

A FREE GIFT FROM THE PRETTY TRUTH

The Confident Woman *Starter Kit*

Because confidence isn't a personality trait. It's a practice — and you can start today.

If you've been waiting to feel ready, waiting to feel sure, or waiting until you finally have it together — this kit is for you.

Most of us were never taught how to build confidence. We were taught how to be liked. How to be good. How to not make waves. But we were never taught how to trust ourselves.

This little kit is the gentle nudge back. Six pages. No fluff. Just the tools I wish someone had handed me when I was sitting in my own “now what” moment, wondering if it was too late to come home to myself.

It is not.

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Created with love by Maria Williams

The Stories You've Been Carrying

Check the ones that feel familiar. Honesty over performance.

Confidence isn't hard because something is wrong with you. It's hard because you've been carrying stories that were never yours to begin with. Before you can put them down, you have to see which ones you're holding.

- If I just work harder, I'll finally feel enough.** The bar keeps moving and you keep chasing it.
- Everyone else has it together except me.** You compare your behind-the-scenes to everyone else's highlight reel.
- I shouldn't want more — I should be grateful.** You've confused gratitude with not being allowed to want.
- Wanting to be liked is the safest path.** You learned early that approval was currency. Now you spend most of yours on other people.
- I'll start when I feel ready.** But ready never quite arrives, does it?
- It's too late for me.** Too late to start over. Too late to want different. Too late to choose yourself.
- Confident women are just born that way.** You've decided it's a personality trait you missed out on.
- If I trust myself and I'm wrong, it will be worse than not trying.** So you outsource every decision to other people's opinions.
- I have to figure this out alone.** Asking for help feels like admitting you couldn't do it.

THE PRETTY TRUTH

"You don't have to fight these stories. You just have to stop believing they were ever the truth about you."

From Old Story to Pretty Truth

For every old story, there's a kinder, truer one underneath.

OLD STORY I have to feel confident before I can do the thing.

PRETTY TRUTH *Courage comes first. Confidence shows up after you start showing up anyway.*

OLD STORY If I want different, I'm being ungrateful.

PRETTY TRUTH *Gratitude and wanting more can live in the same body. They always have.*

OLD STORY Other women have it figured out and I clearly don't.

PRETTY TRUTH *No one has it figured out. Some women are just better at hiding the parts that are hard.*

OLD STORY It's too late to start over.

PRETTY TRUTH *It is never too late to come home to who you've always been.*

OLD STORY I need everyone's approval before I move.

PRETTY TRUTH *You don't need a vote. You need your own permission. That's the only one that has ever counted.*

OLD STORY If I ask for help, it means I'm failing.

PRETTY TRUTH *You were never supposed to do this alone. Asking for support is the bravest thing — not a weakness.*

The 7-Day Courage-First Practice

One small, brave act each day. Confidence will catch up.

Confidence didn't show up first for me. Courage did. Confidence came after I started showing up anyway. Try this for one week and see what shifts.

DAY

1

Say one true thing out loud.

Tell one person something honest you've been holding back. Not to fix it — just to stop carrying it alone.

DAY

2

Make one decision without asking.

Just one. Pick the restaurant. Choose the outfit. Skip the group text poll. Trust your own gut as evidence.

DAY

3

Say no to one thing — without explaining.

No is a complete sentence. Practice it. The world will not end. You will, however, have your time back.

DAY

4

Take up a little more space.

Speak first in the meeting. Order what you actually want. Sit at the head of the table. See how it feels in your body.

DAY

5

Receive a compliment without deflecting.

No "oh this old thing." No "you're too sweet." Just "thank you." Let it land.

DAY

6

Do something you'd normally wait to feel ready for.

Send the email. Sign up. Hit publish. Make the call. Ready is a feeling that follows action — not the other way around.

DAY

7

Look back at the week and write down what you did.

All seven things. In your own handwriting. That's your evidence. Confidence is built on receipts — and now you have some.

Five Truths to Carry With You

Cut these out. Tape one to your mirror. Tuck one in your wallet. Whatever you need.

A truth in your pocket beats an affirmation you don't believe.

TRUTH 01

"Courage comes first. Confidence comes after I start showing up anyway."

THE PRETTY TRUTH

TRUTH 02

"I am not broken. I do not need fixing. I need to come back to myself."

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TRUTH 03

"I get to want more without feeling guilty for it."

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TRUTH 04

"The story I've been carrying was never the truth about me."

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TRUTH 05

"Confidence isn't about becoming someone new. It's about finally allowing myself to be who I've always been."

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Your Brave Step

Not a 90-day plan. Not a vision board. Just one step. Today.

What is the one brave thing you've been putting off until you feel ready?

You know the one. It's been sitting quietly in the back of your mind. Write it down anyway.

What is one tiny version of that step you could take in the next 24 hours?

Not the whole thing. The first inch of it. The send button. The first sentence. The phone call.

MY COMMITMENT

By _____, I will _____
_____ — not because I feel ready, but because I've decided to
show up anyway.

WHEN YOU'RE READY FOR THE NEXT STEP

You don't have to do this alone.

If this kit cracked something open, that's your sign. I offer one-on-one confidence coaching where we walk through this together — in a way that feels natural, supportive, and completely you.

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Always rooting for you. Xo, Maria