

**KILLER ATTITUDE**  

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**53 RULES OF UNSTOPPABLE  
CONFIDENCE**

**Francisco Dao**

**[www.KillerAttitude.com](http://www.KillerAttitude.com)**

# **Killer Attitude 53 Rules of Unstoppable Confidence**

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Preview Sample

Hello,

I'd like to tell you a little bit about me. I didn't realize it at the time, but my first lessons in confidence and influence began in the 3rd grade. I was a chubby, shy Asian kid in a largely Hispanic neighborhood, but instead of retreating to my school-work, I learned to adapt and make friends. To quote Dale Carnegie, I learned "how to win friends and influence people." But more importantly, I realized how powerful this ability really was and how it was affecting me personally. The better I became at influencing people, the more confident I became. The more confident I became, the more I realized the world was my oyster. Far more than anything else I learned in school, confidence and influence were my tickets to pursuing anything I wanted without fear and doubt.

At 13, when most kids were mowing lawns for quarters, I was selling car stereos to adults at the flea market - which paid for my first motorcycle.

At 24, when other recent college grads were begging for a good performance review, I was starting a business that would soon be bringing in slightly over a million dollars a year in revenue.

At 30, I raised \$450,000 in seed capital for a business that was hardly more than an idea.

At 34, I started to put my ideas on managing people down on paper and was almost immediately offered a regular column with INC., a nationally respected magazine.

In between my business endeavors, I even found time to perform as a paid semi-pro stand-up comedian.

Today, when people ask me how I found the motivation to take

the chances and do many of the things I've done in my life, I tell them that motivation had little to do with it. It was confidence that allowed me to go forward without doubt.

Frankly, motivation is overrated. Think about it this way: We're all motivated to be rich, but only confident people actually take action and go for it

Many people think confidence is something that happens in a vacuum, that you can simply decide to be confident. While there are mental tricks that can create a temporary aura of confidence - and I will teach you these tricks - true, lasting confidence is bred from one's ability to influence others. This is why confidence and influence must be taught together.

By reading this book, you've taken the first step to harnessing the power of confidence.

Best regards,  
Francisco Dao

# **INTRODUCTION**

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## **WHAT IS KILLER ATTITUDE?**

Have you ever noticed that some people seem to have the ability to draw on a deep reserve of confidence virtually at will? In sports, athletes who have had a great game will often talk about being “in the zone,” and yet hardly any of these athletes can tell you how they got into the zone. For a select few, this ability to rise to the occasion is instinctive and automatic; nobody needed to show Michael Jordan how to raise his game when he needed to – but for most of us, turning on our confidence – our Killer Attitude – on command is more elusive than the Loch Ness monster.

In this book I will share with you 53 proven techniques for releasing your inner fighter and developing your self-confidence. Some of them are quick fixes that will allow you to flip the proverbial switch and “act as if” when needed. If you have an upcoming job interview or some other looming challenge that you find intimidating (such as a public speaking event or a first date), these short-term techniques will help you get into the zone and turn on your “A” game. Other techniques are

designed to develop your core confidence over time so you can consistently perform at your highest potential. These exercises will change your perception of the world and help you build the lasting self-confidence to overcome any obstacle or challenge. If you apply the techniques in this book, no situation – social, business, or performance – will ever intimidate you again.

## **CONFIDENCE: THE SECRET TO SUCCESS**

More than any other factor, confidence is the key component that allows people to pursue success. Confidence is what pushes us to keep on fighting and stay on track when the going gets tough. Here's an example. All men are biologically hard-wired to desire attractive women. But only confident men will actually make a continuing effort to date them. The rest give up before they start or quit as soon as they face the slightest rejection. This is what most motivational speakers don't understand and why pep talks rarely perk anyone up for more than an hour. Motivation is superficial. Confidence is what empowers people to quit their jobs and start a business, or speak in front of thousands, or even just walk into a job interview with swagger. Self-Confidence is inner strength, and where motivation and wishful thinking are fleeting, confidence lasts.

## **CAUTION: NOT FOR THE WEAK**

Before you dive in, I should warn you that this is not for the wishful thinking “law of attraction” crowd. For these techniques to work, you must be willing to take a hard look at yourself, your belief system, and how you perceive the world. If you can master even a portion of these techniques you will have a greater understanding of your limiting thoughts and how to project confidence at will.

Many people believe that our emotions are what fuels our humanity – what prevents us from being purely self-serving machines. By showing you how to master your confidence so that fears and emotions no longer stand in your way, it's possible that some of you will become ruthless and cold-blooded. That is not my intention; I urge you not to discard your conscience and never use your newfound strength to take advantage of the weak.

## **ONE LAST NOTE BEFORE YOU JUMP IN**

Throughout this book I frequently use the word “performance” when referring to the high pressure, challenging situations that we face in life. A performance is not limited to being on a stage - although public speaking is a common high-stress environment that many people find intimidating. Instead, I use the word performance to describe any situation that requires you to bring out your “A” game and be the best and most confident person you can be. So as you read this book, remember: Whether it's a job interview, a first date, an athletic competition, a day in court or being on an actual stage, these techniques will help you execute at the your highest level

**Preview Sample**

# **RULE NUMBER 1**

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## **CONFIDENCE IS A MATTER OF PERCEPTION**

Confidence is not a magic formula. At its core, it is simply a reflection of how you perceive yourself in relationship to others and how you perceive yourself in relationship to obstacles. Before I explain this concept further, I must stress that perceptions are deeply held and that in order to change them you must be honest in your self-assessment. Anything short of this will result in delusional thinking that will actually prevent you from even making the effort necessary to achieve your goals.

Let me give you an example from the world of dating. Many men struggle with women because they put women on a pedestal. On the surface, this might seem like the chivalrous thing to do, but think about it: When you put anyone on a pedestal, you are placing yourself beneath them. And nobody wants to date someone who believes they are beneath them.

I've explained this concept to hundreds of clients and seen many of them achieve immediate results simply by changing

the way they perceive themselves in relation to the opposite sex. Without any tricks or games, my students have found immediate dating success by changing their core belief system to one in which they are equal to the people they were trying to attract.

How is this different from the naïve theory of using “happy thoughts?” During this process they didn’t ignore the objective reality of their past. In fact, in order to make such a core change in their belief system, they first had to accept that their current situation was not working and that they were willing to dig deep to take action and make a change. In many cases they had to release the core elements of who they thought they were – or who they had convinced themselves they were. For many people admitting that they have failed is too painful; they tell themselves, “I do okay with girls,” even though they haven’t had a date in two years, or “I’m not that fat,” even though their doctor tells them they are obese. The only thing that this kind of fake positive thinking accomplishes is to make the person feel better in the short-term while their core belief system and confidence slowly spiral downward.

Changing your perception to one of confidence does NOT mean ignoring reality. Pretending you’re a millionaire is not the same as believing you have the ability to become a millionaire. Truly believing you have the ability to overcome obstacles and become a millionaire puts you in the game. Simply pretending you’re already a millionaire will only put you in bankruptcy court.

# **RULE NUMBER 2**

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## **EMOTIONAL CONTROL PART I: DETACH YOUR EMOTIONS**

Many of the techniques in this book revolve around controlling your emotions, because emotional control is the trump card of mastering confidence in high-pressure environments. Whether the situation is a tense business negotiation, an athletic competition, or even an argument with your significant other, whoever loses control of their emotions puts him or herself at a huge disadvantage.

Emotions are so detrimental to our ability to think straight, that it's one of the primary reasons people hire attorneys to defend them in court. Even attorneys hire other attorneys to defend them because they know their own emotional involvement will render them ineffective. But none of us can have an attorney with us at all times – even the extremely wealthy have personal matters that must be handled on their own – and developing emotional control is fundamental to your ability to handle pressure situations with a killer attitude.

Unfortunately, direct and complete mastery over your emotional state is virtually impossible. Contrary to what many motivational speakers will tell you, you can't just meditate and start being happy all the time. Developing emotional control is a process and Step One is learning how to detach your emotions from the tasks at hand.

Emotional detachment is the single most powerful and liberating practice you can learn in your life. It is also EXTREMELY dangerous. Emotional detachment allows you to live without being concerned about the judgment of others. Taken to an extreme it can relieve you of your conscience. It allows you to act without empathy and gives you the ruthlessness to execute any action without regard to who might be harmed in the process. It gives you the strength to walk away from anyone and anything without shedding a tear. It is the embodiment of the saying "He who loves nothing, fears nothing." Emotional detachment allows you to devalue any person, event, job, or challenge by removing your attachment to them (or it). Think about it this way: If you don't love it, who cares if you lose it. Psychologists define psychopaths as someone who lacks all emotional empathy. This dangerous "talent" is what allows them to commit their crimes without remorse.

Clearly I'm not trying to turn anyone into a psychopath, but if you can master this practice in appropriate doses, you will never again find yourself in a situation that overwhelms your self-confidence. Emotional detachment is also not the Holy Grail. As mentioned above, if you practice it unchecked it can easily consume you and put you in a state where nothing in your life has any meaning. But practiced carefully, nothing will set you free from your self-doubts faster than emotional detachment. True masters of confidence rise above simple detachment and learn ways (which I will cover) to influence their emotional state in more positive ways. But before you start learning new

elements of emotional control, you must practice wiping your slate clean by learning how to detach from the emotions that have historically clouded your thinking and feelings.

Preview Sample

**Preview Sample**

# **RULE NUMBER 3**

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## **EMOTIONAL CONTROL PART II: MANAGE THE SECONDS BETWEEN THE PRESSURE**

Renowned sports psychologist Dr. James Loehr explains that nobody can fully control their emotions – but we can control our thoughts. Research done in this area shows that championship caliber athletes practice a pattern that helps them maintain a positive mental state by carefully managing their thought processes during their performance/game. Initially working with professional tennis players and later with a wide range of athletes, Dr. Loehr found that what separated the top players from the second tier were their activities between the high points of action. For example, a tennis match is not a constant pace of movement but a long series of starts and stops. The same holds true for football, baseball; even a fast paced game like basketball has moments of respite in the action. Dr. Loehr found that champions maintain their focus by carefully managing their posture, attitudes, and self-talk during the entire performance period. While a second-tier athlete may allow their mind to wander to other things or allow negative thoughts

to creep into their mind during slow moments in the game, a championship caliber athlete does not allow room for negative thoughts while engaged in the task at hand.

This same performance mind-set training can be used to manage any situation that you find stressful and challenging to your self-confidence. Let's say you are giving a speech. Unless you plan on reading the speech without stopping and leaving the stage immediately afterwards without answering questions, your time on stage will have multiple pauses. During this time, do you focus on the audience and allow their size and scope to intimidate you? Do you imagine they are judging you and laughing at you? These are the thoughts that derail you. Practice managing your thoughts during the seconds between the action – in this case the time waiting for an audience response or question. You can review your performance later when the pressure of the game/performance is off, but do not let negative thoughts – or any thoughts unrelated to mastering the performance at hand – enter your mind during the entire performance period.

**EXERCISE:** The next time you are in a pressure/performance situation (e.g. job interview, first date, sales appointment, or anything that has you on a stage) pay attention to your thought processes the entire time. Are you “in the zone” focused only on the task at hand or is your mind wandering to unrelated or negative thoughts?

# **RULE NUMBER 4**

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## **USE YOUR FIGHT INSTINCT**

When faced with threats, we are all biologically wired to choose between conflict and escape. This survival instinct is commonly referred to as “fight or flight” and is inherent in all higher animals. But modern society almost never requires us to call on this instinct, as real threats are few and far in between. Furthermore, our laws – and in some cases our culture – discourages fighting. This combination has resulted in many people suppressing their fight reaction. Physical altercations are almost never appropriate in today’s world – but by understanding this instinctive behavior and learning to channel the emotions it elicits, you can tap into a powerful adrenaline source which will help you conquer your fears.

People who lack self-confidence tend to view challenging situations as being bigger and more threatening than they really are. Because of this, their automatic response is to avoid anything resembling an obstacle, immediately choosing their “flight” instinct. But what if they were able to tap into their

“fight” instinct and face the obstacle instead of avoiding it? By choosing to stay and fight, our fight instinct changes the obstacle from a threat that must be avoided to a challenge that must be overcome.

Imagine you are intimidated by public speaking – as many people are – and you are required to give a business presentation in order to get a promotion. Obviously, this will create anxiety for you. Most people will give you advice geared toward managing your fear as opposed to facing it. They will tell you to try and relax, breathe deeply, or the ever popular picture the audience in their underwear. This kind of advice is designed to suppress your flight instinct, but what if you switched it around and tapped into your fight instinct? Now you approach the speaking engagement with the attitude of “Screw this, I’m not letting this stand in the way of my promotion and I’m not going down without a fight.” By using your fight instinct to change your perception of the speech and its incumbent anxiety, it reframes the situation from something that needs to be managed into a challenge to be faced and conquered.

The same fight instinct can be used with great effectiveness in almost any high-pressure environment. For example, many people find job interviews extremely intimidating. By tapping into your fight instinct instead of just trying to manage your anxiety, your mental perception of the situation changes from defense to offense. If you combine this with the techniques of influence and persuasion, which I teach in my programs, this shift allows you to take control of the interaction. Instead of limiting yourself to reacting to your interviewer’s questions, you can put yourself in charge and effectively lead the interview by leveraging your offensive “fight” perception and knowledge of influence.

**IMPORTANT NOTE** – Accessing your fight instinct is not about losing your temper. It’s about tapping into this instinct as a source of on-demand courage.

Preview Sample

**Preview Sample**

# **RULE NUMBER 5**

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## **TRICK YOURSELF WITH MEMORIES**

Culminating in the 1980's, the trend of treating patients with recovered memory therapy destroyed countless lives and left a permanent black mark on the field of psychology. Practitioners of recovered memory therapy engaged in dangerous, closed-loop logic that attributed all of their patient's current problems to repressed memories of childhood abuse. Their thinking followed a circular logic that did not allow for alternative diagnosis. It went as follows, you are depressed (sick, schizophrenic, anorexic, etc) because you must have been abused as a child and you are repressing those memories. If you recall those memories of abuse, then that proves my hypothesis. If you cannot recall those memories, then that must mean your abuse was extraordinarily horrific and you are repressing them even deeper, therefore also proving my hypothesis. The only solution is to keep digging until we "find" these "repressed" memories.

The problem with their predetermined diagnosis was that in many cases there was no abuse and therefore no repressed memo-

ries to find. But because they were determined to find something to support their analysis, many of their patients created memories of abuse that never happened and came to believe they were true. An untold number of families were destroyed by false accusations that could not be supported by a shred of evidence in court and eventually recovered memory therapy fell out of favor for its obvious unscientific shortcomings.

But even if the therapists were wrong, this begs the question, “How could people fabricate memories of abuse that never happened and become so convinced of their veracity that they would accuse their parents and have them arrested?” Surely people wouldn’t remember horrible things if they weren’t true, would they? The answer is two-fold. First, our memories are pliable. Without our knowledge they work to protect us, wrapping the past in terms favorable to the present. Written documentation and other recordings have revealed everyone is susceptible to rewriting history in our minds. But if we alter our memories to compliment our present, that still doesn’t explain why someone would believe they had suffered horrible abuse. How is that a beneficial memory?

Doctors Carol Tavris and Elliot Aronson explain in their book *Mistakes Were Made but Not by Me*, that negative false memories allow us to justify our current predicament. Not only do they let us blame the past – they can give us a feeling that we have overcome enormous obstacles when in fact we have overcome nothing. If we are depressed, jobless, or have made a mess of our lives, “finding” false memories of abuse allows us to look at our current situation and say, “I’m doing great considering what I had to overcome!” For many people, the opportunity to give their lives some meaning and place blame for their failures at the feet of others overrides legitimate memory and any modicum of truth.

These memories of self-justification are not limited to sexual abuse but can manifest themselves as any fabrication of personal history that we use to make ourselves feel better. They may be memories of poverty, racial prejudice, or general hardship. It is so common to view our lives through the window of overcoming obstacles that it's become a running joke for parents to tell their children, "You have it easy, when I was your age we had to walk five miles through the snow to get to school" or some other version of having endured a difficult childhood. While this kind of memory manipulation may make us feel better in the short term it is a horribly ineffective way to use our memories to our advantage.

Since our memories are flexible and manifest themselves in our favor, why not use them as a tool for self-confidence instead of as a tool for blame? Instead of creating negative memories to validate the current state of your life, you can create empowering memories that show a pattern of success. If your memories tell you that you have been successful in business many times before, then starting another business should be no big deal. If you remember many great relationships in your life, then you will approach relationships with confidence and great promise. Use the flexible nature of memory in your favor by minimizing your past defeats and emphasizing past victories. Make your memories work for you instead of against you. Since it's your own personal history and very few people will be affected outside of yourself, it is much easier to change your past than it is to work directly on your present.

**EXERCISE:** Make an effort to remember your life in positive terms. Research has shown that it is often difficult to distinguish distant memories of actual events with memories of stories that we've read or been told. It may be helpful to place yourself in the victorious stories of others. In your memory, live vicariously

through people you knew who accomplished things you didn't.  
In essence "steal" memories of success from others.

Preview Sample