# BOOST YOUR CONFIDENCE

and Believe in YOU!

### 5 TIP ACTION PLAN

— JAMIE KERN LIMA—

www.believeit.com

### YOU GOT THIS



I believe when you truly learn to believe in the power that's in, that's of and that is YOU, all things are possible! I've learned that while things like talent, smarts, resilience, planning and hard work are all important and helpful, the biggest differentiator between personal/professional success and failure can come down to one word: belief. Belief in yourself, and belief that your hopes, dreams and best life are in fact, possible!

Whether you want to overcome self-doubt, build confidence, let go of past mistakes and insecurities, learn to tune into and trust your own intuition, start your dream and keep going, or achieve what might seem to most as impossible, learning to truly believe in yourself and to believe each of these things is possible is key. In my first ever book, launching February 23, 2021, called *Believe IT: How to Go from Underestimated to Unstoppable*, I share the story behind the story and the life-changing personal and professional lessons I've learned on my journey. A journey that's taken me from a struggling waitress at Denny's with big hopes and dreams to impact millions of women everywhere, to taking a leap of faith and starting a business idea in my living room with close to no money and building it into a billion dollar company.

I truly believe that self-doubt can kill more dreams than almost anything else. Sometimes simple tips and practices, that help us build our self-belief muscle, can make all the difference. Here are 5 of my favorite tips that have helped me in my journey so far.

xoxo/amil

### Tips to Boost Your Confidence and Believe in YOU

- PEEL BACK THE LAYERS OF YOUR WHY, THEN GO DEEPER
- MAKE GRATITUDE (INCLUDING FOR YOU) AN INTENTIONAL DAILY HABIT
- YOUR GUT CAN BE YOUR GREATEST MENTOR
- WHAT YOU HAVE TO OFFER, IS A GIFT TO THEM
- BELIEVE IT'S ALL IN YOU, AND BELIEVE IT ANYWAYS



### Peel Back the Layers of your WHY, Then Go Deeper

"Know your why, then fly girl fly"

Your WHY, also known as your mission, or your reason for doing what you're doing, is the critical foundational element you can go back to and sometimes fall back on, when making decisions, and when you need that extra boost of inspiration to keep going. Whenever you have a goal or a dream, doing the work to truly identify your WHY behind it, it key to your best chance for success. The most common mistake I see people make when it comes to failing to accomplish their own goals or dreams, is that they either skip identifying their WHY, or they have a WHY that sounds good but isn't truly deep or meaningful enough to them, to keep them from quitting when times get tough.

When you peel back the layers to the WHY beneath the WHY, your chances of success skyrocket. For example, in the early years of building IT Cosmetics, a company that started with an idea in my living room, I heard "NO" more times than I can count. When we face rejection and when experts tell us they don't believe in our vision, its really easy to let self-doubt take over. When we don't see any outward proof of success, knowing your why is critical. In my case, I believed so passionately in my WHY for the company, that it's truly what kept me going and kept me from quitting even when I couldn't pay myself and was surviving on \$1 hotdogs from Costco. I did the work of truly identifying my WHY beneath my WHY. Not just the WHY that sounded good or made sense, but the true WHY that made even the hard times worth it. For me, my WHY in building IT Cosmetics wasn't just about great products, making money or serving customers. My WHY stemmed

from the years I spent as a little girl, then as a grown woman, seeing unrealistic, photoshopped images of beauty that always made me feel like I wasn't enough. My WHY was to create a company that did things differently, a company that aimed to change the beauty industry's definition of inclusivity and beauty itself – for every little girl out there who is about to see these images and learn to start doubting herself, and every grown woman who still does. That WHY, that was so meaningful deep inside of me, is how I sustained all the "Nos", underestimation and rejection of my idea for years but didn't give up. It's how I kept getting back up after getting knocked down each time and it's how I turned an idea in my living room into what's now one of the largest makeup companies in the world.

Think of a goal or dream you have, and identify your WHY behind it.
Now peel back the layers on that WHY to see if it's a WHY that you can go deeper on. Ask yourself, is that really the WHY behind the WHY? Or is there something more meaningful, something that is so personally and deeply powerful to you, that identifying it will truly help take your own determination and meaning behind what you're doing to the next level?



### Make Gratitude (including for YOU) an Intentional Daily Habit

And You'll Discover You'll Soon Have So Much More to Be Grateful For

"And what if your greatest struggles are purposefully making you strong enough to soar into your greatest successes..."

What you focus on magnifies and multiplies and where you focus your own energy can not only create how you see and experience reality, it can also be contagious to the people around you, including your family, friend and team. When you make gratitude a daily practice and even better, when you make it a continual habit you practice throughout your day, it's amazing how you will attract even more to be grateful for.

Practicing gratitude not only boosts your mood, it can also boost belief in yourself. Gratitude isn't just something you can practice externally, such as being grateful for the people and things around you. Gratitude is also something to practice internally. Our thoughts create a constant dialogue in our minds, and it's often surrounding the things we tell ourselves, about ourselves. So often, this dialogue can turn into the voice of our own inner critic. When we're criticizing ourselves, we're magnifying the potential self-doubt. When is the last time you practiced

you focus on magnifies, so when you practice appreciating YOU, you'll also boost your own confidence in the many parts of you that deserve appreciating!
When is the most recent time you can recall intentionally being grateful for a personality trait, attribute, talent or skill that you have, and what was it?
Take a moment and think about the qualities about yourself that you are grateful for and appreciate. List the ones that come to mind
What are some ways you can incorporate practicing gratitude into your own life that could become a daily habit?

being grateful for characteristics and attributes about yourself? Remember what



#### Your Gut Can be Your Greatest Mentor

#### Learn to listen to it and trust it

"Your gut is more powerful than anyone else's advice"

I believe that your gut, and learning how to tune into it and trust it, is the most powerful guiding force in learning to trust and believe in ourselves. You might call it intuition, or knowing, or faith, or that still small voice you just feel deep down inside that tells you if something feels right or wrong. I've learned time and time again, that when my intuition tells me something, I need to learn to listen to it. When I do, it's almost always stronger than anyone else's advice. When I look back at past mistakes and misjudgments, they usually happened when instead of getting still and listening to my own intuition, I chose to ignore it and listen to things like other people's opinions, or fear instead.

The key is learning to be patient with yourself. Learning to tune into your own intuition is a skill that develops and gets refined over time. It starts with awareness, then getting in the habit of checking in with and tuning into that feeling of knowing deep down inside.

Is there a time when you had a gut instinct about something but didn't listen to it? What happened as a result?
Is there a time when you had a strong gut instinct and went with it, even though not everyone else agreed with you? What happened when you did?
What are some areas in life, or some specific things that you need to prioritize listening to your own intuition about, instead of perhaps others peoples opinions on?



### What YOU have to offer, is a GIFT to Them

"During all of the years of rejection, I'd always say to my team, 'What? That retailer said NO to carrying our product again? I feel bad for them, they're robbing their customers of a great experience.' And I would truly believe it."

A key tip to building confidence in new or existing friendships and in relationships of all kinds, including in your career and with your customers, is focusing on the gifts that you have to offer. And how playing it small or not selling your product to them, or not putting yourself out there is actually robbing them of that gift!

- Personal Life: When we build up the belief that we have good and valuable things to offer in any friendship or relationship, it helps us build a frame of confidence. When we learn to truly believe that offering our heart, our attributes and our care to the other person is a gift to them, it helps us approach them from a place of confidence instead of insecurity, especially a new friendship or relationship.
- Business: Believing what you have to offer is a gift, is also true in your career and in business. A great example of this is learning to build your own self-confidence and belief around selling, whether it's selling your product or service to customers or pitching

yourself to get a raise or promotion. Many people dread selling and let the fear of rejection stand in their way. A simple mindset shift around this can change everything.

• Now, it has to be authentic to work, but when you authentically believe in your product or service, then you also believe a potential customer's life will be better because of it. Don't be so afraid to sell that you end of robbing them of the gift of your product or service. When you shift your perspective, to truly believe that selling them your product or service is a gift to them, you make it about them, and not yourself. This simple shift is a game-changer. Similarly, apply this to pitching yourself in a job interview, asking for a raise or promotion, or in any other scenario. Focus on your gifts and attributes, again they all have to be true, then shift your mindset around how it is a gift to them to be able to have you on their team or in a promoted role in their company.

What is a personal or professional area or goal that you'd like to build more confidence around?
Identify the reasons why this goal (whether it's around a friendship, relationship, selling to customers, or an increase professionally) is actually a gift to them:



#### Believe It's All In You, and Believe It Anyways

"When you have big goals and dreams, you need to get really good at cheering yourself on. Often other people only start cheering you on after you've made it."

Let me ask you a question. What if everything you need to accomplish your wildest dreams, is inside of you already?

There are famous words that I turn to anytime I'm starting to feel self-doubt, or like I'm not enough or like I don't have what it takes and I'm just feeling flat-out unqualified. These are universal words that I believe can apply to you no matter where you are in your own journey of faith. Words that have been my saving grace more times than I can count: God doesn't call the qualified, He qualifies the called.

See, I believe if you have a dream on your heart that you can't shake, it's likely part of your calling, and to me, these powerful words mean, that while you should always continue learning and growing, you already have everything you need inside of you to align with and accomplish your calling. And I believe one of the greatest journeys we're on as human beings, is learning to discover and believe this for ourselves. Sometimes we believe that big dreams only happen to other people but not us. Sometimes we believe that we don't have what it takes, don't come from the right family or background, or don't have the right talent. All of these are ways we say, "NO", to ourselves. Consider this: What if truly living out our calling is our greatest

love story just waiting on us to say, "yes", to ourselves. What if we're on our own journey to learn to trust in faith and to become our own greatest cheerleader? Maybe today is the day you're going to decide to believe in the power of your own dreams fully! And no matter if anyone else believes in you right now, no matter if there's no sales or traction for your company yet, no matter what other people's opinions are, maybe today's the day that you're going to commit to believing in YOU anyways! See, when people ask me the question how did I start with close to nothing and grow a billion dollar business from my living room? The most important thing I did, was I believed that I could.

What are a few key things, that if you made the decision to truly believe they were possible, would shift your mindset and set you up for greater success?
What is a story or excuse you tell yourself that's holding you back? Is this something that you need to and are committed to getting rid of and breaking free from?
What would be possible if you just decided right now to truly believe YOU have everything it takes to achieve your wildest dreams?

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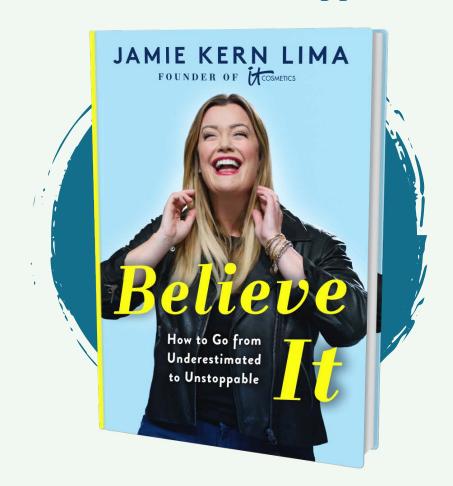
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