



**PURE
RESULTS**
COACHING

BACKING YOURSELF WITH 100% CONVICTION



1. WHO IS THIS WORKBOOK FOR?

This workbook is for leaders who want to take a positive step forward in their life. Most of us can benefit from backing ourselves with conviction in at least one area of our lives, even those people who seem so amazingly naturally confident in whatever they do. Behind the masks we wear in public, all of us have their own doubts, insecurities and worries.

- Have you ever felt like you lost your voice and weren't heard?
- Have you ever thought this is not me, I can't do it?
- Or have you had a time when you stepped back into the shadows to stay safe and watched someone else take the prize?

If yes:

- Do you want to shake off those old limitations to step into your full potential?
- Do you want to step up, speak up and write your story of success?
- Do you want to be the leader of your life, and be a role model for others?

If you answered yes to these last 3 questions you're in the right place!

**-EVERY ACCOMPLISHMENT BEGINS WITH
YOUR DECISION TO TRY-**

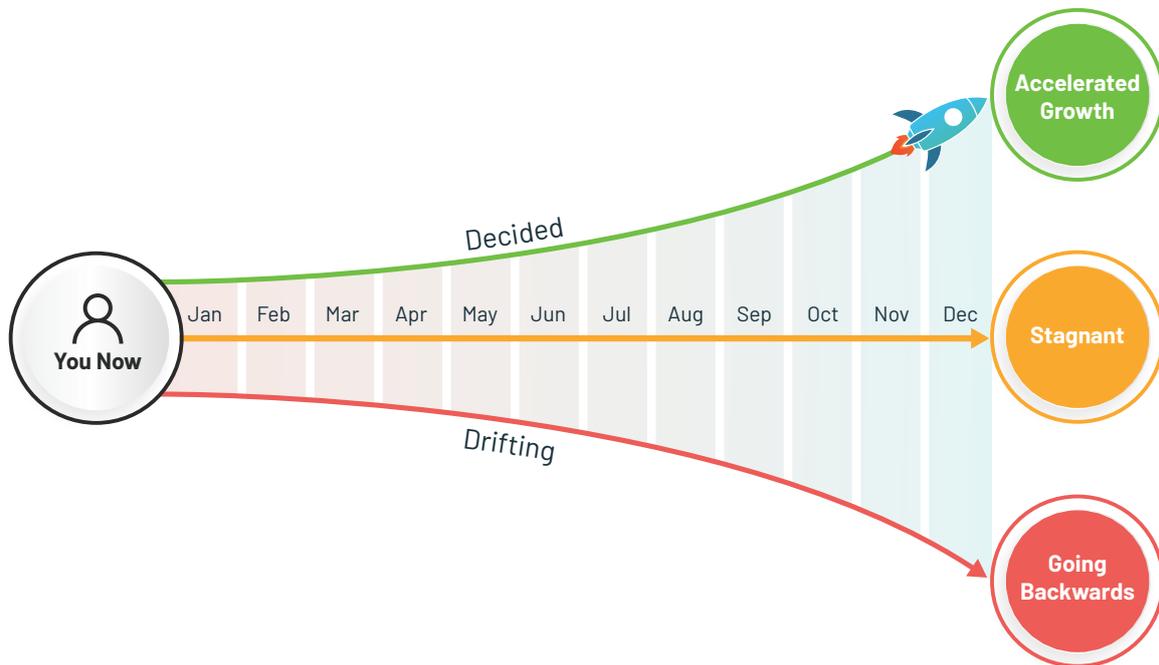
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Every effort has been made to be accurate in this publication. The publisher does not assume any responsibility for errors, omissions or contrary interpretation. We aim to provide the best information on this subject. Reading this material alone does not guarantee your growth, development or success. You will need some guidance, some practice, some tweaking both now and in the future to apply the skills and tools of this course to achieve the results you desire.

RRP: \$55 USD

THE POWER OF DECIDING TO CHANGE



All change starts with the decision to change! Without committing to change we simply stay the same. Its not change that takes time, it's staying the same that takes time!

Once we commit to change many people are surprised by how fast they can achieve amazing results!

This is demonstrated with the power of compounding growth. Just 1% consistent growth every day will result in a 3700% increase over a year! That's the power of having a clear roadmap, support and accountability.

Make sure you're moving in the right direction, because direction is more important than speed!

**ONLY WHEN WE ARE BRAVE ENOUGH TO EXPLORE
THE DARKNESS WILL WE DISCOVER THE
INFINITE POWER OF OUR LIGHT.**

BRENE BROWN

HOW TO USE THIS WORKBOOK AND TRAINING:

In this training my role is to support you and to challenge you. You might love me or hate me, or maybe love me and hate me because I'll be asking questions that invite you to look deeper and uncover the truth.

Part of this process is I will be asking some direct and at times some weird questions. To get the most out of this I encourage you to be 100% honest with yourself. You're doing this for you and just like life, the more you put in, the more you'll get out.

I'm going to ask you a favour, can you give yourself the gift of investing 20 minutes of your life to make a real difference?

Actually, I want to ask 2 favours. The second one is don't make this a thing that you pick up and don't do anything with. Promise to yourself here and now that from the insights you gain from this time, you'll do something with them. Knowledge isn't power, applied knowledge is power.

Hint: If you're not writing your story, it means you're merely a character in someone else's. As they saying goes:

Because you're the author of your story, if you're not writing the story of your success, who is?

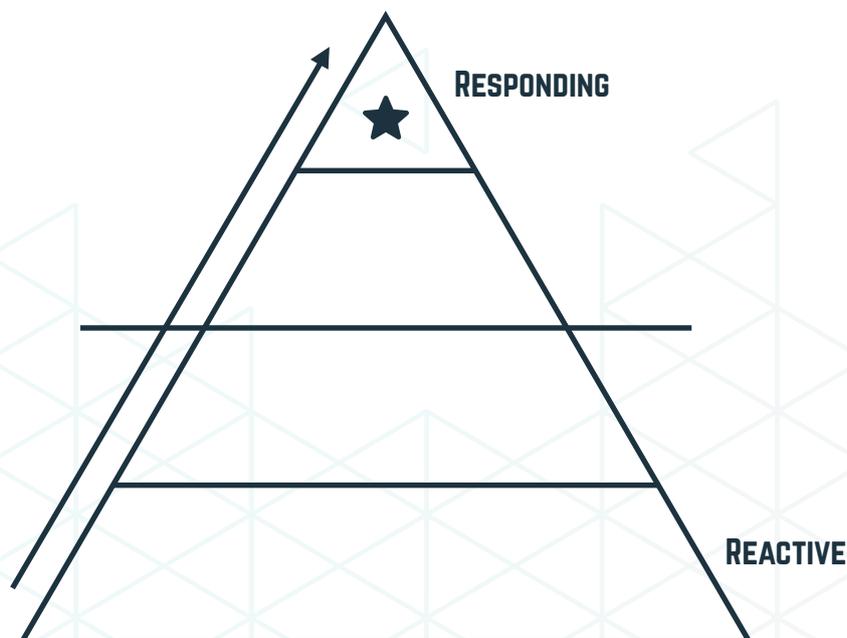
**BE NOT AFRAID OF GOING SLOWLY
BE AFRAID ONLY OF STANDING STILL
CHINESE PROVERB**

BACKING YOURSELF WITH CONVICTION!

So what is backing ourselves with conviction?

- Backing yourself with conviction is having the self-belief and trust in yourself to step forward and give it a go.
- It's giving yourself permission to show up being 100% real and know that you're here for a reason and you have value.
- It's having the inner confidence to know that you'll either make the shot or you'll learn something valuable.
- It's moving from a place of being reactive trapped in old patterns to responding in new, healthy ways to create the future you want.

If you had all or even one of these qualities, what difference would it make in your life?



2. CONVICTION AND CONFIDENCE AREAS

We all have areas where we feel naturally confident in and other areas where we could use more confidence. Take a moment to identify the specific areas in your life where you'd like to back yourself with conviction and to enjoy more confidence:

1. _____
2. _____
3. _____

2.1. RATING

Imagine a scale of 1 – 10 for confidence, with 10 being highest. Rate your current confidence level in these situations, you've identified above

For example, with public speaking for my first Toastmasters speech. It felt like my heart rate was topping 200 bpm, my vision was narrowed, my thoughts were clouded and scattered. Even entering the room didn't seem like something I wanted to do! For me, I rated that as a 2/10 for confidence.

**NO ONE CAN MAKE YOU FEEL INFERIOR
WITHOUT YOUR CONSENT**

ELEANOR ROOSEVELT

3. CURRENT STATE

Thinking of that situation specific where you're not backing yourself. When you think of this situation how does it look, feels and sound? Be as descriptive as you can here.

What is the picture you see in your mind? _____

How does this situation feel? _____

What sounds do you hear when thinking about this situation? _____

At this time, what is the state you're in called? _____

**FOR THINGS TO CHANGE, FIRST,
I MUST CHANGE**

4. CONFIDENCE – VERB

According to the dictionary, confidence is a noun. Yet, if we make the choice to turn confidence from a noun into a verb, a “doing” word it then brings a whole new meaning to it.

Now, confidence is something we do, like walking or running. As it’s something we do, that means it’s something that we can practice and improve on, much like riding a bike or learning to play tennis. *Other people do these things, and so can I.*

verb

/vəˈb/ 🔊

GRAMMAR

noun

1. a word used to describe an action, state, or occurrence, and forming the main part of the predicate of a sentence, such as *hear, become, happen*.

verb

1. use (a word that is not conventionally used as a verb, typically a noun) as a verb. “any English noun can be verbed, but some are more resistant than others”

5. DECISION AND COMMITMENT

When we do the same old thing the same old way, we will continue to get the same old results, yes? Actually, it’s possible to get even fewer results as other people will be improving and growing. Standing still is often actually going backward.

Before we go any further, can you acknowledge that to achieve different results you need to change what you’re currently doing? Agreed?

Check, are you making a decision here and now to change things in order to achieve your goal?

6. BACKING YOURSELF WITH CONVICTION - YOUR GOAL

By being clear on how you want to look, feel and sound will make your goal much easier to achieve. By having this clear picture you will create a smooth, direct path to arrive at your destination of success. With this you're setting new expectations for your future, and you'll know when you've achieved it.!

Dreaming and imagination are the first stage of creation. Without imagination, we would not have so many of the wonders that surround us. I invite you to connect to that amazing creative part of you and think of yourself being fully confident. You may choose to think of a time in your life where you felt fully confident doing something you enjoyed, or you might want to just pretend 'as if' you are this way.

Whichever option you feel best with is perfect.

IDEAL DESIRED STATE QUESTIONS

- How do you need to be to achieve the ideal outcome you want? _____

- What does this picture look like as you're being this way? _____

**“THE BEST WAY TO PREDICT YOUR FUTURE
IS TO CREATE IT.”**

ABRAHAM LINCOLN

- How does it feel to be your fully confident self? _____

- What are the sounds you hear? (and even what you're saying to yourself) _____

- How specifically will you know when you are this way? _____

- Is it something that you'll see, hear or feel externally? Is it something that you'll see, hear or feel externally? Or maybe it's something internally? _____

This is a nifty and powerful mental skill as our brain stores these new created experiences as memories, which you can connect to in your future. *This process is used by top sports people, athletes and business people to help achieve their successes.*

This full experience you've created of you being confident and achieving success is yours to connect with anytime you want, anytime you need it. The more you do it, the more it becomes your reality. And you can continue to build and develop it so it becomes more powerful.

“ACTION MAY NOT ALWAYS BRING HAPPINESS; BUT THERE IS NO HAPPINESS WITHOUT ACTION.”

BENJAMIN DISRAELI

7. THE TRIGGER

Your Trigger Questions

- How do you know to start feeling nervous, anxious or the specific feelings that are not helping you? What specific thing triggers *you to decide* to feel this way? _____

- Is it a specific picture in your mind, something you feel, hear or even smell?

8. BENEFITS

OK, time for some weird and unusual questions. These may seem like strange questions but I ask them because I know you're an intelligent person. As an intelligent person you don't do things that you don't get a benefit from, us humans don't do that. More than that, the decisions we make in the moment are what we think are the best possible option. With this in mind it's vital that we unpack and understand the perceived benefits of choosing to do what is not helping you. Ready?

QUESTIONS

- When have you found it useful to *not* back yourself? _____

- What do you get out of choosing to *not* back yourself? _____

- What will you miss out on by backing yourself? _____

- What's at risk if you back yourself with 100% conviction? _____

“IF YOU CAN DREAM IT, YOU CAN DO IT.”

WALT DISNEY

9. YOUR VICTORY LOG

A Victory Log is a personal journal to recognize and acknowledge all your accomplishments. It shows your growth and reminds you that you are making progress, even when you feel like you're stuck because we all get discouraged sometimes.

We're often our own harshest critic and when things aren't going right we can focus on them rather than recognizing our ability to adapt and learn. When we judge and criticize ourselves we can hold ourselves back from taking the risks we need to grow and flourish.

GROWTH TASKS

- List 3 successes from your life that you can acknowledge yourself for?

1. _____
2. _____
3. _____

- List 3 successes from the last 5 years

1. _____
2. _____
3. _____

- List 3 successes this week

1. _____
2. _____
3. _____

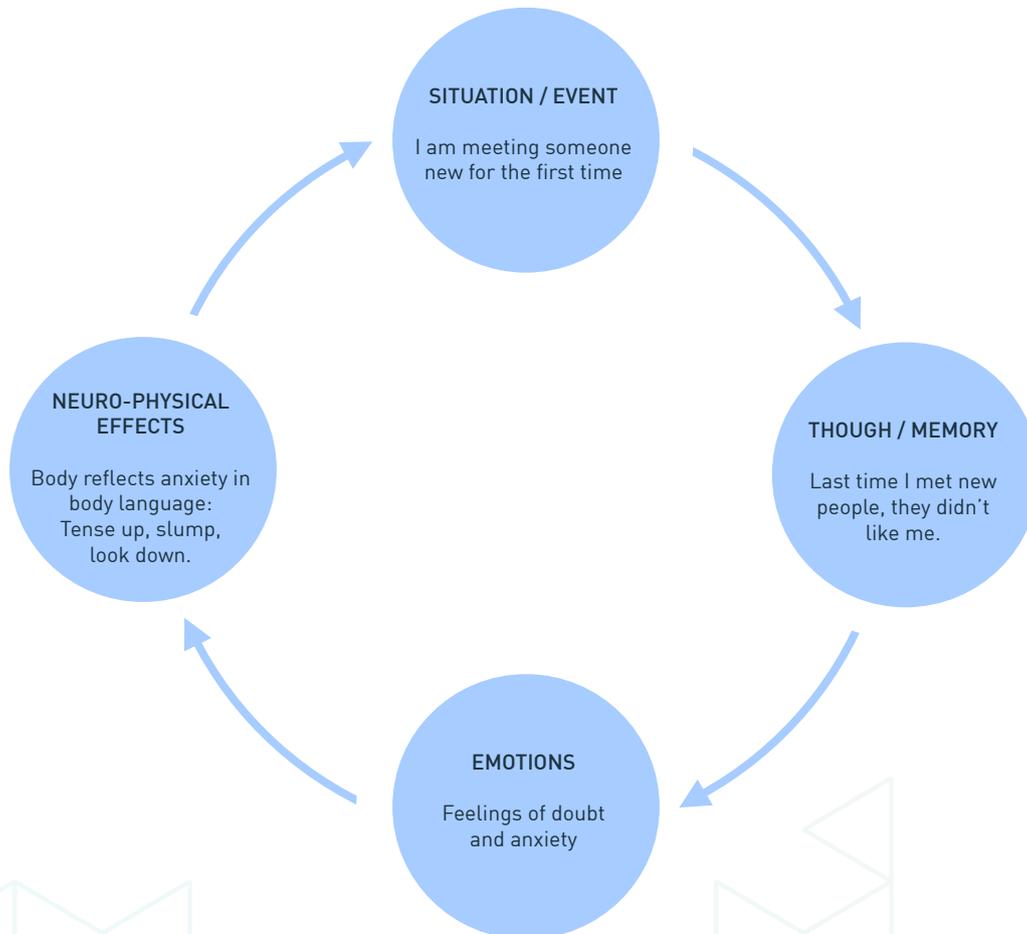
CHALLENGE! - COUNT 3 SUCCESSES EACH DAY GOING FORWARD, BIG, SMALL OR MEDIUM.

**THE GAP DIFFERENCE BETWEEN FEAR AND
EXCITEMENT ONE DEEP BREATH**

THE CONFIDENCE CYCLE

Confidence works as a self-fuelling cycle, either positively supporting you or negatively sabotaging you, much like the old triggers that you've identified so far.

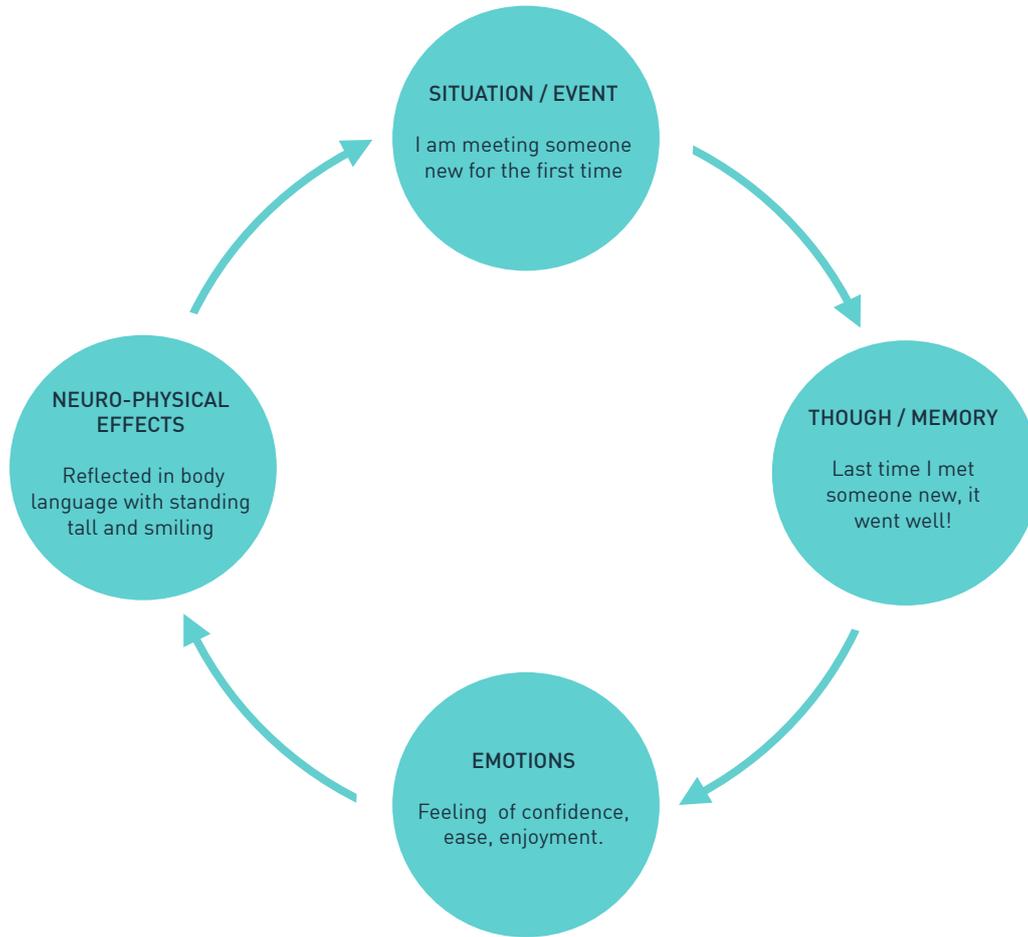
A negative confidence cycle looks like this:



One of the wonderful things about now knowing this confidence cycle is that after the initial event this cycle is in only your mind and with that you have the choice to control it. It can either be a downward cycle or a positive upward cycle. Which will serve you more?

**CONFIDENCE IS LIKE A MUSCLE,
THE MORE YOU USE IT, THE STRONGER IT GETS**

As easily as you can allow it to weigh you down you can also choose to create a positive confidence cycle:



By connecting to a positive memory (or even an imagined event, your ‘desired state’) of you being successful with what that looks like, how it feels and what you hear, you’ll start to anticipate having more confidence and success. By choosing to start your positive confidence cycle you will begin to create the outcome you want. This is a valuable asset that you have at your disposal to use whenever you need it.

**“THE MINUTE YOU SETTLE FOR LESS THAN YOU DESERVE,
YOU GET EVEN LESS THAN YOU SETTLED FOR”**

MAUREEN DOWD

10. FEAR

Of course, often when we need to back ourselves there is a fear holding us back. Fear is a vital response to imminent danger, it provides a critical role in keeping us alive. Having fear in the appropriate situations is very useful!

GROWTH EXERCISE:

- In your situations of self-doubt, what specifically are you fearful of (no matter how bizarre they sound):

1. _____
2. _____
3. _____

11. ANXIETY

Anxiety is a feeling of worry, nervousness, or unease about something with an uncertain outcome. With anxiety, you get tricked into feeling a powerful fear in the *absence of any real danger*. One still feels that overwhelming emotion despite the lack of true danger.

By having awareness of your fears and observing them, with patience and curiosity, you can bring them into focus to see that they are more imaginary than real. With that courageous act, you can begin to live more fully in the present and move into the future with clarity, enjoyment and purpose.

**“FEAR IS A QUESTION. WHAT ARE YOU AFRAID OF AND WHY?
OUR FEARS ARE A TREASURE HOUSE OF SELF-KNOWLEDGE
IF WE EXPLORE THEM”**

MARILYN FRENCH

GROWTH TASK:

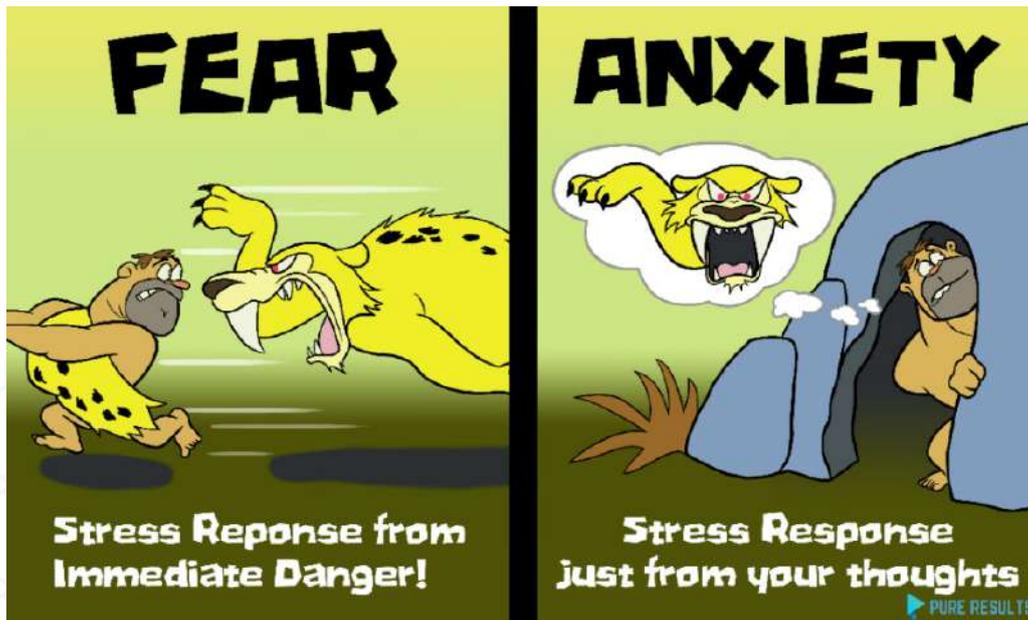
How much of your day and week do you spend creating anxiety?

1. Day: _____
2. Week: _____

- Which of these fears can actually cause death or serious injury?

- What is the realistic likelihood of this fear coming true? (score from 1 – 10, with 10 being highest)

1. _____
2. _____
3. _____



**IF YOU THINK OF QUITTING,
REMEMBER WHY YOU STARTED**

12. PUTTING IT INTO ACTION!

Contrary to the popular saying of 'knowledge is power', knowledge isn't power. Applying the knowledge is power! All the knowledge in the world will not do you any good unless you apply it and check the difference it makes for you.

My Actions (that I'm Committing to):

My Actions (I'm Committing to:)		
Tomorrow		
1.		
2.		
3.		
This Week		
1.		
2.		
3.		
Next Week		
1.		
2.		
3.		
Who can support me:	My Reward for doing it:	Penalty if I don't:

WHERE TO FROM HERE?

A lot of leaders reach out after completing this Leaders Life Audit wanting to know what their best next step is. They have realised there are a few areas they need to focus on, whether it's career, business, health, making an impact, mindset, personal growth or having a clear vision and plan.

To take these insights and accelerate your progress there are two options:



Fast Track Option: If you're the kind of person who wants to jump straight in and get things moving now, [book a free 30 min Action Plan call here.](#)



How to Accelerate Your 2021 with Clarity, Choice and Control Workshop

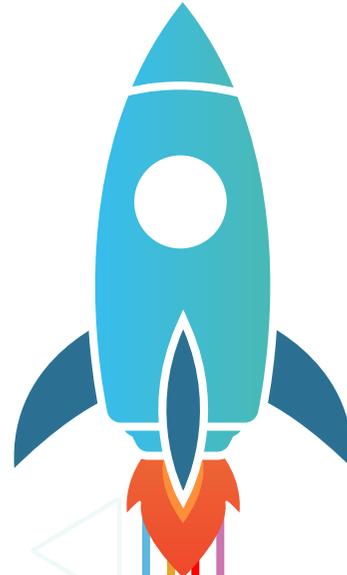
Join us for this 90 minute live online workshop to:

- ▶ Learn the proven 4 step system to break through challenges, blocks and resistance to achieve your goals in 2021.
- ▶ Develop absolute clarity on where you are now, where you want to be and your why
- ▶ Take back full control of your life so you're in the driver's seat
- ▶ Back yourself with 100% conviction to take the bold steps forward
- ▶ Create fresh, new choices so you're writing the script of your life

 **PLUS, you'll get our C4 Accelerator Clarity & Conviction Workbook™ as an extra bonus.**

[Book your seat on the waitlist for the next workshop.](#)





CONVICTION

Back yourself with 100% conviction to take the bold steps forward

4

CONTROL

Take back full control of your life so you're in the driver's seat

2

3

CHOICE

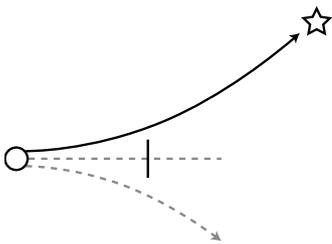
Create fresh, new choices to be the one making the choices in your life rather than life dictating to you

1

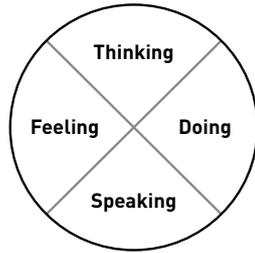
CLARITY

Develop absolute clarity on where you are now, where you want to be and your why

CLARITY



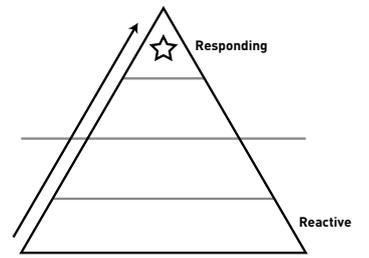
CONTROL



CHOICE



CONVICTION



WHY PURE RESULTS?



HIGHLY RATED

We're proud to be the Top Rated High Performance Coaches across NZ/ Australia with over 60 5* star reviews



HIGHLY RATED

We're 100% committed to helping good people achieve big goals



INTERNATIONALLY QUALIFIED

Our Coaches are internationally qualified in Performance Coaching, Developmental Coaching, Neuro-Science, NLP and more



FAST RESULTS

Our coaching produces faster results with sustainable, transformational results.



1000+ PEOPLE & 10,000 HOURS

Successfully helped 1,000's of people level up in their lives, careers and business



INNER GAME

Our inner game drives our outer game. Update your old code now!

EVERY ACCOMPLISHMENT BEGINS WITH YOUR DECISION TO TRY



KELLY SAMSON

A Professional Results Coach whose adventurous army, travel, academic and professional background provides a unique foundation in his passion of helping others to achieve even more.

Kelly's passion, energy and leadership ignite his client's personal power to create the real results and the solutions they need. Kelly's empowers his clients to find their inner motivation and drive to achieve more than they thought possible. He supports clients to realise their full goals and aspirations and then grow, stretch and develop to achieve these. As a coach, he is there to serve clients fully to live authentically, create excitement, confidence, motivation and to ignite their self-belief.

Kelly's aim is to support you, challenge you, offer fresh perspectives and generate solutions to empower you to positively move forward in your life and career.

The most important relationship is the one we have with ourselves.

*You are the author of your life,
if you're not holding the pen to write the story you want, who is?*

LET'S CONNECT

WWW.PURERESULTS.CO.NZ
INFO@PURERESULTS.CO.NZ



CLIENT RESULTS



David Naus



2/23/2021 - Google

Life changing guidance, support and insights.



Stefan Evans



12/08/2020 - Google

Really enjoyed the leadership coaching sessions with Kelly. Some practical and helpful guides to different situations around self ... [read more](#)



Bob Lajes



9/10/2020 - Google

I signed on for personal coaching with Kelly. I have to admit that when I finally committed to this, I was sceptical but hopeful ... [read more](#)



Claudine Laurenson



8/03/2020 - Google

I wanted to change to be a better version of myself, to make better decisions, to be at the center of my life, to solve the proble ... [read more](#)



Shane Davis



9/25/2020 - Google

Kelly has a relaxed coaching style that establishes a comfortable space for exploring thoughts and ideas around leadership and the ... [read more](#)



Royce Pedersen



9/16/2020 - Google

Kelly has coached our leadership team via the Breakthrough Company for the last year and has made a real difference to how we oper ... [read more](#)



Rozanne Postma



7/13/2020 - Google

Working with Kelly from Pure Results Coaching has been the best investment into my personal and professional development. Before ... [read more](#)



Cody Carnachan



5/08/2020 - Google

I have been working with Kelly for the past 3 years and doing so has completely transformed my outlook on life and work. I now find ... [read more](#)



Cat Arnhold



3/16/2020 - Google

I started seeing Kelly 2 years ago and I can honestly say my outlook on life has changed immensely! Having experienced some diffi ... [read more](#)



**THE BEST WAY TO PREDICT YOUR FUTURE,
IS TO CREATE IT!**