



5 STEPS TO BUILD YOUR SELF CONFIDENCE



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Do you know that feeling?

When you would like to move on with your life but facing fear and lack of confidence? I know how that feels, I went through the same experience myself.

These 5 steps will help you build confidence every single day. Give it a try and print these out-simply put them on your „everyday spot“ 😊 (fridge, mirror, whiteboard, whatever works for you)

„Self- Confidence is the biggest secret of success“

About Me



I remember days working as a cleaner in UK, dreaming of a better life while I was constantly short on earnings versus must pay expense. I pulled 15hrs a day with limited options to progress my career and didn't see the light at the end of the tunnel. Facing lack of money but more importantly, not seeing what I am worth. Me and my husband could not afford living on one income as we were in process of building the house and expenses were getting through the roof. Starting a family was not on the horizon for me that time, even if I wanted to.

10 years later, here I am, together with my husband, having built a successful global business that allows me to be a mother in the first place while building up my career and financial security at the same time.

My aim and ultimate goal is to show women they can achieve anything and become a better version of themselves.

Zuzana



Contents

You come first! 01

Appreciation gets you more 02

Farewell to negative thoughts 03

Listen to yourself 04

The most important point! 05



01 YOU COME FIRST

Loving your partner, kids, family is beautiful and natural, yet hands on heart being honest – do you love yourself? How many times a day do you appreciate yourself? Give yourself an honest smile? Not too often, right? What`s missing for you to do so? I`ll give you a simple tip here. Irrespective whether you`re at home, going to office – dress up each morning, use your favorite perfume, simple „doll up“ the way you feel attractive and good about yourself. Smile at YOU every time passing by a mirror. It doesn`t matter you`re at home wiping floor and looking georgous like from cover of the magazine at the same time. What counts is you are beautiful for YOU...and let`s be frank, your partner won`t mind either :)



02

APPRECIATION GETS YOU MORE



Countless times, we tend to think about what we don't have as opposed to being grateful for what we have. It can be the most „trivial“ thing. Give it a try each morning and evening, while brushing your teeth for example and say thank you for what's in your life. You may not be confident right here right now but I am sure you have accomplished things in your life you should be proud of. Are you married? A mother? Do you have a partner? Are you healthy? Bought an apartment or a car? Can you cook a mouthwatering dish people are smitten with? Whatever it is, there is a reason for you to be proud of yourself! For this process to kick off, you need to start appreciating. Say thank you to yourself. For everything you have achieved so far. Say thank you for the fact you can brush your teeth – and that you have a toothpaste to do so. Do say thank you for everything you have, simply because if you do so and will appreciate who you are and what you have, you will get more in return – and most importantly – you will move on.

03 FAREWELL TO NEGATIVE THOUGHTS

Negative thinking is an accompanion since our childhood, doesn't come as a surprise it's the same even when we grow up and are mature adults. Some are harmless but others can ruin our mood or even entire day. Worried something will not work out? Concerned your child will get sick? Afraid your car will be stolen? Scared your partner will leave you one day? Gather these thoughts, put them in a bag, close it tightly and throw to fire, let them burn. Well, in your thoughts only of course :). Eliminate these thinking patterns from your head and don't let them spoil your day. Law of attraction works, so attract something nice, positive. Whether you believe in God, universe, vis maior or not nothing at all. If you think about something intensively and focus your energy right there, it will happen. Pretty much, it is like a computer. Delete broken software and replace it with a new one – positive thoughts to attract what you are wishing for, not what you are afraid of. It might be difficult at the beginning but trust me, it is worth it.





04

LISTEN TO YOURSELF

The worst thing you can do to yourself is to go against YOU. What does that mean? Have you ever experienced that inner voice, feeling you should not go somewhere, not do certain thing but you have shaken it off and just went for it? Well, it doesn't always end up with a disaster, however, what happens a lot is that things do not turn out the way we wanted. Travelling back in time to your childhood days ,we all remember our parents saying „when living under my roof, you`ll do as I say!“. Luckily, those days are gone for most of us, we don`t live with parents anymore.

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As I already said – you are the most important person, you matter the most! I am a mum, a wife and running my own business at the same time, but you need to put your yourself first and do it regularly. It can be difficult at times, yet to gain self confidence, you must feel good about yourself to begin with. What boosts your self confidence? Dressing up for a city walk? Taking a long bath, washing your hair, enjoying manicure, pedicure, facial? Whatever it is, just do it! No, you don't need to book a week at a wellness spa or spend a fortune on hairdresser for you to feel more confident.....yes, sure you can, but it's not a must and doesn't fit us all. Do whatever it is that helps YOU. What makes you shine, smile, boosts your confidence and feel proud of yourself? There's always a way to ensure you have that one hour a week just for yourself. And do whatever you want with that time.

Make it a habit, a ritual, ideally same day and same hour each week, for you and you only. Try and see how you feel after „you time“.

05

THE MOST IMPORTANT POINT

Asking yourself what's that? The most beautiful thing there is. Let me give you a hint :)

“

You see me everyday, you surely use me. Yes, smile. We are often up to our ears dealing with problems, having a bad day, or just PMS and even men know then we're nowhere near smiling mood. As already mentioned, make it a habit and every time you see yourself in a reflection, smile at yourself. Don't grin, smile. You are a beautiful woman, your smile enchants others. Your smile made other person's day, you have heard that before for sure, so why not make your day better for you too? No reason to smile? Great we have memories then! Think of a joke, funny situation or... simply anything that will make you smile :)



ARE YOU READY?

Try and practise these 5 steps for a month. What matters is for you to be at an ease with them and make it a habit.



I WISH YOU TO BECOME THE
BEST VERSION OF YOURSELF.

Zuzana

*„Too many people overvalue what they are not
and undervalue what they are.”*

Malcom Forbes



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