

worthy book jamie kern lima

Worthy Book Jamie Kern Lima has become a compelling topic among readers and beauty enthusiasts alike, especially those interested in personal development, entrepreneurship, and inspiring success stories. As the founder of IT Cosmetics and a prominent figure in the beauty industry, Jamie Kern Lima's journey has been both inspiring and transformative. Her story is not only about building a billion-dollar company but also about overcoming personal struggles, embracing authenticity, and discovering one's worth. Many have found her narrative and the insights she shares in her book, "Believe It: How to Go from Underestimated to Unstoppable," to be truly Worthy—making her book a must-read for anyone seeking motivation and practical advice on achieving their dreams.

This article delves into the essence of the worthy book Jamie Kern Lima, exploring its themes, lessons, and why it resonates with so many readers. Whether you're an aspiring entrepreneur, someone on a journey of self-acceptance, or simply looking for inspiring stories, Jamie Kern Lima's book offers valuable insights that can help you recognize your inherent worth and unlock your potential.

About Jamie Kern Lima and Her Inspiring Journey

Who Is Jamie Kern Lima?

Jamie Kern Lima is a renowned entrepreneur, former news anchor, and motivational speaker. Her career began in journalism, where she reported the news and developed a keen understanding of human stories. However, her true calling was in the beauty industry, where she sought to create products that genuinely helped women feel confident and beautiful.

In 2008, Jamie co-founded IT Cosmetics, a revolutionary beauty brand focused on creating makeup that addresses skin concerns while enhancing natural beauty. Her relentless pursuit of innovation and her commitment to authenticity helped her grow the company into a billion-dollar brand, eventually acquired by L'Oréal in 2018.

The Personal Struggles Behind Her Success

Despite her professional achievements, Jamie faced significant personal challenges. She battled with her self-image, struggled with feelings of inadequacy, and faced rejection from the beauty industry early on. Her journey was marked by moments of doubt, financial hurdles, and the fight to prove her worth in a competitive market.

Her story highlights that success is not linear and that perseverance, authenticity, and self-belief are critical. These lessons are central themes in her book and resonate deeply with readers who face their own obstacles.

Overview of the Book: "Believe It: How to Go from Underestimated to Unstoppable"

What Is the Book About?

"Believe It" is part memoir, part motivational guide, and part business blueprint. Jamie Kern Lima shares her personal journey from being underestimated and overlooked to becoming a successful entrepreneur and influential speaker. She emphasizes the importance of believing in oneself, embracing authenticity, and overcoming fear.

The book is structured to provide actionable strategies alongside heartfelt stories, making it accessible and inspiring for a broad audience.

Main Themes and Lessons

Some of the key themes addressed in the book include:

- **Self-Worth and Confidence:** Recognizing your inherent value and cultivating confidence to pursue your goals.
- **Overcoming Fear and Rejection:** Learning to embrace failure and setbacks as opportunities for growth.
- **Authenticity and Staying True to Yourself:** The power of being genuine in your personal and professional life.
- **Persistence and Resilience:** The importance of perseverance amid challenges.
- **Practical Business Strategies:** Insights into building a brand, marketing, and scaling a business from scratch.

Why Is Jamie Kern Lima's Book Considered Worthy?

Authenticity and Relatability

One of the reasons "Believe It" is considered a worthy book is Jamie's candid storytelling. She openly discusses her vulnerabilities, failures, and moments of doubt, making her journey relatable to many readers. Her honesty fosters a connection that motivates others to recognize their own worth and potential.

Empowering Messages

The book is packed with empowering messages designed to inspire readers to believe in themselves and pursue their dreams relentlessly. Jamie's emphasis on self-love, confidence, and authenticity aligns with contemporary movements towards mental health awareness and personal empowerment.

Practical and Actionable Advice

Beyond inspiring stories, "Believe It" offers practical advice that readers can implement immediately. From tips on overcoming fear to strategies for branding and marketing, the book serves as a valuable resource for entrepreneurs and individuals seeking personal growth.

Impact on Readers

Many readers report feeling motivated and uplifted after reading Jamie's story. Her emphasis on worthiness helps individuals reframe their mindset, recognize their value, and take bold steps towards their aspirations.

Key Takeaways from Jamie Kern Lima's "Believe It"

1. **Believe in Your Worth:** Confidence is a choice. Recognize your value and don't let self-doubt hold you back.
2. **Embrace Your Authenticity:** Success comes from being true to yourself. Authenticity resonates more deeply with audiences and clients.
3. **Failure Is Part of Growth:** Rejection and setbacks are lessons, not

endpoints. Use them as fuel to propel forward.

4. **Persistence Pays Off:** Consistency and resilience are essential in turning dreams into reality.
5. **Help Others Recognize Their Worth:** Empowerment is contagious. Sharing your journey can inspire others to see their own worth.

Who Should Read "Believe It"?

- Entrepreneurs and aspiring business owners seeking motivation and guidance.
- Individuals struggling with self-confidence or self-worth issues.
- Fans of personal development literature looking for inspiring success stories.
- Anyone facing rejection, setbacks, or doubts in their personal or professional life.
- People interested in the beauty industry and brand building.

Where to Find Jamie Kern Lima's "Believe It"?

"Believe It" is widely available in various formats, including hardcover, paperback, e-book, and audiobook. You can find it on major online retailers such as:

- Amazon
- Barnes & Noble
- Books-A-Million
- Audible (for audiobook version)

Local bookstores may also carry copies, and libraries often include her book in their collections.

Final Thoughts: Why Jamie Kern Lima's "Believe It" Is a Worthy Read

Jamie Kern Lima's "Believe It" is more than just a memoir; it is a call to action for anyone who doubts their own worth or feels underestimated. Her story exemplifies that success is accessible to those who believe in themselves and stay authentic to their values. The practical advice, coupled with heartfelt storytelling, makes this book a worthy addition to anyone's personal development library.

By embracing the lessons shared by Jamie, readers can foster a mindset of resilience, confidence, and authenticity—key ingredients for a fulfilling and successful life. Her journey from feeling underestimated to becoming unstoppable serves as a testament to the power of self-belief and perseverance, inspiring countless individuals around the world.

In summary, if you are looking for a motivational, authentic, and practical guide to boost your confidence and pursue your dreams, Jamie Kern Lima's "Believe It" is undoubtedly a worthy book to read. It reminds us all that our worth is innate and that with belief and persistence, we can achieve extraordinary things.

Frequently Asked Questions

What is the main theme of 'Worthy' by Jamie Kern Lima?

'Worthy' by Jamie Kern Lima explores themes of self-acceptance, overcoming self-doubt, and embracing one's true worth to live a more authentic and empowered life.

How does Jamie Kern Lima's personal story influence the message of 'Worthy'?

Jamie Kern Lima shares her personal journey of facing rejection, self-doubt, and resilience, which underscores the book's message about recognizing your inherent worth and overcoming obstacles to achieve personal fulfillment.

What are some key takeaways from 'Worthy' by Jamie Kern Lima?

Key takeaways include the importance of self-love, cultivating confidence, embracing vulnerability, and shifting mindset to live a more purposeful and joyful life.

Is 'Worthy' suitable for readers interested in personal development?

Yes, 'Worthy' is highly recommended for those interested in personal growth, as it offers inspiring stories and practical advice to boost self-esteem and inner strength.

How has 'Worthy' by Jamie Kern Lima been received by readers and critics?

The book has received positive reviews for its honesty, motivational tone, and relatable storytelling, resonating with readers seeking empowerment and self-acceptance.

What unique perspectives does Jamie Kern Lima bring in 'Worthy'?

Jamie Kern Lima combines her experiences as a successful entrepreneur, former TV personality, and breast cancer survivor to provide a multifaceted perspective on resilience, authenticity, and worthiness.

Where can I purchase 'Worthy' by Jamie Kern Lima?

'Worthy' is available at major bookstores, online retailers like Amazon and Barnes & Noble, and in digital formats such as Kindle and audiobook.

Additional Resources

Worthy Book Jamie Kern Lima: An Inspiring Journey of Resilience, Entrepreneurship, and Authenticity

Jamie Kern Lima's story is a testament to perseverance, authenticity, and the transformative power of believing in oneself. As the founder of IT Cosmetics and a prominent beauty industry influencer, her memoir, Worthy, offers readers an intimate look into her remarkable life journey. This detailed review delves into the themes, lessons, and impact of Jamie Kern Lima's Worthy, exploring why this book resonates with so many and what it offers to those seeking inspiration and empowerment.

Overview of Worthy: A Narrative of Triumph and Authenticity

Jamie Kern Lima's *Worthy* is more than just an autobiography; it's a motivational guide that charts her ascent from a struggling TV personality to a successful entrepreneur and advocate for self-love. The narrative weaves together her personal struggles, professional challenges, and her unwavering commitment to authenticity.

Key themes include:

- Overcoming self-doubt and insecurities
- Navigating the pitfalls of entrepreneurship
- The importance of resilience and perseverance
- Embracing vulnerability as strength
- Building a brand rooted in authenticity and purpose

Lima's storytelling is candid, heartfelt, and compelling, making her journey relatable to anyone facing obstacles on their path to success.

The Personal Backstory: From Struggles to Self-Discovery

Early Life and Personal Challenges

Jamie Kern Lima's early life was marked by struggles common to many—self-esteem issues, health challenges, and the search for her identity. Growing up, she faced:

- Body image insecurities
- Feelings of inadequacy in a competitive industry
- Personal health battles, including a diagnosis that impacted her confidence

Despite these hurdles, Lima's resilience shone through, fueling her desire to find her purpose.

Professional Beginnings

Initially, Lima's career in television was fraught with rejection and disappointment. She faced numerous setbacks in her pursuit of a media career, often feeling like she was not enough. Her perseverance eventually led her to:

- Work as a local TV anchor

- Experiment with makeup tutorials and beauty content
- Realize her passion for empowering women through beauty

Her journey underscores a vital message: success often comes after multiple failures, and embracing one's authentic self is crucial.

The Birth of IT Cosmetics: A Venture Rooted in Authenticity

Identifying a Market Gap

Lima's personal struggles with her skin and her desire for makeup that truly worked inspired her to create a brand that prioritized real results and honesty. She recognized a need for:

- Products suitable for women with skin imperfections
- Transparency in marketing and product efficacy
- A brand that connected emotionally with consumers

Building the Brand

Her journey to launch IT Cosmetics was anything but smooth. Key phases involved:

- Securing funding and overcoming skepticism from investors
- Developing products that delivered on promises
- Navigating the competitive beauty landscape
- Overcoming personal doubts and fears

Lima's dedication and unwavering belief in her vision helped her transform IT Cosmetics into a billion-dollar enterprise, acquired by L'Oréal in 2016.

Lessons from Her Entrepreneurial Journey:

- Authenticity attracts loyal customers
- Persistence is vital in the face of rejection
- Staying true to your core values leads to sustainable success

The Power of Vulnerability and Authenticity

Breaking the Mold

A significant aspect of Worthy is Lima's emphasis on vulnerability. She advocates for embracing imperfections and sharing authentic stories to connect with others. This approach:

- Builds trust with audiences
- Encourages women to accept themselves
- Challenges societal standards of beauty

Impact on Readers

Her openness has inspired countless women to:

- Question unrealistic beauty ideals
- Celebrate their unique features
- Pursue their passions despite fears

Worthy champions the idea that genuine confidence stems from embracing one's true self, not conforming to external expectations.

Resilience and Overcoming Adversity

Handling Rejection and Failure

Throughout her memoir, Lima shares candidly about setbacks, including:

- Failed business deals
- Public scrutiny
- Personal health crises

Her resilience is evident in her refusal to give up, often citing her mantra: "I am worthy." This phrase encapsulates her core message—that every individual deserves success and self-love.

Strategies for Cultivating Resilience

Lima offers practical advice for readers facing their own challenges:

- Reframe failures as learning opportunities
- Surround yourself with supportive people
- Maintain a clear vision of your purpose
- Practice daily affirmations to reinforce self-worth

Lessons on Leadership and Building a Brand

Leading with Authenticity

Lima's leadership style is rooted in transparency and integrity. She emphasizes:

- Listening to your customers' needs
- Staying true to your values
- Being honest about your journey, including struggles

Creating a Purpose-Driven Brand

Her success demonstrates that brands rooted in purpose and authenticity resonate deeply. She advocates for:

- Connecting emotionally with your audience
- Prioritizing quality and honesty over shortcuts
- Building a community rather than just a customer base

Impact and Reception of Worthy

Critical Acclaim

Worthy has received praise for its heartfelt storytelling, practical advice, and inspiring message. Readers appreciate Lima's vulnerability and her candid sharing of both successes and failures.

Reader Testimonials

Many have highlighted how the book:

- Boosted their confidence
- Motivated them to pursue their dreams
- Helped them accept their imperfections
- Gave practical steps for overcoming self-doubt

Cultural Influence

Lima's story has contributed to broader conversations about beauty standards, authenticity, and women's empowerment. Her journey exemplifies how vulnerability and resilience can lead to both personal and professional fulfillment.

Final Thoughts: Why Worthy Is a Must-Read

Worthy by Jamie Kern Lima is more than a memoir; it's a blueprint for living authentically and pursuing your passions despite obstacles. Its value lies in the honest portrayal of a woman who refused to give up on herself or her dreams, inspiring countless readers to do the same.

Key Takeaways:

- Embrace your imperfections; they are part of your unique beauty
- Resilience is built through perseverance and a positive mindset
- Authenticity in branding and personal life fosters genuine connections
- Self-worth is the foundation for success and happiness

Whether you are an aspiring entrepreneur, someone battling self-doubt, or simply seeking motivation to live more authentically, Worthy offers timeless lessons wrapped in a compelling, relatable narrative.

In Summary

Jamie Kern Lima's Worthy is a powerful testament to the importance of authenticity, resilience, and self-love. Her journey from insecurity and rejection to thriving entrepreneur exemplifies what it means to truly believe in one's worth. This book is an inspiring read that encourages readers to embrace their imperfections, pursue their passions with courage, and recognize that they are inherently worthy of success and happiness.

[Worthy Book Jamie Kern Lima](#)

worthy book jamie kern lima: Worthy Jamie Kern Lima, 2024-02-20 INSTANT NEW YORK TIMES BESTSELLER! What has self-doubt already cost you in your life? WORTHY is how you change that. Imagine what you'd do, if you FULLY believed in YOU! When you stop doubting your greatness, build unshakable self-worth and embrace who you are, you transform your entire life! WORTHY teaches you how, with simple steps that lead to life-changing results! "In life, you don't soar to the level of your hopes and dreams, you stay stuck at the level of your self-worth. In your business, leadership, relationships, friendships and ambitions, you don't rise to what you believe is possible, you fall to what you believe you're worthy of. When you build your self-worth, you change your entire life. WORTHY teaches you how. I wrote WORTHY for YOU if you have some self-doubt to destroy and a destiny to fulfill!" – Jamie Kern Lima Author Jamie Kern Lima's first, instant New York Times bestselling book, Believe It, captured her journey of going from Denny's waitress to billion-dollar entrepreneur by learning to believe in herself. And now her second, much anticipated, upcoming book WORTHY is the playbook for how YOU can believe in YOU! If you've ever struggled with self-doubt, felt like you don't have what it takes...or that who you truly are isn't enough, even if you're really good at hiding it from the world, WORTHY is for you. If you've been underestimating your talent and gifts, or battle imposter syndrome, WORTHY is for you. If you've been letting fear of

failure and rejection hold you back, WORTHY is for you. If you've learned to please others so much that you end up betraying yourself, WORTHY is for you. If you're sick and tired of what self-doubt has already cost you in your life, in your goals, in your relationships, and in your hopes and dreams, WORTHY is for you! If you're ready to expand your self-love, ignite your self-confidence and wake up your self-worth, WORTHY is for you!! When you change what you believe you're worthy of, you change your entire life. This book is about how to do that. IN WORTHY YOU'LL LEARN HOW TO... · Get Unstuck from the Things Holding You Back · Build Unshakable Self-Love · Unlearn the Lies the Lead to Self-Doubt · Embrace The Truths That Wake Up Worthiness · Stop Dimming Your Light and Doubting Your Greatness · Let Go of Past Mistakes and Restore Self-Confidence · Overcome Limiting Beliefs and Embody Empowering Ones · Eliminate Your Fear of Rejection and Failure · Learn to Believe You're Enough Exactly as You Are · Transform the Meaning You Give to Your Own Story and Identity · Follow the Roadmap for Achieving True Fulfillment in Life · Achieve Your Hopes and Dreams by Believing You Are Worthy of Them · Embrace Who You Truly Are And much more... Are you ready to unleash your greatness and believe in the power that is YOU? Are you ready to finally stop believing the lies that you're unlovable, unqualified or not (fill in the blank) enough? Are you ready to triumph over the thoughts holding you back, destroy self-doubt and truly know and believe you have what it takes to accomplish your greatest goals and wildest dreams? Imagine... what would you do if you had zero self-doubt and unshakable self-worth? What would you do if you fully believed in YOU?

worthy book jamie kern lima: Summary of Worthy by Jamie Kern Lima: How to Believe You Are Enough and Transform Your Life GP SUMMARY, 2024-02-27 DISCLAIMER This book does not in any capacity mean to replace the original book but to serve as a vast summary of the original book. Summary of Worthy by Jamie Kern Lima: How to Believe You Are Enough and Transform Your Life IN THIS SUMMARIZED BOOK, YOU WILL GET: Chapter provides an astute outline of the main contents. Fast & simple understanding of the content analysis. Exceptionally summarized content that you may skip in the original book WORTHY is a book by Jamie Kern Lima that helps readers overcome self-doubt and achieve life-changing results. It teaches readers to build self-worth, embrace their true selves, and overcome lies. The book addresses fear of failure, rejection, and betrayal. It offers simple steps to overcome self-doubt, urging readers to unleash their greatness and achieve their goals.

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change your entire life. This book is about how to do that. IN WORTHY YOU'LL LEARN HOW TO... · Get Unstuck from the Things Holding You Back · Build Unshakable Self-Love · Unlearn the Lies the Lead to Self-Doubt · Embrace The Truths That Wake Up Worthiness · Stop Dimming Your Light and Doubting Your Greatness · Let Go of Past Mistakes and Restore Self-Confidence · Overcome Limiting Beliefs and Embody Empowering Ones · Eliminate Your Fear of Rejection and Failure · Learn to Believe You're Enough Exactly as You Are · Transform the Meaning You Give to Your Own Story and Identity · Follow the Roadmap for Achieving True Fulfillment in Life · Achieve Your Hopes and Dreams by Believing You Are Worthy of Them · Embrace Who You Truly Are And much more... Are you ready to unleash your greatness and believe in the power that is YOU? Are you ready to finally stop believing the lies that you're unlovable, unqualified or not (fill in the blank) enough? Are you ready to triumph over the thoughts holding you back, destroy self-doubt and truly know and believe you have what it takes to accomplish your greatest goals and wildest dreams? Imagine...what would you do if you had zero self-doubt and unshakable self-worth? What would you do if you fully believed in YOU?

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disappointments, heartaches, and unmet expectations so that you can move forward in healing. ·Talk candidly about your feelings to forge healthier and more meaningful relationships. ·Practice forgiveness and empathy for yourself and others so that you live with more love and less pain. ·Regain control over the parts of life where you have agency instead of passively waiting for things to happen to you. ·Discover creative practices to cultivate daily satisfaction and contentment. · Learn to love yourself and the characteristics that make you unique so that you can be more confident and content. I Thought It Would Be Better Than This is a manifesto of hope that will empower you to transform your circumstances and move forward with intention and purpose.

worthy book jamie kern lima: *Believe IT* Jamie Kern Lima, 2021-02-23 #1 WALL STREET JOURNAL BESTSELLER • NEW YORK TIMES BESTSELLER • USA TODAY BESTSELLER From the New York Times bestselling author of *Worthy: How to Believe You Are Enough and Transform Your Life!* “Game-changing. Authentic. A must-read for every woman! Jamie is the real deal—and that’s rare.” —Glennon Doyle, #1 New York Times bestselling author of *Untamed* “Raw. Real. Powerful. Filled with vulnerability and grit. This book will inspire you to believe in your own power. It’s a book every woman needs!” —Sara Blakely, Founder Spanx ARE YOU READY TO BELIEVE IN YOU? Imagine overcoming the things holding you back, breaking through the barrier of self-doubt and fully becoming the person YOU were BORN TO BE! In *Believe IT*, Jamie Kern Lima, founder of IT Cosmetics, shares the wild but true story of how a once struggling waitress turned her against-the-grain idea into an international bestselling sensation, eventually selling the company for over a billion dollars and becoming the first female CEO of a brand in L’Oréal’s 100+ year history. Faced with self-doubt, body-doubt, God-doubt, down to her last few dollars and told “No one is going to buy makeup from someone who has your body,” Jamie reveals for the first time what really went down, how she almost didn’t make it, how she learned to trust herself, and the powerful lessons you, too, can use to go from underestimated to unstoppable. With radical vulnerability and honesty, Jamie takes you on a journey through deeply personal stories of heartbreak and resilience—including accidentally finding out she was adopted when she was in her twenties and the reverberations this has had on all aspects of her life. Jamie also pulls back the curtain on her fight to change the beauty industry’s use of unrealistic images, on behalf of all the little girls who are about to start doubting themselves, and all of the grown women who still do. Spellbinding, riveting, with raw vulnerability and down-to-earth warmth, *Believe IT* shakes your soul and shows you that you, too, have what it takes to believe in yourself, trust yourself, and go from doubting you’re enough to knowing you’re enough! Do you have big goals, hopes, and dreams but let rejection get in the way? Do you struggle with feeling like you’re not enough and like success is something that happens to other people, but have a hard time believing it’s possible for you? Do you let past mistakes and failures hold you back? Do you know deep down inside that you were created for more, but somehow still doubt yourself? In *Believe IT* you’ll discover how to... -Overcome self-doubt -Gain the courage to take risks, an empower yourself and others -Tune into and trust your own intuition -Let go of your mistakes and insecurities -Turn down the volume on your inner critic -Handle the rejection, the haters, and the mean girls -Boost your confidence -Start your dream (and keep going!) -And much more... ?If you’ve ever doubted yourself or felt truly underestimated, this book will inspire a new kind of belief and confidence in you and your dreams!

worthy book jamie kern lima: *Believe IT* Jamie Kern Lima, 2021-02-23 The true story of how a once struggling waitress turned her against-the-grain idea into an international bestselling sensation, eventually selling the company for over a billion dollars and becoming the first female CEO of a brand in L’Oreal’s 100+ year history. Jamie also takes you on a journey through deeply personal stories of heartbreak and resilience

worthy book jamie kern lima: *Forgive Everyone for Everything* Iyanla Vanzant, 2025-05-06 Iyanla Vanzant’s classic book on forgiveness gets a modern update. Take back your power, heal toxic relationships, and harness the energy of your thoughts. Too many of us feel stuck, trapped in relationships, and weighed down by past trauma. We might be quick to judge and slow to pardon, and self-righteous about our feelings as we dwell on memories of what we or others did (or failed to

do). With this book, New York Times best-selling author and spiritual leader Iyanla Vanzant challenges us to embrace the new power of forgiveness. With Iyanla's 21-Day Forgiveness Plan, you'll explore relationship dynamics with your parents, children, friends, partners, yourself, and even God. Through journaling work and Emotional Freedom Techniques (also known as "tapping"), you'll learn to see yourself, your life, your every experience, and every person in your life from a different perspective. The free audio download that accompanies this book contains personal guidance from Iyanla on the Forgiveness Process, supportive meditations, and 18 daily prayers. Whatever challenges you face, forgiveness is the key to change. Forgiveness doesn't mean agreeing with, condoning, or even liking what has happened. It means letting go and knowing that everything is just as it needs to be in order for you to grow and learn. Releasing the past restores you to the full energy of the present moment so that you can live with more love, gain clarity on your life's lessons and blessings, and discover a new level of personal freedom, peace, and well-being. If you are ready to stop feeling bad, stop being wounded, and stop giving yourself reasons and excuses to be, do, and have less than you desire . . . It's time to forgive everyone for everything! *Forgive Everyone for Everything* is a revised edition of *Forgiveness: 21 Days to Forgive Everyone for Everything* (9781401952044).

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and failures of the past stop you? Do you know deep down that you have something else to give, but you don't know how to use all your power and possess it? If you answered yes to any of these questions, believe me, this book is for you! In Believe It, you will learn how to: Overcome self-doubt Connect and trust your own intuition Forgive your mistakes and insecurities Turn down the volume of your inner critic Defend your ideas Deal with rejection, haters, and bad girls Start your dream (and keep going!) Follow your ideas Handle personal dilemmas and find your true self A lot more... Here is a Preview of What You Will Get: □ A Full Book Summary □ An Analysis □ Fun quizzes □ Quiz Answers □ Etc Get a copy of this summary and learn about the book.

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- A drive home from work can become an opportunity for self-care
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