



CHAPTER ONE



The big snooze



Chapter Summary

In this chapter, Jen Sincero introduces the concept of the 'Big Snooze' (BS), which represents our limiting beliefs and false self that prevent us from realizing our true potential. The Big Snooze thrives on fear, confinement, and the validation of others, often leading to self-sabotage. To live authentically and fulfill our dreams, we must awaken to our higher self and confront the chaos that arises during this transformation. Despite the discomfort and resistance, breaking free from the Big Snooze is crucial for creating a life that truly reflects who we are. Embracing risk and overcoming external and internal obstacles is essential for genuine growth and fulfillment.



Understanding the Ego

The Ego, often viewed as arrogance, actually embodies our false self that undermines our happiness and potential. It's crucial to recognize that it operates as a shadow self, influencing our decisions frustratingly.

Waking Up to the Big Snooze

Sincero introduces the 'Big Snooze' (BS), a term for the self-limiting beliefs that confine us to a reality beneath our potential. The BS keeps us tethered to fear and insecurity.

The Comfort Zone Trap

The Big Snooze thrives in comfort zones, compelling us to reject opportunities and live small. It perpetuates a reality shaped by past fears and external validations.



"The Big Snooze lives in the past and in the future and believes you are separate from everything around you."

Recognition of True Self

Your truest self is love-based and proactive, pursuing dreams with passion. It embraces connection to the universe and dispels fears, guiding you toward a fulfilling life.



"Your true self believes in miracles and is one with the Universe."

Facing Disapproval



Transformation can trigger discomfort in those around us who are still sleeping. Family and friends might express their fears about our changes, often out of love but counterproductive.

Resisting the BS



When breaking free from the Big Snooze, expect resistance and chaos as the ego fights to retain control. This journey can feel like a detox, but it's necessary for growth.

Overcoming Obstacles

Successful transformations often face challenges. You may experience setbacks and chaos, but these are indicators of progress, the BS fighting your evolution.



Faith in Change

A stylized illustration of a person in silhouette, standing with arms raised and holding up two broken chains. The background is a warm, orange-brown sky with a large, bright yellow sun. The lower portion of the image features a teal and green textured ground. In the top left and bottom right corners, there are stylized, multi-pointed starburst shapes in a light orange color.

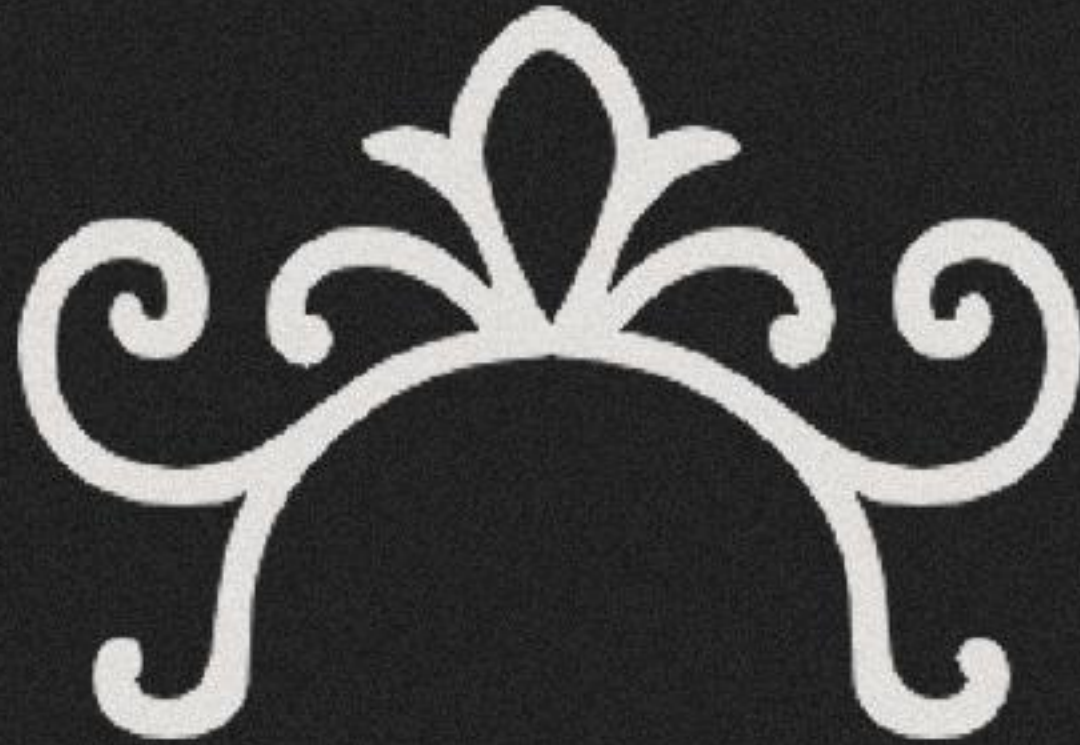
Having faith in your journey is paramount. Trust that by confronting the BS and moving forward, you are manifesting a life that reflects your true desires and potential.

Navigating Fear

Embrace fear as part of the process of growth.
Acknowledge it but don't let it dictate your
path. By stepping out, you inspire courage and
authenticity.



Creating Your Reality



Ultimately, you are the architect of your life. Rewire limiting beliefs and fearlessly pursue your dreams to create a reality that reflects the true you!



Recap

- "Wanting to be someone else is a waste of the person you are."
- "The leading cause of sucking is that we haven't yet woken up to how truly powerful we are."
- "Having others smear their fear and worry all over you is the last thing you need."
- "The Big Snooze is like an overprotective mother trying to keep you from your new life."
- "When taking great leaps forward, life often turns to shit before it turns to Shinola."



Thank You

Follow for more insights

