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Confidence Coach & Author, Bart Smith, Launches "Lethal Confidence Coaching" To Help Anyone Crush Self-Doubt, Communicate With Authority & Perform Their Best, Even Under Pressure



Author/coach Bart Smith unveils a practical, life-long, battle-tested system—based on his book [Lethal Confidence](#)—to hard-wire courageous action in business, media, and in life.

LAS VEGAS, NV — September 12, 2025 — Bestselling author, speaker, creator, and performance coach Bart Smith today announced Lethal Confidence Coaching, a hands-on program designed to help entrepreneurs, creators, sales pros, leaders, and on-air talent dismantle hesitation, think decisively, speak with authority, and execute when it counts. Built from the frameworks in Smith's book [Lethal Confidence](#), the coaching pairs mindset rewiring with tactical drills so clients can perform with consistency in high-stakes moments.

1-On-1 "Lethal Confidence" Coaching Program

BartSmith.com/lethal-confidence-coaching-with-bart-smith

“Confidence isn’t a feeling—it’s a stack of accomplishments (i.e., education, training, rehearsal, practice, etc.) and the ability to think decisively,” said Bart Smith. **“When you know exactly what to do, in what order, with accountability and reps, confidence becomes automatic. That’s what this coaching installs: a repeatable sequence you can trust when the lights come on.”**

What Participants Learn

- **The Lethal Confidence Method** — Smith’s step-by-step playbook to replace hesitation with decisive action.
- **Command Presence & Delivery** — Voice, body language, and message structure that carry authority in rooms, on stage, and on camera.
- **Fear-to-Focus Conversions** — Convert nerves and overthinking into clear, controlled execution.
- **High-Stakes Comms** — Concise frameworks for sales calls, media hits, investor pitches, tough conversations, and crisis moments.
- **Pressure-Tested Habits** — Daily micro-routines that build unshakeable self-trust and momentum.

Formats & Deliverables

The coaching is available 1:1 or small-group, delivered virtually or in person, and tailored to roles ranging from founders and executives to content creators, coaches, and subject-matter experts. Because the curriculum is built on the book *Lethal Confidence* (overview: BartSmith.com/lethal-confidence-by-bart-smith), clients receive a cohesive library of checklists, drills, and reference material to reinforce the work between sessions.

Press Resources

You can reference these resources for any information you need:

- **"Lethal Confidence" Coaching program** → BartSmith.com/lethal-confidence-coaching-with-bart-smith
- **"Lethal Confidence" Book** → BartSmith.com/lethal-confidence-by-bart-smith
- **About Bart** → BartSmith.com/about
- **Testimonials** → BartSmith.com/fans
- **All Other Coaching Programs** → BartSmith.com/coaching

Who It's For

Authors and narrators, coaches, speakers/trainers, course creators, podcasters and show hosts, entrepreneurs and spokespeople—anyone who must sound polished and persuasive on mic.

Availability & Booking

This coaching topic can be delivered online via Zoom or in-person (if circumstances deem available). To check dates or tailor the format for your audience, contact Bart's office below.

Boilerplate

Bart Smith is a Las Vegas-based author of 30+ books, speaker, coach, and media personality. He teaches practical, results-driven systems across publishing, media interviewing, YouTube growth, business development, and high-impact

communication—including audio production for authors and creators. Learn more at BartSmith.com.

About The Author

Bart Smith is an author, creator, and business coach known for practical, no-nonsense training across coaching, marketing, publishing, and content systems. He writes, designs, and produces his books and trainings in-house—and teaches with a “show me, then let me do it” philosophy on his website and media channels.

He writes and teaches with a “show me, then let me do it” philosophy, pairing concise manuals with action-oriented training and tutorials. He specializes in teaching practical skills that help individuals create opportunities, earn income, and build confidence. Where his relationship books and work are concerned, his messages emphasize clarity, character, communication, and common-sense strategies for thriving relationships.

Through books, videos, workshops, and online training at BartSmith.com and his YouTube channel [@BartSmithWorld](https://www.youtube.com/@BartSmithWorld), he translates complex life topics into actionable plans for immediate use. Committed to empowering individuals to take control of their lives and careers with a practical approach to confidence and clarity, he has also baked and shipped over [250,000 of his “world’s best” chocolate chip cookies](#) nationwide while documenting 35 years of cookie research in his free chocolate chip cookie book available online.

Learn more at his websites and social media channels:

Website (1) → BartSmith.com

Instagram (1) → [@BartSmithWorld](https://www.instagram.com/@BartSmithWorld)

Website (2) → BartsCookies.com

Instagram (2) → [@BartsCookies](https://www.instagram.com/@BartsCookies)

TikTok → [@BartSmithWorld](https://www.tiktok.com/@BartSmithWorld)

YouTube → [@BartSmithWorld](https://www.youtube.com/@BartSmithWorld)

LinkedIn → BartSmith.com/linkedin

Interviews & Appearances

Bart is available for interviews in flexible and convenient formats:

- Telephone
- In-person / In-studio
- YouTube Live
- Panel (Multiple Interviewers)
- Q&A Article Format
- Zoom
- Instagram Live
- TikTok Live
- Group (Multiple Interviewees)

Whether your medium is broadcast, digital, print, blog, podcast, or social media, Bart can adapt to your platform's style and offer giveaway prizes (i.e., a dozen cookies to 1-3 random winners, one of his books, a call with Bart, etc.) to your audience when allowed or appropriate.

Request An Interview

To request an interview with Mr. Smith, please [contact his office](#). Thank you for considering Bart Smith for your media coverage. He'd love to be a part of your story.

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Phone: (323) 510-5155 (PST)

Website: BartSmith.com

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