



12 NEW RULES FOR A LIBERATING LIFE

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I've always believed that rules are meant to be broken. Not the big rules of course, like hurting someone, stealing, social distancing or not paying your taxes. But for the most part, I see rules as guidelines versus must dos. We all have a choice on what rules we want to follow. I learned early in my career, that it's better to beg for forgiveness than to ask for permission. This mantra has helped me attain goals, and has gotten me into trouble a few times too!

woman
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There Has Never Been a Better Time in History to Question the Rules We Live By.

Most of us have lived our entire lives by familial and societal rules that have been ingrained since early childhood. We've been conditioned that to get what we want - whether it be love, approval or success - we need to be and act a certain way. *It's not surprising.* Women are taught to be good girls, to not rock the boat, to be demure, to not be 'too big', to always put others first. Men are taught to be good boys, to be strong, to be in charge, to not share their feelings, to 'Man Up.' Living by these rules constricts us and keeps us from realizing our full potential.

What Rules are You Living by that Limit You?

Our paradigm has shifted and because of it, we are being asked to shift too. We are being asked to embrace new beliefs about ourselves and our world. We are being asked to be optimistic about our future. We are being asked to fully embrace our power and confidence and step fully into our own version of success. In this new normal, it's a new game of life and we get to choose the rules that support the full expression of who we are.

Express Your Most Authentic Version of Who You Are.

My intention is that these 12 New Rules inspire you to let go of 'the shouldas' and past regrets, so you feel more empowered, confident and free. If individually we rise up to ourselves and take authentic action, then collectively, we can make our greatest contribution to and for the world.

You're on this Earth to Experience a Well-lived Life.

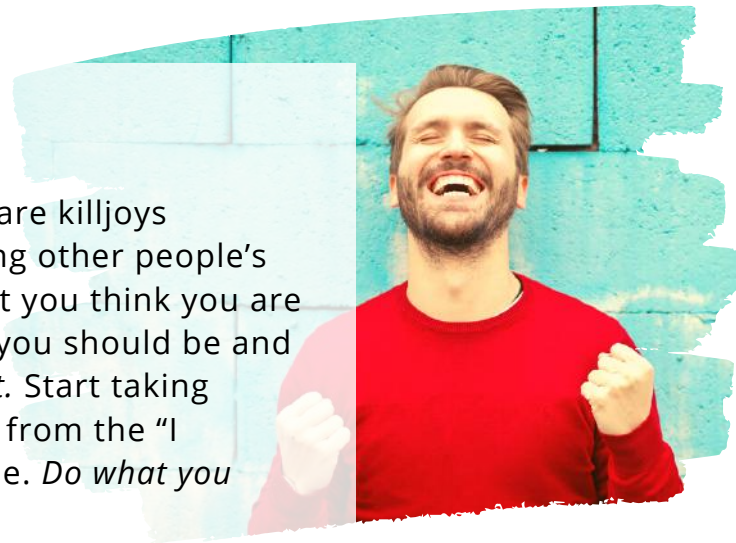


#1 Lead with Your Heart and Start Feeling.

Our analytical minds are powerful and help guide us in many ways. The problem is they like to be in the driver's seat, which can lead to over-analyzing and being critical. Have you ever heard the saying, *"Your mind is like a bad neighborhood, don't go in there alone"*? When your mind goes on overdrive, take a deep breath and ask yourself, *what am I feeling?* Maybe it's vulnerability, fear or anger. Once you acknowledge what you are feeling, you will live more in your heart.

#2 Let Joy Be Your Guide.

Are you living by the shoulds of life? Shoulds are killjoys because they are about obligation and meeting other people's expectations. Instead of being and doing what you think you are supposed to be and do, or what others think you should be and do, *claim who you are and what you really want.* Start taking action from "what brings you joy" rather than from the "I should" place. It's simple, if you let it be simple. *Do what you want and stop doing what you don't.*



HELLO!

#3 Say Hello to Imperfection.

Perfection is a trap and it's not interesting. Seriously now, there is no such thing as perfect. Think of someone you admire and ask yourself, are they perfect? I bet they have some quirky quality they dislike but which you find charming or adorable. *So why is it that you feel you have to be perfect?* Most likely it's been passed on for generations. For me, my perfection tendencies came from my mother. What about yours? If you don't break the pattern, it will live on.





#4 Be Kind to Yourself.

I know what it's like to be hard on yourself. I spent years putting myself down and being overly critical. I focused on the mistakes I'd made rather than celebrating my successes. Sound familiar? Then I asked myself, *"who am I to think less of me than others do?"* So I went on a self-criticism diet. Yep, no kidding. I can honestly say, I am now much kinder to myself and feel good about who I am. *If I can change, so can you.* Once you do, a huge weight will be lifted from your shoulders!



#5 Be Unapologetic.

We all want people to like us but don't make it a priority at the expense of realizing what is best for you or what you want to accomplish. Never apologize for who you are, dumb down, doubt yourself or be a people pleaser. *If others are uneasy with your bigness or feel insecure around you, it's not your job to make them feel comfortable.* Of course, self awareness and grace go a long way. Own your brilliance and others will be attracted to your presence and positive energy.



#6 Embrace Your Authenticity.

It's easy to put energy into what your friends are doing or achieving but it leads to playing the comparison game. Comparing yourself to others makes you feel bad about yourself and your life. Here's the thing: there is no one exactly like you on this planet. *Your life story, your values, strengths, skills, passions and your DNA are totally unique to you. You are one of a kind.* Embrace your authenticity; that's where the juice is! Accept and love the unique YOU.



#7 Start Being versus Over Doing.

Do you pride yourself on being a multi-tasker, having a full schedule, always overdoing and overbusy? *While caught up in doing, you can lose touch with the reasons why you're doing things in the first place.* Ultimately, life won't feel meaningful and will lead to burnout. Overdoing comes from wanting to feel important and needed. What if you knew you were important without overdoing, just because you are the AMAZING YOU?



#8 Create Healthy Boundaries.

We've been conditioned to put the needs of others or requests above our own. If this sounds like you, it's time to build your NO muscle! Start saying NO to the things and people that drain your energy. *Start saying YES to the things and people that bring you more energy and make your heart sing.* By saying NO, you'll have more room and time for the things you truly value and want in your life.



#9 Be Open to How Things Unfold.

Expectations are a breeding ground for disappointment and they get in the way of our happiness. Don't get me wrong, I'm a big believer in having a vision, strategy and clear goals to get you where you want to go. But please, don't get attached to a specific outcome. *Be open to how things unfold because that's where magic resides.* Be willing to change and pivot. You might be surprised how much you'll enjoy living this way.

Live
outside
your
comfort
zone

#10 Get into the Uncomfortable Zone.

It's natural to feel a lack of control when we don't know exactly what the future holds. When things aren't as they have been and when daily conveniences are taken away, it's easy for fear, anxiety, worry, or frustration to creep in. *Be aware of your emotions but try not to let them take you hostage!* Instead of absorbing yourself in worry, think about what you are learning or gaining from this situation. Envision a brighter future than you imagined. I know it's easier said than done. Yes you can.

#11 Be the Authority of Your Life.

Being the authority of your life takes courage. It requires not caring what others think of you and your actions. It's important to be receptive to feedback, and when you're making a big decision, it's a good idea to ask a few trusted confidants for their opinion. But at the end of the day, *it's your life and no one knows better than you what's right for you.* Once you start living from a position of sovereignty, you will feel liberated and less likely to take things personally.



#12 Take Inspired Action and Speak Up.

Many of our leaders are not taking action that is aligned with our values. The truth is, we can't necessarily rely on them. But we can rely on ourselves to do so. We are all leaders so speak your truth and advocate for what you believe in. *Trust your instincts and intuition, be decisive, and communicate with clarity, confidence, conviction and compassion.* There's no better time to take inspired action and speak up!



Now, let's take a look at your rules.

What 'new rule or rules' resonate the most?

If you could pick one 'new rule' as your Mantra, what would it be?

What inspired action will you take today?

It's Your Life - Live It and Be True to You.

Be a Leader and Role Model for Others.

If you'd like to learn to incorporate these new rules into your life and become your most powerful and confident self, join me for a deep dive into the New Rules!

In this 90 minute online program, I'll give examples and exercises on how to #Breakfree from limiting behavior so you can embrace your authenticity, step fully into your own version of success and create a life on your terms.

**** Click Here to Get on the Early Notification Waitlist ****

☆ You are Limitless ☆

And here to live an amazing life

You get to choose what rules you play by

What empowering rules are you choosing today?



I'm a leadership consultant, career coach and mentor. I accelerate entrepreneurs, executives, rising stars to where they want to go in a fraction of the time vs. doing it solo. My secret sauce is helping clients cut through the noise, gain clarity and take strategic action for greater success and magic in all areas of life.

To know what it's like to work with me, I offer a free 45 minute coaching session. For your 45 minute free coaching session:

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I've been in your shoes. I've held executive level positions with technology companies and I founded an executive search and consulting practice. To learn more about me, Amy Matthews, go to:

www.womanunruled.com

Let's create an abundant and empowered life for you.

With love and freedom,
XO