



**21 DAY  
CHALLENGE**

**THE 21-DAY 'NEXT CHAPTER' CHALLENGE!**

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For the first 21 days of the month, spend 20 minutes completing the daily confidence building task. Once you've completed the task, tick the relevant day's checkbox.

And there's a BONUS Day! Plus for the last 8 days of the month, spend time practicing any of the daily challenges you feel you need to get better at.

Day 1	<input type="checkbox"/>	Day 11	<input type="checkbox"/>	Day 21	<input type="checkbox"/>
Day 2	<input type="checkbox"/>	Day 12	<input type="checkbox"/>	Day 22	<input type="checkbox"/>
Day 3	<input type="checkbox"/>	Day 13	<input type="checkbox"/>	Day 23	<input type="checkbox"/>
Day 4	<input type="checkbox"/>	Day 14	<input type="checkbox"/>	Day 24	<input type="checkbox"/>
Day 5	<input type="checkbox"/>	Day 15	<input type="checkbox"/>	Day 25	<input type="checkbox"/>
Day 6	<input type="checkbox"/>	Day 16	<input type="checkbox"/>	Day 26	<input type="checkbox"/>
Day 7	<input type="checkbox"/>	Day 17	<input type="checkbox"/>	Day 27	<input type="checkbox"/>
Day 8	<input type="checkbox"/>	Day 18	<input type="checkbox"/>	Day 28	<input type="checkbox"/>
Day 9	<input type="checkbox"/>	Day 19	<input type="checkbox"/>	Day 29	<input type="checkbox"/>
Day 10	<input type="checkbox"/>	Day 20	<input type="checkbox"/>	Day 30	<input type="checkbox"/>



## **WELCOME TO: THE 21-DAY 'NEXT CHAPTER' CHALLENGE!**

This is a transformative journey designed to help you explore and recognize patterns to rediscover your voice, your worth, your self-esteem, and the version of you who is ready for what comes next.

- By dedicating 20 minutes each day, you can build your confidence and notice a shift across the next month that will positively impact your life.
- As many experts have reminded us, confidence is something anyone can create. And before long you will win if you think you can.
- Once you're ready to start this challenge, be intentional about each day.
- Read and spend time going through each challenge every morning (as that's when you absorb information the best).

I'd also love to see photos of your progress.  
Post your photos in your stories on Instagram daily, and tag my profile @iamavanjames.

I'll be reading every response!

*x Ava*

# Day 1

## DECLUTTER YOUR MENTAL SPACE!

**If we all did the things we are capable of doing, we would literally astound ourselves.**

**Thomas Edison**

Begin by decluttering some of your social media accounts.

- Unfollow accounts that you no longer feel aligned with.
- If they don't resonate with your values, beliefs and goals - should you still be connected to them?

Think about who you want to become.

- Are your followers and friends going to help you get there?
- Or will they hold you back?
- Choose what feels intuitive and create space for what you want to attract into your life.

# Day 2

## FILTER WHAT YOU ACCEPT!

**A sincere and warmly spoken compliment is one of the most effective tools for influencing human behavior.**

**Anonymous**

Make a mental note for yourself to accept any positive feedback, compliments and kind words you receive from anyone for the next 21 days.

Often, when you experiences kindness, you're more likely to pass it along to others, creating an ongoing cycle of giving and receiving.

# Day 3

## POWER OF BODY LANGUAGE!

**Never bend your head. Always hold it high. Look the world straight in the eye.**

**Helen Keller**

Be mindful of the way you carry yourself. There's a hidden power of body language. When you sit up straight, stand tall, hold your chin up and use purposeful gestures and facial expressions - it not only changes your mood, but shifts how others respond to you.

Watch **Amy Cuddy's Ted Talk outlining 'Power Poses'** on YouTube and practice how you can use these in areas you want to grow into. This could be public speaking, social events and stepping up as the leader of your life and business.

Practice these poses:

- 'Wonder Woman' pose - stand with feet shoulder-width apart, hands on hips, shoulders back, chin slightly raised.
- 'Victory' pose - extend arms overhead in a "V," as if you've just won a race.

Using these poses to shift your mindset, before you walk into a room, and watch positive body language lift you to the level you want to grow into.

# Day 4

## RECONNECT WITH CHILDHOOD JOYS!

**Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind.**

**Bernard Baruch**

Think back to what you loved most and some of the hobbies you enjoyed when you were younger.

- Was it reading, sketching or painting, writing poems or colouring?
- Sitting on the swing in the back garden, or singing?
- Was it building and being creative?
- Was it playful and brought you joy?

Whatever it was - take time today to daydream about those much loved memories and just reconnect with the joyful creativity.

If you forgot what that feels like, watch a 4 year old and their innocent sense of curiosity about everything.

Reintroduce one of those activities into your life, just for you. And give yourself permission to start creating joy into every day.

# Day 5

## FROM COMFORT TO GROWTH!

**If you hear a voice within you say 'you cannot paint,' then by all means paint, and that voice will be silenced.**

**Vincent Van Gogh**

What can you do today that is outside your comfort zone?

It could be something that will allow you to grow, like the writing group you joined to become more creative.

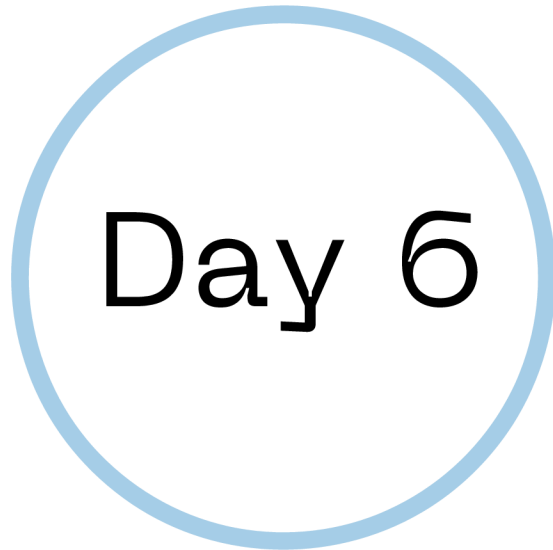
Or setting a boundary to protect your energy.

Or attending a communication skills workshop.

Leaving your comfort zone, triggers a new zone - your growth zone. Growing expands your thinking and potential. And taking action is how you improve at anything, from your skills to your attitude.

Do it and see how you feel after.

Because the results you are developing in your life help you become - what you **can do** and who you **can be**.



## LOVE YOURSELF TO CONFIDENCE!

**I am the greatest. I said that before I even knew I was.  
Muhammad Ali**

Without overthinking, write a love letter to yourself.  
List the top 10 qualities/passions you love most about yourself. Then explain how these 10 qualities/passions have benefited you in your life.

Think about what your colleagues or team, family or friends say about you. It could be positive feedback you've received. Don't forget to include your strengths.

To accelerate this, connect with people that are at the level you want to be, this will significantly improve your outlook and help you acknowledge and appreciate your natural abilities and talents.

# Day 7

## SAY YES!

**The most beautiful thing you can wear is confidence.**  
**Blake Lively**

Say YES!

To the right opportunities that feeling challenging and scary, but lead to growth.

Before you say yes, ask yourself -

- Is this a good investment of my time, energy and resources?
- Will it benefit my skills, self-belief and ability to accomplish my future goals?

We all have fears; facing them is how you grow and become fearless.

Some examples include -

Learning a new skill, stop making excuses, taking a day out for yourself.

The more you say yes to something you've previously declined, the more you train your brain to believe you can.

# Day 8

## HABITS BUILD YOU!

**Self-confidence is the ability to feel beautiful without needing someone to tell you.**

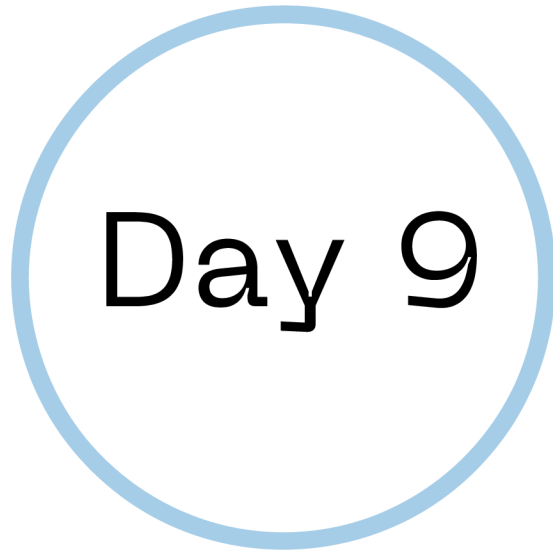
**Mandy Hale**

What was the last habit you learned?

The key is 'learning'. It could be to get better with your morning routine. Or declutter your living space. Or uplift yourself every morning with positive self-talk.

The more you learn, and master daily habits, the more you step onto new paths and uncover tools that help you overcome doubt and believe in yourself.

It takes time, patience and a willingness to want to grow, but on the other side are more abilities and a mindset that creates limitless possibilities.



## STAND UP FOR YOURSELF!

**Confidence comes from hours and days and weeks and years of constant work and dedication.**

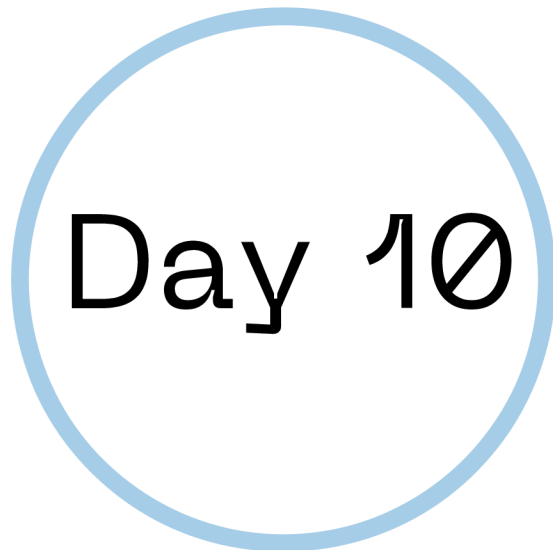
**Robert Staubach**

What could you say today, that you have never been brave enough to do before?

Learning to stand up for yourself is the best thing you can do. Because no one else will do this for you, except you. Think of it as a gift. Where you become comfortable with standing up for something you believe in, and setting boundaries so that no one can take advantage of you. Know when to leave a situation or conversation, and when asked to do something that doesn't sit well with you - you decide whether you need to respond immediately or at a later time.

Where can you start doing this?

Start small, because becoming assertive is a journey that evolves over time.



## FOCUS ON THE POSSIBILITIES!

**Confidence isn't optimism or pessimism, and it's not a character attribute. It's the expectation of a positive outcome.**

**Rosabeth Moss Kanter**

What are you focusing on today?

- Zoom in on your strengths and positive qualities.
- Start with 3 of your strengths and qualities that you want to focus on first - to increase your confidence from 1-100%.
- Switch negative thoughts into positive.

What lessons can you learn from your setback?

How can your strengths help you enhance your resilience and positive mindset, to use the challenges you've experienced as opportunities?

- Focus on all the positive outcomes you want today.
- Look at your energy, how you talk to yourself and others, how your daily routine makes you feel and what you want to achieve for your life, career or business in the next 3 months.

# Day 11

## EXPAND YOUR SKILLSET!

**Success gave me confidence as an artist. And now I'm able to do what I want without anybody thinking it's dumb.**

**Amy Lee**

How can you improve your skills/knowledge to advance in your career, get promoted or start a business?

The power of continuous learning helps you develop more expertise and establish better structures in your life. With more understanding, you can notice opportunities and apply what you learn to different situations.

- It could be turning a hobby or something you're passionate about into a creative side hustle - like craft workshops.
- It could be improving your tech skills and becoming more IT savvy or a proficient marketer - to start a business or improve the one you have.
- It could be equipping yourself with additional soft skills - to make a career move.

There are thousands of online courses for any skill you can think of, that can give you foundational skills, you can keep building upon. Use 1 hour every day, and with consistency in a year you could master anywhere from 5-50 new skills.

# Day 12

## TRACK THE STATS!

**Doubt can motivate you, so don't be afraid of it. Confidence and doubt are at two ends of the scale, and you need both. They balance each other out.**

**Barbra Streisand**

Have you used the wheel of life assessment? This is a tool I help clients with on the 8 main areas of their lives.

In each of these areas - identify what you've accomplished in the last 6-12 months?

- Spiritual
- Personal Development
- Career
- Finance
- Family
- Health
- Fun and Recreation
- Friends

Use this as a self-appraisal.

Be honest with yourself, track what it took to get you to the win (big or small). And if there are gaps, think about how you would like to fill these.

Make it a weekly routine - 1) list tasks you've completed, 2) lessons you've learned and 3) the strengths you've demonstrated from one week to the next.

# Day 13

## DRESS FOR SUCCESS!

**You have to have confidence in your ability, and then be tough enough to follow through.**

**Rosalynn Carter**

Remember when you were a little girl and you played 'dress-up'? That same practice can boost your creativity and confidence after a setback.

Fashion is one of the leading income generators in the world, because dressing up makes us feel better about our body and mood. There is a psychology behind how 'what you wear' affects your mind, actions and behaviours with others.

A quick way to improve your motivation, and outlook when you're having a down day is turn a shower into a mini spa experience, then style your hair, get glammed up with makeup and put on an outfit that makes you feel great. Add a splash of perfume and head into your day or evening.

# Day 14

## MIRROR MIRROR ON THE WALL!

**Whether you think you can or think you can't, you are right.  
Henry Ford**

Let's do a confidence building exercise.

- Today just stand in front of the mirror and practice your power gaze - looking directly at your reflection, now the important part - tell yourself how much you love yourself (maintain eye contact).
- The reflection you create strengthens your body language.

The way you look at yourself in the mirror, should be from a place of acceptance and love; encouragement and esteem.

I've noticed that women who struggle with their body image can feel their self-esteem rising as they practice this simple exercise daily, throughout the challenge.

When you're comfortable with this exercise, think about how you can use your power gaze with others:

- How do you want to look at other entrepreneurs in a networking event this week?
- How do you want to look at the interview panel, if you are searching for your next job role or business venture?

Mirror talk can become your best self-improvement technique if you keep practicing.

Be mindful of how you talk and walk today - people notice your confidence in seconds.

# Day 15

## FLIP THE SCRIPT!

**If we all did the things we are capable of doing, we would literally astound ourselves.**

**Thomas Edison**

Flip the script changed my life. It reminds me of throwing dirty laundry into the washing machine, and in a 30 minute cycle, all the clothes come out clean and fresh.

Whenever a negative thought came into my mind, I chose to find a positive one to counteract it with.

If I felt... 'I am stupid', I would look for the exact antonym to this word and tell myself that instead.... And using the thesaurus, the first antonym is ...'I am wise'.

Now just keep practicing this all day. When a negative thought comes into your head, use the thesaurus to find the first antonym and say that instead.

Apply it to all statements like - I don't to I DO!

Say it out loud, because at first your brain may not respond, but the more you practice, the more your mindset and self-belief rises.

We explore CBT techniques in our group program.

# Day 16

## TRY SELF-COACHING!

**I was always looking outside myself for strength and confidence but it comes from within. It is there all the time.**

**Anna Freud**

How often do you offer positive, uplifting suggestions to a friend, colleague or stranger, but when it comes to yourself - you don't seek out expert help?

Self-coaching is a temporary solution, and as a coach it's not something I use in isolation, because having a coach is invaluable and cannot be replaced.

There are many models to use, with the CTFAR Model, there are 5 areas to look at.

1. Circumstances - reflect on the circumstances of your setback: what are the facts and what are your beliefs?
2. Thoughts - think about your thoughts: what actions do they propel or prevent you to take?
3. Feelings - how do you feel about the situation and your beliefs about it?
4. Actions - identify how your feelings make you more inclined to act (one way or the other). To move forward or choose to do nothing. You won't know the result, unless you take action.
5. Results - lastly, what results are you achieving because of your actions?

We explore this in depth within our group program.



## RESPOND NOT REACT!

**They can knock you down, but they can never knock you out.  
Kendall Toole**

Before you respond to anyone, STOP and count to 10. Allow yourself to pause and interrupt what information you've received. Then take control over your thinking, emotions and behaviour before you respond.

- Reacting is fast, impulsive, and driven from your emotions where your brain immediately responds to a trigger, often influenced by something negative like fear, anger, or frustration.
- On the other hand, responding is slow, deliberate, and mindful, where you stop, pause and consider your actions before speaking or acting.

Pause and prepare before proceeding, will determine how you act.

# Day 18

## TO BE YOU IS TO KNOW YOU!

**I can be changed by what happens to me. But I refuse to be reduced by it.**

**Maya Angelou**

How can you be the 'real you' today?

The authentic, genuine you - when no-one is around?

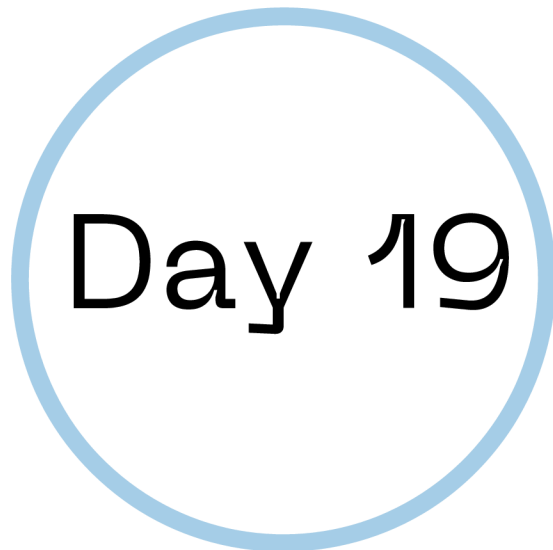
Embrace your unique qualities/quirks that comes from getting to know yourself - not who others want you to be.

Ask yourself - how can I be myself?

There's no rush!

To be yourself (someone who doesn't worry about what other people think) is a journey of self-discovery. Finding and uncovering your interests, values, temperament, goals, strengths and activities.

When you're comfortable - find a way to express yourself. There are various ways to do this - through writing, music, gardening, art, fashion or something that taps into your creativity.



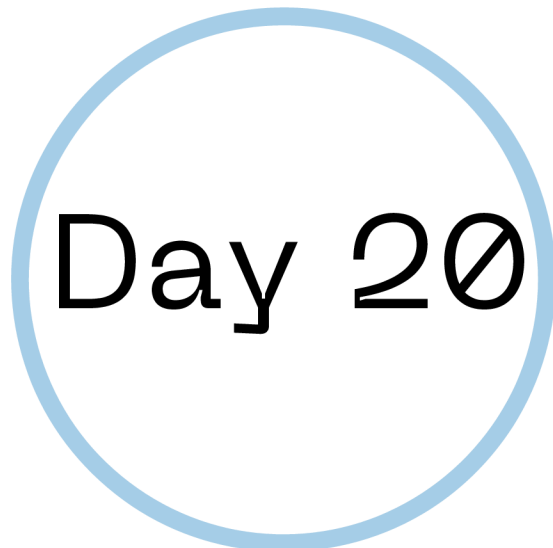
## YOUR INNER CIRCLE BEGINS WITH ROLE MODELS!

**Know that you can start late, look different, be uncertain and still succeed.**

**Misty Copeland**

We all have role models. It could be someone we admire because of their story. And like the story you're creating, your role models went from struggles to successes. Take a moment to read or listen to the story of one of your esteemed role models.

- How can what they did empower you today?
- How can you become more confident today - because you were inspired by what they did to overcome challenges?
- What positive behaviours do they have that can inspire you to believe in your own potential?
- How can you become your own role model through living your values, developing habits and skills that inspire others (from the qualities you admire in your role models)?



## THE OPPORTUNITY OF SOCIAL SKILLS!

**I'd rather regret the things I've done than regret the things I haven't done.**

**Lucille Ball**

How often do you work on improving your social skills?

This is about placing yourself in the right room to better your social skills - attend classes to learn how to dance, sing, play a musical instrument, cake decorating, crochet - the list is endless.

Whatever social scenario you enjoy, put yourself in that situation to learn how to communicate better and build your confidence by interacting with different people.

Social interaction and learning new skills push you out of your comfort zone, leading you into social situations, where you could gain more. From how to practice active listening, improve your body language to getting comfortable expressing your thoughts, ideas and expertise.

Use the art of small talk about every day issues to start building rapport anywhere and with anyone, before moving into deeper discussions.

# Day 21

## ENERGIZE YOUR BODY, MIND AND SOUL!

**Wanting to be someone else is a waste of the person you are.  
Kurt Cobain**

Movement is medicine for your body, in the same way laughter is medicine for your soul. It improves your overall wellbeing. And exercise is the best way you can do this. There are many fun ways, from dancing to yoga, pilates to weight training - whatever you choose, it should energize and excite you.

Exercise makes you feel beautiful, look younger, improves how you feel about yourself, boosts your mood, and when you feel better about yourself, your mindset and self-image shifts - increasing your resilience, mentally and emotionally plus negative feelings decrease.

Take some time to think about what exercise activities your local town or city has and start with even 1 hour a week. It could turn into a great social situation where you meet people who have similar interests as you - leading to a more positive self-perception, plus improving both your emotional, mental and physical health.



## VISUALIZATION FOR SUCCESS!

**The future belongs to those who believe in the beauty of their dreams.**

**Eleanor Roosevelt**

Visualization, is a powerful form of day dreaming that shifts into future pacing. It's a practice that many people use to make their dreams a reality. And you can start doing this right now.

- Mentally rehearse the successful outcome you want.
- Close your eyes and imagine in detail your desired outcome, like how your presentation will go, or how your business is going to grow by the end of the year, or where you will be in your life 1-3 years from now.
- Try it, start with 2 minutes focusing on positive results of what you want. Image the location, sights, smells, feelings, what you hear, are doing, and even use taste.

Think of this as creating your mental success blueprint with the goal being to prepare you and build your confidence, so when your limelight moment arrives - you'll already be able to be the person you aspire to be.

Whether that's becoming a 7 figure business owner, happily married to your soulmate, living as a digital nomad and travelling the world. The sky is the limit!



# RECAP OF YOUR 21 DAYS

KEEP GOING!

NOW ISN'T THE TIME TO STOP...

**Confidence is not 'They will like me'. Confidence is 'I'll be fine if they don't'.**

**Christina Grimmie**

For the remaining 8 days, practice is where results happen. Spend 20 minutes every day going through the last 21 days and choose what you'd like to practice more of.

Through this phase, practice self-compassion, as you learn and acquire information. Being kind to yourself as you move through the phases of growth is key to building your confidence, one day at a time.

Write love notes to yourself, with words of understanding and be caring as you would do to support a good friend going through a setback in their life.

Where you've been self-critical of your situation, see how you can switch this to empathy and understanding.

Start to visualize your self-perception as a cake rising in the oven; and with your confidence increasing day by day - your self esteem is rising too.



## A LOVE NOTE FROM ME...

THIS IS NOT THE END,  
BUT THE BEGINNING OF SOMETHING SIGNIFICANT!

I'm so excited you've completed this challenge!  
Before you head off, I decided to write a little love note about why it might feel hard right now.

As someone who has also been through a fair amount of setbacks, one thing that's critical to success is the willingness to swim against the current of 'why did this happen to me' mindset, and actually force ourselves to think differently.

1. Our untrained urges can get us into a lot of trouble. I'm talking about doing things that keep you stuck or going round in circles. They might help as a temporary measure, but they can't deliver true freedom.
2. There are some real skills you must master, not only to hit your goal posts, but to build the fulfilling and meaningful life you desire. (Don't worry! This is covered in our free masterclass). Skills take practice, but I can help with that too!
3. But lastly and this is actually the biggest reason why everything occurs as so hard and challenging: you must confront your inner blocks.

The moment you said, 'I want to start afresh - in life or your business - you chose a new path for your life.

It's a path that only few pursue with all their heart and dedication, here you are forced to face the messy stuff, like internal barriers of imposter syndrome, fears of being judged, overthinking, hesitation blaming, stressing... I could go on.

But I've noticed that when you start to conquer any limitations or blocks and drop the unwanted weights, your path becomes clear and simple again.

When you let all the 'stuff' go, taking the right actions the right way (to get the right results) becomes the natural expression of who you are.

You just do it.

Before you go, I propose a toast! Raise your glass/mug with me!

- A toast to those who know the path ahead will be bumpy, scary, and challenging, but who choose to do it anyway.
- A toast to those who are more committed to their future, their families, and their freedom than their fears, circumstances, and limitations.

Because as they say, changing your life journey is doing what most are completely unwilling to do, but they end up living the life they desire most. I started my journey many years ago, and I never knew how hard it would be. But every step was absolutely worth it.

Today, my aim is really simple: help you make your journey a bit shorter and easier than mine. Because I can promise you this: it is absolutely worth it. My purpose is simple: I'm here to help you rebuild you, after life changed everything.

If you've been doubting yourself, your mission, your path, or your future, I've got you. We're gonna pave a new path together starting with what you choose next. And life may never be the same.

What's Next: 'When Life Doesn't Look Like You Thought It Would

A free 60-minute webinar for women 40+ who are ready to rebuild their confidence, reconnect with who they are now, and create a meaningful next chapter after heartbreak, loss, disappointment, or a major life change.

I can't wait to connect with you!

Take care,

*x Ava*