

SCREW SELF-DOUBT!

5 Confidence Hacks

for Women Over 40 Who Are Ready to Own Their
Power



A guide to a balanced work + life
and how to show up as your best
self in both areas of your life

BY KARITA



Hey you, It's Time to Get Out of Your Own Damn Way!

If you've ever felt stuck, second-guessed yourself, or let fear hold you back, you're not alone. But here's the thing: your past doesn't define your future. You have the power to rewrite your story starting TODAY.

This guide will walk you through five simple but powerful confidence hacks to help you take action and step into the badass woman you were born to be.

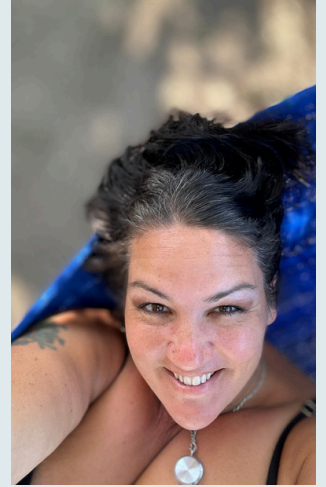
Let's do this!

“You either walk inside your story and own it, or you stand outside your story and hustle for your worthiness.”

– Brené Brown

About Me

Meet Karita – The Unstoppable Force Behind Your Next Breakthrough



From bootstrapping businesses to traveling the world, I've faced it all—failed ventures, shiny distractions, and moments where quitting seemed easier. But I didn't quit. I cracked the code to confidence, resilience, and building a life on my own terms.

Now, I help ambitious people ditch the doubt, get unstuck, and take bold action toward their dreams—whether through digital business, personal growth, or coaching. I've learned that success isn't about luck—it's about mindset, strategy, and having the guts to go after what you truly want.

I live in Mexico, where I'm building a self-sustainable ranch, rescuing animals, and creating a legacy of impact. My life is fueled by freedom, purpose, and the desire to help other women rise up.

Oh, and my biggest inspiration?

My son. Watching him chase his dreams reminds me why I never stop chasing mine.

If you're ready to stop playing small and start living boldly, you're in the right place. Let's make it happen.

Karita



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Next Steps: Step Into Your
Power



01

Stop Negative Self-Talk

(Rewire Your Thoughts)

The problem: That inner critic in your head has been running the show for way too long, whispering things like “I’m not good enough” or “I’ll fail if I try.”

The hack: Flip the script! Next time you catch yourself thinking negatively, ask, “Would I talk to my best friend this way?” If the answer is no, it’s time to reframe that thought. Swap out “I can’t” for “I am learning how to…” and watch your mindset shift.

◆ **Action step:** Write down 3 negative thoughts you’ve had today and rewrite them into empowering ones.

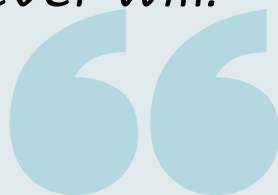
Pro tip: Take it a step further—say your new affirmations out loud every morning. The more you hear them, the more your brain starts to believe them. Change your inner dialogue, and you’ll change your life.

Daily Challenge: Each time a negative thought creeps in today, replace it with an empowering statement IMMEDIATELY. Do this consistently, and watch your confidence grow!

02

Ditch Perfectionism (Action Beats Perfection Every Time)

"Doubt kills more dreams than failure ever will." – Suzy Kassem



The Problem:

You're stuck in a cycle of waiting for the "perfect time" to start that new project, take that leap, or make that change. But here's the cold hard truth: there is no perfect time. The "perfect time" is an illusion we create when we're too afraid to start. It's the waiting room of self-doubt and fear, and you'll be sitting there for a long time if you don't decide to take action now.

Here's the thing about perfectionism: it paralyzes us. It convinces us that if we can't get it just right, we shouldn't do it at all. And you know what? That's a bunch of BS.

The Hack:

Let's face it—nobody gets it right the first time, and that's okay! You're not supposed to be perfect.

Perfectionism is a trap that keeps you stuck in the "research phase" or the endless "planning phase," and you never get to the real action phase. Action beats perfection every time. You have to learn how to get comfortable with making mistakes and being messy.

Take imperfect action. Hit publish, make the call, try something new, say yes to that opportunity, and figure out the details as you go.



Remember: Confidence doesn't come from sitting around waiting for the "perfect moment" to appear. Confidence is born from doing things—especially things you're scared of—and realizing,

"Hey, I can do this."

◆ Action Step:

What's one thing you've been procrastinating on because you think it has to be perfect? Do it today.

Take that step, even if it's messy. Publish that blog post. Record that video. Send that email. Start that thing you've been putting off.

Pro Tip: The more you take action, the more confidence you build. You'll start to see that done is always better than perfect. And guess what?

You can always improve next time!



Make sure that you have accompanying visual content that immediately catches the eye. Include photos, illustrations, and other graphics to match.

03

Set Small Wins

(Daily Habits Build Confidence)

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*“You are never too old to set another goal
or to dream a new dream.” – C.S. Lewis*



The Problem:

Have you ever set a massive goal, only to feel overwhelmed and paralyzed by how big it is? You look at the mountain ahead of you, and all of a sudden, you don't know where to begin. Or maybe you start, but you get stuck because the goal feels so far out of reach. The huge, intimidating goals are enough to make anyone want to quit before they even start.

The Hack:

Instead of focusing on that huge, intimidating goal, start with small, manageable wins. Every big dream can be broken down into small steps that are achievable. If your goal is to lose 30 lbs, don't focus on the 30 lbs. Focus on one small action you can do today, like drinking one extra glass of water, or going for a 15-minute walk.

When you hit a small win, you build momentum. And that momentum is what ultimately drives you to success. It's not about huge overnight transformations; it's about creating a steady flow of small victories that add up over time.

Remember: Confidence isn't built by focusing on the finish line—it's built by celebrating the small wins along the way.

Action Step:

- ✓ What's one small habit you can start today that will lead you to your bigger goal? Start it today and celebrate the fact that you're making progress.

Pro Tip: The key is consistency. Do something small and consistent every day. Small steps lead to big changes, and before you know it, you'll look back and realize just how far you've come.

04

Break Free from Fear

(Stop Waiting for Permission)

The Problem:

Fear is one of the biggest things that hold us back from reaching our full potential. Whether it's fear of failure, fear of rejection, or fear of judgment, it keeps us stuck in the status quo, preventing us from taking that first step toward change. We sit around, thinking we need to wait until the "perfect moment," or until we have the "perfect plan."

But here's the thing: ***Fear isn't a sign to stop—it's a sign to go.*** The most important thing you can do is to take action in the face of fear.

The Hack:

Feel the fear, and do it anyway. Fear is not a stop sign; it's a green light. Fear means you're pushing your boundaries, stepping out of your comfort zone, and doing something that truly matters. It's the fear that comes with growth, and you have to lean into it rather than running away from it.

Instead of waiting for permission from others or even from yourself, give yourself the permission to take the leap. You are the only one who can hold you back.

♦ Action Step:

What's one thing that scares you that you've been putting off? Take just one small step toward it today. It might be a little scary, but it'll also be incredibly empowering.

Pro Tip: Fear is always there to remind you that you're doing something important. The more you push through it, the more confident you become in your ability to overcome obstacles.

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“The person you are becoming will cost you people, relationships, spaces, and material things. Choose you over everything.”

– Unknown

04

Build Momentum

(Keep Going Even When Motivation Dips)

The Problem:

You start strong, full of excitement and drive. Maybe you launch a new project or start a new habit, and you feel unstoppable. But then, life happens. Work gets busy, you get tired, things don't go as planned, or you simply lose that initial burst of energy and enthusiasm. Suddenly, you're stuck in the land of procrastination, questioning whether you can really do this after all.

Motivation is nowhere to be found.

It's easy to get discouraged when the excitement fades, and the reality of daily grind kicks in. But here's the truth: motivation isn't what keeps you going—it's momentum.

The Hack:

Momentum is the magic ingredient. It's the power that pushes you forward even when motivation dips. The key to building momentum is consistency, even when you don't feel like it. It's about showing up every day, whether you're feeling motivated or not. Over time, that consistency builds and carries you forward. It's like pushing a boulder uphill—the first few pushes are the hardest, but once the boulder is rolling, it gets easier.

When you're building something meaningful—whether it's a business, a healthier body, or a new habit—the most important thing you can do is keep moving forward, even in small ways. Every time you show up and take action, you're adding to your momentum.

Remember: Momentum doesn't require motivation—it requires action. The more you show up, the more you build momentum, and the more confidence you gain.

◆ Action Step:

Think about one goal or habit you've been working on that has stalled out. What is one small action you can take today to build momentum again?

Even if it's just 10 minutes of work, start there.



💡 Pro Tip: Focus on showing up consistently, even when you don't feel like it. Start with the smallest step—make the call, send the email, write the first paragraph of your blog post.

No matter how small, it will build momentum that will eventually carry you to success.

05

Overcoming the “Dip” in Motivation:

Let's talk about how to handle those moments when you feel stuck, uninspired, or simply too tired to move forward. It's normal to hit a wall or experience a dip in motivation. Everyone goes through it. The key is to not let it stop you from making progress.

Here's a little secret: Action breeds motivation.

When you start to feel stuck, taking even the smallest step—like sending an email or making a to-do list—will give you a little spark of energy. That small action will trigger the next, and before you know it, your momentum is back.

Another way to build momentum is by setting up daily or weekly accountability. When you know you're going to check in with someone or share your progress with a community, you're more likely to keep going. Accountability partners, whether they're friends, family, or an online group, can help keep you on track and prevent you from quitting.





Accountability is Key

It's easy to give up when no one is watching. But when you have others counting on you or checking in on your progress, you're much more likely to stay committed. Accountability works because it makes you feel responsible, and when you feel responsible, you show up.

Join a community, hire a coach, or just find a friend who will support you and help you stay on track. As you continue to make progress, you'll feel a deeper sense of accomplishment, and that momentum will snowball.

Action Step:

If you're not already in a supportive community, seek one out today. This could be a group of like-minded women, a coach, or even a friend who shares your goals. Share your current struggles and ask for accountability.

Pro Tip: Having someone to check in with, whether daily or weekly, can be the difference between staying stuck or keeping the momentum going.

Why Momentum Matters More Than Motivation

Motivation is fleeting. It comes in waves, often when it's least needed or when the urgency isn't as strong. But momentum? That's something you can create. And once you have it, it becomes your greatest ally.

Don't wait for motivation to hit before you take action. Don't wait until you feel "ready." Build momentum by taking consistent, imperfect steps. The more you do, the easier it gets.



Momentum is the foundation for everything. It's the key to unlocking your potential and achieving your dreams. Once you get rolling, you'll be amazed at how quickly you can accomplish your goals. But the secret to getting there is simple: take action every single day, no matter how small. That's how you build momentum, and that's how you build confidence.

[BOOK NOW](#)

Confidence isn't something you wait for—it's something you create. Every action you take, no matter how small, builds the version of you who doesn't just dream but actually DOES.

Want to go deeper? If you're ready to break through the blocks holding you back, check out my 5-week mentorship program where we take these hacks and turn them into life-changing transformations. [Learn more here!](#)

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Confidence Unleashed Now