



# Fierce, Fearless and Free!

*5 part self worth challenge*

## *DAY ONE*

- A challenge that will crack you open and show you your own potential.
- This is for women who are bored, spiritual boss moms who KNOW there is more, you can feel it and you can see it - but when you put the practical aspect in - you lose your focus and therefore momentum.
- You have a massive opportunity to shift your perspective and BE the woman you want to be NOW!
- You can learn to get out of your head and into your heart space
- You will learn to trust your inner guidance through self awareness {meditation to focus on you physical body in response to ques}
- You will learn to “channel” and what that means
- You will learn practices to move through fear, guilt, shame, worry, doubt and all other bullshit negative thinking that is holding you back right now! We will feel the feelings and turn them into something positive!
- You will decide what you actually want - not set bullshit goals that make you feel like you failed anymore!



## DAY ONE: redefining fierce!

### Welcome!

When I googled FIERCE for images - I got an interesting result. Many were animals. Eagles, Tigers, Lionesses and some were women in workout gear... but I also saw stock images of women cowering to a man's fist or a bottle of booze. I also saw women with boxing gloves and in business clothes with arms crossed and a fuck you look on their face and I thought, whoa - maybe we need to redefine what fierce means to us.

"Though she be but little, she is fierce" is hanging on my daughter's wall, in an effort to remind them every single day that they are powerful and can do anything and that it's natural! But it seems, the common theme for fierce online is bitchy, powerful {as in: I have more than you} and scary.

I want to tell you my definition of fierce. Strong, determined, capable, understanding, intense, empowered, feminine and compassionate.

Google's definition: "having or displaying an intense or ferocious aggressiveness." "Powerful or destructive". OR "Showing heartfelt and powerful intensity"



As women, we tend to try to be nurturing and caring, thoughtful and empathetic. ALL GREAT THINGS don't get it twisted. However, many of us were shamed for NOT being those all the time and over time it turned into a bad thing. We have been conditioned to think that being strong, powerful or aggressive in any sense of the word is bad. I think it's time to change this story because I KNOW it is holding SO many women back from being the person they desperately want to be.

Social conditioning is the reason for most of the fear and lack we see every single day in our personal and our professional lives. The ones who stand up to the status quo and do the things that aren't normal are looked at from a far, judged and feared. People say half hearted things to appreciate their work and acknowledge their bravery - but are too scared to do it themselves, further adding to the bullshit stories that things are supposed to be a certain way.

*I want to give you some examples.*

**1} A 17 year old girl working in a tire shop.** "Oh, good for you, that must be so hard working with all men!" "actually it's not a big deal. I come to work, do my work and then go home, just like them" "Oh, I could just never do that, but we need girls like you to change the world, you are really strong" {{eyeroll}} ok, have a nice day. YOU are the judgemental reason it is way nicer to work with men than with a group of women. Treat me like you treat everyone else



and THAT'S how shit changes! PLUS, your backhanded attempt at a compliment has now made this girl who is already not doing the normal thing, question herself and her confidence and if this stranger says that - what is everyone else saying?

{summed up: a girl doing what she wants to do, letting outside opinions into sensitive head space, thereby getting into her head and conforming because she has been shown that what she is doing isn't normal so now she feels a need to fit in that she didn't have before.}

**2} A 22 year old girl who buys into the promise of fame and fortune for just a couple hours a week and a small monthly commitment.** {{eye roll}} She is doing what she believes she needs to do to provide for her family {and the trip they offer each year will just be a bonus!} she is doing all the things, inviting the people, cold calling {{cringe!}} and spending money she doesn't have on the company's marketing - because she was supposed to.

Her confidence is building and she is borderline solid in her commitment... then BOOM - a "friend" says WOW! You are rocking it, your name is everywhere, I just love what you are doing. I could never do that tho, put your name out there?! The whole world knowing you and seeing your kids, I just could never get my family involved"



*FUUUUCK. What am I doing here? She's right, I am a horrible mom. This is really just a side hustle anyway, I need to back off a little bit. What if I get going too much and I can't slow the momentum. What if some creepy stalker dude decides to figure out where I live and kidnap my kids? My husband makes enough money anyway. To hell with this business, no one takes me seriously anyway, it's too much work"*

**Done. One shitty comment from someone who just doesn't get it was able to derail months and months of commitment and hard work.**

**MORAL OF THE STORY:** shame and guilt come in many forms and we often don't know until something else happens and it "triggers" us. I want to trigger you by saying having boundaries and standing up for yourself and your values and changing your belief system to something that feels good to YOU - regardless of everyone else and their feelings {you are not responsible for that/them!} You get to shift into a place that feels good to you NOW, today, permission not needed, validation not necessary.



In order to do that, we have to identify the fear, doubt, worry, limiting beliefs that don't feel good - for this challenge I want you to work through the following:

- What does it feel like to stand up for yourself?
- What do you believe to be true about yourself {and your business} that you are TOO SCARED to stand up and say out loud in person or to put on your social medias for the world to see!?
- What if it wasn't scary? Where would you be? What would you be doing?