

Become The Woman You Are Jealous of on Instagram

A GUIDE TO BREAKING UP WITH
INSECURITY & GAINING CONFIDENCE



A simple, easy-to-follow guide on how to stop feeling like a failure and stop beating yourself up so you can unlock your confidence, change your mindset and step into your power.

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About Me

Hi! My name is Allison Guilbault and I am a Licensed Therapist, Empowerment and Transformation Coach and International Speaker. I specialize in anxiety, trauma and sex and intimacy, but mostly I help women find their confidence, remember their worth and learn how to start taking up space without any damn apology.

Over my long (and varied) career, I have found that so many of my clients, *especially women*, struggle with **insecurity**. They tell themselves that they need to do more (*constantly*). They feel that they need to be everything, for everyone, all the time and even when they are exhausted and burnt out, **they still feel like that isn't enough**.

They basically have a demanding, condescending, demeaning little brain-bully following them around with judgement, criticism and self-deprecation... and... **NO one deserves that**, especially not *you*.

While this guide may not immediately change your life, as someone who has **four degrees** in mental health, brain science, psychology and human behavior, and who has helped **hundreds of women**, over **thousands of sessions**, I promise that if you go in with an open mind, and follow it closely, you **will** see progress. Remember that healing and change **takes time**, **patience** and **forgiveness**, but just downloading this guide is a beautiful first step. I am proud of you!

Is this guide for you?

Do you feel like you are constantly failing or out of control?

Are you ready to find your way back to radical & relentless self-love?

Do thoughts of not being enough keep you up at night?

Do you have trouble saying no or find yourself people-pleasing?

Do you experience restlessness or feel like you always need to do more?

Do you know you want more but can't figure out how to get there?

If you answered "yes" to any of the above, then this guide is for you.

WHAT THIS GUIDE COVERS:

RELENTLESS & RADICAL

SELF-LOVE

Reconnect to true self-love: loving yourself radically, unconditionally and relentlessly.

MINDFULNESS

Learn mindfulness and grounding skills to give your mind peace from thoughts and anxiety.

WHAT IT DOES NOT:

RELENTLESS & RADICAL

EMPOWERMENT

Regain control and access your true power and enlightenment.

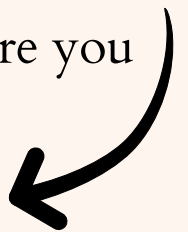
LETTING GO

Explore things that are no longer serving you (shame, guilt, perfectionism, regret, expectations) so that you may learn to release them.

HEALING

Heal your mind, body and soul from anxiety, past trauma and mistakes.

This guide is meant to be accessible for beginners (but can certainly be used as a refresher for those further in their journeys). For more exclusive access to advanced workshops, additional free guides, podcast and media appearances, first dibs at classes and retreats and for special codes, make sure you to stay subscribed to my **Inner Circle**.



Does this sound like you?

You are not new to this.

You put significant energy into your wellness.

You have a positive mindset and might even practice meditation, mindfulness, yoga or all of the above.

You are hard-working, caring, and empathetic.

You have a career, a family, or possibly are even managing both.

You're familiar with personal growth, listen to the podcasts, read the books, follow the influencers, may have even gone on a retreat.

You are the person people expect to work hard, be responsible, achieve, show up.

You have accomplished many of the goals you have set for yourself.

From the outside, you have it all together.

People think you're living your best life.

And yet...

You check your emails, even on weekends, even on vacation.

Your self-care routine is a joke. You're lucky if you get in a yoga class or a proper meal with a friend.

You find yourself checking yourself in the mirror more times that you want to admit and find yourself self-critical in a way you would never judge anyone else.

You cringe when someone tags you in a picture without showing you first.

You find yourself apologizing to the waitress when you want an extra side of salad dressing.

You are scared to tell your partner(s) what you want for fear of being "too much".

You still keep the lights on during sex and/or feel incredibly self-conscious naked.

You have trouble saying "thank you" or even believing it when someone gives you a compliment.

And yet...

You agree to social events out of obligation, even though you long for a day to yourself.

You have horrible mom guilt when you give your kid the iPad just so you can have a moment alone.

Your mind doesn't want to shut off, especially at night.


You are constantly reminding yourself of the things left to be done.

It never feels like you are doing enough and at the same time feels like there is nothing left to give.

You have lost touch with your calling and it feels your hustle is being driven by pressure rather than passion.

You are exhausted.

You are not alone



OVER 80% OF
WOMEN STRUGGLE
WITH SELF-WORTH.

Yup, that means that it is likely that the person (or people) that you follow on Instagram, the one that you feel has it altogether, who looks like they have all of the confidence in the world (you know the one- who posts the matching jammie pics at Christmas)... they struggle too.

I wanna change that, for both of you.

We throw around a lot of “self” words: “self-confidence”, “self-esteem”, “self-care”, “self-compassion”... but I am a firm believer that if you want to transform insecurity and doubt into confidence and empowerment, the foundation all starts with self-love.

CHAPTER 1: SELF-LOVE



SELF-LOVE IS WHEN YOU
ACCEPT YOURSELF **FULLY,**
AUTHENTICALLY, AND
WITHOUT JUDGMENT.

Self-love is **NOT** dependent on anything external (hence the word "self"). This means you love yourself **wholly, completely regardless** of your age, job, relationship status, size, abilities, living situation, health, limitations, appearance, weight, education....

Instead, you lean into your **personal uniqueness**. You **HONOR** your strengths, mistakes, body, mind, soul, journey and life.

Self-love is **unconditional**.

It involves **patience, self-forgiveness** and **self-compassion**.



Most of us want to sign up for self-love, but really struggle on how to find it. We let insecurity win.

A great place to start to change that is with...

STEP 1:

MANTRAS & AFFIRMATIONS

WHAT IS A MANTRA?

The word mantra can be broken down into two parts: “man,” which means mind, and “tra,” which means transport or vehicle.

In other words, a mantra is an instrument of the mind. Mantras are words, phrases or sentences that are **repeated**.

While they are often used in meditation as a simple word, or even just a sound, in this application we will be pairing mantras with an **affirmations**.

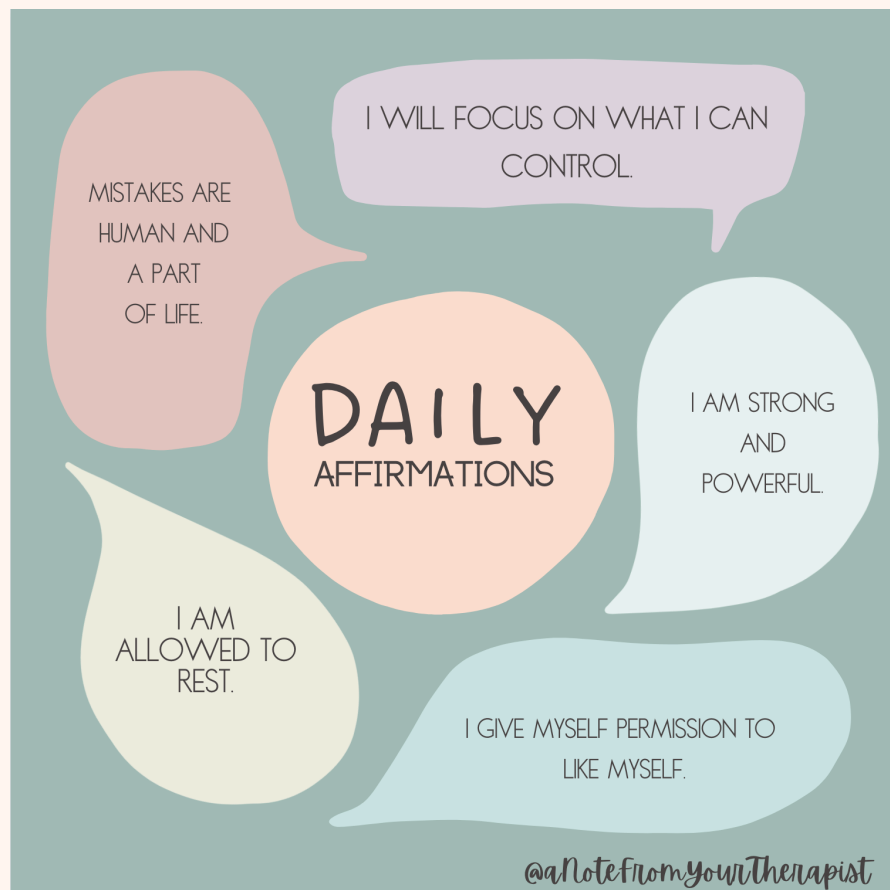
STEP 1:

MANTRAS & AFFIRMATIONS

WHAT IS A AFFIRMATION

An affirmation is a saying that offers emotional support or encouragement. They are a form of positive self-talk.

Some examples are:



Some more examples are:

DAILY AFFIRMATIONS

I am
confident
in myself
and
my ability
to heal

I deserve
love and
happiness

I am
kind and
patient
with myself.

I feel calm
and
positive

I am
surrounded
by caring
and
supportive
people

My
emotions
and needs
are valid
and
important.

@aNoteFromYourTherapist

I'm going to load you up with lots of examples!

WORDS FOR
YOU TO SAY
EVERYDAY

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MY BEST FRIEND IS
MYSELF. I CHOOSE
TO BE KIND TO
MYSELF. I am
GRATEFUL TO BE
THE PERSON I am.

IM HAPPY WITH WHO
I am, a BEAUTIFUL
GODDESS.

I am STRONG. I WILL
DO MY BEST, even
WHEN IT IS HARD.

Keep um comin'!

POSITIVE
affirmations

I am allowed
to ask for
what I want
and need.

I have all that
I need.

I can do
anything.

I deserve
great things.

I am proud
of how
far I have
come.

WHY ARE MANTRAS AND AFFIRMATIONS IMPORTANT?

Did you know...

We are biologically **hard wired** to have **automatic thoughts**. Yes! The more you do, say, or think something... the more you do it again, automatically, *without conscious thought*.

You see, our brains are full of what are called **neural pathways**, a series of connected neurons that are responsible for bringing messages and signals from one part of the brain to another.

So when you touch a hot stove and feel pain, your brain has sent the message hot = pain via a neural pathway. When you hug a baby and see it smile your brain sends a message of hug = joy. We don't keep need to touching a stove or hugging a baby to retain that information.

For instance, you probably don't have to think much about how to brush your teeth or shampoo your hair. That neural pathway becomes strong and automatic pretty early on after minimal practice.

AN EXERCISE IN NEURAL PATHWAYS

I want you to imagine a lawn of green grass. Imagine that someone walks from one side of the lawn to the other. Notice how the grass changes, how it gets matted from the footsteps.

Now imagine several people come to the lawn. Naturally, they will follow where footsteps can already be seen (part of our innate human drive). Eventually, if enough people come to the lawn, some of the grass may even die making a very distinct dirt path. The easier the path is to spot, the more likely a person will just blindly follow it rather than searching for other options.

This is what happens in your brain when you think something. The first time we think a thought, it creates a pathway. That pathway becomes easier to access every time we (re)think the same thought, until it is so easy, we just “walk” that path every time the opportunity comes up. Super helpful in many (most) situations.

But it can get us into trouble...

However, the big problem with this system is that our brains suck at nuance, and *loves a good generalization.*

So, while this process is super rad when it comes to help us remembering how to get to work, or how to text without looking at the keyboard on our phone, it jams us up when the automation is negative.

AN EXAMPLE:

If as a child you were praised highly for being good at soccer, you might start to make the association *good at sports = I am good enough.*

And while that may have served you in making the high school playoffs, it can quickly generalize to *must be good to be good enough.*

When we start to make sweeping generalization, we can get stuck.

What do I mean by that?

For instance, this is what it might look like if that thought (*must always be good to be “good enough”*) starting generalizing itself to your bigger life:

Relationships: You may be scared to assert your needs for fear of being a burden. You may stay in a unsuitable relationship because you worry you aren't good enough for something better.

Career: You may keep yourself in a job you hate or work extra hours to prove your value.

Friendships: You may be hesitant to be social or make new connections because you feel like you have nothing to offer or stay in friendships that feel toxic, thinking that is as good as they get.

Hobbies: You may not want to take new risks or learn new things for fear of failure.

Common Unhelpful thoughts:

Unhelpful thoughts are deeply personal and stem from a collection of your experiences, learning and influences. But there are some that are so common, they deserve a mention. Circle any that resonate.

“Confidence needs to be earned.”

“My needs are a burden”

“I am only as worthy as the things I do for others.”

“It is too late.”

“I am too old.”

“Self-care is selfish.”

“Who has time for rest?”

“Asking for help makes me needy.”

“Changing my mind (or career, or relationship) is irresponsible.”

“The devil I know is better than the devil I don’t.”

“Life isn’t about being fulfilled, it is about being responsible.”



Again, yours might look and sound a little different than those, but I want you to ask yourself if you notice any thoughts or narratives that might be getting in your way, holding you back, or no longer serving you.

Something further to consider:

What's even more is that our thoughts are often gifted to us (by parents, caregivers, teachers, mentors... even tv).

We often just **accept** of what we have inherited and forget that we can actually **challenge** and **renegotiate** things we have learned and actively decide whether it is still helpful to us or not.

AN EXAMPLE:

Your parents are from a generation where it was expected to have one, lifelong career. It was indoctrinated in you that being “responsible” means committing fully, not “giving up”, staying on course. Changing jobs was posed as being unreliable, flaky or immature.

So here you are, now an adult, hating your job (or relationship, or where you live). Your **intuition** and higher purpose is telling you change is needed, but that old neural pathway is yelling at you
“YOU CAN'T DO THAT!”.

It is tricky, for sure. And HARD.

But I am a firm believer of the mantra “Pick your hard”.
(Yes, you can steal that one too. It’s a good one!)

Choosing to practice a new mindset will be hard.

Challenging pathways that are deeply rooted and heavily
practiced will be hard.

Stepping into your empowerment and confidence will be
hard.

But defying your intuition, reiterating a story your higher self
knows is untrue (*It is the one telling you, YES, you CAN do
that*), perpetuating old stories, limiting thoughts and beliefs
that keep you stuck and hold you down...

Man, THAT is sounds hard.

It actually ISN'T as hard as it sounds

Believe it not, you already have practice in exterminating mindsets and narratives you have outgrown.

Remember that time you believed in:

Santa Claus

The Tooth Fairy

::insert any other childhood belief::

The only difference between outgrowing childhood fables and letting go of limiting belief systems, is that there is a world of support (and expectation) to grow out of childhood tales, and minimal support and expectations to challenge core value systems, even when said system is no longer serving you or holding you back.

Growth can be a thankless job, and what's worse, is it is often met with resistance from those around you if they are threatened by your growth.



*Some
good
news!*



NEW PATHWAYS
CAN BE CREATED!



But how????

Here come those mantras & affirmations again!

Look at us, tying all this together! Yes, research shows that if you actively and **REGULARLY** practice **DAILY** affirmations, you can **LITERALLY** rewire your brain with **new thoughts**. So if you have been focusing on feelings of failure, you can actively shift your focus to building **NEW** pathways that support confidence, empowerment & growth.; and over time, **these** new pathways will become automatic.

If you have adopted change = bad, you can start practicing change= liberation!

It may feel silly at first, but I encourage a "fake it until you make it" philosophy. I also recommend doing affirmations when you brush your teeth, or any habit that you do daily (also, though, please brush your teeth).

STEP 2:
BRING AWARENESS

ARE MANTRAS ENOUGH?

Mantras and affirmations are GREAT tools for building **new** neural pathways and a fundamental practice in healing and reclaiming a confident mindset.

But, we also want to **reroute** old pathways that are no longer serving you.

While **that step** takes a bit of practice, we can **start** by simply bringing more **awareness** and **neutrality** to what we are thinking, feeling and experiencing.



When you catch yourself in a negative thought,
just *notice* it.

Do not judge it.

MINDFULNESS

The act of noticing a thought, sensation, feeling or emotion **without** this judgment is the basis of **mindfulness**.

The idea is to become **curious** about what you are experiencing, rather than **critical**.

The act of also just **naming** it as simply a **thought**, rather than a **fact** can also be a valuable tool.

Thoughts are fleeting. They are outside of us. They ebb and flow.

This reminder will help bring peace to your mind as it also brings awareness that even though a thought may feel uncomfortable, that discomfort is temporary.

If it is difficult for you to notice the thoughts themselves, or identify what it is that you are even feeling, do not fret.
It will get easier over time.

Sometimes, then, it helps to just notice the physical rather than the emotional or cognitive.

What are you feeling?
*(tension, a headache,
stiffness, a stomach ache,
tightness, fast heartbeat, trouble
concentrating, hard to breathe)*

Where are you feeling it?
*(in my head, my throat, my neck
my chest, stomach)*

Again, no need to **change** the sensation (just yet).
Just familiarize yourself with your internal
experience.

STEP 3:
REDIRECT THOUGHTS

Eventually the goal will be not only to **notice** your thoughts, but to be able to actively **shift** them from problematic, insistent, unhelpful garbage to empowering, badass, super-narratives.

A lot of that work is so personal it, can't be addressed in a guide. But as a little teaser to wet your palate, know that the basis for this shift is rooted in:
Self-Compassion



Self-compassion is simply the process of turning compassion **inward.**

Here are three easy ways to invoke self-compassion (and essentially self-love):

1

Self-Kindness versus Self-Judgment

Practicing self-compassion involves showing warmth and understanding towards ourselves during tough times, failures, or moments of self-doubt, instead of disregarding our pain or being overly critical. Those who are self-compassionate understand that imperfection, failure, and life challenges are part of the human experience. As a result, they tend to treat themselves with kindness when faced with difficult situations, rather than reacting with frustration when reality doesn't align with their expectations. It's important to acknowledge that people won't always achieve everything they desire. Rejecting this truth leads to increased suffering in the form of stress, frustration, and self-criticism. Conversely, accepting this reality with compassion and kindness can bring about greater emotional balance and calmness.

An example:

Bringing self-kindness when making a mistake



SELF FORGIVENESS REMINDER

PERFECTIONISM ISN'T MOTIVATING. IT
LEADS TO ANXIETY, DEPRESSION,
BURN-OUT AND LIFE DISSATISFACION.

YOU DESERVE THE SAME COMPASSION
YOU WOULD GIVE A FRIEND. SPEAK TO
YOURSELF LIKE THAT (LITERALLY)

MISTAKES ARE A DIRECT LINE TO
LEARNING & GROWTH. WE LEARN.
WE ADAPT. WE DO BETTER.

THE AFTERMATH OF A MISTAKE IS
TEMPORARY. ASK YOURSELF: WILL
THIS MATTER IN A DAY? A MONTH?
A YEAR?

MAYBE A HARSH ONE, BUT REMIND
YOURSELF YOU ARE NOT THAT
SPECIAL. WE EACH SCREW UP, MAKE
MISTAKES, HAVE TO APOLOGIZE. IT'S
JUST YOUR HUMANNESS SHOWING

2

Common Humanity versus Isolation

Feeling frustrated when things don't go our way can lead to an irrational sense of isolation - as if we are the only ones facing challenges or making errors. It's important to remember that all humans experience suffering. Being human entails mortality, vulnerability, and imperfection. Thus, practicing self-compassion involves acknowledging that suffering and feelings of inadequacy are part of the collective human journey that we all navigate, rather than isolated experiences.

3

Mindfulness vs. Over-identification

When practicing self-compassion, it's crucial to maintain a balanced approach towards negative emotions, steering clear of both suppression and exaggeration. This equilibrium is fostered by connecting our personal experiences with those of others facing challenges, which helps us gain a broader perspective on our own situation. It also involves being open and clear in observing our negative thoughts and emotions, holding them in mindful awareness. Mindfulness entails a non-judgmental and receptive mindset, allowing us to observe our thoughts and feelings without attempts to suppress them. It's impossible to overlook our pain while also showing compassion towards it. Moreover, mindfulness cautions against becoming "over-identified" with our thoughts and emotions to avoid being overwhelmed by negative reactions.

IN SUMMARY

This guide can in *no way* encompass all I have to say on the matter. But I hope this can serve as a starting point to help you begin the process of ditching doubt & insecurity activating self-love.



In review...

Begin to adopt mantras & affirmations to create new, awesome, empowering neural pathways.

Notice existing thoughts without judgement.

Get curious rather than critical.

Speak to yourself gently and kindly. Activate self-compassion.

Lean into mindfulness.

WANNA KNOW MORE?

While I loveee to make my message accessible, I am a firm believer that the greatest transformation happens when we have proper support, encouragement and guidance.

If you are looking to work with me further, I offer the following services:

Individual Therapy & Therapy Intensives (New Jersey):

I specialize in anxiety, trauma and sex & intimacy. I help exhausted & insecure women regain their confidence, ditch doubt, heal from their past and let go of anxiety & limiting beliefs.

Signature Coaching for Women:

My coaching program is not for beginners. It is best suited for women who are already versed in mindfulness, mindset work and wellness, but are looking to take their life to the next level and unlock their greatest potential. I often work with high-achievers, entrepreneurs, and hyper-independent women to help them create a life of passion rather than pressure and to ensure that their hustle is in alignment to their intuition & highest purpose.

Find out more at:

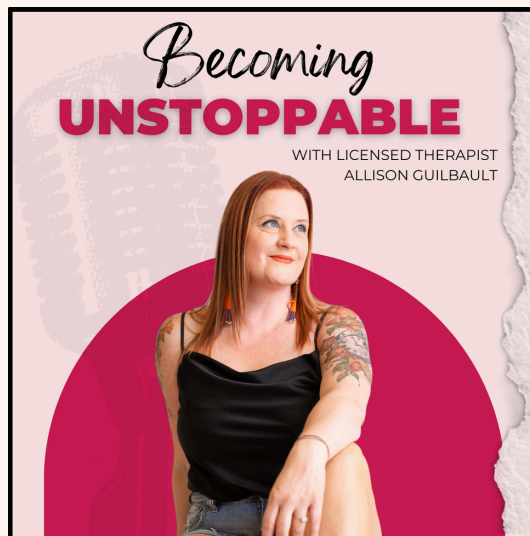
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