



HOW TO WAKE UP TO  
**THE IMPORTANCE OF  
SELF-CARE**

THE ULTIMATE GUIDE FOR MIDLIFE  
WOMEN

BY YVONNEB



**IT'S TIME TO STOP SABOTAGING  
YOUR WELL-BEING BY NOT PAYING  
ATTENTION OR GIVING TIME TO  
SELF-CARE.**

How you treat yourself shows others how to treat you...  
Let me repeat that 'How you treat yourself shows others how to treat you'.

If you are failing to put yourself on your to-do list, if you are wearing yourself out running around doing everything & being everything for everybody else, don't be surprised when your health fails you and be even less surprised when the people you are running around for begin to 'expect' you to do all the things you do for them.

Sadly, it doesn't take long for appreciation to shift to expectation and before you know it that to-do list expands with others needs whilst your own get put on the back burner, slowly fading away into insignificance.



It can often happen so slowly, you don't even realise it is happening at all. You go through subtle shifts of energy loss, to tiredness, a little stress, then a whole lot more before the resentment and frustration show up. Then finally, your health takes a dive and you wonder how you got there.

Superwoman syndrome is real and it's happening to you or someone you know.

So how do you begin to recognise these patterns that are reinforcing the story that everyone and everything is more important than you?

Grab your Journal, pen & favourite drink and let me share these nuggets with you!





# **6** STEPS TO RECOGNISING WHY SELF-CARE ISN'T A PRIORITY



## 1 **THINK BACK TO HOW YOU WERE RAISED**

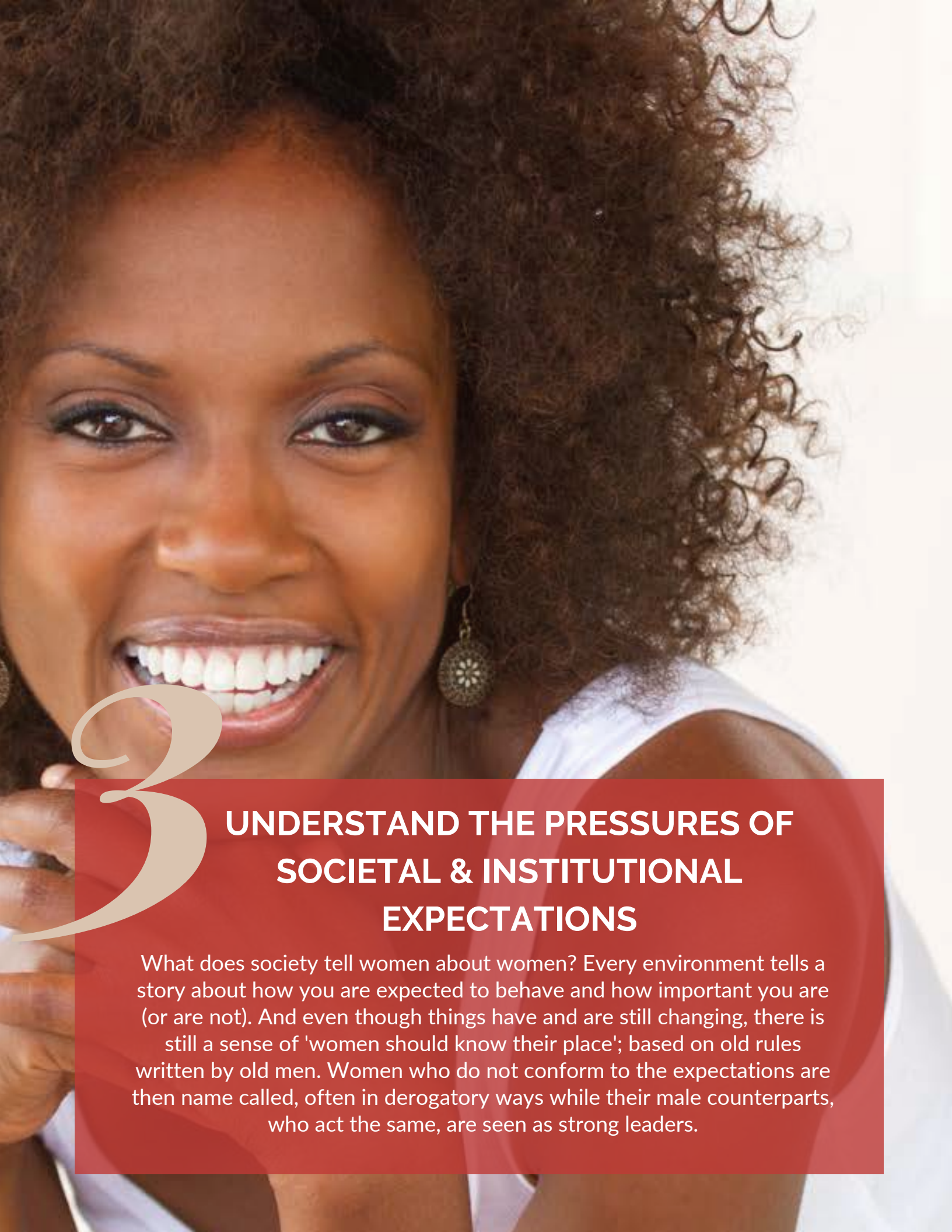
As you think back to your childhood, what were you told about being a girl/woman? If you had male siblings, were they treated differently and were you aware of those differences? If you were in a two parent household, did you see different responsibilities for your mother from your father? All of these things influence and create an imprint for your behaviour.





## CONSIDER CULTURAL EXPECTATIONS

What does your culture expect of you? Some cultures dictate the woman's role as one where she needs to keep the family in order, where she delivers emotionally to others. Her 'place' is to serve those in her life as a priority. Quite often in these cultural situations the male is deemed the earner. As we look at today though, more women work, run their own businesses, help in the community and have a family. With all of these expanding duties, the change in who does what requires review and updating.



## 3 UNDERSTAND THE PRESSURES OF SOCIETAL & INSTITUTIONAL EXPECTATIONS

What does society tell women about women? Every environment tells a story about how you are expected to behave and how important you are (or are not). And even though things have and are still changing, there is still a sense of 'women should know their place'; based on old rules written by old men. Women who do not conform to the expectations are then name called, often in derogatory ways while their male counterparts, who act the same, are seen as strong leaders.



# 4

## QUESTION WHY YOU SEE SELF-CARE AS BEING SELFISH

If you still believe self-care is selfish, it could be steps 1-3 are playing out in your life to some degree subconsciously, causing you to self-sabotage your well-being.

Once you see self-care as a necessity, how you think, feel and behave shifts, enabling you to return to a place of self-appreciation & self-love. This, in turn, affects how those around you see you and treat you.

It is not about others being less important, it is about knowing you serve best and most meaningfully when you are at your best... And that requires you to put you first!

SELF  
CARE  
ISN'T  
SELFISH



# 5

## IDENTIFY WHY SELF-CARE MAKES YOU FEEL GUILTY

Guilt - if anything will kill your desire to put self-care on the top of your to-do-list, guilt will. You must question the guilt, where is it coming from. Is it because of steps 1-3, is it a lack of belief that you need self-care? Is it that you don't think you deserve to take the time for self? Or are you caught up in Superwoman Syndrome? Whichever one, self-esteem and self-confidence are likely to be root causes.



6

## RECOGNISE LOW SELF-CARE EQUALS LOW ENERGY

Your true energy value is found once stress is subtracted. Therefore it's important to spend time daily refueling yourself. Are you focusing on accessing your optimal energy or are you increasing the quantity of stress in your life? The more stress you are carrying, the less space for the pure energy from source. Stress lowers your vibration and as your vibration lowers, you attract less of what you want into your life. Awareness & acknowledgement of the importance of self-care are required.



*You read it ...*  
NOW IT'S TIME FOR ACTION





## IT'S TIME TO PUT YOUR SELF-CARE FIRST...

You can continue to be all things to all people or you can break the patterns that keep you in the loop, damaging your health, be that mentally, physically or emotionally.

**Welcome To The 'Permission To Thrive' Community created for fabulous women like you who are in pursuit of prioritised self-care!**

**See You Inside!**

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