



VALORIE BURTON

# PRESS RELEASE

AUTHOR • SPEAKER • LIFE STRATEGIST

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## What causes so many people to bury dreams, avoid difficult conversations or dig into debt trying to keep up with the Jones'?

*Survey of 1,300 Adults Reveals the Common Culprit: Lack of Confidence*

Most people complain that a lack of time or money is what keeps them from living their best life. After surveying hundreds of people, author Valorie Burton says the biggest barrier isn't time or money, but a lack *confidence*. "Confidence is situational. A person may be assertive at work, yet feel powerless to speak up in personal relationships," says Burton, a Professional Certified Coach (PCC) and author of the new book ***Why Not You? 28 Days to Authentic Confidence*** (Waterbrook /Random House). "They may be unstoppable when raising money for a charity, yet struggle to ask for a raise."

People from all walks of life, from high school dropouts to attorneys, cited "I don't believe in myself," "I don't think I'm good enough," or "I lack the confidence" as the reason they haven't pursued their true dreams. Many feel this way, but most *never* talk about it. Burton helps people face their fears – and overcome them. Drawing on her faith, personal experiences and work with clients in 31 states and six foreign countries, *Why Not You?* is a realistic, 28-day coaching program to build authentic confidence.

Many of those surveyed say they appear confident, but it is a mask. Here are a few statements from her confidence quiz in *Why Not You?* to help people determine if they have a confidence issue to be addressed:

### CONFIDENCE QUIZ

I can walk into a room full of strangers and introduce myself, be friendly and comfortable.

Fear does not stop me from asking for what I want.

If I purchase something that proves faulty, I can return it to the store that has an unfriendly refund policy and ask for – and receive – a refund.

If I make a mistake, I never try to cover it up or make excuses in order to make myself look good. I am comfortable with being imperfect.

I have (or am moving towards) exactly what I want in my life. I have not settled in any way.

I am financially confident and have proven myself to be a good steward of money.

I can walk into a dinner party and feel confident in how I look. I do not size up other attendees and compare my looks, clothes, jewelry, etc. with theirs.

Burton identifies the Top 10 Confidence Stealers (see attached *Essence Magazine* feature) and a remedy for each. Practical, truthful and engaging, Valorie Burton has helped thousands find the courage, clarity and tools to make meaningful changes in every area of their lives. She has appeared in and on CNN, the *Los Angeles Times*, *Self*, *Essence*, *Psychology Today*, *InStyle*, *The 700 Club* and *Focus on the Family*. She is former co-host of the *The Potter's Touch with T.D. Jakes* and served as the on-air life strategist for KXAS-TV (NBC/Dallas). Based in the Washington, DC area, her other books include *Listen to Your Life, What's Really Holding You Back?* and *Rich Minds, Rich Rewards*. For more information, visit [www.valorieburton.com](http://www.valorieburton.com).



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## Confidence Makeover: The Top 10 Confidence Stealers

(as written by Valorie Burton in *Essence Magazine*, February 2007 issue)

In areas where you lack confidence, your past often holds clues. It could be a past failure, lack of encouragement while growing up or a negative experience that has affected your self-esteem. Which of these internal doubts seem most familiar to you, and follow these steps to create your own confidence makeover?

- 1) I feel clueless *Makeover move*: Get the facts. If you don't what steps to take, then it's time to do some research. Whether it's a mentor, a book or hands-on experience, do whatever it takes to learn.
- 2) Nobody believes I can do it. Maybe they're right. *Makeover move*: Lose the "boos" and build a fan base. Limit your time with negative people. Ask supportive friends for encouragement.
- 3) I don't have much of a track record. Who will believe in me?  
*Makeover move*: Don't dwell on past mistakes or a lack of experience. View failures as lessons.
- 4) I'm scared: *Makeover move*: Face your fears. What are you afraid might happen? Write down your answers in a journal. Then realize you have what it takes to face it, and take a step forward.
- 5) But people will think I'm not (smart, successful, lovable, modest, devout...) enough *Makeover move*: Don't concern yourself with what others think. Follow your intuition and make choices you know in your spirit are right for you.
- 6) But how can I succeed? I don't even know anybody who does that...*Makeover move*: Find a role model. Start by sharing your goal with everyone you do know, and ask who they know who might be willing to help you.
- 7) I need to make some changes, but every time I try to bring it up with my (boss, lover, roommate, mother-in-law...) I get tongue-tied. *Makeover move*: Write a script and rehearse it. Use "I" language that stresses what you want, how you feel, what's important to you-not what the other person did or didn't do.
- 8) Why try? I don't have what it takes *Makeover move*: Expect doubt to show up, but don't invite it in.
- 9) This is just too big to take on right now *Makeover move*: Break it down into itty, bitty pieces then start with small action-today.
- 10) What if I fail? *Makeover move*: Remember your past successes.



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## Suggested Interview Topics:

1. Exploring the four elements to building authentic confidence: Truth, Faith, Preparation and Transformation.
2. Practical advice for those needing a confidence boost – at work or in their relationships.
3. Confidence Makeover -Valorie can provide coaching tips for a confidence transformation.
4. Who are some leaders that demonstrate confidence in their roles of influence and what is some advice for leaders who could improve?

## Suggested Interview Questions:

1. Explain the difference between confidence and authentic confidence?
2. What is a Confidence Quotient Assessment?
3. Why are some people confident in certain areas of their lives and not other areas?
4. How can someone find freedom in their past mistakes or failures?
5. Explain how confidence is demonstrated through body language?
6. What are some questions a person can ask to be confident in a major decision?
7. What do you mean that faith is the foundation to authentic confidence?
8. What are some things that steal a person's confidence and solutions?
9. What is the "Power of a Pause"? Is there a better time to practice a pause?
10. What is your advice for those who are mentally confident but lose that when it is time to communicate?

### Body Language and Confidence:

- 1) Lack of Confidence: Crossed arms, slumped shoulders, raised shoulders, and tensed muscles
  - 2) Confident: Be still, make eye-contact, good posture, head straight and open arms
  - 3) Speaking with Confidence: Be direct, speak slowly, speak in key messages, and think through what you will say.
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## BIO

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A sought-after life coach and speaker, Valorie Burton is a catalyst for personal transformation whose mission is inspiring people to live more fulfilling, less stressful lives. She is the author of *Listen to Your Life*, *What's Really Holding You Back?*, *Rich Minds, Rich Rewards*, and the new release *Why Not You? 28 Days to Authentic Confidence*, all published by divisions of Random House.

She is a Professional Certified Coach (PCC) who has coached professionals and entrepreneurs in over 30 states and six foreign countries. Organizations such as American Airlines, Toyota, and “O,” The Oprah Magazine have hired her as a speaker. She has also spoken at events for some of the nation’s largest churches, including The Potter’s House (Dallas), Lakewood Church (Houston), and New Birth (Atlanta).

Practical, truthful and engaging, she has helped thousands find the courage, clarity and tools to make meaningful changes in every area of their lives. She has engaged in hundreds of media interviews, including CNN, the *Los Angeles Times*, *Self*, *Essence*, *Psychology Today*, *InStyle*, *The 700 Club* and local affiliates of every major television network. She is former co-host of the national daily television program, *The Potter’s Touch with T.D. Jakes* and served as the on-air life strategist for KXAS-TV (NBC/Dallas). She is the resident life coach for *Sharing Life Together*, a Focus on the Family program airing in 80 markets. Her columns appear on CBN.com, BlackAmericaWeb.com, and in *Heart & Soul Magazine* and the *Chicago Defender*.

An entrepreneur at heart, her first and only corporate position was as marketing director for the largest Dallas-based CPA firm. Two years into her career, she founded The Burton Agency, a marketing and public relations firm. She was named one of the nation’s 30 rising stars in public relations by *PR Week Magazine* in 2000. She sold the business in 2001 to pursue her passion for helping people, women in particular, live more fulfilling lives.

She was appointed by Governor Rick Perry (Texas) to the Governor’s Commission for Women and served a two-year term (2001 – 2003). She is a former Miss Black Texas USA, Miss Black USA ‘top 10’ finalist, and a runner-up to Miss Texas. She is creator of the annual Texas Trailblazer Award luncheon, which honors trailblazing women and has raised over \$400,000 for The Family Place, a domestic violence shelter.

At age 21, she earned a master's degree in journalism from Florida A & M University. Her undergraduate degree is from Florida State University. Ms. Burton is a credentialed member of the International Coach Federation and a member of the National Speakers Association. She has more than 200 hours of professional coach training and is a graduate of Coach University, the pioneer coach training institution. Ms. Burton and her husband live in the Washington, DC area where they enjoy boating and being near the water. For more information, visit [www.valorieburton.com](http://www.valorieburton.com).