A GUIDE FROM LIZ COLEMAN COACHING

5 Techniques to *Overcome Limiting Beliefs*

Practical tools to break free from the stories that have been running your life

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WELCOME

What's Holding You Back Isn't What You Think

You've probably heard the term limiting beliefs. Maybe you've even identified a few of your own. But knowing a belief is limiting you and actually being free of it are two very different things.

Most women I work with are highly self-aware. They can name their patterns, trace them back to childhood, articulate exactly why they do what they do. And they're still stuck. Still reactive. Still hitting the same invisible ceiling.

That's because awareness alone doesn't clear a belief. It just gives you a front-row seat to watch it run. What actually moves the needle is going beneath the thought to the subconscious program underneath it — and working at that level directly.

That's what these five techniques are designed to do. Each one targets a different entry point into the subconscious. Some will feel immediately familiar. Others might surprise you. All of them work — if you actually use them.

A limiting belief is not a thought you have. It's a conclusion your subconscious drew about reality — usually before you were seven years old — and has been treating as fact ever since.

It runs underneath your choices, your reactions, your relationships, and your results. It shapes what you reach for and what you talk yourself out of. It determines what feels possible and what feels out of reach — before your conscious mind even gets a vote.

The five techniques in this guide give you real tools to interrupt that cycle. Not temporarily. Not through willpower. At the root.

TECHNIQUE ONE

The Belief Audit

Name it before you can change it

01

The Belief Audit

You cannot clear what you cannot see. The first step in working with any limiting belief is locating it precisely — not as a vague feeling that something is wrong, but as a specific, nameable statement your subconscious is treating as true.

Most limiting beliefs hide in plain sight. They sound like facts. They sound like personality. They sound like just the way things are. The work of the Belief Audit is to unmask them — to pull them out of the background and put them on the page where they can be examined.

The most common limiting beliefs cluster around four areas: worthiness (I am not enough), safety (it's not safe to be seen / to want more / to succeed), love (I am not lovable unless I perform or achieve), and capability (I don't have what it takes). You are almost certainly running at least one version of each.

Try This

Finish these sentences without editing: 'I would go after what I really want but...' / 'Women like me don't...' / 'I've always been the kind of person who...' / 'Deep down I believe I am...' The endings are your beliefs. Write them exactly as they come.

Identify the Charge

Once you have a belief named, the next step is to locate the emotional charge it carries. A belief without charge is just an idea. A belief with charge is a program — it activates automatically in the relevant situation, before conscious thought can intervene.

Read each belief you wrote. Notice which one produces the strongest physical response — tightening, heat, a sinking feeling, the urge to look away. That response is the charge. It tells you which belief has the most subconscious power. That's the one to work with first.

TECHNIQUE TWO

Follow It Back

Every present pattern has a past origin

02

Follow It Back

Every limiting belief has an origin point — a specific moment, environment, or repeated experience in which a younger version of you drew a conclusion about herself or the world. That conclusion wasn't wrong given what she was living inside of. It was a survival strategy. The problem is it never got updated.

The Follow It Back technique uses a simple but powerful question to locate that origin: when is the first time I remember feeling exactly this way? Not the thought — the feeling. The specific emotional texture of the belief as you experience it in the body.

You are looking for the earliest memory that carries the same emotional signature as the current belief. It may be obvious. It may surprise you. Often it's not the most dramatic event in your history — it's a quiet, repeated pattern that taught you something about what was safe to want or be.

Try This

Take the highest-charge belief from your Belief Audit. Close your eyes and ask: 'When is the first time I remember feeling this way?' Let a memory surface without forcing it. Notice: how old were you? What was the situation? What did you decide in that moment about yourself, others, or the world? Write it exactly as it comes.

The goal of this technique is not to analyze the memory or relive it emotionally. It is simply to establish the connection between the current pattern and its origin — to see clearly that you are not dealing with a present-day truth, but with a very old program running on new data.

That distinction alone shifts something. The belief stops feeling like fact and starts feeling like what it actually is: a conclusion drawn by a child who was doing her best.

TECHNIQUE THREE

Rewrite the Decision

The original conclusion can be updated

03

Rewrite the Decision

At the core of every limiting belief is a decision — a statement your younger self made about how things are. In that moment, she was not wrong. She drew the most logical conclusion available to her given her age, her environment, and the information she had.

But she was working with incomplete data. She didn't have the full picture. She didn't have the perspective of the woman you've become. And the decision she made — however logical then — has been running your life ever since without her permission being renewed.

The Rewrite the Decision technique asks you to do something deceptively simple: step into the memory you located in Technique Two, speak directly to your younger self, and give her the information she didn't have. Not toxic positivity. Not affirmations. A real, grounded reframe delivered from your current vantage point to hers.

Try This

Return to the origin memory. Imagine your current self entering that scene. What does the younger version of you need to hear — not to feel better, but to draw a more accurate conclusion? What did she get wrong about what that moment meant about her worth, her safety, or her lovability? Write the updated decision in her voice: 'What actually happened was...' / 'What I now know is...' / 'The truth about me is...'

This is not the same as positive thinking. You are not layering a new belief on top of an old one. You are correcting the original data that generated the belief in the first place. The distinction matters enormously for how deep the change goes.

TECHNIQUE FOUR

The Polarity Process

What you resist persists — until you integrate it

04

The Polarity Process

This technique comes from the subconscious reprogramming methodology I use in my coaching work — specifically the P.E.A.T. process developed by Živorad Mihajlovi■ Slavinski. It works at a deeper level than most belief-change tools because it targets the energetic structure of the belief itself, not just its content.

Every persistent limiting belief is held in place by a polarity — two opposing states that your nervous system is perpetually choosing between. Worthy versus worthless. Safe versus in danger. Loved versus alone. The subconscious oscillates between these poles endlessly, which is why the belief keeps returning no matter how many times you 'work on it.'

The Polarity Process doesn't try to eliminate the negative pole or amplify the positive one. It does something more radical: it asks you to hold both simultaneously. When you can fully contain both poles at once — without choosing, without fighting — the polarity collapses. The charge dissolves. The belief loses the energetic tension that was keeping it alive.

Try This

Name the feeling at the core of your limiting belief (e.g. 'not enough'). Find its direct opposite (e.g. 'completely enough'). Close your eyes and bring both into your awareness at the same time — not alternating, but simultaneously. Breathe slowly. Hold both. Notice what happens in your body over 2-3 minutes. The shift, when it comes, is subtle — a softening, a release, a quiet neutrality. That is the charge clearing.

TECHNIQUE FIVE

The Identity Update

Change who you believe you are, not just what you think

05

The Identity Update

The most stubborn limiting beliefs are not beliefs at all — they are identities. Statements that begin not with 'I think' but with 'I am.' I am bad with money. I am someone who always ends up alone. I am the strong one. I am too much. I am not enough. These are not thoughts you can reframe your way out of. They are the operating system itself.

The Identity Update technique works by separating you from the identity — creating enough distance between the observer and the program to make change possible. The key insight is this: you are not your identity. You are the one who has been running it. And anything you have been running, you can update.

This technique uses three steps. First, name the identity precisely as a statement ('I am someone who...'). Second, locate when that identity was installed — the experience or environment that first generated it. Third, consciously choose a replacement identity that is true, grounded, and owned rather than performed.

Try This

Complete this: 'One identity I have been carrying that no longer fits who I am is...' Then ask: when did I first take this on? Was it chosen, or was it assigned by my environment? Finally write the identity update: 'The woman I actually am is...' Make it specific, present-tense, and something you can feel the truth of — not an aspiration, a recognition.

Identity-level change is the deepest work. It is also the most lasting. When the identity updates, the behaviors, the reactions, and the patterns that were organized around it update too — often without effort, because the program generating them has changed.

PUTTING IT TOGETHER

A Note on How to Use These Techniques

These five techniques are not a checklist to complete once and file away. They are a toolkit — one you will return to at different depths and with different beliefs as your self-awareness grows and your capacity for this work deepens.

A few things to know as you work with them:

- Start with the belief that carries the most charge — not the most logical one, not the most convenient one. The charge is the signal. Follow it.
- These techniques work in layers. A belief you work on today may surface again in three months at a deeper level. That is not failure. That is the work going deeper.
- The Polarity Process and the Identity Update produce the most lasting change when used together. The first clears the energetic charge; the second installs the updated program in its place.
- Journaling amplifies everything. Writing your answers rather than just thinking them forces the subconscious to produce clearer, more specific material. Don't skip it.
- If a belief feels too charged to work with alone — if it produces strong physical activation or connects to significant trauma — work with a trained practitioner. These tools are powerful. Some layers deserve a guide.

Awareness shows you the cage. These techniques help you find the door.

WHAT COMES NEXT

If You're Ready to Go Deeper

This guide gives you five real entry points into subconscious belief work. What it can't give you is the depth of transformation that comes from doing this work with consistent, guided support over time.

Limiting beliefs are layered. The surface layer — the thought you can name — is rarely where the most charge lives. Underneath it is an emotion. Underneath that is a core decision. Underneath that is a polarity. Underneath that is an identity. Each layer requires its own clearing. And the deeper you go, the more everything else shifts.

The MindLife Reset is my 8-week program built specifically for this work. Over eight weeks, we go through each layer systematically — clearing the subconscious programs that have been running your patterns, resetting the nervous system that's been bracing around them, and reconnecting you to the version of yourself who exists beyond the programming entirely.

Who it's for

Women 40+ who are self-aware, have done the personal development work, and are still hitting the same ceiling. Women who want real change — not another framework to manage what's already running.

What happens inside

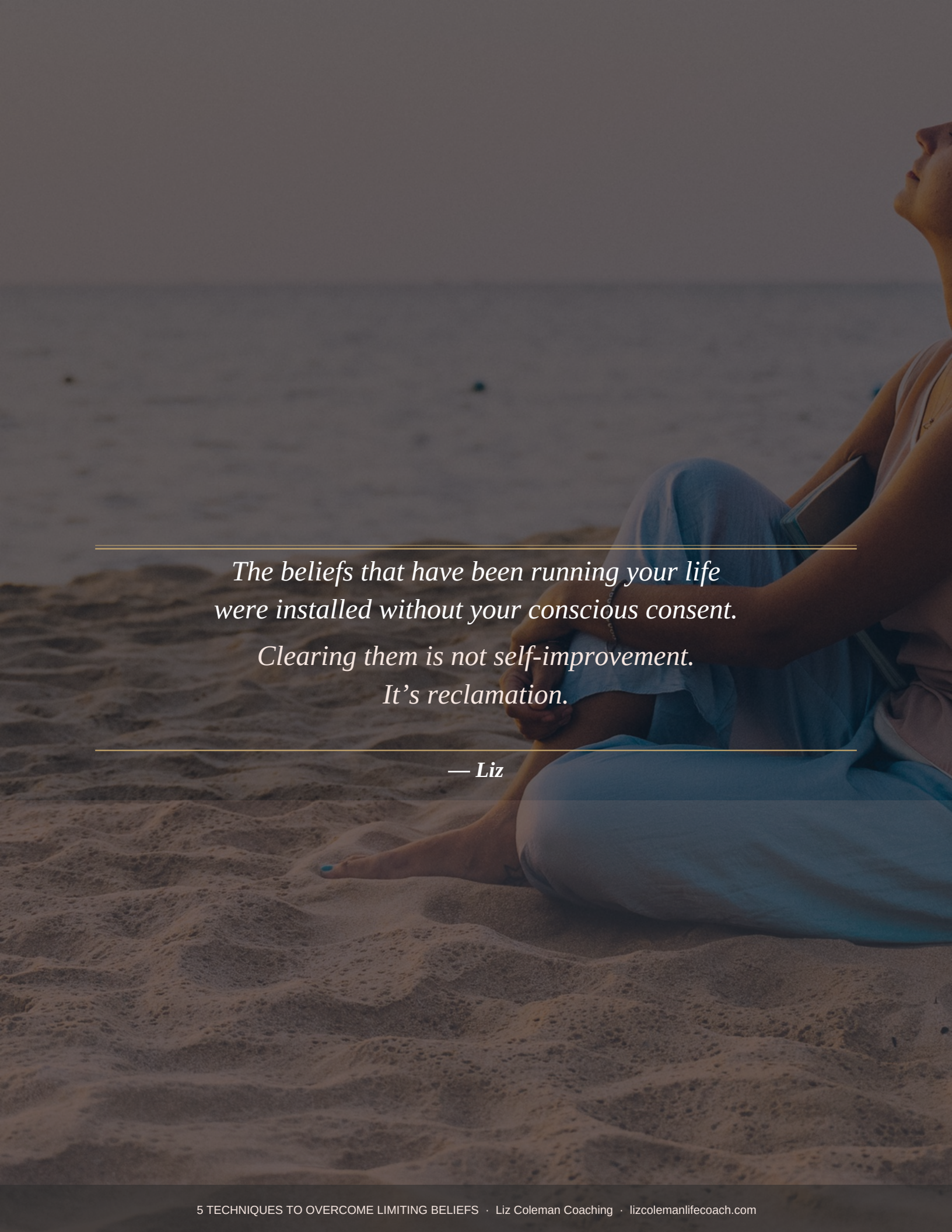
Weekly live coaching sessions using the Mind Shifting methodology, guided clearing exercises, subconscious reprogramming tools, and a structured progression through the layers of belief, identity, and pattern that are keeping you stuck.

What women say

They come in reactive, exhausted, quietly waiting for something to change. They come out with a baseline that doesn't require managing — a genuine, felt sense that life finally feels as good as it looks.

Book a free discovery call at lizcolemanlifecoach.com

No pressure. No pitch. Just a conversation about where you are and whether this is the right next step.



The beliefs that have been running your life were installed without your conscious consent.

Clearing them is not self-improvement. It's reclamation.

— Liz