



Jo Blakeley Training

*A Personal Approach to Professional Growth*

# The Confidence Kickstart Pack



A free starter guide to help you break the habits of self-doubt, overthinking, people-pleasing and hesitation and start showing up with confidence from the inside out

# 1. Welcome

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If you've downloaded this pack, chances are you're smart, capable and doing well on paper... but something inside is still holding you back.

- Maybe you overthink everything before you act or speak.
- Maybe you feel like you're not as competent as people think you are.
- Maybe you stay quiet, play small, or keep the peace so you don't upset anyone.
- Or maybe you keep delaying things you *want* to do, waiting to "feel ready."

Whatever brought you here, let me reassure you: **There is nothing wrong with you.**

If you struggle with confidence, it doesn't mean you're broken. It means your brain is doing exactly what it's designed to do: protect you.

Confidence isn't your brain's default setting - survival is. That means your brain is always scanning for potential threats, not just lions and tigers, but modern 'dangers' like being judged, criticised, rejected, or failing in front of others.

To your nervous system, those things can feel just as risky as physical harm. So when you freeze before speaking up, overthink everything you said in a meeting, or delay going after what you really want, that's not weakness - it's protection.

This process is called **neuroception**. It's your body's constant way of sensing whether it's safe to relax or whether it needs to pull the handbrake. But the good news is that:

- ✓ Confidence can be learned.
- ✓ Your brain can be rewired.
- ✓ You are not stuck with the settings you were given.

This Kickstart Pack gives you three practical tools you can start using today, plus a simple way to understand what's *really* blocking your confidence - so you can finally move forward instead of staying stuck. Let's get started.



**Jo Blakeley**

Trainer, Coach, Author, and Creator of *The Breakthrough Framework™*

## 2. Understanding Confidence

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**Before you can build confidence, you need to understand what's draining it.**

Your confidence challenges aren't personal flaws, they're protection patterns. At some point in your life - maybe in childhood, early career, or just from navigating a tough environment - your brain learned it was safer to stay small, agreeable, quiet, or perfect.

And honestly?

That probably worked for a while. It helped you avoid conflict. Stay liked. Achieve success.

But now, those same patterns are more likely to keep stuck. These responses run on autopilot, until you learn to spot them. And that's where real change begins.

After working with thousands of professionals, I've found there are four core patterns that hold people back:

1. **The Overthinker** – stuck in analysis, replaying conversations, afraid of getting it wrong
2. **The Imposter** – achieving on the outside, doubting on the inside
3. **The People-Pleaser** – putting others first and losing your voice in the process
4. **The Avoider** – delaying action and waiting to 'feel ready'

You might recognise one... or all four.

**Want to know which one is running the show for you right now?**

Take the free Confidence Block Quiz and get personalised results.

👉 [\[Take the Quiz\]](#)

Already have a suspicion which one you are - or which one shows up most at work?

Let's explore them in more detail...



### 3. The 4 Most Common Confidence Blocks

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Whether you've already taken my Confidence Block Quiz or are just starting to explore what's holding you back, these are the 4 protection patterns I see come up again and again. Remember: they're not who you are, they're just where your brain has been trying to keep you safe. As you read through, ask yourself: *Which one feels most familiar to me right now?*

#### 1. The Overthinker Spiral

You think a lot - analysing, replaying, predicting, perfecting. You don't want to get things wrong, say the wrong thing, or look unprepared... so you keep thinking, checking, editing, delaying. The problem isn't lack of intelligence, it's too much mental noise, and not enough trust in your first instinct. You're waiting to feel 'certain' before acting... and that moment never quite arrives.

##### **Sounds like:**

- "What if I say the wrong thing?"
- "I need to think about it a bit more first..."
- "Let me just re-read this one more time."
- "I know I'm overthinking, but I can't stop."

##### **What it looks like:**

- *Replaying conversations long after they've happened*
- *Editing emails, ideas or presentations to death*
- *Waiting until you're 100% certain before speaking or acting*
- *Feeling mentally exhausted because every choice feels risky*

##### **What it's really protecting you from:**

- *Being judged, criticised, misunderstood, or 'getting it wrong'*
- *The emotional discomfort of uncertainty or vulnerability*

##### **How it holds you back:**

- *Slows progress, drains time and energy, and makes confidence feel conditional*
- *Keeps you in your head instead of in your life*

##### **Try this:**

*Pause and ask yourself:*

- "What evidence do I have that this actually went badly?"
- "What would I say to a friend in this exact situation?"



*(Hint: you'd probably tell them they're doing fine so try being even 20% kinder to yourself.)*

**A small shift to try:**

- Set a decision deadline, even if it's tiny.
- Instead of agonising for days, give yourself 20 minutes to choose and commit.

**Progress beats perfection - every time.**

## 2. The Imposter loop

You're achieving on the outside, but doubting yourself on the inside. You worry people will "realise you don't really know what you're doing." You downplay your wins, deflect compliments, and secretly feel like you're just guessing while everyone else has it figured out. You're waiting for the feeling of confidence to 'catch up', but it never stays for long.

**Sounds like:**

- "Who am I to be doing this?"
- "Someone's going to realise I'm not really qualified."
- "I only did well because I got lucky."
- "Other people are the real experts — I'm just winging it."

**What it looks like:**

- Shrinking your achievements
- Feeling more relieved than proud when things go well
- Raising the bar so high you can never feel "enough"
- Believing effort cancels out success ("I didn't struggle so it doesn't count")



**What it's really protecting you from:**

- Being exposed, rejected, or judged as "not good enough"

**How it holds you back:**

- Stops you speaking confidently, applying for opportunities or owning your strengths
- Makes success feel temporary instead of earned

**Try this:**

Ask:

- "If someone else had done what I've done, would I say they were a fraud?"
- "Where is the evidence I don't deserve this?"

**A small shift to try:**

- Create an *Evidence File* - screenshots, praise, results, feedback. Re-read it weekly.

**Your brain believes repetition, not logic.**

### 3. The People Pleaser Pattern

You want to be liked, helpful, supportive and you usually are. But somewhere along the way, other people's needs started mattering more than your own. You say "yes" when you mean "no," soften your voice or opinions, and avoid conflict even when it costs you. Your confidence doesn't disappear, it just goes quiet under the weight of keeping everyone else happy.

#### Sounds like:

- *"I don't want to upset anyone."*
- *"I'll just say yes, it's easier."*
- *"I'll deal with what I want later."*
- *"I hate conflict, I'd rather keep the peace."*

#### What it looks like:

- Apologising when you've done nothing wrong
- Over-delivering to avoid disappointing others
- Agreeing in public, resenting it in private
- Losing energy, clarity or personal boundaries

#### What it's really protecting you from:

- Disapproval, conflict, criticism or being seen as "too much"

#### How it holds you back:

- Builds resentment + burnout
- Trains others to expect more than you can sustain

#### Try this:

When asked for something, pause and ask:

- *"Am I agreeing because I want to... or because I want to avoid discomfort?"*

#### A small shift to try:

Replace automatic yes with:

- *"Thanks for asking - let me check and come back to you."*

It creates space. *Space creates choice.*

**You can be kind *and* boundaried - they're not opposites.**

### 4. The Avoider Delay Tactic



You don't lack goals, you just don't start them. You wait for clarity, confidence, the right moment, the right headspace... but the longer you wait, the heavier the task feels. You stay busy, but not on the thing that matters. It's not laziness. It's fear wearing productivity as a disguise.

#### **Sounds like:**

- *"Let me get everything organised before I start..."*
- *"I'll do it when I feel more confident."*
- *"I need more time / info / energy first."*
- *"I'm not ready yet - soon though."*

#### **What it looks like:**

- Planning instead of beginning
- Researching instead of doing
- Endless "just one more things" before the real thing
- Goals with no follow-through



#### **What it's really protecting you from:**

- Failing, succeeding, being seen, or not meeting expectations

#### **How it holds you back:**

- Confidence stays hypothetical instead of lived
- Builds self-doubt through inaction, which makes the next step even harder

#### **Try this:**

Ask:

- *"What's the first 5% of this task?"*

(Not the whole thing - just the tiny opening move.)

#### **A small shift to try:**

- Set a 10-minute timer. Do the first 5%. Stop when the timer ends.
- Pair it with comfort: music, tea, quiet space.

**Action creates confidence. Not the other way around.**

#### **One Last Thing...**

You don't need to fix all four patterns - just recognising the one that shows up most is the first breakthrough. Once you can *spot it*, you can *shift it*.

## 4. Your 3 Confidence Kickstart Tools

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Now that you've identified which confidence pattern shows up most for you, here are three practical tools you can start using right away to shift it - even if nothing else in your life changes yet.

These are small by design. Because confidence doesn't grow from doing something huge once. It grows from doing something small, consistently.

### TOOL #1: The 5% First Step

**Best for:** The Avoider, The Overthinker

When a task feels too big, overwhelming or high-stakes, your brain will halt all action - not because you're lazy, but because it thinks stopping = safety.

Instead of asking: "How do I do all of this?"

→ Ask: "What is the first 5% I can do?"

**Examples:**

- ✓ Open the document (not "write the report")
- ✓ Write the first sentence (not "finish the email perfectly")
- ✓ Speak once in the meeting (not "be confident for an hour")

**Why it works:**

Your brain is wired to avoid threat, not effort.

A tiny action feels safe and once you start, momentum does the rest.

✂ *Try this today:* Choose one thing you've been delaying and complete the first 5% only. That's it. You're already moving.





## TOOL #2: The State Shift Reset

**Best for:** The Imposter, The People-Pleaser

If you've ever said, "I know I'm capable, I just don't feel it in the moment," then this tool is for you.

Confidence isn't just a thought, it's a physiological state.

If your nervous system is in 'threat mode,' no amount of logic will make you feel calm.

Here's a quick reset to shift from *anxious* → *grounded* in 60 seconds:

- 1 Put both feet flat on the floor
- 2 Inhale for 4 counts, exhale for 6
- 3 Drop your shoulders + relax your jaw
- 4 Say (in your head): "I am safe. I don't need to perform. I just need to be present."

### Why it works:

Longer exhales switch the body from stress mode to regulation mode.

You can't think your way into confidence, but you can *breathe your way into it*.

📌 *Try this:* Use this reset before speaking up, sending something important, or entering a high-pressure situation.



### TOOL #3: The Confidence Evidence File

**Best for:** The Imposter, The Overthinker

If you regularly doubt yourself even *after* you've done well, your brain is filtering for what's missing instead of what's true.

So you need to show it proof. Start a running list called:

→ Evidence I'm More Capable Than I Think"

Include:

- Wins (no matter how small)
- Good feedback
- Things you did even when scared
- Moments where you surprised yourself

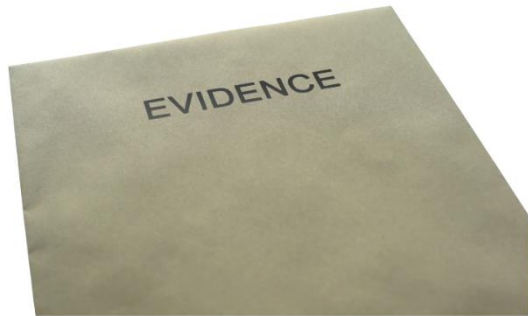
**Why it works:**

Your brain can't argue with written evidence

- only with feelings.

And confidence grows fastest when you stop asking "Am I good enough?" and start answering "Here's the proof I already am."

✂️ *Try this:* Add 3 pieces of evidence today. You'll be shocked how quickly the file fills.



**These tools won't solve everything... but they will get you moving.**

And movement is the thing your confidence has been waiting for.



If you're ready for deeper support, structure, and lasting change, the full [Confidence Breakthrough Programme](#) takes these tools and turns them into a complete inside-out transformation.

## 5. Daily Confidence Rituals

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Confidence isn't built in one big moment - it's built in small, repeatable habits that quietly rewire your brain over time. Here are six daily rituals you can start now. You don't need all of them - even one or two will shift your internal state.

### ✓ 1. One Small Stretch

Do one thing that's *slightly* outside your comfort zone - not terrifying, just unfamiliar.

💡 Confidence grows through use, not waiting.

### ✓ 2. Evidence Capture

Write down one thing that went well today - even if it was tiny.

💡 Your brain needs *proof*, not pep talks.

### ✓ 3. Kind Self-Talk Swap

When you catch your inner critic speaking, pause and ask: "Would I speak to a friend this way?"

💡 20% more kindness = 200% more confidence.

### ✓ 4. Breathe Before You Hit Send

Before you speak, submit, send, or step up - take one slow inhale (4) + long exhale (6).

💡 Confidence is a nervous system state, not just a mindset.

### ✓ 5. The 5% Rule

If you're avoiding something, don't do the whole task - just do the first **5%**.

💡 Action resets anxiety. Completion is optional - momentum is the win.

### ✓ 6. Daily "I Choose" Moment

Say (out loud or in your head):

"Today, I choose progress over perfection."

💡 Identity-based language is more powerful than goals.

**Confidence doesn't happen by accident. It happens by repetition.** Every time you choose one of these habits, you're training your brain to feel safe being visible, capable and real.

## 6. What Happens Next?

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You've just taken the first step and that already makes you different from the version of you who was stuck yesterday. But here's what most people never hear:

🔑 **Confidence doesn't come from information.** It comes from **implementation + repetition** and that's what the next stage is all about.

Now that you've:

- ✓ Identified the pattern that holds you back
- ✓ Started practising small confidence-building habits
- ✓ Learned tools that interrupt doubt, fear and delay

You have three ways to move forward from here.

### Option 1: Keep Exploring (Free)

If you're still gathering clarity, you can continue with the free tools:

- Take the [Confidence Block Quiz](#)
- Read weekly mindset articles on [Jo's Breakthrough Blog](#)
- Revisit this pack whenever you need a reset



## Option 2: Build Confidence Independently

If you want more structure - but not a full course - you can go deeper through support resources:

- [\*The Confidence Breakthrough\*](#) (book)
- Breakthrough Confidence Cards (52 practical and motivational prompts)

## Option 3: Go All-In on Your Confidence

If you're ready to stop dipping in and out of confidence and actually change the way you think, feel and show up - the full [Confidence Breakthrough Programme](#) was built for you.

A six-month online journey designed to help you:

- Stop overthinking everything
- Speak up without panic or second-guessing
- Feel grounded, clear and in control instead of fragile or fake
- Build confidence that lasts - not just "on a good day" confidence

It's the exact same inside-out framework I teach inside global organisations - now available to individuals for the first time.



You don't have to decide anything today. Just keep choosing the next step that feels like growth - not pressure. You've already started your breakthrough. The rest is just practice.

## 7. About Jo Blakeley

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Hi, I'm Jo - trainer, coach, author and creator of *The Breakthrough Framework™*.

I've spent over 20 years helping professionals build the confidence, communication and leadership skills they need to succeed - not by 'acting confident,' but by changing the internal patterns that drive behaviour.



I didn't start out confident. I used to avoid speaking up, overthink everything, and doubt myself constantly - even when I was doing well on paper. But once I learned how confidence really works in the brain and the body, everything changed: my career, my ability to speak in front of people, and the way I saw myself.

Now I help others make that same shift - gently, strategically and from the inside out.

### **Professional background (short version):**

- 10+ years transforming my own mind
- 20+ years in Learning & Development
- Designed and delivered training for small, medium and large organisations
- Certified NLP Trainer and Coach
- Qualified in adult learning, coaching, psychometrics and hypnosis
- Author of *The Confidence Breakthrough* book and *Blokes, Beers & Burritos* novel
- Creator of *The Confidence Breakthrough Programme*

I believe confidence isn't something you 'fake until you make.' It's something you build - one thought, one action and one habit at a time.

## 8. Wrapping it Up

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If this pack has already helped you notice something, shift something, or breathe a little easier, that's your breakthrough beginning.

You're not behind. You're not late.

You're exactly where change starts: aware, curious and willing.

Whenever you're ready, here's what you can do next:

👉 Take the [Confidence Block Quiz](#)

👉 Explore the [Book](#) or Confidence Cards

👉 Join the [Confidence Breakthrough Programme](#)

You don't have to do everything. Just choose the next step that feels right for you.

**Your confidence isn't missing. It's just waiting for permission to grow.**

