

J. LONYÁ

# 10 CONFIDENCE COMMANDMENTS

CULTIVATING & UNLEASHING YOUR INNER CONFIDENCE



## ABOUT 10 CONFIDENCE COMMANDMENTS

Confidence is tricky. Does it come and go according to circumstances, mood, and outcomes – Do we believe we're at the mercy of whether our confidence decides to show up that day? But true confidence is cultivated and nurtured like a habit, and rather than skip out on us during our hardest moments, it does the opposite: It shines.

In **The Confidence Commandments**, I break down ten essential components for creating a firm foundation of confidence. On it, you can build a new kind of life informed by empowerment, resilience, and empathy for yourself and others.

## ENDORSEMENTS

"I want to encourage anyone looking to evolve and be a confidently made entrepreneur. You need to get this book *The 10 Confidence Commandments*. This book is so powerful because it goes beyond basic entrepreneurial or basic personal development information... If you feel stuck and you feel like you're not progressing in the way you want to – you need this book." – **Kay Richae of Shero Ventures**

"This book has definitely helped me to become a confidently MADE entrepreneur, and it has allowed me to have the hard and soft skills I need to be in the right mentality. Out of all the Confidence Commandments, the one that resonated most with me was being able to ask for help... This has been my compass to guide me through having the right principles. Thank you, J. Lonyá for sharing your wisdom and your knowledge with us!" – **Monique Quarles AKA "Meaux" of Meaux Digital Solutions**

"I'm super excited about this book. I recommend you buy the book and apply it to your everyday life and your growing business. It can... help you maintain your confidence and stay true to what your overall goals are... It's amazing." – **Ken'Nesha Hart, Founder iScale HR**

## SUMMARY

**Title:** The 10 Confidence Commandments

**Author:** J. Lonyá

**Available at:** Amazon & [www.iamjlonya.com](http://www.iamjlonya.com)

## ABOUT J. LONYÁ



J. Lonyá embodies the challenging yet beautiful intersection of professor, author, mom, consultant, and entrepreneur empowering-machine. She balances family, friendship, business, and personal development with a thoughtful, strategic approach she has honed meticulously over the years.

The secret to J. Lonyá's tenacity and consistent growth lies in her attention to embodying a confident mindset, and her ability to remain agile and curious in her habits and beliefs. Once she discovered how significantly a confident mindset impacts behavior and outcomes, J. Lonyá began sharing her strategies with creatives, entrepreneurs, innovators, and business owners to help them reach their full potential.

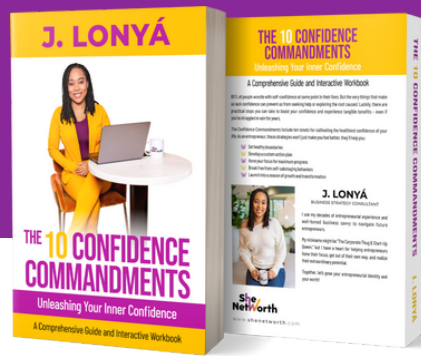
## CONTACT J. LONYÁ

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## EXCERPTS FROM 10 CONFIDENCE COMMANDMENTS

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### Excerpt From The Intro

It's one thing to have an idea, launch a campaign, or start an enterprise. It's another thing to be the kind of person who weathers storms and maximizes opportunities with style and grace."

### Excerpt From Commandment # 2: The Fine Art of Saying No

"Try asking, "If I wasn't afraid of angering or upsetting this person, would I still say yes?" It can also be helpful to remember that people frequently make their requests sound urgent, even when they're not. That's because they know how many voices are vying for your attention, and urgency is one of the best ways for them to stand out."

### Excerpt From Commandment # 4: Develop Clear Goals + An Action Plan

"There are few things more powerful than setting goals. While it's easy to assume you HAVE goals, if you try to define them, you might discover they're not as fleshed-out as you thought.

That's why one of the most critical aspects of goal-setting is to be specific. When you get up close and personal with your goals, and map steps to accomplish them, you take your aspirations from "dream" territory into reality."

### Excerpt From Commandment # 6: Take Nothing (Or Very Little) Personally

"If you frequently take things personally, consider whether you might be struggling with your self-image. For example, you might be extremely sensitive to feedback on your work because you feel unqualified or suffer from imposter syndrome. Deep down, you may feel like a failure or a loser.

When we take things personally, it could be because we're letting others define who we are. But if you decide definitively who you are, what others say won't hold as much weight."

# WHY J.LONYÁ'S CONFIDENCE COMMANDMENTS ARE ESSENTIAL

WE'RE EXPERIENCING A CONFIDENCE CRISIS OF EPIC PROPORTIONS



PEOPLE WITH LOW SELF-CONFIDENCE EARN ON AVERAGE

**\$8000**

LESS PER YEAR THAN PEOPLE WITH HIGH SELF-CONFIDENCE



OF US COLLEGE STUDENTS REPORT

**"OVERWHELMING ANXIETY"**

WHICH CAN BE LINKED TO LOW SELF-CONFIDENCE



SELF-CONFIDENCE IS THE MOST IMPORTANT "SOFT SKILL"

**55%**

ACCORDING TO EMPLOYERS



OF PEOPLE REPORT STRUGGLING WITH

**SELF-CONFIDENCE**

AT SOME POINT IN THEIR LIVES

OVER 70% OF GIRLS AGED 15-17 AVOID NORMAL DAILY ACTIVITIES, INCLUDING GOING TO SCHOOL, WHEN THEY FEEL BAD ABOUT THEIR LOOKS



OVER 70% OF GIRLS AGED 15-17 AVOID NORMAL DAILY ACTIVITIES



FEEL BAD ABOUT THEIR LOOKS



**75%**

75% OF GIRLS WITH LOW SELF-ESTEEM REPORTED NEGATIVE BEHAVIORS LIKE CUTTING, BULLYING, SMOKING, DRINKING, OR DISORDERED EATING

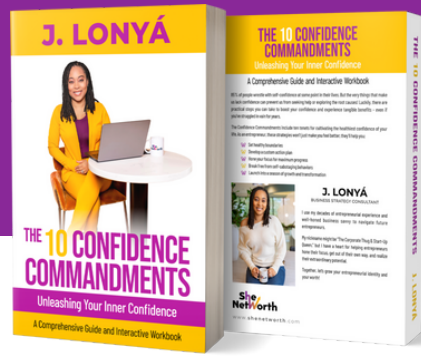


53% OF US YOUNG ADULTS SAY THAT SOCIAL MEDIA'S PORTRAYAL OF OTHERS' LIVES HAS HARMED THEIR SELF-ESTEEM



45% FELT WORSE ABOUT THEIR OWN LIFE AFTER LOOKING AT THEIR FRIENDS' SOCIAL MEDIA REELS

J. LONYÁ



# 10 CONFIDENCE COMMANDMENTS

## SAMPLE INTERVIEW QUESTIONS

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1. What inspired you to write The 10 Confidence Commandments?
2. Who did you have in mind when writing this book?
3. What does confidence mean to you?
4. How did you come up with the 10 Confidence Commandments?
5. What area of your confidence has improved the most and makes you feel most proud?
6. What is something you wish the adults in your life had done a little more to help boost your confidence when you were young?
7. What have you learned as you wrote this book?
8. How has increased confidence helped you achieve your goals?
9. How do you have the confidence to speak in front of crowds – did you have to work on that?
10. What are the ways that we can connect with you?
11. Where can the audience get a copy of your book?

# CULTIVATING CONFIDENCE