Your Guide To

Improving your confidence while expressing your style

About Me

Hi! I'm Kirstie - the owner of Simply Gothic! Thank you so much for signing up for this ebook to help improve your confidence.

In this mini e-book I'll be sharing with you some of my favourite tips on how to improve your confidence so you can feel confident within yourself expressing your unique style.

"Confidence is a habit that can be developed by acting as if you already have the confidence you desire to have" - Brian Tracy

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About Me

Whilst I'm not actually the most outgoing person in the world (I'm definitely an introvert who loves staying in and being cosy with candles and coffee!!), I have definitely noticed a huge shift in my mindset and confidence since starting both my business and YouTube channel. If you would've told me a few years ago I'd be filming YouTube videos of myself, filming reels and stories and even giving out tips for confidence, I'd think you were crazy!! But here we are!

So here are the do's and don't's of increasing your confidence!

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Face your Fears

Don't panic! I can hear the panic already - just hear me out? The best way to boost your confidence is to get outside your comfort zone and face your fears. Now this doesn't mean taking a huge leap if you feel completely overwhelmed but taking little steps of action each day.

Each time you practise, the easier it will be and will help to build up your confidence. When I first started my YouTube channel Simply Spooky, the thought of talking to a camera scared me (even when there was no one there!) I was insanely nervous and couldn't even smile in my first few videos due to nerves and feeling completely awkward!

Whereas my videos now are completely different and it was all because I continued to face my fear and because of that I improved over time and became so much more confident both on camera but also within myself. Remember what they say - 'Great things never came from comfort zones'.
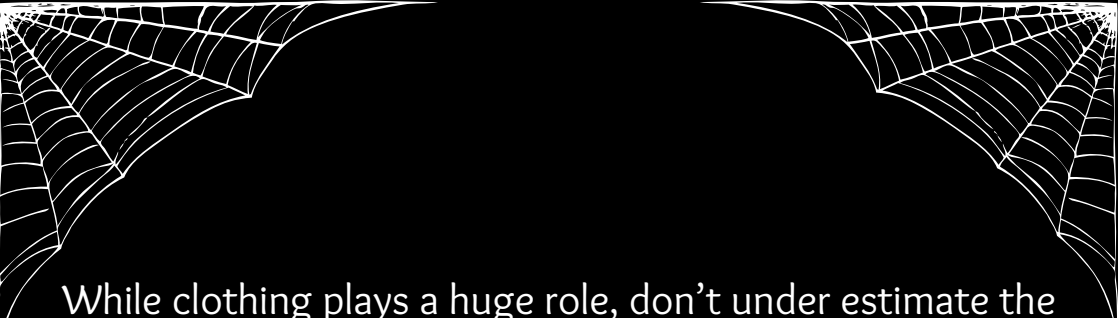
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Wear what makes you feel confident

Clothing and accessories plays a huge part in how confident we all look and also feel. Maybe even more than you might think. For me my favourite go-to colour is black which definitely makes me feel a lot more confident. But if I were to wear blue jeans and a pink crop top it would be a different story! So it's all about wearing what you feel confident in and what expresses your interests.

Whether it's an elegant black velvet dress or your favourite statement necklace, wearing your favourite clothes and accessories instantly brings self confidence as you have a sense of who you are and what you like. Maybe the problem you're having is you know your style but don't like attracting any negative attention or are struggling to confidently wear that style. If this sounds like you we will go through all of this in the don't section.

While clothing plays a huge role, don't under estimate the power of jewellery and accessories! On the day of writing this e-book it was 28 degrees C! That might not seem like a lot to some of you but in England (with no air conditioning!) it's definitely hot!

So I chose to wear a simple black floral playsuit - nothing too fancy but something that wouldn't frustrate me in the heat! But when I was about to leave the house, I realised I still didn't really feel put together. As soon as I added my 10 rings, 3 bracelets and necklace I felt SO much more like myself.

Not only did I appear more put together but I felt more put together too and instantly felt more confident about not having my hair or makeup done either! Jewellery and accessories really do make the outfit, showcase your personality and increase your confidence.

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Take care
of yourself

This might initially seem like a strange tip for increasing your confidence but looking after yourself physically and mentally plays a huge role in how you feel and therefore your confidence.

Taking care of yourself could be anything from exercise to decrease your stress hormones and increase endorphins to improve your mood or taking some time for yourself to relax with some self care to help de-stress and re for the upcoming week.

Whichever way you choose, looking after yourself will help to relax your mind , stop the negative voice in your head that causes self doubt and therefore cause higher levels of confidence.
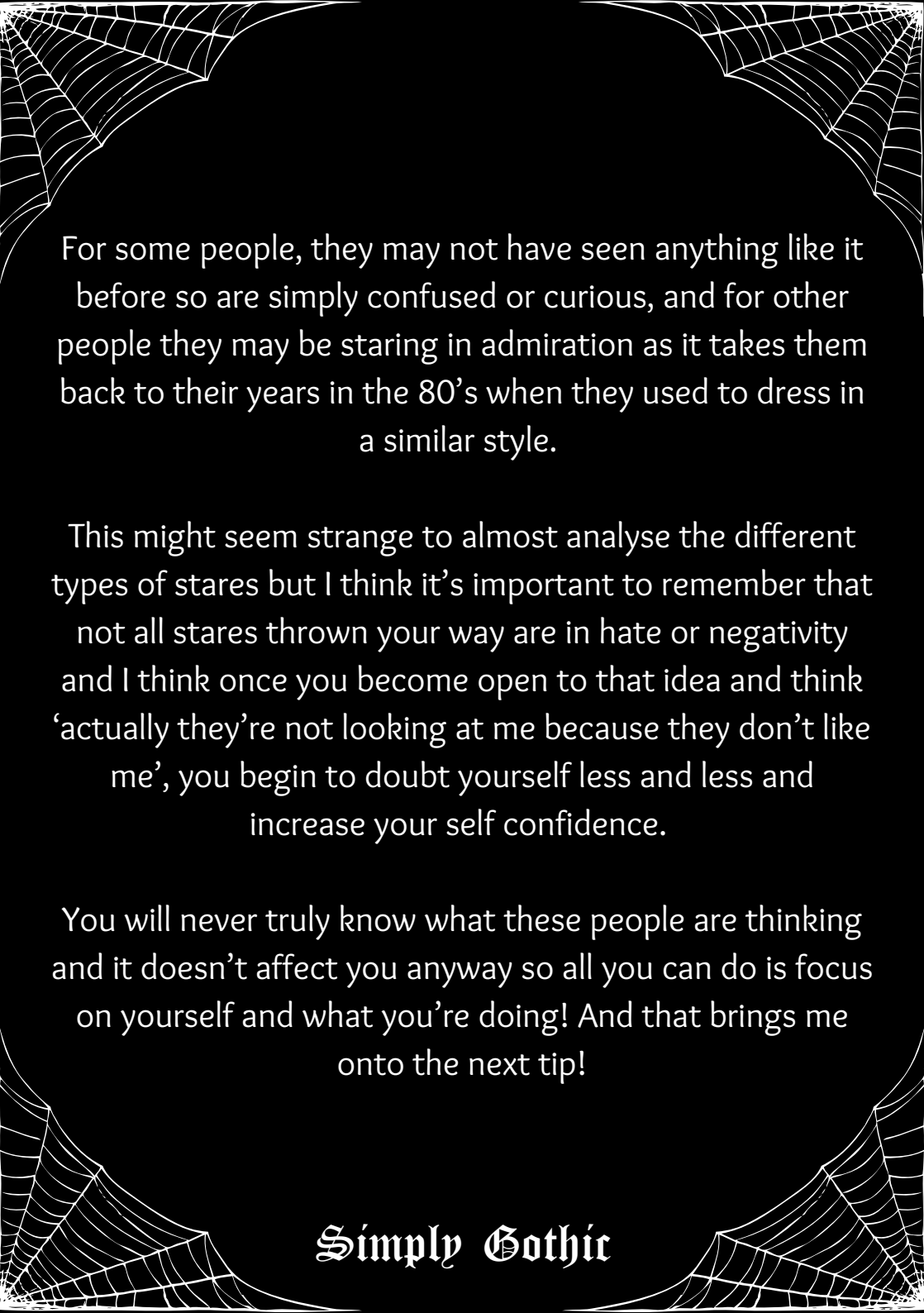
Dealing with judgy stares

So far we've covered general confidence tips but now I want to move onto some goth and alternative specific problems that you may deal with that might knock your confidence. When I asked you on my Instagram story what your top struggles were with confidence, a LOT of you said how to deal with judgy staring.

I've been quite lucky as it's very rare that I get anything too negative said to me while I'm out and about, however judgy staring is always present. It's not something that simply goes away as to most people, your style will be unique and not something they expected to see which equals more longer stares. Now some people are just plain rude but I do believe the majority are simply just confused or curious without having negative intentions.

Remember the Goth or alternative look is meant to be a little different and stand out from the crowd, and with that attracts attention.

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For some people, they may not have seen anything like it before so are simply confused or curious, and for other people they may be staring in admiration as it takes them back to their years in the 80's when they used to dress in a similar style.

This might seem strange to almost analyse the different types of stares but I think it's important to remember that not all stares thrown your way are in hate or negativity and I think once you become open to that idea and think 'actually they're not looking at me because they don't like me', you begin to doubt yourself less and less and increase your self confidence.

You will never truly know what these people are thinking and it doesn't affect you anyway so all you can do is focus on yourself and what you're doing! And that brings me onto the next tip!

This next tip is very helpful especially if you walk through crowded areas and get slightly overwhelmed by the amount of stares before instantly look back to the floor for comfort. Don't worry! That is exactly what I used to do! Especially if there was a group of secondary school (high school) children in the shopping centre!
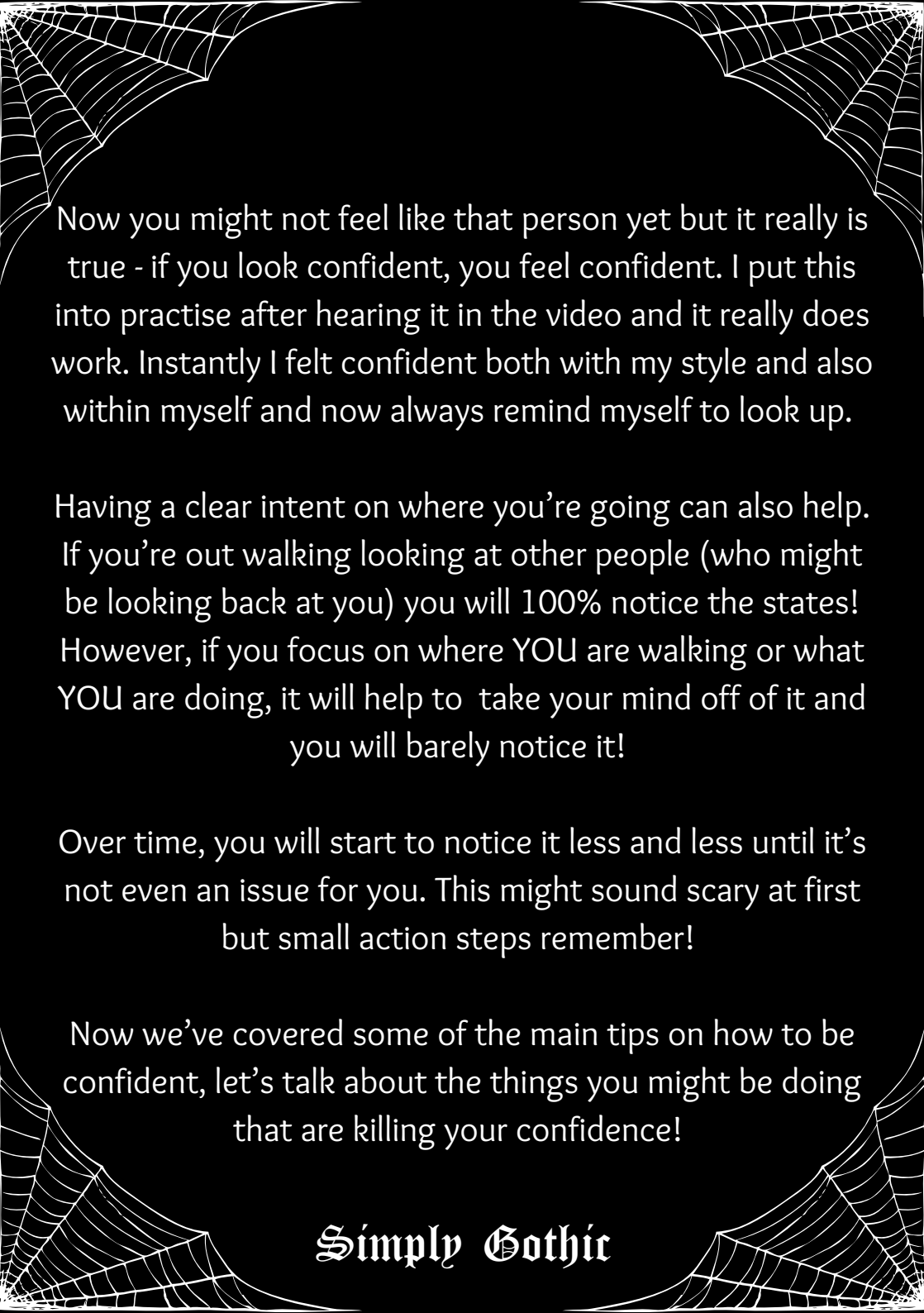
I watched a YouTube video a while ago all about confidence and the most important thing I took away from it was posture and intent. If you have you're shoulders hunched, head down and eyes at the floor, that might be comforting to you but how does that appear from the outside? It makes you appear to have zero confidence and unfortunately makes you look like a target. Compare that to someone walking confidently with their shoulders back, head held high and eyes focused on where they are going.

You wouldn't DARE mess with that person.

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Now you might not feel like that person yet but it really is true - if you look confident, you feel confident. I put this into practise after hearing it in the video and it really does work. Instantly I felt confident both with my style and also within myself and now always remind myself to look up.

Having a clear intent on where you're going can also help. If you're out walking looking at other people (who might be looking back at you) you will 100% notice the states! However, if you focus on where YOU are walking or what YOU are doing, it will help to take your mind off of it and you will barely notice it!

Over time, you will start to notice it less and less until it's not even an issue for you. This might sound scary at first but small action steps remember!

Now we've covered some of the main tips on how to be confident, let's talk about the things you might be doing that are killing your confidence!

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5 Things that are Killing your Confidence

Doubting Yourself

Doubting yourself is one of the worst things you can do for lowering your confidence as it almost becomes a habit. You think you can't, so you don't. It becomes a loop on repeat and prevents you from stepping out of your comfort zone and trying something new that you may see huge results from.

Most of the doubt comes from inner conflict - maybe you're planning out what's going to happen in your head before you've even taken the first step but the truth is you can't predict the future and you will only know until you try. Instead of telling yourself you can't do it, tell yourself 'I can and I will.' A statement so simple but the more you repeat this to yourself (even say it out loud if it helps), the more you will start to believe it.

Comparing Yourself

This is probably one of the most common issues that results in a lack of confidence and one of the most important to get out of the habit of doing. As long as you are comparing yourself to others, you will never believe in yourself.

Taking inspiration and having role models can be perfectly healthy but as soon as you start to cross into comparing yourself to that person, it can quickly turn into negative thinking.

Instead of focusing all your energy on constantly comparing yourself (which is pretty draining and negative), instead focus on on who are and the type of person you would like to be.

Living in Fear

This goes hand in hand with overthinking but if you're always scared of the unknown and what might happen, you're only holding yourself back. Instead of living and focusing on the present, you're too busy worrying about what might happen in the future. This can cause anxiety and stops you from going after your goals and dreams due to a slim chance of something going wrong.

It's perfectly natural to think about the future or fears about the future but it's so important to remain in the present and try not to overthink it. You will never know 'the unknown' so there is no point fearing and dwelling on it before anything has happened.

"Fear tricks us into living a boring life"
- Donald Miller

Being around people who bring you down

It can be difficult to cut people off. Especially if they're family members but it's important to consider who you want to spend time with and be around. Your time is valuable and you want to be around people who encourage you and accept you for who you are. True friends will encourage you, not criticise you or try to bring you down.

Limit your time with these people and instead try to spend more time with the people in your life who increase your confidence and happiness. If your family members are judgemental about your style, this can often fade out with time as they will see it's not just a phase and eventually be more open and understanding. It can be difficult but always remind yourself that it's your life and your decision what clothes and music you're interested in.

Constantly Overthinking

We all overthink to a certain extent but don't let it stop you from achieving what you want. Often times overthinking leads to negative thoughts that always make everything appear so much worse than it actually is. Life is short and if you want to wear the fancy over the top lace dress.. then wear the fancy over the top lace dress!

Sometimes you have to put aside what you think other people might say or think and just do you and own it. If you're always trying to please everyone else around you, you will never be happy yourself.

It doesn't really matter if a random stranger doesn't like your outfit. They don't know you and you'll most likely never see them again. For every 1 person who has something negative to say, there will be 10 people who have positive things to say and will respect you for stepping out of your comfort zone when perhaps they cannot.

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From my personal experience, I can honestly say I can recall far more positive comments than I can negative. I have definitely received some negative responses but I always try to ignore them and not encourage them or give them the response they're looking for.

Whereas there have been a lot of times where strangers have said really kind comments.

"Don't be afraid of being different, be afraid of being the same as everyone else." - Unknown

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Now go and confidently express your style!

Use code: Welcome15

For 15% off at checkout!

Not valid on bundles, mystery bags or boxes

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Which one are you?

Vampire Lover

Sink your fangs into planning your spooky outfits this season! This Vampire Fangs necklace will be perfect for all your horror/vampire themed outfits or if you're just completely vampire obsessed!

Plague Doctor Fascination

Now you can create a memorable look by combining the plague doctor mask necklace with your favourite choker to confidently stand out from the crowd.

Skull Obsessed

This skull necklace is perfect for those facinated by all things dark and macabre. Pair your skull necklace with your creepy cute skull print dress for a skull obsessed look!