



*Authentic*

CONFIDENCE  
CONFIDENCE

A WORKBOOK FOR  
PROFESSIONAL  
WOMEN



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# Sound familiar?

Do you feel pressure to do your work perfectly?

Do you struggle to feel confident in meetings?

Do you get anxious making a difficult phone call?



Do you feel like you should set better boundaries with clients or people at your office?

Have you been told you have "impostor syndrome?"



Do you feel exhausted after being "tough" all day?

Is your career not as rewarding as you'd hoped it would be?

**All that's confusing and sometimes even distressing, because aren't women capable of having it all?**

**"After all my education and hard work, how come I don't feel all that confident?" you might be saying.**

**If you're feeling self-doubt, you're normal. Just trust that you're finding this material at the perfect time for you.**

**You have a strong work ethic already, so to build confidence, usually high-achieving women put a lot of effort into actions that look like they will make up for something you feel that you lack, such as...**



*Conferences and  
continuing education:*

Beyond what is required of you to maintain your license, do you find yourself going to tons of these hoping they'll make you feel more confident?

I totally used to do that. While you learn a lot of exciting and useful things from these, it doesn't change things if you go back to thinking and feeling inadequate...you may still have a lot of self-doubt.



*Personal growth, self-help,  
and business motivation  
books:*

Do you speed through these,  
and then think, "these authors  
just don't get how stressful it  
is to be in MY life/job?"



*Time. Waiting it out.  
Experience.*

"I'll feel confident after I've  
been doing this for another  
year or five." Well, you  
probably know that some  
things get more stressful the  
longer you've been practicing  
or working, and the more  
responsibility you have.

## *The real underlying*

*causes are:*

1. The "good student" mentality that works well when you're younger, but can actually sabotage your success in real life work
2. Suppressing your feminine energy – being emotionally "armored" in order to numb uncomfortable emotions, or present a "strong" image, causes you to lose trust in yourself
3. Believing that situations and circumstances cause your feelings and results, which takes power out of your hands and puts it in the hands of other people faster than anything

Below, you'll learn how these causes apply to you, and how you can start turning things around!



## 1. That "good student" mentality

You're one of the women who achieves great things, like getting an advanced degree, passing the licensing exams, and getting a prestigious job. All along, you were led to believe that reaching those milestones would give you confidence and success: "get good grades, and you'll get into a good school. Get a good rank, and you'll get a good job." Familiar?

They say "jump," and because it was drilled into you, your vibe – even if you don't say it – is asking, "how high?"

And when you do that, but then are a loss as to why you aren't financially successful, or happy, or clear on what's next, naturally, you feel betrayed – by "The Man," or the Boomers, or God/the Universe, or even how your graduate school was marketed to you, whether that was two or twelve years ago.

It is human to feel unfulfilled, self-doubting, or betrayed. But even from there, you can create deep confidence in yourself.



Note: it will require you to think about yourself differently from the ways that got you this far.

This will fuel actions that close the gap between where you are today and where you think you "should" be by now.

## EXERCISE ONE

Every morning for one week, spend 20 minutes journaling:

- If I could promise to myself that I will make sure I get to where I want to be – even if I don't know how yet – how would I feel differently about myself today?
- Name a woman (ideally in your profession) that you admire. List her outstanding qualities. Argue, using examples, for why you already have those qualities.

## 2. Traditionally male- "dominated" fields wreak havoc on your feminine energy

As professionals we are taught to set emotions aside, which fails to fully utilize a lot of a woman's power and intelligence.

That's a shame, because as people with tremendous responsibility for others lives, safety, finances, etc., our emotional awareness is one of the most important tools in the bag.



When you get used to being emotionally "armored" in order to numb uncomfortable emotions, or present a "strong" image, you disconnect from your intuition, your discernment, your ability to connect (and thus persuade), and you are freaking exhausted at the end of the day.





And you may be trying, consciously or not, to overcome eons of b.s. stereotypes like "too emotional," "too needy," or worse, "crazy."

We're taught not to trust our feelings, but deep down, that trains us to not trust ourselves. Which, naturally, undermines confidence.

And when you don't trust yourself, that's when your boundaries are violated – you regret letting people get away with stuff, and you regret how you react when they do.



That's why it's essential you reactivate your authentic feminine energy, the part of you that is like a queen who is solid in her own authority.

## EXERCISE TWO

Next time you experience a strong feeling, before reacting by dashing off a snarky email you might regret, or eating a snack you don't need, set a phone timer for 90 seconds.

Close your eyes and contact the feeling. Where is it in your body? What color is it? Does it move? Just be intently curious about it until the timer sounds.

Typically, this is enough to shift any uncomfortable emotion, and over time, rebuilds your feminine authority.

### 3. Believing that situations and circumstances cause your feelings and results

Let's say you are a lawyer and a judge's ruling is unfavorable. You spend the rest of the day getting little done on a brief. Instead, you scroll through shopping and social media, and then your partner is mad when you take your work home over the weekend that you didn't get done on Friday afternoon. Your thoughts spiral into why maybe you're not cut out to for the job, and you feel envious of your colleagues.

Sounds like a normal  
overworked  
professional woman's  
life. But it doesn't  
have to be your life.

What actually  
happened was you  
went to court, and  
the judge issued an  
order that said  
"xyz." The judge's  
order didn't also  
state, "and attorney  
is ordered to spend  
the rest of the day  
shopping as a  
sanction." 😏

*Key Point: thoughts  
cause feelings, and  
feelings drive  
actions.*

Maybe the thought was, "Ugh, this job sucks." Or maybe, "WTF!" Or maybe, "My client is going to freak out."

Such thoughts might cause you to feel angry, or worried, or self-pitying, and lead to counterproductive behavior.

Thoughts like these aren't your fault – professionals are indoctrinated that we must always be the best, and we too often beat ourselves up when we aren't.



## EXERCISE THREE

Every evening for one week, spend 20 minutes journaling:

Regarding what you did at work today, did it add to or subtract from your confidence?

What feelings led you to do or not do things?

What thoughts were running through your mind that caused you to feel a certain way?

What could you say to yourself tomorrow that would be more useful?



I suggest doing the  
three confidence-  
building exercises for  
one week.



You will likely  
then want to  
take this to  
the next level.  
And you'll  
need  
additional  
support to do  
it, because  
what you're  
going to be  
asking  
yourself to do  
is pioneering,  
and different  
from how all  
the other  
people  
around you  
operate.

With coaching, you could:

1. No longer stress out over which time "management" system is the best: using a powerful, proven routine, you will "create" time for what's important to you.

2. Embrace and radiate your feminine energy: live your authentic power, so you can know your worth and project confidence.

3. Become the Queen of Your Brain: Know how to choose your thoughts and feelings in a way that few other professional women do – which gives you a tremendous advantage in every circumstance.



# *Coaching*

T E S T I M O N I A L

"I've had more growth  
professionally in the last six  
months than over the previous 16  
years."

- H.G., Montana

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