



Episode 104: STOP BEATING YOURSELF UP

This is the Become an Unstoppable Woman podcast with Lindsay Preston Episode 104, Stop Beating Yourself Up.

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Welcome to the Become An Unstoppable Woman podcast, the show for goal-getting, fear-facing women for kicking ass by creating change. I'm your host, Lindsay Preston. I'm a wife, mom of two, and a multi-certified life coach to women all over the world. I've lived through enough in life to know that easier doesn't always equate to better. We can't fear the fire, we must learn to become it. On this show, I'll teach you how to do just that. Join me as I challenge you to become even more of the strong, resilient, and powerful woman you were meant to be. Let's do this.

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Hi there, Ms Unstoppable, so excited to have you for this episode. Thank you for taking time to listen to it. On it, I'm going to teach you how to stop beating yourself up.

Beating yourself up is something that's costing you a lot of happiness in your life and you likely know this. It's also costing you the results that you want in your life. You're likely feeling stuck often by beating yourself up, but you don't know how to stop it. You may not even be fully aware of all the things you're telling yourself day in and day out because most of our self-talk lives in our unconscious mind. This episode is for you. If you know you are your own worst critic, if you know you speak to yourself in a way that you would never speak to somebody else and if you're just curious of, "Maybe there's more inside of me that I'm saying to myself because I don't fully have the results that I want in my life. I'm not fully feeling the way that I want to feel. I know there's got to be more to that," then today's episode is for you.

In essence, I'm going to teach you how to not only stop beating yourself up, but fall in love with yourself. Falling in love with yourself has a trickle down effect. When you love yourself deeply, every other relationship in your life changes from your most intimate relationship with maybe your marriage or your partner, to parenting, to your career.

When you love yourself, it's almost like the red carpets just get rolled out for you in every pathway of life because you are so deeply in love with you that everywhere you go, people just can't help but fall in love with you too. When they don't love you, you're like, "Man, that's on you. It's got nothing to do with me," so you don't spin in that. You



don't have that snowball into going in the opposite direction of your dreams. You just let it be known that that's their stuff and you just keep rocking in your own amazing self. I know for a lot of people, they think falling in love with themselves is corny and silly and snowflakey. I thought I was on that board too, or on that bandwagon too, I guess.

Now, that I'm on this other side of loving myself most of the time-- I'm not perfect. You're still always going to have some negative self-talks. If you're here like, "I'm going to diminish it all," just know, I don't think that's necessarily feasible, but you can diminish it a lot to where it's less than 10% of what you're hearing every day. When you do hear it pop up, it feels so foreign, you know how to shift it and get back to talking really positive to yourself. It doesn't really serve you to talk negative to yourself at all. Our brain likes to think it does, which brings me right into the first point I want to cover of why do we talk to ourselves like this?

Well, this is our inner mean girl voice. If you listen to this show often, you know what this is. In case you're new here, this inner mean girl voice is part of our brains. It lives in the amygdala. In the psychology world, they call it the ego. There are many names for it. Some people call it the shadow self, the full self, the conditioned self. It goes on and on and on and on. It's really the storehouse of condition behavior that you've had in your life. It's highly emotional in this part of your brain. This is the part of your brain as you were growing as a child, was just the forefront of making your decisions and taking in what you interpreted about the world.

You're building all these brain wires in this amygdala or this inner mean girl space, so all these negative beliefs are coming in about you and others in the world because, again, you're not fully logical yet when you're a kid. A lot of times, that inner mean girl really wraps around these beliefs and believes in them so strongly that she thinks of things in a lot of black and white terms. Meaning like all men are pigs, would be one, or, when you put yourself out there, you're going to get hurt, would be another one. Again, she's wrapping her power around these and wanting to keep you safe and secure at the end of the day, but it's not serving you.

You've got to first know what the inner mean girl voice is and know that this is your negative voice. Anything negative you're telling yourself, it's from that inner mean girl. Really, if we were to strip away the meanness of an inner mean girl, she's really just your inner child. She's that child version of you that had some crappy things happen to her. She may have had external crappy things happen to her with a parent, at school, or she may have had things happen where she blamed herself a lot. You're like, "Oh, I can't believe I did that," and really beating yourself up. I know for me, one example of me really beating myself up, especially later down the years, is in third grade.



For whatever reason, me and this other girl would come in after recess and tattle on this girl and say she did things that she didn't do. At the time, I don't know why I decided to go in on this lie and tattle about this girl all the time and my teacher always believed it, but later down the road, I look back on that, I'm like, "Why did I do that?" I started to really beat myself up for doing something so hateful to this girl in third grade for, again, whatever reason. The inner mean girl was mad and beating myself up for her own behavior almost. It's crazy silly, but that's how she works. For a lot of people, their inner mean girl voice is the voice of a parent, especially if that parent was harsh.

For me, my inner mean girl voice, for a long time, was my mom. My mom was very critical. I'm sure her mom was critical and so on and so forth. It was just passed down. My inner mean girl was just constantly criticizing me and putting me down. It just felt like my mom was living in my head for so many years. Just be aware of that, that that's where it's coming from. It's this part of you that you can change. The way that you can change it is, first, to be aware of it. Awareness is always the first step to change. Then two, to go in and discover her more and give her a microphone.

I tell my clients all the time she's whispering in your ear many times because a lot of her beliefs in the unconscious. We've had them for so long since they've come from childhood, so we're just constantly sitting there day after day feeling the same way, doing the same things and wondering why we're not getting different results. It's because that inner mean girl has these deep-seated beliefs that she doesn't really want to bring to the surface. We've got to give her a microphone and say, "Inner mean girl, what do you got?" My coaching process, what we do is we actually interview their inner mean girl.

I ask them questions based on neuroscience. It's happened in this part of their brain. It doesn't sound as woo woo and weird as it is. It's just me asking questions, but it's crazy how it works. Two, I have them go through their top 10 worst memories and tell me, what were the thoughts that you had that you took away from those experiences? Those are your thoughts of your inner mean girl. We're bringing that to the light. What's crazy is that then they have that list of those beliefs they've had. In essence, their inner mean girl gets interviewed. Then they start seeing it everywhere. They're like, "Oh my gosh, Lindsay, I saw those beliefs again." We call them bullet holes because they're painful.

They're more than just beliefs. "That bullet hole here, that bullet hole there. Oh my gosh. I see how it's just repeating everywhere. I hear her now. I hear the difference between the two because we separated the two voices out." That's very, very powerful. If you're somebody who hasn't coached with me, then the way that you can start to do



this is to just, in essence, build a character around your inner mean girl. For a lot of my clients, I just have them answer this simple question and all of the sudden, they're like, "Yes. She's like Corella," or, "She's like this girl named Pam that I went to high school with." They just have this character they're able to pull together really quickly.

For me, my very first inner mean girl voice was a witch. I just knew it right off the bat. When my coach asked me, she's like, "What's she like?" I'm like, "She's like a witch. She's just mean and nasty. She puts me down all the time," and all of those things. Just start to give her that microphone and just say, "Inner mean girl, what have you got to say to me today?" A really great way for you to do this too is go in front of the mirror and look at yourself. I encourage you to do it when you are naked. Just start to hear all the thoughts of, "Oh, look at your stomach, oh, look at your breasts. Oh look at that, look at that." That's going to really bring it to life.

Many times, people avoid the things that they know are going to bring out the inner mean girl voice, be it the mirror, sometimes it's the bank account, sometimes it's those uncomfortable conversations with people that they know they need to have because that inner mean girl voice can just get so loud. Avoiding your problems is not going to make it any better. You've got to go in and you've got to face that stuff. What I'm giving you here on the show, especially if you coach with me, is going to allow you to face that stuff and have the tools to overcome it.

Go in there, look in the mirror, face the bank accounts, have the conversation, look at the things from your past that were so painful and start to hear what the inner mean girl has to tell you because that's the stuff that we need to know about so that we can change it. I'll give you an example. If I go and stand in front of the mirror, most times my inner mean girl is like, "Lindsay, your breasts. Oh, they are just so small. Now that you've had kids and you've nursed, they are not as perky anymore. God, if you just had bigger breasts then your stomach would look smaller and you'd be more proportional with the bottom half of your body."

That's her one thing, she loves talking about my breasts over and over and over and over and over. What you need to do then, as you are hearing that voice, ask yourself this question. This question is so important, "Is it serving me to think those things about myself?" Stick with that for a minute. Just take a deep breath because to the inner mean girl, she thinks she is being very, very helpful. As I said earlier, she thinks she is protecting you and keeping you safe. What is she really doing? If we go to my breast example, how is that helping me to sit there and judge my breasts? It's not. There's no purpose to that whatsoever.



To my inner mean girl, the purpose is, I'm going to tell you about all these crappy things about your breasts because when somebody rejects you then we can go back to, it was your breasts. Kid you not too, this happened to me. When my ex had his double life, you better believe one of the first things I did was when I found the other woman was like, "Does she have big breasts? She does. That's why he left me." That was just like, "Oh, wipe it clean, now I know. It was because of the breasts that was part of it." I'm like, "Lindsay, that is so silly." Maybe it was part of it, who knows? I don't know. I'm not going to sit here and beat myself up for something like that over and over and over again.

If he goes and cheats on me and somebody leaves me because of my breast, that's their models. Models meaning their thoughts and their behaviors and it really has nothing to do with me because this is just who I am. Instead of me sitting here and beating myself up, I'm going to love myself instead. I'm going to choose consciously that I was given these breasts for a reason. I don't know why I was given breasts that were the size they were. I don't know, but it's part of my journey. I'm just going to love in acceptance because I have this core belief that everything happens for a reason. It's just one of my core beliefs, you don't have to believe that.

I'm like, "I was given these breasts for a reason. I don't know why, this is why." Then I start to change the thoughts and I get to, maybe not quite positive thoughts, but maybe more neutral thoughts of, "I'm so glad I have breasts. I'm so glad I have two breasts that fed two children. I'm so glad that I'm a woman and I can be any kind of woman I want to be. Even a woman with small breasts." Part of this is society's program in thinking we all have to have hourglass figures. We don't. It's just part of society's program and Lindsay, let that go. You can choose to love yourself however you want. Then on certain days when I'm feeling real sassy [chuckles] and real positive, I might be like, "Oh, man, I love my breasts. I love the size that they are. I think they look great. They are awesome." I go into all that stuff. You are going to have days where you are going to beat yourself up more than others, especially if you are not taking enough self-care and filling that love tank, in essence, of your energy tank, however, you want to view it, because you are going to be depleted and then that's going to give that inner mean girl power to come in. Let's face it, it takes energy to diminish that inner mean girl.

Even after you've done mindset work like I've done for so many years and I know ins and outs of the inner mean girl voice and I can do all the things to diminish her, when I am worn out from not doing self-care, she comes in strong. I have to just know that part of my journey in this life is doing self-care and that's a non-negotiable for me. When she starts getting in stronger, I know, I need to up that self-care. I need to go higher now, I need to make this stronger. Again, you've got to consciously start to do



this work, bring her forth and you will be like, "Lindsay, but it's just so painful. It's so painful to hear that voice." Yes, it is. It is really painful.

I remember how painful it used to be for me. Just know there are options out there for you to start to diminish this voice. What I'm giving you today is the very first step. Again, I'm going to go back to you can't just keep avoiding these problems thinking they are going to go away, they are not. You've got to go in and face this stuff. You feel like, "Oh, but Lindsay I know I could coach with you, but it's just the money." Is the relationship you have with yourself worth the money? As I said, when you work on yourself, everything else changes around you. Yes, it's going to be a scary investment to invest in something like coaching to start off with.

This is why I guarantee results for my clients because I know how scary it is. I was there, I invested the last few thousand I had in coaching. I know what it feels like to be like, "Oh my gosh. Am I going to make an ROI on this?" That's why I guarantee you results because, in time, in just a few weeks if not a few months, you are like, "Oh, man, I'm so glad I did this." You start making your money back. Just know there are resources for you out there. One of the best things I ever did for myself was investing in coaching and the reason why is because I changed my self-talk. I stopped beating myself up. That not only did it open up all these doors for me to go out there and attract the guy that was worth attracting. One who didn't, in essence, treat me like crap. Even if on the surface he was nice to me, behind the scenes, I had a lot of guys who weren't. If you've heard my story, you've heard I dated a lot of cheaters, a lot of people who lied. Part of that was because I didn't think I was that great. I beat myself up all the time. Same with my career. I was underpaid for a long time. I didn't think I was that great. Even if on the surface maybe I tried to act like I was that great and I had my moments of acting like I was great, I would go up and down often.

It was a rollercoaster ride. Some days I'd really love myself, some days I wouldn't. Now I'm at a place where some days I really love myself and some days I'm neutral. [laughs] Most of the time I really love myself. Every year that I do this work more and more, I go up on that levels of how much I love myself. The lowest I go is pretty neutral. I don't go back into those deep dark hate days where I hated myself. You can tell by the changes I made in my life because of them. Money comes more abundantly to me, my life is so much easier, I feel so much better. It all went back to myself.

Think about this, sometimes we meet people and we think they are really awesome, but then you can tell they don't think they are that great. It's unfortunate because you are like, "Oh man, I really would love to give you some abundance." I can think of specifically, somebody that I wanted to be friends with. I just think she is so great. I could tell in her mindset that she didn't think she was as great as I viewed her to be my



friend. She didn't think she was worthy of that and I wasn't going to sit around and convince her. I tried, but because she didn't love herself enough. She beat herself up too much for that. Then we both lost out on that. Not only her, but I lost out too. I really wanted to be friends with her.

This is something that is, again, so beyond you. If you are wanting to have deep relationships, you're wanting to have a very deeply fulfilling life, if you are wanting to make a certain amount of money and appear in a certain amount of way, you've got to love yourself in that process. It goes back to that simple process again. Bring forth that inner mean girl. Something else I give my clients; I tell them to journal. As they develop the character of their inner mean girl and stuff, they journal from that inner mean girl. She refers to who you are in the third person. Just to be like, "Lindsay is da, da, da. Lindsay, da, da, da, la, la." Just let her go out on paper. Tell all the feelings. I feel so mad because, I feel so pissed or sad, or whatever, anxious. A lot of times too, if we are looking at the lens of an inner mean girl is like an inner child, that inner child just wants to be heard. If I think about my two-year-old son, he has big meltdowns still obviously. I'm not diminishing him when he is doing that. I'm going in and it's like, "Tell me, what's going on? How do you feel?" "I feel sad." "Why do you feel sad?" "My car," or, "I want this or that." Then I honor the feeling, I go into that feeling with him, then he processes it through. Most of us as kids, we didn't get all that. Now, I'm not a perfect parent either.

My daughter will tell you, she's 10, my son's 2, I haven't messed up as much with him. My daughter though, I've made mistakes. There are times that I'm like, "Oh, Izzy, go to your room." It's like I'm not in the headspace to hold space for her and her feelings. Later then, hopefully, I can manage that and have her process some things. Again, that takes a very evolved parent to be able to do that kind of stuff. I didn't have any of that growing up. Most of us didn't because most of our parents weren't given mental health tools. We're just at this place in our consciousness as human beings to start to look at mental health more.

You've got to go in and hold that space for yourself and be like, for me, little Lindsay, "What's going on here? What have you got to say to yourself, or got to say to me? What do you need to be heard?" Even with some of my clients, I'll have them go in and even just visually hug the little version of themselves and give them love. I know it sounds silly to some of you, but it's so helpful, believe it or not, and they just love on that beat. Again, loving yourself is a way you're going to stop beating yourself up. You've got to quit viewing yourself in these different personas. I know right now I'm telling you, there's inner mean girl and then there's the real you, which we call the authentic self in my coaching.



We do have to separate them just to be like-- like if two kids were in a fight. "Separate. What's going on here? What did you do? What did you do?" In time, we bring them back together and it's all you. When you're beating yourself up, it's like, "Oh, wait a second, why would I do that to myself, that's not cool. That's not going to help me get to my direction of my dreams." Some people think, let's take weight loss, for example, "I want to lose weight. Well, I'm going to beat myself up all the way to weight loss because I'm so fat and I'm so ugly and I'm so gross and blah, blah, blah." Then you know, what happens? The weight loss feels really heavy and hard.

Maybe it gets you your goal weight if you get there because, again, it's going to be really hard beating yourself up that much. You know what you're going to do when you are at your ideal weight, you're going to beat yourself up. The thoughts are still going to be there. This is the way to change everything, my friends, is to change your self-talk, it's so important. I'm touching it so often with my clients, even my more advanced clients that I have in my Living the Dream ongoing coaching program. Something will happen and so I'll say, "Let's run your models." If you listen closely to the show, you know what tool I'm talking about, it's the self-coaching model.

Circumstance happens and I'm like, "What are your thoughts about the circumstance?" We pull those. I'm like, "Great." We bring awareness to that. Then you know what happens? They have thoughts about their thoughts. Then what happens is, we can't even deal with the thoughts about the original circumstance, we have to deal with the thoughts of them judging themselves for having that thought. I just met with an old, old client of mine. She is going through something very hard, personally, I won't get into details of what that is, just something hard and something that she is needing to mourn and she's needing to feel sad about because that's just what you do when these kinds of things happen.

As I was helping her just process her feelings, she was beating herself up, in essence, for some of the thoughts she was having about other people who weren't quite understanding how she was feeling. I was like, "Listen, you're allowed to feel whatever you need to feel and you're allowed to have whatever thoughts you want to have, if you feel like those are serving you, but you going in and beating yourself up for feeling this way, or thinking this way is not serving you at all. It's just adding a whole other layer to the work that you need to do." She's like, "Oh, you're right."

Again, sometimes we just need somebody to see that in ourselves and to give us permission to just let that stuff go because it's just, again, adding another layer of things that we don't need to be dealing with. Let's just walkthrough. I'll look at my notes too and I'll walk you through my notes one more time. How do you stop beating yourself up? First off, bring awareness to that mean girl. Remember, this is her job, she



thinks she's helping, but you've got to start to listen to what she's saying. The way you start to listen is, step two, you do things like stand in front of the mirror, you face the things that you've been avoiding and you just listen to what comes up for you.

You're not judging it, you're just listening. Then step three, you're asking yourself, how does this serve you to think all those negative thoughts. Really take it in, don't rush through these steps, you're going to want to be like, move on to the next step. Really listen, as I said, and then really ask yourself, how does it serve you, and really take that in because if you rush through these steps, it's not going to work. You've got to sit down and be like, "How does this serve me?" Think of ways in which it does not serve you to think that way. Think through both steps. We go back to my breast example. How does it serve me? Well, if somebody leaves me, then I can blame it on my breasts. I'm like, "Okay, that's my only reason?" How does it not serve me? Well, it makes me feel like shit. Makes me not want to connect more to my husband and I go on and go on and go through all those reasons. Then when that next thought comes up again, because it will come up again, "Oh, Lindsey, your breasts." I have some ways to talk back to it and be like, "Listen, that's not serving me and letting me grow. No, I love my breasts. My breasts are great, my breasts serve my babies." Whatever I need to say to myself. Then choose those conscious loving thoughts, like what I just said, whatever you're going to say back to them.

Another exercise I have my clients do when they're really working on loving themselves is to write a love letter to themselves every single day for 21 straight days. Now, it's going to sound silly to some of you, but it works. Dear Lindsay, I love you so much. Just writing those things every single day. You can even hug yourself. This is one I took from Brooke Castillo, she wakes up every day and hugs herself and she says, "I love you so much, Brooke." I started doing it, it's awesome. Every day I wake up, "Oh, I love you so much, Lindsay." I look in the mirror. "I love you so much. I love you so much," because you know what? Stuff's going to come at you all day long, people aren't going to always understand you, especially if you're playing a big game of life like I'm starting to, I'm putting myself out there more and more and more.

I get some "hate" that's what you could call it, I guess. Then I love myself so much, I'm like, "It doesn't impact me as much anymore." I start to get very conscious of how I speak to myself. Again, journaling can help you do this to put your thoughts down on paper and start to see and bring all that stuff to that conscious mind. This is what you do and when you do it, the whole world is going to open up for you because you love yourself so deeply. One of the people that I admired the most as a kid was Lucille Ball. She said a quote something like this, "Loving yourself is the most important skill you can have." I'm butchering it a little bit.



I remember hearing that very briefly from her when I was younger and it made an impression on me. I was like, "I wonder what that means." I don't really know. Now that I'm on the other side of it, I know exactly what it means. It's vital if you want to play this big game of life and to love your life in the process. It all goes back to loving yourself. You got your nuggets of wisdom for this week. Go out there implement them, reach out as always if you need me in my free online community, lindsayepreston.com/community is where you can find me. Always link in the show notes or email me. You know where to find me there too. All right, my friend. I will see you next week. Bye.

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In my nine-month simple success coaching system, I am going to walk you every single step of the way to ensure that you get the goals and dreams that you want. The first step is to apply for a free 60-minute consult call. Just go to LindsayEpreston.com/apply to get started. As always, my friend, remember, you're only as unstoppable as you believe you can be, so believe in yourself. You got this.