



## ***You are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life***

By Jen Sincero

### **About**

What's stopping you from living your best life? Is it a lack of understanding what your passions are? Crippling fear of failure? The inability to believe that you are worth the effort it takes to truly reach for your dreams? Maybe, all of the above?

In her newest book *You are a Badass*, Jen Sincero systematically addresses all these self-imposed limitations and dismantles them one by one. She argues that we put limits on ourselves and then don't question them enough to make the changes that we desperately desire to see in our lives. By looking at both the powerful natural forces of the universe around us and the destructive power of our own self doubts, Jen sets out to prove that we are all capable of accomplishing far more than we give ourselves credit for.

### **Here's what you'll learn about in this summary:**

- The ways that your subconscious mind is manipulating and sabotaging you from living your best life.
- How to go after what you want in life without being frozen by the fear of failure.
- How to embrace and love yourself—every part!

- The path to learning mindfulness and present-living through the practice of meditation and positive self talk.
- The best ways to get over your self-imposed limits and to stop saying no to the passions your heart wants you to go after.

### **Crucial quotes**

“Our conscious mind thinks it’s in control, but it isn’t. Our subconscious mind doesn’t think about anything, but is in control.”

“All of us are connected to this limitless power and most of us aren’t using but a fraction of it.”

“When you learn to consciously master the energetic realm, believe in the not yet seen, and stay in your highest frequency, you harness your innate power to create the reality you desire.”

### **Tweetable Summary**

You already have the greatness you seek, but before you can unleash it, you must dig deep and look within.

### **Links / downloads**

- [Get Book](#)
- [Audiobook Summary \(MP3\)](#)

## THE BIG IDEAS

### PART 1: HOW YOU GOT THIS WAY

#### **1) Facing Your Subconscious**

*“Most People are living in an illusion based on someone else’s beliefs.”*

When we all first enter this world as babies, we don't have a trace of self consciousness about us.

Rather, our every emotion is immediately shown on our face, though it is more often than not the screaming rage of a hunger unsatisfied. Babies are almost completely unaware that they have bodies, much less that there are societal expectations that have been put on them. Babies are, in the truest form, human *beings*.

However, as soon as a baby begins to explore the world, he receives messages from the people and things around it about how things are and should be. Many of these beliefs are added to the baby's psyche unconsciously. (Only girls play with pink toys; the stove is hot.) Though many of these beliefs are true and an accurate way to understand the world, just as many are simply presuppositions of those around him.

A baby's experience of the world is a good example of how we split up the conscious and unconscious mind. Though most of us are only aware of our conscious minds, the subconscious mind takes in the information around us without any filter because it has little way of telling what is true or not.

Like it or not, our subconscious mind makes up our beliefs from the unfiltered information that is presented to it from our childhood, and in most cases we are completely oblivious to the ways it is running our lives.

The first step to overcoming the subconscious mind is to become aware of it. Think through your beliefs about the world and try to pin down the experiences that have caused you to think this way. You may find that your subconscious mind had misinterpreted the information that was given to it (eg: I am fat and therefore I am unlovable). No matter what you think you want in life, if your subconscious belief tells you that it's not available for you, you won't let yourself have it.

## **2) How to Be as Present as Possible**

*"If you are depressed, you are living in the past. If you are anxious, you are living in the future. If you are at peace, you are living in the present."* —Lao Tzu

When you stop to ponder it, the time we spend in our brains chasing anxious thoughts and situations that likely will never manifest themselves is truly frightening. All the worry we commit to the future and depression about our past actions prevents us from 'luxuriating in the magnificence available to us in the moment'.

If you need an example of what it means to live in the present, turn to the natural world. Animals live

in the moment every second of their lives, and their ever-present happiness about it can be infectious to us, too. Even babies have little consciousness beyond their immediate needs, and consequently spend little time stressing about what they can't change.

Being wrapped up in our heads can have dire consequences to the way we conduct our lives today. When you spend your time worrying about the past or the present or the future, you miss the opportunities for growth that are right in front of you. Even worse, not being present in your own life prevents you from being connected to the source/natural energy that is all around us.

In short, the more connected you are to your present moment, the richer and more fulfilling your life will become.

## PART 2: HOW TO EMBRACE YOUR INNER BADASS

### 3) Learn to Love Yourself

*"We're born knowing how to trust our instincts, how to breathe deeply, how to eat only when we're hungry, how to not care about what anyone thinks of our singing voices."*

Few of us know how to appreciate the gifts that we enter this world with. Babies have incredible intuition about how to do the tasks that we take for granted, from knowing what amount of food is healthy to eat to being able to lift entirely from their knees. As we get older, we all begin to lose touch with that innate intuition and start to doubt ourselves and what we know.

It's as if we spend a good portion of our lives *undoing* all the self-love and natural abilities we were born with... Sound crazy? It is!

There are however, a few ways that you can restore some of your self love. Jen recommends following these nine steps.

1. Appreciate how special you are: We are all born with special talents that we will use in ways unique to everyone around us. Tap into that power!
2. Drown yourself in affirmations: Figure out what you love about yourself, what talents make you happy to be alive, what sets you apart from those around you. Then, celebrate them! Repeat affirmations to yourself all day long about what you are good at, and the negative self

talk will slowly go away.

3. Do things you love: Life is busy. We all know that. That's no excuse for not making the things you love a priority. Find what makes your heart sing and go after it!

4. Find a replacement: Negative self talk is far too normal for most of us. Find ways to change these phrases into positive talk instead. Become aware of what runs through your head every day and find ways to change the narrative towards self love.

5. Ditch the self-deprecating humor: Self-deprecating humor may be funny, but it comes at too high of a cost for you to subject yourself to it. What you tell yourself on a daily basis is more powerful than you realize, and a habit of seemingly harmless jokes at your own expense will soon turn to destructive beliefs.

6. Let the love in: don't turn away well-meaning compliments by dismissing them. Instead give a simple expression of gratitude and move on. You may be surprised how much a simple compliment can transform your day when you allow it to.

7. Don't compare yourself to others: Comparison is one of the fastest ways to take all kinds of enjoyment out of your life. Don't let it become debilitating by allowing yourself to take pride in your accomplishments, no matter how they compare to those around you.

8. Forgive Yourself: We all make mistakes. Making big ones doesn't make you special or unique, which is why learning to forgive yourself for your faults is incredibly important.

9. Love yourself: 'nuff said.

#### **4) What are you Doing Here?**

*"When we share what we were brought here to give, we are in alignment with our highest, most powerful selves."*

What are you called on this earth to do? If that question seems too broad, then limit it to asking yourself what your gifts and talents are. Gifts are meant to be given, so if the world has gifted you with a special talent, it's your responsibility to figure out how it can be used for the betterment of the world around us.

There is no one right way to find your calling. Many people take their whole lives to find what they are passionate about. However, the important part is that you are constantly seeking. Look inside yourself to find what makes you feel alive and tap into that. Find new ways to do it, and explore what it looks like to more fully devote yourself to it.

Follow these steps to begin the process of self discovery:

1. Be the alien: try looking at your life from the outside. What stands out? What connections do you have that could be maximized?
2. Take the first right step: Don't spend hours or years researching what step you need to take first—instead go and DO something. It's the best way to learn what works.
3. Do your best where ever you're at: You likely won't land yourself in your dream situation right away. Don't let that stop you from doing your best work right where you are.
4. Don't reinvent the wheel: Other people have been traveling this road long before your time —leverage their wisdom whenever possible. Find the people whose lives fill you with yearning and follow the steps they took to achieve their success.
5. Don't get caught in the thunderbolt hype: If you think the idea of your one true calling is going to hit you over the head someday, think again. Most great ideas come from due diligence and putting in your time towards self discovery.
6. Listen to your intuition: You know better than anyone else what you love to do, so listen to yourself. Spending even five minutes a day centering yourself so that you can listen to your inner guidance will go a long way towards helping you to find your calling.
7. Follow your fantasies: Look deeper into the daydreams that your brain has when it isn't responsible for being rational. What does it think about? What does it yearn for? Often this is a great way to tap into what your best life could look like.
8. Love yourself.

## PART 3: HOW TO TAP INTO THE MOTHERLOAD

## 5) Learn to Meditate

*“Meditation, otherwise known as sitting still and thinking about nothing, is one of those things that can be just as stupidly simple as it is surprisingly hard.”*

Meditation is an ancient practice of re-centering oneself that can have amazing benefits in calming you down and getting you to dig deeper into yourself in order to discover your true calling.

In its simplest form, meditation is a simple break in your day and a realigning of your thoughts back to the purpose you are striving towards. By meditating, you can silence the inner chatter of your subconscious and connect with the source energy that surrounds you.

You won't be a pro at meditation on your first few tries. And that's okay. That's why it's called a meditation *practice*.

Start your habit of mindful meditation by sitting quietly for a few minutes at a time in a space that won't distract you. Empty your mind and release the pent up thoughts inside that might distract you. Let yourself fully enter this moment, not living in the past or the future, and simply allow yourself to breath.

As you get better at meditation, you might consider setting an intention to focus on. This might be a positive phrase like “I am worth it” or a goal you are setting for yourself, like “I can create a thriving business doing what I love”.

By meditating, you are allowing yourself to be open to the full potential in the present moment.

## 6) Learn to Give

*“It is one of the beautiful compensations in this life that no one can sincerely try to help another without helping himself.”* —Ralph Waldo Emerson

For some of us, the desire to give and bless others is innate; for others, we need to work a little harder at it. Regardless, the benefits in joy and life satisfaction are well worth it and you will likely find that you get far more pleasure out of giving than receiving blessings yourself.

Remember, every action in life has an equal and opposite reaction. If you open yourself up to giving to those around you, the universe (or nature, or God, or whatever you want to call it) will give back to you—sometimes physically/financially, and other times through a stronger network, a sense of well-being, or through various forms of unexpected opportunities.

Giving to others and receiving gifts in turn is a manifestation of gratitude and a way to surrender to the flow. Jen's advice is simple: Give out joy and gratitude to the universe, and the universe will find a way to return it to you.

#### PART 4: HOW TO GET OVER YOUR BS ALREADY

### 7) Don't Become a Slave to Procrastination

*"In order to kick ass you must first lift up your foot."*

If there is something you truly want out of life and you aren't doing anything to go after it, chances are good you've found a way to lie to yourself. You might be telling yourself you're unqualified for the task or that no one would want you to do it. But beware, oftentimes when we tell ourselves we are unqualified for something, in reality we are too scared to try.

If something is your dream, why put energy into convincing yourself that you can't do it? Go for your goals and remember that we are all capable of so much more than we give ourselves credit for. Odds are good that if you are drawn towards something it means that you have some natural talent for it, so tap into yourself and give yourself the chance to blow everyone away!

Apply for that job you feel unqualified for, take that risk for something you love that might end badly. The first step is believing in yourself enough to take action. Remember, if you're serious about changing your life, you can always find a way.

### 8) Fear is for Losers

*"Life is either a daring adventure, or nothing. To keep our faces toward change and behave like free spirits in the presence of fate is strength undefeatable." —Helen Keller*

Fear is an entirely normal, and often necessary feeling. If not for fear, how would we know to stay away from steep edges or red hot metals? Yet, fear is capable of holding us back from what we can

achieve.

In most cases, fear is a choice. It's up to you to decide whether or not you want to give your fears the power to stop you from going after what you want.

Fear is instilled in us from a young age. We see it on the news everyday and in our childhoods as our parents navigated difficult job markets. Fear becomes so normal in our daily lives that we rarely question the rationality of its presence.

Yet, big success often requires big risk, and risk can't be undertaken without fear. You need to decide for yourself whether your faith in the unknown and your own abilities is greater than your fear of failure. If they are, you are ready to start the process of overcoming them and moving towards the life you desire. Here are six ways to get started:

1. View fear from your review mirror: don't let it hold you back from making a big change and moving forward.
2. Flip the fear: Sure, the fear of failure is scary. But how much worse is the failure of never even trying? Remember that you will always be happier with yourself for going after what you want, no matter the outcome.
3. Be in the moment: Don't let your mind turn towards anxieties about a future you can't control- stay in the moment and work only with the problems at hand.
4. Cut off the stream of crap: negative self talk will get you nowhere, so TURN IT OFF.
5. Don't think of anything upsetting in bed at night: at night your mind is liable to race towards worse case scenarios and erode your confidence in yourself. Don't let it.
6. Love yourself.

## PART 5: HOW TO KICK SOME ASS

### 9) Commit to your Decision

*“Success consists of going from failure to failure without loss of enthusiasm.”* —Winston Churchill

So you've committed to going after what you want with abandon and free of the fear of failure. That's great, but what are you going to do when you inevitably face some failure anyways?

Many times people feel that they have made a decision for long lasting change, only to later learn they have committed to making changes just until it starts to become uncomfortable.

Look through the greatest success stories in history and you might be surprised to find plenty of failures in their wake. Thomas Edison made thousands of failed attempts at a light bulb before he stumbled across a technique that worked. Likewise, Henry Ford committed incomprehensible amounts of time and resources into demanding that his engineers invent the impossible. He was told over and over that it would never work... until one day it did.

Great success will necessitate a few failures first. Don't fear these stop points, but rather see them as the road bumps and opportunities for reevaluation that they are.

## **10) Change the Way You Think About Money**

*“When you up-level your idea of what’s possible, and decide to really go for it, you open yourself up to the means to accomplish it as well.”*

If you are like most people, you have a confusing relationship towards money. Though you likely think that you want more, you might have deep seated subconscious beliefs that money is intrinsically bad or that you don't deserve to have lots of it. You might even fear that your clients or boss will abandon you if you ask for more.

Whether you are aware of these subconscious thoughts or not, they are likely affecting your ability to earn the money that you deserve. We set limits on ourselves to cap in our own potential, and there is a very good chance that you have found ways to limit your own earning potential without you being aware of it.

Once you have acknowledged this fact, it's time to expand your beliefs about what you are worth. Remember that making more money isn't really about making money, it's about expanding your beliefs about what is possible for yourself.

Rid yourself of your preconceived negative emotions towards money and think of it instead as a

currency that the universe uses to validate you. Surely you are worth more validation! Believe that you are worth more, that the work will come to you and that you will be appropriately appreciated for it, and the universe has a way of making things work out.

Give yourself a clear idea of where you want to be and what steps are necessary to get yourself there. Then, work to make those steps a reality. Follow a plan to achieve the benefits of your labors you have decided you deserve, and step aside to allow the universe to make it a reality!

## **Closing notes**

### **Key take-away:**

The only limits that we have in life are the ones that we put on ourselves. The universe is filled with untapped potential for allowing us to live our very best lives, but it is up to us to find the ways to tap into this wellspring and make it work for us. By ridding yourself of negative subconscious thoughts and deciding that you are worth every good thing that the universe can throw at you, you will start to live a deeper, more intentional, and far more rewarding life.

### **Actionable insights:**

- Don't put limits on what you can achieve: dream big, follow your passions, and let the universe fill in the gaps.
- Your subconscious mind can be your own worst enemy. Don't allow it to limit your potential with negative self talk.
- Live a life in deep connection with everything around you and you will find that beauty and meaning comes from keeping your mind in the present.

**About the Author:** As a successful New York Times bestselling author, exuberant world traveler, and highly sought-after life skills coach, Jen Sincero seems to be taking her own advice about living her best life to heart. Starting her adulthood with ill-planned goals of being a world famous rock star and lesbian advice writer, Jen reevaluated her interests and turned to professional writing instead. She has gone on to publish several national bestsellers and now tours the world giving motivational seminars. You can find Jen online at [Jensincero.com](http://Jensincero.com)