

Create Your Own Damn Identity



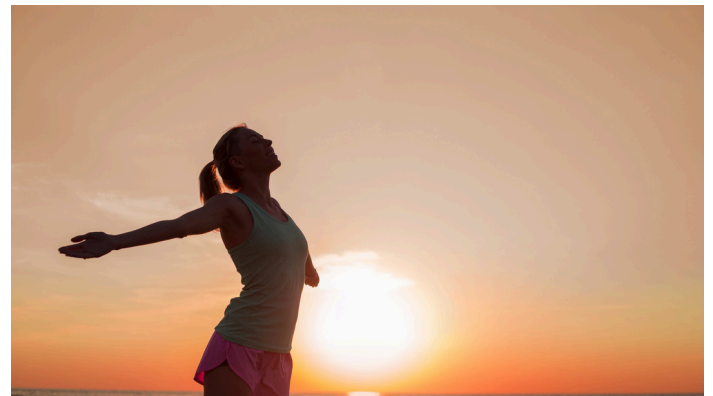
Who ARE you, anyway?

We carry many identities: woman, partner, mom, friend, professional. Over time, we've told ourselves stories about who we are – and those stories have shaped the way we think of ourselves and how we show up in the world. But **identity is malleable**. It's something **we build**, not something we're stuck with. Starting now, we're intentionally shaping our identity to include being a strong, health-conscious woman – and a mom who shows her kids, by example, that taking care of yourself is powerful, valuable, and worth the time and attention.

Let's get really clear on exactly **who** we're working to become so we can keep her in mind when things get challenging or we feel the pull toward “old you” habits.

Your Vision

- What's your vision of your strong, healthy self?
- What does she look like?
- What does she wear?
- How does she talk about herself?
- How does she feel about herself?
- What does she do for fun?
- What are her relationships like?
- Who does she spend her time with?
- How much does she value her health and self-care?



Your Current Identity

- What are some things you tell yourself about who you are (or aren't) that are holding you back?
- What are some things you do now that are not aligned with Your Vision?
- Identify all the stories about yourself that you've come to believe as facts – and recognize that they are literally figments of your imagination, and you can choose to let them go.

Your Future Identity

- What are some thoughts you could have about yourself that are more aligned with Your Vision?
- What are some behaviors and actions you could adopt that are aligned with Your Vision?
- Come up with as many as you want. Make **these** your new stories. Tell yourself **these** things every day – with time, they will become your new reality. It's actually that easy – you just have to be intentional.



Always remember...

You're not waiting to become this version of you – you are actively building her right now, with every thought, belief, and action. **YOU** are in control of who you become. Your identity is whatever you damn well decide it is.