

New York Times Bestselling Author

Jamie Kern Lima

WORTHY

**How to Believe You Are Enough
and Transform Your Life**

**Simple Steps,
Life-Changing Results**

WORTHY

ALSO BY
JAMIE KERN LIMA

*Believe IT: How to Go from Underestimated to
Unstoppable*

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and Transform Your Life**

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HAY HOUSE, INC.

Carlsbad, California • New York City

London • Sydney • New Delhi

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Published in the United States by: Hay House, Inc.: www.hayhouse.com[®]

Published in Australia by: Hay House Australia Pty. Ltd.: www.hayhouse.com.au

Published in the United Kingdom by: Hay House UK, Ltd.: www.hayhouse.co.uk

Published in India by: Hay House Publishers India: www.hayhouse.co.in

Cover design: Pete Garceau

Interior design and illustrations: Julie Davison

Interior photos: Courtesy of the author

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Cataloging-in-Publication Data is on file at the Library of Congress

Hardcover ISBN: 978-1-4019-7760-3

E-book ISBN: 978-1-4019-7761-0

For the 80 percent of women who don't believe they're enough, the 75 percent of female executives who deal with imposter syndrome, and the 91 percent of girls and women who don't love their bodies. For the 73 percent of men who feel inadequate and the 100 percent of men who come from a woman and likely have at least one girl or woman in their lives whom they care about. When you believe you're fundamentally not enough and unworthy as a person, it's a lie.

The time to unlearn that lie has come. Together let's leave no girl, no woman, no person left behind in knowing they are worthy!

CONTENTS

A Note to the Reader

WORTHY STARTS HERE

PART ONE: SEEING

CHAPTER 1 The One Thing That Transforms Everything

CHAPTER 2 Change Your Relationship with Rejection, Change Your Life

CHAPTER 3 You're Not Crazy, You're Just First

CHAPTER 4 You Have Greatness Inside You

PART TWO: UNLEARNING

CHAPTER 5 Don't Wait on Your Weight *The Lie: My Weight Impacts My Worth*

CHAPTER 6 *The Lie: I Should Only Be Seen When I'm Happy*

CHAPTER 7 *The Lie: I Don't Deserve Better*

CHAPTER 8 *The Lie: I Don't Have Anything Special to Offer*

CHAPTER 9 *The Lie: I Need to Please Them to Love Me*

CHAPTER 10 *The Lie: If I Stand Out, I'll Get Kicked Out*

CHAPTER 11 *The Lie: I'm an Imposter and Not Enough on My Own*

CHAPTER 12 *The Lie: If I'm Me, I Won't Be Loved*

CHAPTER 13 *The Lie: Labels Are Permanent*

PART THREE: TRANSFORMING

CHAPTER 14 The Secret to Fulfillment

CHAPTER 15 Do You See You?

CHAPTER 16 Know Your Why, Then Fly, Girl, Fly

CHAPTER 17 Circle or Cage

CHAPTER 18 Overexposed and Underdeveloped

CHAPTER 19 Transformations

PART FOUR: KNOWING

CHAPTER 20 Your Ticket to the Moon

CHAPTER 21 Who Are You *Really* Doubting?

CHAPTER 22 Solos

CHAPTER 23 You Are Worthy—Your Victory Lap Starts Now

WORTHY DOESN'T END HERE

Poem: You're Not Crazy, You're Just First

Acknowledgments

Bibliography

About the Author

A NOTE TO THE READER

MY HOPE IS the stories, lessons, and ideas in this book help give you the inspiration and tools to transform your life, and I want to ask you that if at any point while you are reading, you feel you know someone who could benefit from the messages and tools in it, please share this book with them. Together, let's leave no girl, no woman, no person behind in knowing they are seen, valuable, and fully worthy.

While we may have varying beliefs, identities, and life experiences, I believe that we all share this life together, that we are all divinely connected, and that we are all worthy of unconditional love. This book is written for you, because no matter how similar or different you and I might appear on the outside, I believe there's a very good chance we share so many similarities on the inside. And for us to enter this quest of transformation together, it will only work if we show up fully, authentically, and unapologetically ourselves. So that's what I'm going to do on these pages, and my hope is that we both truly do this together.

I don't believe it's an accident you're reading this book right now, and I want to honor and celebrate you for beginning this transformative journey! And while I can't wait to discover the impact it will have on your life, I also want you to know that just by purchasing this book, you've already made a tremendous difference in the lives of others. **100 percent of my author proceeds from this book are donated** to Feeding America and programs dedicated to building self-worth in girls and women.

WHEN I IMAGINE a world where every girl and woman believes she's worthy, I imagine the powerful force for good we can be together to help heal ourselves, generations, and humanity through love. If you think of someone, or many people, who needs the stories, tools, and takeaways from *WORTHY* as you're reading it, please share it with them. Please be my teammate and join me in spreading the message and impacting as many lives as possible. I can't do it alone, and I am so grateful for your help, working together with

me in this meaningful movement.

Also, I would love to invite you to post photos or your favorite images, pages, quotes, and experiences related to this book on social media using the hashtag #WorthyBook or #JamieKernLima so I can see and then repost yours on my page! If you'd like weekly inspiration and encouragement on your worthiness journey and beyond, I'd love to invite you to join my free email newsletter at JamieKernLima.com.

NoteWORTHY: This book and the exercises in it can be read alone, in partnership with a friend or a mental health professional, or as part of a book club. You can also create your own Worthy Circle: a group of two or more people who gather together as a book club or simply as a group, live or virtually, to celebrate and support building self-worth together. See WorthyBook.com/Resources for resources on how to join one or create your own.

You can also find more free tools and resources to complement your experience through this book, making it even more fully immersive, on WorthyBook.com/Resources and JamieKernLima.com.

Please note, this book is not meant to replace therapy, medication, or mental health treatment.

WORTHY STARTS HERE

You Become What You Believe You're Worthy Of

DO YOU REMEMBER the first time, perhaps as a little kid sitting in a classroom, that you knew the answer but decided not to raise your hand? With a slight pit in your stomach caused by the new and daunting awareness of other people's opinions, you debated raising your hand and going for it . . . until you decided not to. And just like that, in a single moment, you began to live in a way that was incongruent with your soul's fullest expression.

You doubted. You held back. You hid. You played it safe. You questioned whether you were wrong, even though you knew you were right. You questioned if you were smart enough. You questioned if *you* were enough.

And now, fast-forward to today, are you still the person who's not raising your hand when you know the answer? Are you still hiding? Just in case you're wrong. Just in case you fail. Or because you want to stay in your comfort zone of certainty. Now you're an adult who knows the answer, but inside are you still that same little kid who doubts it? Maybe you're sitting silently in work meetings, or in your daydreams, knowing you have a wild idea that just might be genius? Or are you languishing in an unhealthy friendship or relationship, knowing you're worthy of more but not quite believing it enough to leave? Perhaps you're the boss, but you're holding back from taking chances because deep down inside, you're afraid you're not strong enough to be a leader. Did you finally get that big break, that big promotion, that big increase, but you feel like an imposter so you're playing it small?

Maybe you really despise that other PTA mom, but you betray yourself and spend your precious free time hanging out with her. Maybe you're hustling and burned out while hiding that what you really need is rest. Maybe you're struggling with a health issue and are losing faith in your body, your

worth, and your Creator. Do you feel unseen at your core and tell yourself the lie that life is better that way? Maybe you're working *in* a business but know you were born to *run* one? Maybe you're in an intimate partnership where your worthiness goes unrecognized, but you're afraid to be alone so you're dimming your light and hiding from your truth? Maybe you're calling busyness a badge of honor, when you're really using it to numb your feelings? Maybe you've been living by someone else's story of success for you because you're confusing approval with love? Maybe you've decided that other people have already done what you can do, better than you could do it, so you've been canceling yourself out of your own calling? Or maybe you've been showing up as who the world tells you to be, people-pleasing, for so long that you don't even remember who you are anymore?

Self-doubt, unworthiness, and fear cause us to dim our soul's light. And start playing it safe. Holding back. Hiding. Speaking only part of our truth. Living only half of our life. Expressing only part of our soul's true essence. Craving the perception of belonging over authentic connection. Craving validation and significance in a way that's defined externally. Because we start to believe that these are the only paths to love, to belonging, and to worthiness.

If any of these ring true for you, if you know in the deepest part of your being that you're only living as *part* of who you are, but holding back and doubting or hiding *all* of who you are, then you're probably feeling an inexplicable void in your life. An aching longing for something that's missing. An emptiness created when others, or even you yourself, don't know and therefore can't embrace the full, authentic you. A disconnection from joy, when no matter what you achieve, it doesn't bring the feeling of fulfillment you'd hoped it would. An unremitting feeling that you're not quite enough. A lack of feeling truly alive that you can disguise from the world with the ease of a smile.

You're living your life hiding in plain sight.

OKAY, SO MAYBE you are thinking, *Whoa, we're going this deep right off the top of the book?* Yep, we're going there, because your time is precious. And this one beautiful life we each have is precious. I'm not showing up to play small, especially because I'm going to ask you to show up fully too in the pages to come. I wrote this book with the purest intention to give you

everything I've got, as an expression of love, from my soul to yours. Each of us is on a journey toward believing, then to truly knowing in every ounce of our being that we are fully worthy, exactly as we are. This is one of the most critical parts of achieving what Oprah Winfrey powerfully describes as "the highest, truest expression of ourselves."

You, exactly as you are, are enough, valuable, and fully worthy of love and belonging. There's nothing you have done or could ever do to change that. But let's go there later, because chances are, if you're anything like I've been for most of my life, you might not believe this quite yet.

Speaking of Oprah, and speaking of hiding in plain sight, I want to share one of the greatest moments of my life, a moment that almost didn't happen, and one that came after four years of me hiding because I didn't believe I was actually worthy of it. Oprah was my mentor-from-afar, the one I spent every weekday as a little girl, then later as an adult, watching on TV. The one I dreamt of meeting my entire life and had this knowing deep inside that somehow I actually would.

"This is what I know 100 percent for sure," Oprah said as she held up my first book, *Believe IT*, live to the camera. "You don't become what you want, you become what you believe." I did everything in my power to keep my jaw from dropping open, to not pee my pants, and to believe this moment was real and actually happening. You see, it almost didn't happen. In fact, many of the most significant moments in my life almost never happened. Because for years, while my soul dreamed wildly big, bold dreams and imagined moments like this one with Oprah, I never thought they could actually happen. Because I didn't believe I was worthy of them ever actually happening. In fact, and maybe you can relate to this, **I've spent most of my life feeling like I was not enough and doubting myself out of my own destiny.**

No matter how vividly we visualize our goals and dreams, perhaps in relationships, or in our careers or our health, no matter if we even take action toward making them happen, if deep down inside we don't actually feel like we are deserving or worthy of those dreams and goals, then we won't achieve them. We'll stay stuck and never go for them, we'll talk ourselves out of them, we'll give up too soon or somehow sabotage them along the way. With some self-worth, but not strong self-worth, we might allow ourselves to feel worthy of achieving a big goal or dream, but when we do, we'll arrive still feeling empty, unfulfilled, and like something is missing. Has this ever

happened to you? If you've ever experienced a sense of *not-enoughness*, even if you know it's a lie (because it is!), and you want to overcome it for good, this book is for you. **If *not-enoughness* feels like your hidden twin, then we just might be long-lost triplets.** If you struggle with self-doubt and not feeling worthy, even if no one knows it but you, this book is for you. And I believe one of the bravest and most important journeys we are on in this lifetime is learning the truth, which is that we are more than enough, and knowing and believing it in every part of our beings. If this resonates with you, **I've got your book and I've got your back.**

See, I believe **the moment you learn to trust yourself, and believe that you are worthy, is the moment your entire life, the past and future generations of your family, and our entire world change for the better.**

It's only when you believe you're worthy of it . . . whether it's of having a healthy relationship, of receiving unconditional love, of celebrating your body, of sharing your ideas, of being in the room, of being on the stage, of leading the team, of having soul-filling friendships, or of living out your biggest hopes and wildest dreams . . . that your greatest life and greatest destiny start to unfold.

AS OPRAH HELD up my book, I tried desperately to be present, to stay in my body, and to focus on the thousands of people watching us live. She and I were teaching a class together called "The Life You Want." *Please help me serve at the highest level I can*, I prayed over and over, because I've learned over the years that having an intention that's bigger than myself is the only way to get out of my own head. Before she even held up my book, I was already struggling to believe that I really was teaching a class with the person I had considered my mentor my entire life. It was the first time she and I had done anything professionally together.

What Oprah and I knew, which the live audience didn't know, is that nearly five years earlier, when I met her in person for the first time and we had lunch together shortly after, she gave me her personal phone number and I didn't call her for almost four years. Yep, Oprah, the one person I would have done anything to meet, the person I spent thousands of afternoons as a little girl watching from my living room all alone, the person who inspired much of my career, had given *me* her direct cell number and I didn't call it for almost four years! Why? Well, I thought I knew why for a long time.

See, as the months, then years, passed, I told myself stories that made sense. Stories like *You're not ready to call her yet*, or *Everyone probably wants something from her. Play it cool so she knows you don't*, or *You don't have the perfect thing to say to her yet. When you do, you'll know, and then it will be time to call*, or *If she gets to know you, she'll discover you're not as interesting/smart/funny/successful/cool/talented as she might think you are*, until one day I realized the *real* reason I hadn't called Oprah, and I wasn't proud of it. I hadn't yet called her because deep down inside I didn't believe I was worthy of it. I didn't believe I was worthy of being her friend.

Have you had moments like this in your life, where you sabotaged an opportunity? Or didn't go for it at all because you didn't think you had what it takes? Maybe this is a recurrent theme for you in your life right now. If it is, you're far from alone.

I believe one of the most prevalent forms of cancel culture is one that no one talks about. It's us canceling ourselves before we even try.

When I realized the real reason I hadn't called Oprah for four years, I felt a knowing: feeling unworthy wasn't aligned with who I truly am and with the person I was created to be. See, my soul knew I was worthy, but I let my thoughts and my mind's deep belief about my own unworthiness overpower my soul's knowing. Without realizing it, I was letting my thoughts and feelings of unworthiness sabotage something I dreamed of my whole life. When I had this realization, almost four years after the day I got her number, I decided **it was time to turn down the volume on my doubting mind and turn up the volume on the power of my knowing soul**. I decided to trust myself. The part that knows I am worthy. (And you are too!) And I dialed the number.

I'LL SHARE MORE about that call later, but first, fast-forward to May 2022 when I was teaching the class live alongside Oprah. I had been preparing tirelessly for months for this opportunity. But like all of our biggest moments, we've really been preparing our entire lives for them, whether we know it or not. Because as Oprah teaches and I fully believe, every step, failure, victory, mishap, trauma, growth, blessing, lesson, and moment of grace has always been happening *for* us, to prepare us so we can show up in each coming moment exactly as we're destined to. Even our setbacks are almost always setups for the path we're destined to take. As the live class began, I led the

Oprah Daily audience through exercises on how to build resilience, embrace rejection, stop hiding, and learn to confidently step into *all* of who they are. Oprah and I shared stories and teachings. I was in such a state of flow that it felt like I was moving inside a space that had been divinely orchestrated.

Then as Oprah held up my book again, and I tried not to fall out of my chair *again*, she said something that sent shockwaves that felt like truth through my body. Words that I believe capture the ultimate path so many of us are on, even if we haven't discovered it yet. Words that capture why I wrote that book, and even more powerfully why I wrote this one. Words I believe that, if we embrace them, can change the course of our entire lives. She said, "You don't become what you want. You can have the greatest heart desire, and really work so hard, so hard, so hard. But if you don't believe you are **worthy**, it will not come. That is the magic formula."

IN MY LIFE, I've been learning to believe I am worthy in stages, through ups and downs, big moments of knowing and small steps toward believing. In our human experience, believing in our worthiness is often a lifelong pursuit, and one of the most important ones we'll ever take. See, if I hadn't pursued building my self-worth, many of the moments in my life's story so far would never have happened. The stories in the press about me usually say something like "Denny's waitress builds billion-dollar business." And while that's true, my real story is about a girl who didn't believe in herself and learned how to. A girl who felt unworthy, and often still does to this day, but who is hell-bent on learning to believe she is. A girl who was placed into adoption at birth, but decided she was chosen and was born not only on purpose but with purpose. A girl who knows in her soul that at our core, we're all enough, and we're all worthy of love.

I'm a girl who knows that where we come from doesn't have to determine where we're going, and that making bad decisions in our past doesn't mean that *we're* bad. A girl who knows that the labels that others put on us and that we put on ourselves are removable, not permanent. A girl who faced thousands of rejections for years when she was building her business but chose to trust her gut and keep going anyway. A girl who had a knowing she'd one day meet Oprah and learned that we become what we believe when I finally did. A girl who had to learn she was worthy of being in the room, of launching a business, of being called CEO, of learning not to *wait on her*

weight, of learning to love herself, and learning to believe she's worthy of receiving love. A girl who knows we are not our past mistakes, we are our present and future intentions.

HERE'S WHAT I know to be true: If we don't believe we're worthy of starting the business, of being in a loving, committed relationship, or of having healthy, empowering friendships . . . If we don't believe we're worthy of a seat at the table, of writing the book, of running for office . . . If we don't believe we're worthy of rest, of celebrating our body exactly as it is, of soul care, of *doing* less and *being* more . . . If we don't believe we're worthy of showing up on social media authentically, of leading the team, of breaking the generational cycle, or of sharing our story with others . . . If we don't believe we're worthy because we've made too many mistakes, we've already failed too many times, or because someone told us we weren't worthy and we believed them . . . If we don't believe we're worthy of all of these things we want and deserve, we'll never get them.

In life, you don't soar to the level of your hopes and dreams, you stay stuck at the level of your self-worth. You don't rise to what you believe is possible, you fall to what you believe you're worthy of.

In your goals and career ambitions, you don't achieve everything that you're qualified for or capable of—you plateau at what you believe you deserve, and whether you know it or not, at the level of success where you've established your own internal identity. In your romantic relationships, the level and depth of intimacy, vulnerability, and love can only be as strong as the level and depth of vulnerable, intimate love you have for yourself. It's the same with your friendships. And in these relationships in your life, the level of pain you'll allow another person to cause you, whether it's through hurtful words or actions, often hovers right around the standards you have for the level and frequency of hurtful thoughts, ways, and words you think and say to yourself. And it's the same with your body. **Your body can feel like a source of shame or like a miracle in motion, all depending on your relationship with worthiness.**

If you're an entrepreneur, boss, or leader of a team, building strong internal self-worth is one of the best business moves you can make. We act on our identity, so when you're the boss you can have the title and even the stellar business results, but if deep inside you still struggle with self-worth, imposter

syndrome, and believing you're enough, it will eventually show in your leadership and your business decisions. You'll second-guess yourself, you'll hold back, you'll sabotage yourself or your company in your decision-making. Building your self-worth is the best business decision you'll ever make for your company, your team, and your leadership. **If you want to double your business, double your self-worth and watch what happens.**

When you change what you believe you're worthy of, you change your entire life.

SEE, WE CAN have big goals and dreams, we can study, get knowledge, get the biggest degrees on the wall, become activists, use our voices . . . we can know with passion and clarity what we believe in and believe for, we can make vision boards and we can even distinguish ourselves among the rare group of people who actually take action toward getting what we want in life . . . but if we don't believe deep down inside that we're worthy of it, it will never happen, or if it does, we won't be able to sustain it. Because **in life, you don't get what you want, you only get and maintain what you believe you're worthy of.**

When deep down inside we don't believe we're worthy of what we want, hope, and dream for, we will find a way to lose it or for it not to happen at all. We will sabotage the opportunity. We'll put a decent guy in the friend zone. We'll ghost a new friend who has pure intentions. We'll make a million excuses why we're not yet ready to make a career move, don't have the resources or the time or the talent. We'll focus on our problems instead of our potential because our problems can be an easy way to justify playing life small. **We might think we have a *net-worth* problem, when what we really have is a *self-worth* problem,** as when deep down inside we don't believe we're worthy of abundance, we sabotage ourselves to make sure that we don't get it. We'll dim our light to make others comfortable and to fit in. We'll tell ourselves stories like, *Once I get to my goal weight, then I'll be enough; once I get more experience, then I'll apply for the promotion; once the kids get through school, then I'll focus on building a healthy relationship.* We'll sit in the audience watching, all while knowing we're born to be on the stage. We'll walk into the room, all while hiding in plain sight. And we'll start living our lives this way. We'll talk ourselves out of our potential, out of our talent, out of our knowing, out of trusting ourselves, out of our gifts, out

of the relationships we deserve, out of getting unstuck, out of making our health a priority, out of asking for the raise, out of launching the idea, out of accepting a mentor's offer, and if we're not careful, out of becoming the person we're born to be. All because we don't truly believe we're enough, or worthy of it, exactly as we are.

IF ANY ONE of these examples hits home for you or feels like a past or present version of you, then this book is for you. If you struggle with not believing you're enough or truly worthy of walking into the big meeting room, of being called a good parent, of wearing the swimsuit, of receiving unconditional love, of looking in the mirror and seeing everything that's beautiful, of speaking up, of sharing your story, of asking for help, of resting, of setting boundaries, of showing up in the world as you authentically are and as *all* of who you authentically are, this book is for you.

I wrote this book for you if you have some self-doubt to destroy and a destiny to fulfill.

And I'm so honored to invite you into the pages of this journey together. And I'd like to start it by imagining together . . .

See, I can't help but imagine what our world would look like if it was full of women who decided to believe they're worthy. When I imagine a world full of women who feel worthy, I imagine the earth shaking with the jolt of possibility when we all wake up in the morning. Imagine with me . . . what would a world full of women who decide to believe they're worthy feel like? The potential that would be unleashed, the power of possibility unfolding. Imagine the generational cycles broken, imagine the unhealthy relationships that would end, imagine the businesses that would be launched, the body shapes and sizes that would be celebrated, imagine the rest that would be taken without guilt. Imagine the cellulite that would confidently be jiggling with joy. Imagine the seats that would be filled up in the boardroom, imagine what the list of Fortune 500 CEOs would look like, imagine the mental and physical health that would be prioritized, imagine how our government would lead, imagine the injustices that would end, imagine how children's storybooks would be written, imagine who little girls would grow up dreaming of being, imagine the time and capacity that would be freed up when self-doubt is silenced, imagine . . .

Imagining this is why I wrote this book. With the intention of you not just

imagining what your life would be like if you truly felt worthy, but actually learning how to believe that you are. Because you are. And in your soul, you know that you are. Most of us are born into a world—and even into loving, well-intentioned families—that whether knowingly or not, teach us to believe that we’re not. I believe that if we choose to, it’s possible to unlearn what we’ve been taught that doesn’t feel right in our soul, take our power back, and decide today is the day to forge a new path ahead. If you feel me, say out loud wherever you are, “I’m ready!”

Don’t think I didn’t see you not say it. Listen, if you’re not gonna be bold here along with me, how are you gonna be bold out there when things get hard? I’ll say it with you. We’ll say it together out loud. Who cares what anyone around you thinks? Okay, ready? Let’s loudly proclaim it: “I’m ready!”

You don’t become what you want, you become what you believe you’re worthy of: in life, in love, in friendships, in your career, and in your hopes and dreams.

ONE OF THE greatest parts of your journey to believing you’re worthy is learning to stop hiding. Learning, for the first time, or for the first time in a long time, the courage to start raising your hand. Or to be the person who leads and encourages others to raise theirs. To discover the true essence of your soul, of the real you, and to start *living* as the real you. Not your achievements, but your innateness that is full and whole and enough. And blossoming toward a new freedom and fulfillment that springs alive when we live in alignment with the true nature of the person we were born to be. And knowing in every ounce of our being that the person who we truly are is enough. And is worthy of love.

When you venture to stop hiding in plain sight, trust your inner knowing, live in congruence with your soul, ignite your purpose, and show up in this world as *all* of who you are, that’s when you truly *feel* fulfilled and truly *feel* alive. That’s when you live **in alignment with your assignment**. That’s when you become who you were born to be. That’s when you’re able to fully live in and express the joy and the beauty and the gifts and the ideas and the possibilities of your soul. That’s when you can wake up every morning and ask yourself one of life’s most powerful questions: **What will you do with the power that is YOU?** And then with that power fully tapped into, and