

You Are a Badass – Jen Sincero (C2 Level)

ULTIMATE READING

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You Are a Badass by Jen Sincero is an unapologetic and empowering guide about how to stop doubting your greatness and start living your best life. Through humor, personal stories, and raw honesty, Sincero explores what keeps people stuck and what finally pushes them to act. She makes readers question everything they've ever believed about fear, success, and self-worth.

Sincero explains that people often ask themselves questions like, “*Why am I not where I want to be?*” or “*What if I fail?*” — yet she insists that these doubts must be reframed. Instead of asking “*What if it doesn't work?*”, she suggests that we should ask *ourselves why we've assumed it won't*.

“You are a badass. Everything you need to create the life you desire is already within you.”

This message, which she repeats throughout the book, challenges readers to reconsider how their inner dialogue has shaped their reality.

1. The Power of Self-Belief

Sincero has often been asked what separates successful people from those who stay stuck. She answers that the difference lies in self-belief — the certainty that you *can* change your life. When people doubt themselves, they usually wonder if they are truly

capable. But, as Sincero reports, the better question is not “*Can I do this?*” but “*How can I stop believing that I can’t?*”

Self-belief, she says, is not arrogance; it’s a discipline. Those who have asked themselves *what’s possible if they actually commit* are the ones who transform their lives.

She once wrote that when she stopped asking *why others had more opportunities* and started asking *how she could create her own*, everything changed.

Belief opens doors that doubt keeps closed.

2. The Energy of Thought

Throughout the book, Sincero recounts that people often ask her how the universe “responds” to our energy. She explains that it’s not about mysticism but about mental focus — the more you think about what you lack, the more lack you attract.

When a reader once asked her if “positive thinking” really works, she answered that it’s not about thinking positively, but about thinking powerfully.

According to Sincero, the universe doesn’t judge intentions — it mirrors energy. Those who have asked themselves *why things always go wrong* should instead ask *how they’ve been feeding those beliefs through fear or resistance*.

“Your thoughts are a magnet, attracting exactly what you think about most.”

Through this indirect way of questioning ourselves, she helps readers realize that awareness — not chance — shapes reality.

3. Action as the Proof of Belief

Sincero often reports that people come to her workshops asking *when the universe will finally reward their effort*. Her answer is always the same: “*It’s not about when; it’s about whether you’re truly acting like the person you want to become.*”

She explains that taking action is the clearest evidence of belief. Asking “*When will my life change?*” is pointless unless you’re already acting as if it has.

Indirectly, she challenges readers to reflect on what they would do *if they had already succeeded*.

“Success doesn’t come to those who wait; it comes to those who act.”

Her argument is that faith without movement is fantasy — and that bold decisions answer the very questions fear tries to raise.

4. Loving Yourself Without Apology

Many of Sincero's readers have asked her how self-love can lead to external success. She replies that you cannot truly build anything if you are constantly seeking validation.

When people ask *what others will think if they fail*, she reminds them that what others think is irrelevant compared to what they think of themselves.

Self-love, she explains, is not vanity but liberation. Asking yourself "*How can I trust myself more?*" is more productive than asking "*What if I'm not good enough?*"

"You can't love others or experience success until you love yourself."

Loving yourself means no longer questioning your worth, but understanding that your value was never up for debate.

5. Fear and Limiting Beliefs

When asked what holds most people back, Sincero says it's fear disguised as logic. People ask *what will happen if they fail*, but rarely ask *what will happen if they succeed*.

She reports that fear should be seen not as an obstacle, but as a compass showing us where to grow.

"Fear will always be there, but it doesn't have to stop you."

Through indirect questions — such as *what am I really afraid of losing?* or *what would happen if I stopped waiting for permission?* — she guides readers toward a mindset of courage rather than caution.

6. Taking Responsibility for Your Life

Sincero emphasizes that personal responsibility is the core of empowerment. Many people ask *why life is unfair* or *why opportunities pass them by*, but few ask *how they have contributed to their current situation*.

When she is asked what the first step toward change is, she replies, "*The moment you stop blaming and start acting.*"

"You are the only one responsible for your life."

Indirect questions such as *how have I created this?* or *what can I learn from this?* become tools for transformation — because they turn confusion into clarity and victimhood into agency.

Main Lessons

1. Instead of asking “*Why can’t I succeed?*”, ask “*How can I start believing I can?*”
2. Questioning your limits indirectly reveals how they were self-imposed.
3. The most powerful questions are not directed at others but at yourself.
4. Action answers every question that fear creates.
5. The quality of your life depends on the quality of the questions you ask.

Final Reflection

You Are a Badass is not a book that tells you what to think — it’s a book that teaches you how to question yourself differently.

Sincero reminds readers that every transformation begins with one question: *What if I believed I was already enough?*

Her approach — which turns direct doubt into reflective inquiry — transforms insecurity into empowerment.

By learning to ask ourselves better questions, we stop seeking external answers and start hearing the truth that’s always been within.

“You’ve asked enough times what could go wrong. Now ask what could go right.”

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