



NURTURING YOURSELF FOR
**BUSINESS
SUCCESS**

A 5-STEP APPROACH TO DAILY

Affirmations and Self-Love

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The insights and advice provided are based on general business principles and the author's personal experiences.

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Please use this resource as a guide, but rely on your own judgment and professional advice to make the best decisions for your business.

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INTRODUCTION

Have you ever felt like you're constantly running on empty, juggling multiple roles and responsibilities?

It feels like no matter how hard you work, there's always something more to do, and you're left with little time or energy for yourself.

You're running a small business.

You wake up early to ensure everything runs smoothly. People rely on you daily, whether it's customers bringing their stories or your children needing your attention.

But here's the big question: Who's taking care of you?

Let me share with you Mira's story.

Mira is a single mother who runs a laundry shop in her neighborhood.

Her days are very busy from morning to night. She has to handle laundry, talk to customers, manage supplies, and check on her kids.

She is known for her quick and reliable service. She also listens to her customers.

But deep down, Mira feels very tired. It's not just physical tiredness. She feels exhausted in her soul.

This is because she is always giving to others but doesn't get much in return.

Have you ever felt like Mira?

Have you ever thought, "How long can I keep going at this speed?"

Mira is dedicated to being a mom and running a business.

Still, her health, happiness, and peace have become less critical. How can Mira, who gives so much, find time to care for herself?

I know this feeling.

I've been there myself.

Like Mira, I've had days when the demands of running a business, managing responsibilities, and simply getting through the day seem overwhelming.

I've spent countless hours meeting clients' needs and juggling family demands, only to find I've lost touch with what I need for my well-being.

I remember wondering, How long can I keep going like this?

As Filipinas, many of us feel this pressure.

We always act to be dependable: "Mommy," "Tita," or "Ate," the one who always has to be strong.

But what if there's a different way?

What if showing up for yourself was just as important as showing up for others?

And what if Mira could find the strength and joy she thought she lost by taking better care of herself?

This ebook will explore how self-love and affirmations can transform our lives and businesses.

Join Mira as she learns to embrace self-care.

And maybe through her story, you'll find pieces of your own.

In each chapter, there are easy, practical activities to help bring more self-care into your daily life.

I encourage you to take a moment to go through each one, as they can be a great way to start prioritizing yourself amidst the hustle of everyday life.

These simple steps can lead to meaningful shifts in how you approach both your well-being and your business.

CHAPTER 1



Unveiling the Misconceptions



“Is self-care a luxury we can't afford, or is it essential for boosting productivity, strengthening relationships, and leading confidently and clearly?”

In today's fast-paced world, many Filipinas in business often overlook self-care.

Like Mira, many of us may see self-care as selfish or impractical, making it difficult to focus on our well-being.

“Sayang ang oras ko sa parlor!”

“Sayang ang pera, next month na lang!”

These would be my usual self-talk.

However, what I found is that this belief can reduce productivity, increase stress, cloud decision-making, and damage relationships.

I explored some of the common misconceptions about self-care and here is what I learned:

The "Selfish" Narrative

The misconception that self-care is selfish often arises from deeply ingrained beliefs that we must always put others before ourselves.

But I realized that I must remember: I can't pour from an empty cup.

Taking even a few minutes each day for myself is an investment in my well-being. Ultimately, it makes me more present and effective for those who depend on me.

Many small business owners like Mira believe that taking time for themselves is selfish, especially when they have family and work responsibilities.

For Mira, spending even a few moments on self-care felt like time taken away from her children or customers.

She would often think, “My children and clients come first; I’ll focus on myself later.”

This belief can stop you and me from prioritizing self-care because anything not directly related to family or work seems like a waste of time or money.

We think that by always putting others first, we’re being a better person.

But the belief that we can simply “do it later” is another trap many of us fall into.



The "I'll Do It Later" Mentality

The "mañana habit" is a tough cycle to break, especially when we're used to putting everything and everyone else first.

This mentality made it easy for Mira to put off self-care, believing she could focus on herself once all her tasks were completed.

But just like a car that needs regular maintenance, neglecting self-care only leads to a breakdown.

You wouldn't ignore your business if it was struggling—so why neglect your own well-being?

I also learned that the idea that we don't have time for self-care often ties directly into another misconception many of us, like me, hold.



The "I Don't Have Time" Excuse

When you're a busy business owner and mother, it's easy to convince yourself there's no time for self-care.

But the truth is, taking care of yourself doesn't have to mean carving out hours from your day.

Small moments matter. Whether it's a five-minute break to breathe deeply or listening to your favorite song while you prepare for the day, these little acts of self-care add up.

Mira often felt overwhelmed by her daily responsibilities, convincing herself there just wasn't time for self-care.

In her mind, even a short break meant losing precious hours she could spend on her business or family.

So, she pushed through day after day, ignoring her own physical and emotional needs.

But just like taking a quick
**30-minute walk or doing a
10-minute mindfulness session,**
carving out time for yourself
doesn't take much. It won't take
away from what matters most.

Trust me—it makes all the
difference.

**Because
of these common
misconceptions about
self-care, we face
these consequences.**

**Not just for ourselves
but also for our
businesses.**



1. Lowered Productivity and Creativity

Constant fatigue begins to affect our work quality.

Tasks that once felt simple now require extra effort, and her once-bright creativity dims.

Like Mira, we struggle to come up with fresh ideas for our business, and our enthusiasm declines, which affects our overall productivity.



2. Increased Stress and Burnout

This is common even to the younger generations. With no time set aside for rest or self-care, stress levels increase.

Every day feels heavier than the last, and burnout creeps in, making it hard to find joy in our work or personal life.

I've been there, I felt tired, both mentally and physically.

I lost all my energy, which affected my handling of our businesses.



3. Difficulty in Decision-Making and Problem-Solving

As Mira's exhaustion grew, her ability to make sound decisions steadily declined.

She began second-guessing her choices, overthinking even the simplest matters, and sometimes making rushed decisions she later regretted.

This took a toll on her business, slowing growth and increasing stress levels.

With each passing day, it became harder to make clear decisions or find solutions to challenges.



4. Strained Relationships with Colleagues, Clients and Family

We can all relate to Mira.

Fatigue affects our interactions with clients, colleagues, and family.

We become less patient, easily irritable, and struggle to fully engage in conversations.

Our relationships, especially with our own kids, begin to suffer as our emotional availability and attentiveness diminish due to our overwhelming workload and lack of self-care.

What to do Instead?

1. Reframing the "Selfish" Narrative

Like many of us, Mira needs to remind herself that self-care is not selfish—it's necessary.

Instead of feeling guilty for taking time for herself, she should see it as an investment in her ability to care for her family and run her business.

For example, scheduling 15 minutes in the morning to enjoy a quiet cup of coffee or read a book can recharge her for the busy day ahead.

When she prioritizes her well-being, she'll find herself more patient with her children and more focused on her work.

Ask Yourself:

What small, guilt-free activity can I do for myself today that will recharge me for my family and business?





2. Breaking the "I'll Do It Later" Mentality

Mira can start small by incorporating self-care into her routine without waiting for the “perfect time.”

She could set a non-negotiable daily habit, like a quick walk during her lunch break or stretching before bedtime.

These small steps show that self-care doesn't have to wait until all tasks are done.

In fact, by recharging throughout the day, she'll have more energy to tackle her responsibilities effectively.

Ask Yourself:

What is one simple self-care activity
I can do today without waiting
for the “right time”?



MAKE YOURSELF A PRIORITY

3. Overcoming the "I Don't Have Time" Excuse

Mira needs to recognize that self-care doesn't have to take hours.

For example, while waiting for laundry to finish, she could take a few deep breaths, listen to a calming playlist, or even do a quick meditation.

Simple acts like these remind her that she can care for herself even during busy moments.

By making these small changes, she'll gradually see how much calmer and more productive she can be.

Ask Yourself:

How can I use small pockets of time in my day to care for myself, even when I feel busy?



CHAPTER 2



The 5-Step Approach to

Daily Affirmations and Self-Love



In the previous chapter, we looked at some common misconceptions about self-care.

Now, let's explore a simple, 5-step approach to incorporating daily affirmations and self-love into your routine.

Mira's journey started with small changes—like setting intentions and embracing gratitude—that helped her feel more in control of her day and less overwhelmed.

These practices aren't just about managing stress; they can also boost our productivity, improve our relationships, and help us feel more aligned with our goals.

Yes, it's time to dive into a simple yet effective 5-step approach to daily affirmations and self-love. 😊



Step 1: **Setting Intentions**

Setting intentions is about starting each day with a clear sense of purpose.

It's the act of deciding what matters most to you, even on the busiest of days.

For example, you might say, "Today, I will focus on delivering excellent customer service while taking small breaks to recharge."

This is something I would remind myself to do every morning.

By setting clear intentions like this, you and I create a roadmap for the day.

It helps us stay grounded and on track, ensuring that, even when life gets busy, we can maintain control and remember what's truly important.

Setting intentions gives us the focus to handle challenges with more clarity and purpose.

For Mira, setting intentions was a game-changer.

This simple act of defining her priorities made her feel more in control and less reactive to the chaos of the day.

Even when things didn't go exactly as planned, having an intention will help us to remember what truly mattered and allow us to handle challenges with more clarity and purpose.

By consistently setting intentions, you can create a sense of purpose and direction in your day.

Ask Yourself:

1. What is one thing I want to focus on today that will make me feel accomplished and aligned with my goals?
2. How can I balance my responsibilities while still prioritizing my well-being?
3. What are the small, meaningful actions I can commit to today that will bring me closer to my personal and professional goals?

Things you can do to apply this step:

1. Morning Reflection: Before you start your day, take 3–5 minutes to sit quietly and think about what you want to achieve. Write it down if that helps.

Example: “Today, I will stay patient and kind, even during stressful moments, and I will take a 10-minute break after lunch to recharge.”

2. Visualize Your Day: Close your eyes and picture how your day will unfold with your intentions in mind. Imagine yourself handling challenges with calmness and achieving what you set out to do.

3. Set Reminders: Write your intention on a sticky note or set a phone reminder to keep it in focus throughout the day.

Example: Place a note on your desk that says, “Breathe. Stay calm. Take one step at a time.”

4. Celebrate Small Wins: At the end of the day, reflect on how your intention guided your actions. Did you stay aligned with it?

Acknowledge even the smallest successes, as these reinforce the habit of setting intentions.



Step 2: Practicing Daily Affirmations

Daily affirmations are positive statements that help boost confidence and reduce stress.

Each morning, you might tell yourself, “I am capable of managing my business and deserve success.”

Just like you, for Mira, mornings often started with a flood of worries:

“Will I meet my customers’ deadlines?”

“Will I have enough income to support my kids this month?”

These thoughts left her feeling stressed before her day even began.



But one day, she decided to change her mindset by incorporating daily affirmations into her routine.

Repeating these affirmations helps train your mind to focus on the positive, rather than the overwhelming.

It will boost your self-esteem and keep feelings of stress at bay.

This simple practice not only reduces stress but also helps us feel more confident and optimistic.

It reminds us that even on the toughest days, we have the strength to keep going.

Ask Yourself:

1. What positive qualities or strengths do I have that can help me overcome my current challenges?
2. What are three affirmations I can repeat to myself every day to boost my confidence and reduce stress?
3. How can I incorporate affirmations into my daily routine to create a sense of calm and focus?

Things you can do to apply this step:

1. Start Your Day with Affirmations: Begin your morning by saying three affirmations aloud.

Choose statements that resonate with your current goals or struggles.

- **Example:** “I am capable of managing my time wisely.” or “I deserve to take care of my well-being while growing my business.”

2. Write Them Down: Use a notebook or journal to write your affirmations daily.

Writing reinforces their impact and helps you focus on your intentions for the day.

3. Pair Affirmations with Daily Tasks: Repeat affirmations during routine activities like preparing coffee, commuting, or setting up your workspace.

This integrates positivity into your day without taking extra time.

Things you can do to apply this step:

4. Create a Gratitude and Affirmation Journal:

Dedicate a few minutes each evening to write down three affirmations and three things you're grateful for.

For example:

- **Affirmation:** "I am strong, resourceful, and capable of handling any challenge."
- **Gratitude:** "Today, I'm thankful for a customer's kind feedback, a smooth delivery, and my kids' laughter at dinner."

5. Turn Negative Thoughts Around: When you catch yourself thinking negatively, counter it with an affirmation.

For instance, if you think, "I'm not doing enough," replace it with, "I'm doing the best I can, and that is enough."



Step 3: Self-Compassion Practices

It's easy to be hard on yourself, especially when things don't go as planned.

As for Mira, being a single mom and business owner meant constantly juggling her kids' needs, customer expectations, and the endless demands of running her laundry shop.

But on one particularly busy day, she accidentally mixed up a customer's order, delivering clothes to the wrong person.

Frustrated and embarrassed, she immediately started criticizing herself:

"How could I make such a stupid mistake? I should've been more careful!"



POSITIVE



THINKING

Self-compassion means treating yourself with kindness, just like you would to a close friend.

For example, if you forget an order or make a mistake, instead of beating yourself up, try saying, “It’s okay, I’ll learn from this, and I’ll do better next time.”

Practicing self-compassion helps you handle mistakes with less guilt, lowering stress and making it easier to keep going—even when things get tough.

Learn that treating yourself with kindness doesn’t mean you’re avoiding responsibility—it means you’re giving yourself the grace to grow and improve.

These small yet powerful shifts will help you navigate tough moments with less guilt and more resilience.

Ask Yourself:

1. How do I usually react when I make a mistake?
Am I too hard on myself?
2. If a close friend made the same mistake,
how would I respond to them?
3. What are some small acts of self-kindness
I can practice when things don't go as planned?

Things you can do to apply this step:

1. Acknowledge Your Humanity: Remember that everyone makes mistakes.

When things go wrong, remind yourself that it's okay to be imperfect.

Say phrases like: "I'm learning, and I'll grow from this experience."

2. Practice the "Pause and Breathe" Technique:

When you catch yourself feeling stressed or self-critical, pause for a moment.

Take three deep breaths, and say something kind to yourself.

For example:

"It's okay to feel overwhelmed, but I can handle this one step at a time."

3. Reframe Your Inner Dialogue: Replace harsh self-talk with compassionate statements.

Instead of saying, "I'm such a failure," say, "This is a learning opportunity, and I'm doing my best."

Things you can do to apply this step:

4. Write a Kind Note to Yourself: At the end of a challenging day, write down one kind thing you want to tell yourself.

For example:

“Today was tough, but I showed up and did what I could. That’s something to be proud of.”

5. Visualize Supporting a Friend: When you’re being hard on yourself, imagine a friend in your situation.

What would you say to them to offer support?

Use that same kindness for yourself.

Practice Gratitude Daily

Step 4: Cultivating Gratitude

Gratitude means focusing on the positive aspects of your life and business.

Just like Mira, balancing her responsibilities at the laundry shop and at home often left her feeling drained and frustrated.

There were days when the shop wasn't as busy, or when her kids needed more attention than usual, leaving her wondering if she was doing enough.

At the end of the day, you might write down three things you are thankful for—such as having loyal customers, a supportive family, or simply the opportunity to do what you love.



Practicing gratitude shifts your mindset from what's going wrong to what's going right.

It nurtures a positive outlook and motivates you to keep working toward your business and personal goals.

So you see, even in the busiest or most challenging times, there's always something to be thankful for.

Learn that gratitude isn't just about feeling good—it's a tool that helps you stay motivated, build stronger relationships, and find joy in the journey of life and business.

Ask Yourself:

1. What are three things I'm grateful for today, no matter how small?
2. Do I often focus on what's missing or going wrong, instead of what's going right?
3. How can I incorporate gratitude into my daily routine, even on challenging days?

Things you can do to apply this step:

1. Start a Gratitude Journal: Every night, write down three things you're thankful for.

These can be related to your business, family, or even small victories, like finishing a task or receiving a kind word from someone.

2. Create a Gratitude Jar: Keep a jar at home or in your shop.

Each day, write down something you're grateful for and place it in the jar.

At the end of the month, review these notes to remind yourself of your blessings.

3. Gratitude Walks: Take a short walk during your day, focusing on the things you're thankful for—like the beauty of nature, your health, or the opportunities you have in life.

Things you can do to apply this step:

4. Share Your Gratitude: Tell someone you appreciate them—whether it’s a customer, a team member, or a family member.

Gratitude can deepen relationships and spread positivity.

5. Celebrate Small Wins: Whenever you accomplish something, no matter how small, take a moment to appreciate your efforts.

Say to yourself: “I worked hard for this, and I’m proud of what I’ve achieved.”



Step 5: Prioritizing Self-Care

I've already said this, and again, self-care isn't selfish — it's essential.

Same with you, Mira used to tell herself, "I'll take care of myself once everything else is done."

But "everything else" never seemed to end.

From handling demanding customers to managing household chores and caring for her children, Mira's to-do list left her feeling drained.

She barely had any energy left for herself.

Taking time to care for yourself recharges your energy and keeps you balanced.

By creating a self-care routine, you help ensure that your physical and emotional well-being are nurtured, making you more productive in your business and happier in your personal life.

If you struggle to find time for self-care, try scheduling it just like you would any other important task.

Put “self-care” on your calendar—whether it’s a morning walk, a spa session, or reading a chapter of your favorite book.

Treating self-care as a non-negotiable part of your routine makes it easier to stay consistent.

Think of it as a gift you give to yourself and everyone who depends on you.

Ask Yourself:

1. Am I treating self-care as a priority, or am I putting it off until “later”?
2. What small acts of self-care can I incorporate into my daily routine?
3. How can I make time for myself without feeling guilty?
4. What is one activity that makes me feel recharged and happy? How can I do more of it?

Things you can do to apply this step:

1. Start Small: Begin with simple self-care practices like enjoying a quiet cup of coffee, taking a short walk, or meditating for five minutes.

2. Schedule It: Add self-care to your daily or weekly calendar as if it were a business meeting.

Block off time for activities like exercise, journaling, or even just relaxing.

3. Experiment and Adjust: Try different self-care activities to see what works for you.

Maybe you'll enjoy stretching in the morning, reading before bed, or listening to uplifting music during breaks.

4. Set Boundaries: Learn to say no to unnecessary commitments that drain your energy.

Protect your time for rest and recovery.

Things you can do to apply this step:

5. Involve Your Family: Like Mira, you can make self-care a family activity.

For example, set aside time on weekends to bond through activities that recharge everyone, like a picnic or a movie night.

6. Create a Self-Care Kit: Keep a small “self-care kit” with items that help you relax—a favorite book, a journal, scented candles, or a playlist of calming music.

Reach for it when you need a moment of calm.

7. Hydrate and Rest: Drink plenty of water, eat nourishing meals, and prioritize sleep.

These small acts of self-care significantly impact your energy and focus.

One more thing...

Avoid the habit of checking your phone as soon as you open your eyes.

Instead, start your day with a mindful ritual that sets a purposeful tone for the rest of the day.

Wellness Angel Joana Alberto, a dear friend of mine and accountability buddy, recommends using her **BELOVED** technique of setting a powerful intention right when you wake up.

It only takes 5 minutes of your time.



What's **BELOVED?**

Well, it stands for:

B - Belly Breaths

E - Elevate Your Arms

L - Lift Up Your Heart

O - Overhead Stretches

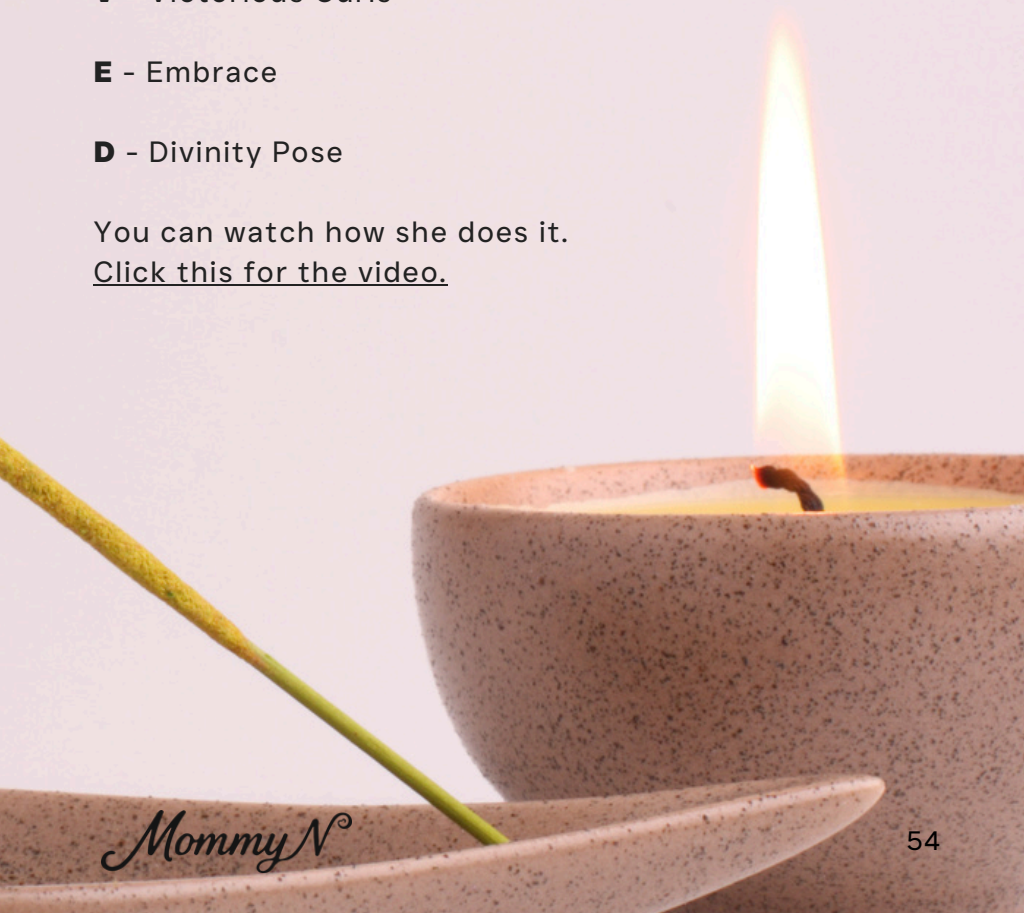
V - Victorious Curls

E - Embrace

D - Divinity Pose

You can watch how she does it.

[Click this for the video.](#)



CONCLUSION

As you finish this ebook, I hope you realize that taking care of yourself is not a luxury, but a powerful way to improve your life and business.

Like Mira, many small business owners try to juggle everything, often neglecting their own needs.

However, as Mira embraced the steps we've discussed—setting clear intentions, practicing daily affirmations, showing kindness to herself, focusing on gratitude, and making time for self-care—she began to notice a shift.

Just like Mira, you have the power to break free from the “selfish” narrative and the “I’ll do it later” mentality.

You can let go of guilt and embrace the idea that taking care of yourself is the greatest investment you can make—not just for your own well-being but for your family, your business, and your future.

These small, intentional actions helped her regain control of her days, reduce stress, and feel more aligned with her goals.

By nurturing herself, Mira found that she could show up more fully for her family and her business.

Her work became more focused, her relationships stronger, and her overall sense of well-being improved.

So take a moment to reflect.

CONCLUSION

What would your life look like if you gave yourself the same care and attention that you give to your loved ones and your business?

You don't need to be perfect, and you don't have to do everything at once.

Every small step matters.

When you show up for yourself, you show up stronger for your business, your family, and your dreams.

You are enough.

You are capable.

And you deserve all the success and happiness life has to offer.

It's time to rewrite your story.

Prioritize yourself because you matter.

Empower yourself because you deserve it. Step into a life where you can thrive—not just survive.

Small daily actions lead to big transformations.

Keep moving forward, and you will see the change unfold—just like Mira did.

**Ready to turn your business
dream into reality?**

**Let's walk together, one clear step
at a time, so your business
can build you up and bless others.**



Start My Business Breakthrough

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To your business success,

Mommy N