



*the*  
**Self-Image**  
*ifesto*



- ★ Any woman at any time in any circumstances can rewire her self-image, and in turn completely transform her life.
- ★ You are the problem. You are the solution. Change who you 'be' from the core and everything you do and become will automagically change as a result.
- ★ What you're experiencing on the outside is a representation and manifestation of what's going on in your mind, brain, and heart. And until you address THAT, the external changes (your body, your habits, your bank account, your relationship status, etc.) will be short-lived, fleeting, and something you always feel you need to 'control'.
- ★ Everything you do, say, think and become is a product (and viewed through) the lens of your current Self-Image. You can't 'outsmart' a poor self-image. But you can change it, shift it, rewire it, restart it.
- ★ Influencing how you feel day-to-day, moment-to-moment is by far the most powerful and influential thing you can do when working towards any long-term or big-picture aspirations.
- ★ You are resilient and unshakeable to the extent that you are self-defined, self-created, and have created an internal 'bubble' of acceptance, connection, and care.
- ★ Women are WIRED to be more emotional and care MORE about what other people think or say about us. We can either work WITH or AGAINST our nature, but we are always doing one of these.
- ★ If what you're currently doing to create change or reach your goals is harming your self-image or causing you endless 'pain' or suffering, you're going in the 'wrong' direction.

- ★ If what you're currently doing to create change or reach your goals is causing you to hate what you have to DO, who you have to BE, or how you have to feel to get there, you're going in the 'wrong' direction.
  
- ★ On a brain-level, transformation occurs in a less-is-more, slow is smooth fashion. Harder, faster more and too much too soon causes 'threat' to your brain and nervous system. This works for short-term change, but is an inevitable 'failure-trap' for permanent transformation.
  
- ★ Our social brain REALLY starts to develop around the age of 13. If you want to really start at and address the root cause of your struggles, go back and talk to that version of yourself and work your way 'older'. Find her unmet needs and 'bruised' self-image and feed HER.
  
- ★ If you want to know what's true for YOU, look to how you feel about it. Emotions and feelings never lie. Ignoring them is what leads us AWAY from the truths about who we are and who we want to be.
  
- ★ The gap in between who we know in our hearts we REALLY are and truly want to be...and the version of ourselves that we keep witnessing ourselves show up as...THAT gap is where all of our doubt, shame, blame, confusion, lack, fear, and inactions live. Work on 'minding the gap. Then work on 'owning' the gap. Then you can close the gap.
  
- ★ The biggest 'criminal' that steals our feeling of freedom is the box we put ourselves in that contains the world of black/white, all/nothing, good/bad, right/wrong, should/shouldn't. When we step out of the box and look towards moving in a direction of the FEELINGS we want to feel, that's when we find our freedom. Freedom to just be.
  
- ★ You can become anyone you want to become at any time. Even if you consider yourself a liar, a cheater, a thief, a hypocrite, a deceiver, a

bigot, a fraud, or anything you've identified yourself with or tangled yourself up in, it's never too late to become untangled – to disidentify and identify with something or someone else (the next version of yourself)

- ★ Food CAN just be food. If food is currently a stressor in your life—if you're always counting, weighing, measuring, or obsessing – if you're always dieting, restricting, controlling, depriving or playing 'mind games' with yourself -- it's not a food problem. It's a self-image problem. As in the goggles with which you are seeing yourself, seeing your body, and seeing food is what's causing you to struggle and suffer. Change what you're SEEING and what you're SAYING, and the rest will seamlessly fall into place.
  
- ★ Your body CAN just be a/your body. If your body is currently stressing you out, keeping you in pain, or causing you unhappiness – if your body is a source of confusion, shame, blame, guilt, or comparison – and if you're still bashing it, thrashing it, or trying to 'work it' into submission – it's not a 'body' problem or a 'weight' problem. And you're not lazy, weak-willed, or destined to stay this way forever. It's a self-image problem. As in the goggles with which you are seeing yourself and seeing your body is what's causing you to struggle and suffer within your body. Change what you're SEEING and what you're SAYING, and the rest will seamlessly fall into place.
  
- ★ You CAN choose love. If you're currently practicing being a total bitch to yourself. If your inner-critic is always on the lookout for what you're NOT doing, who you're NOT being, or where you're dropping the ball or missing the mark. If you're treating yourself in a way that you would never in a million years treat your friend or family member. If you generally regard yourself as fat, ugly, stupid, a disappointment, etc. Your self-image is the problem. If you feel fat, your self-image is fat. If you feel ugly, your self-image is ugly. The goggles with which you're seeing yourself, speaking to yourself, and regarding yourself are the problems. Change what you're SEEING and what you're SAYING—

change the goggles through which you're seeing -- and the rest will seamlessly fall into place.

- ★ You CAN choose freedom. Freedom will NEVER stem from a life of CONTROL. If you're always living in a world of good/bad, right/wrong, all/nothing. If you're always flip-flopping from one extreme (or wagon) to the next: A tight lease, controlling ways, too much restriction....to the opposite: no guidelines, no structure, gluttony, and essentially living with care-free and 'wreckless' abandonment. If you're constantly feeling caged in by your incessant need to just be doing SOMETHING that it seems like every Monday you're in an all-out sprint to "get back on the wagon" .... I can tell you this: You don't have a willpower problem, there's nothing 'wrong' or 'broken' or 'messed up' about you, and you're not destined to stay stuck on this all-or-nothing rollercoaster the rest of your life. It's a self-image problem. It's the goggles with which you are seeing yourself, your circumstances, and your habits. Change what you're SEEING and what you're SAYING, and the rest will seamlessly fall into place.



LEANNE ELLINGTON  
Author. Educator. Mad Scientist.  
Lover of Warm Chocolate Chip Cookies.

Leanne is a straight-talking, science-loving educator & coach -- here to empower women to not just change how they LOOK on the outside, but change how they FEEL on the inside -- by breaking up with the thoughts that are holding them back & slipping into something a little more confident...

Although her 100 lb. weight loss was her main career driver initially, major spine surgery and the face-off between her "fat head" and "skinny head" led her down a road she could have never predicted and paved the way to create curriculums that help women Re-wire their Self-Image by taking a 3-D Mind/Body/Brain approach to their Transformation.

It's personal development meets neuro-psychology meets 'School of the Hard Knocks', and now she teaches women all over the world her own personal systems for how to Eat, Play, Love, AND Live through the science of *Self-Imaging*.

*"Because if loving warm chocolate chip cookies is wrong, I don't wanna be right."*