. "I just want things to stay the same." But what I see

is people love change. We all love change. ATMs. Netflix. Smartphones. Facebook. Do you really want to start going back into banks for your money? Or using a big paper map to find directions? No anti-lock brakes, no internet, no arthroscopic surgery? Everything should stay exactly the same, right? I didn't think so.

Face it. You don't hate change at all. You just hate *to* change. It's really just you resisting changing yourself. The rest of the world better keep on improving. In fact, it's not just the world around you that needs to keep improving. *Other people* need to change too. We have self-improvement recommendations for everyone else. That guy in finance needs to learn to chill out. That gal at the bank needs to wise up before she gets herself fired. So-and-so needs to lose weight or he's going to have a heart attack. That lady needs to stop complaining and realize how good she has it. Those people need a better attitude. Sound familiar?

We just don't like the idea of changing *ourselves*. We get very attached to who we think we are, who we define ourselves as, much as it's mostly fiction and it's not even how most people see us. For example, we may think we come off as intellectual and clever, when we are actually regarded as sarcastic and snide. (That would be me, for thirty years or so!) Or we think we come off as quiet and reserved, when instead we are regarded as cold and aloof.

My point is, your definition of you and other people's perception of you are both wrong, and both can be changed. But the first step is saying, "I'm ready to change." I can do nothing for you until that moment, and I'm going to spend a good part of the beginning of this book getting you to say that and really mean it, and then together we will make everything happen.

Here are some things you might be telling yourself and that have become all-encompassing beliefs that hold you back from beginning your journey. I'm putting them down here, in black and white, so you can face them and move on.

“I Will Lose Myself”

As I present people with the possibility of becoming bolder, one of the classic defense mechanisms they default to is saying, “This just isn’t me.”

I immediately point out that when I talk about getting someone to say, “I want to change,” I’m saying that I want them to change their *behavior*. It’s almost impossible to “lose” who you are. The essential you is not going to be erased, no matter what you do. But we all can change and improve many aspects of our behavior. The happiest people do it throughout their entire lives.

If you see yourself as introverted, I’m sure you are quite capable of telling yourself and everyone else that you don’t mind being that way: “It’s just the way I am.” But have you ever found yourself with a group of like-minded people, talking about a subject you are very interested in, and suddenly you are contributing eagerly, in an animated and excited way, perhaps even dominating the whole conversation? I’m sure that’s happened at least once or twice. You know why it happened? Because you are not shy. You just don’t know how not to *act* shy, so you define yourself that way.

Think of yourself like a song. A song doesn’t have to be played just one way, or with one interpretation. The Beatles’ song “Something” has been covered by more artists than any other song in history. Fast, slow, jazzy, rocking, but it’s still *that* song. What we will be doing is creating variations of you, so to speak, with you being the theme, and the variations will be behavior that you *choose* for that situation rather than fall into.

Your song doesn’t have to be monotonous, in its figurative meaning as well as literal. You can have many tempos, jump octaves, howl, whisper, and your rock opera will still be your own.

Who do you know who truly changed into someone else? I’m willing to wager no one. But at the same time, are you the same person you were in high school? In college? I’m certainly not. My basic personality is mostly the same. But I’ve become well-traveled. I’ve learned to sell, to be

a businessman, to speak publicly. To discern colors even with my vision impairment. To control my anger, my profanity, my sarcasm, and a hundred other things over sixty years. I'm definitely still me, but I'm not at all the person I once was. And, by the way, I'm not who I will be. I'm making choices every day to grow, learn, and blossom in new ways. Still, nobody thinks I've become someone else.

From wherever you are on the boldness scale, you can choose to grow, advance, and elevate yourself to untold heights of boldness until you are superbold, summoning it whenever you choose. You'll still be that essential you. Just a more wonderful version.

“People Will Mock/Hate/Laugh at Me”

This is a big fear—and we don't just face these reactions from strangers. There are people you love who will try and deter you from boldness. They'll tell you that you shouldn't aim so high. They'll say they are trying to protect you from disappointment. In other words, they think you'll fail.

These people simply don't know that boldness is a superpower. They think ambition leads to failure and heartbreak. To that I say, so what? I've failed plenty, and I've had my heart broken more than a few times over the years. It didn't convince me that I don't want love in my life. It convinced me that I have to be a better person in the relationship and find someone who is a better match. That's all. Not crawl into a cave and die alone.

Those strangers who try and knock you down, who mock you, are not worthy of your attention or affection. Think about mockery. It's really just a form of bullying. Not a sign of intelligence, or anything positive, really. It's just insecurity perverted into hateful behavior. We see children and teenagers do it, and some of them carry it into their adult lives. They are to be pitied. Still, they can certainly harm you by embarrassing or humiliating you, and probably have.

It's time to change your thinking about them. Replace your resentment or hurt with pity. With empathy, even. There is no more unfortunate

person in my mind than a bully. To try to make yourself feel good by making other people feel bad? By hurting people? How much lower a life form could you be?

“Screw All Them, Screw All That, I’m Moving On”

Later, I’m going to give you tools to deal with rejection and failure, including where those two feelings come from and how to change their meaning. But for now, I want to give you a simple piece of armor. It’s a new message to tell yourself—a concise statement to reinforce the new mindset. When you’re feeling mocked, or embarrassed, or unsteady, or people make you feel awkward, or you’ve talked yourself into feeling that way, this is what you say:

“Screw all them, screw all that, I’m moving on.”

You don’t say it out loud. And you don’t say it angrily or with resentment. You say it to yourself in a lighthearted way. With a little shrug, maybe. And a hint of a smile.

As Taylor Swift would say, “Shake it off.” Try saying it right now. You’ll find it liberating, I believe. Sitting by yourself, think of some situation or someone that hurt you or mocked you. And now say it out loud: “Screw all them, screw all that, I’m moving on.” Maybe say it a few times, until you really feel the lightness that comes from saying it. You may even start laughing at the fact that you let it bother you. Shout it out, if you are in a place where you can. See how it feels. Remember to smile as you do it. It adds a little magic.

I hope you’re not offended by the language, but it’s meant to be strong, memorable, and determined. This is your key mantra, your chant, your power refrain in dealing with those hurtful situations. In fact, if you so choose, change the word “screw” to the f-word. You won’t be saying it out loud anyway, unless you’re alone. It’s for you, internally. Say whichever version works for you to feel empowered

and to release the grip that others' opinions have on you.

Please don't see this mantra as an act of hostility toward people, because I NEVER want you to say it out loud to anyone. This is designed to jam the signal of hurt and rejection that you are perceiving, whether real or imagined, so you are not weakened by it, but rather strengthened. This is about self-preservation until you no longer need it, an invisible suit of armor that allows you to walk away unharmed.

Remember, this mantra is temporary—it's like training wheels. Bold people never have to do this. They already ignore rejection. They behave as if it doesn't exist, and therefore, for them, it doesn't. (I'll get you there, I promise!) This is why people often define them as charismatic. They don't have armor; they have an aura. An aura of superboldness.

For now, you must realize that most of the time, rejection is not about you. Even if sometimes it is, must everyone love you? Must everyone find you interesting? That's a tall order, a ridiculous need. Let *that* go, and you'll feel pretty powerful. You'll be looking for your people, your tribe. Nobody else is necessary.

“I Don't *Want* to Change—I'm Happy As I Am”

I'm not ruling out being an introvert as an effective lifestyle. I know a woman who is truly antisocial and she's also a great writer who cranks out a new novel every year. She probably has no need for this book, unless she decides she is unhappy with her social existence and realizes she is hiding and would rather stop writing and fall in love.

Maybe you are a software engineer on par with Mark Zuckerberg and have incredible focus because you have no social life, and that has made you a substantially more proficient programmer. You might not need this book either, because someone will find you and invest in you, or hire you, and someone with low intimacy needs will marry you for your brains and your money. And your life will be fine.

But if you're not one of these people, maybe you're just geeky and need to find ways to interact with people even as a geek. There is nothing wrong with being nerds or geeks, by the way. They are creating the new world. The problem is, it often makes you reticent, socially inept, and therefore unhappy.

As I said earlier, you won't lose you. Don't confuse your ingrained behavioral patterns with your true identity, the essential you. That's easy to do, and certainly an easy excuse to cling to when you're afraid of the risks of change and the uncomfortable feeling that goes with it. You are not defined by your past. You need to spend a little time getting beyond what you've constructed for the outside world to see and get down to who you are at your core. And more importantly, who you would become if you only could.

Don't trust your self-definition. Very few people besides you actually believe it, and you're letting it rigidly define you rather than continually evolving that definition of yourself. Those definitions that you believe are written in stone, that are the immutable "you"? They are not. They are written in rewritable code, and we're going to mess with that programming big-time.

Don't get me wrong. I know there are hidden advantages to being shy or introverted. When you're a friend, you're a really good friend. But often, you get too clingy and needy, and you end up overwhelming people who could be good friends, or who could enjoy you in smaller doses.

You also undoubtedly have learned other skills that you may not have if you had a robust social life. You might be an avid reader, or a *Jeopardy* master, or a skilled magician. You've had more alone time, and hopefully diverted your energy in productive ways, not just playing online poker or lurking on Instagram and TikTok.

That is not a judgment on my part. It is who you've come to be, and I want you to acknowledge it and decide if it's time to move beyond it. If you're a magician, it's time to perform for bigger audiences than your

family. Or, if trivia is your skill, you need to try to get on a game show. If you're an engineer, it's time to start having sex.

If you have even the slightest suspicion that your life would be better if you were bolder, this book is for you.

WHAT THIS BOOK IS

I'm sure growing up, and perhaps even in adulthood, someone has told you, "Don't be shy." Or even better, "Don't be so shy!" That helped, didn't it? All you really needed was someone to tell you to stop so that you could blossom into the outgoing social butterfly you always wanted to be. As if. Or you were at a party and a friend said something like, "Just go up and talk to him (or her)!" Meanwhile, you're thinking, "If I could do *that*, then I wouldn't be standing here *not* doing it!"

I'm not going to be doing that. Instead, I'm going to give you a step-by-step method on how to go from wherever you might be on the shy/bold spectrum now to someone who can talk to strangers, speak up first, tell people what you expect from them, and generally be comfortable acting boldly in any situation. You may still *feel* shy, or at least have moments when you do, no matter what I teach you. But it will not be how you define yourself. I will show you how to do this through the PRIDE Method, which is divided into five steps:

1. **Preparation**—Things go a lot easier when you prepare, especially the initial words you want to say to someone.
2. **Relaxing**—There are simple ways that you can reduce your anxiety before and during any social encounter or endeavor.
3. **Insight**—You will come to understand the stories you tell yourself that create imaginary danger.
4. **Dosage**—Controlling the level of intensity of a social experience is key because everyone is different and has a different capacity,

and increasing that Dosage at the pace you can handle is essential to becoming bolder.

- 5. Every Day Action**—The most essential step in bringing about change—any kind—is daily activity toward your goal.

These steps interact with each other to create genuine boldness. But you're not just going to take my word for it—you're going to practice the PRIDE Method in what I call the Boldness Exercises (or sometimes just exercises). These exercises are divided into five levels so that you can work your way up the shyness/boldness scale. Many of them—and much of the content in this book—is about the dynamics of meeting new people. The reason for this is that connecting with people in a meaningful way is the foundation for boldness, because becoming bold starts with an ability to meet anyone you want and to move through the world comfortably in any social situation. Your bold actions will flow from this capability.

Remember, these Boldness Exercises are training. The aim is to be superbold—bold at any moment you may need it. It might be helpful to think of the Boldness Exercises like playing scales when learning a musical instrument. They are not the whole song, just the keys that you will want to know how to play that sound best together. Like all new learning, we will start at a very basic level until you get the hang of it.

I will also explain the psychology of your under-confidence, and give you tools to help you move past it, such as Guiding Principles, Social Skills, and Power Tools. All of these will help you develop your boldness and hold on to it. And I'm going to ask that you keep a journal.

“Why a journal, Fred?” you're probably thinking. Because this book is about taking action. An essential part of that will be logging your results on a daily basis, so a journal is critical. I recommend making it a physical journal, with a nice cover on it, because this is your transformation manual, and you want it to be tangible. I do believe there is something about having

a real object, a talisman symbolizing and empowering your growth and transformation. Keep it private. This is for your eyes only.

It has been demonstrated that writing things down is even more effective in moving ideas into your consciousness than typing but, if you absolutely must go digital, then use an app like Evernote so that you are putting everything in the right place and can access it anywhere.

Your Boldness Journal has two purposes: to track your progress, both the failures and the victories, and also to reflect on your past, for motivation to become even bolder. The more dedicated you are to the Journal Entries throughout this book, the faster you will progress in confidence, boldness, and fulfillment.

We start now with your first entry.

Journal Entry #1: Moments That Made a Difference

Looking at your life, you should be able to recall a few moments that were pivotal, that perhaps opened a new door for you or even pushed you into something that changed the course of your life. You've already heard one of mine: the time I spoke up in a pool hall and it led to a friendship with Gary and his two incredible sons.

I want you to recall those moments now because most often those were flashes of boldness, where you spoke up, or acted, didn't hesitate, and a surprising opportunity came your way. You may have had several of those moments, or just a few, or maybe only one. I hope at least one. Now, go to your journal and start a section called Moments That Made a Difference. Put down the incidents you can think of. Come back and add more if you think of them.

These moments of boldness are your touchstones. They remind you that you *can* be bold; you just need to practice it. Turn to them for

courage and motivation as you expand your confidence and develop your superpower.

In your journal, write down the moments where you were bold and it changed your life. Keep adding to this list as you think of more.

READY FOR ACTION?

If you've succeeded at anything in life, it's most likely because someone somewhere along the line was hard on you. They didn't let you off the hook and let you settle for mediocrity. When it comes to you becoming superbold, that person is going to be me.

At first, we are going to take baby steps. For some of you, they may feel too slow. But starting this way forms a critical foundation, a template you will always be able to go back to and examine why you failed at an interaction, and how you could have improved it. We're also going to begin with exercises that very gradually increase your social abilities, expand your comfort zone, and heighten your boldness.

My goal is to do it at a pace where you can see the build of it, the progress, and get encouragement to step up a little more. If it feels slow for you, you can work through the Boldness Exercises faster until you hit your discomfort zone. Then slow down and refine your superpower. It's not about how fast or slow you do the exercises. It's about steady progress with no setbacks.

Don't expect it to happen overnight. But you will feel better every step of the way because you will learn how to change, gradually and permanently.