



# CHAPTER ONE



It's so easy once you figure  
out it isn't hard





# Chapter Summary

In this chapter, Jen Sincero emphasizes the illusion of our limitations and how we often create unnecessary drama in our lives. Through the metaphor of a confused bird, she highlights the importance of recognizing the open doors of opportunity that surround us. By becoming aware of the stories we tell ourselves, we can rewrite them and shift our perceptions to create a life filled with possibilities. Sincero encourages readers to let go of their comfort zones, take action, and love themselves more than their excuses. Ultimately, our realities can change at the moment we choose to see them differently.





# Reality is an Illusion.

Our perception shapes our reality; often, we get trapped in our own limiting beliefs. Life can appear challenging when viewed from a narrow perspective. Understanding that reality is not as fixed as we think can help us change our narrative.



# The Bird's Lesson.

When a frantic bird flew into my home, it struggled against glass instead of finding freedom through the open door. This is how many of us approach our goals, battling perceived barriers instead of recognizing the opportunities available.



# The Drama We Create.

We often wrap ourselves in stories of lack—money issues, fears, and insecurities. These narratives prevent us from seeing the multitude of opportunities that surround us.

"We prevent ourselves from seeing the literally infinite sea of possibilities."



# Focus Defines Your Reality.

What you choose to focus on will shape your life experience. By changing your attention, you can reveal new opportunities and possibilities that were always there but unnoticed.



"What you choose to focus on becomes your reality."



# Rewrite Your Story.



Be aware of the stories you tell yourself that limit your potential. Only by recognizing these can you begin to rewrite them and embrace a new narrative that supports your growth.

# The Benefits of Our Stories.



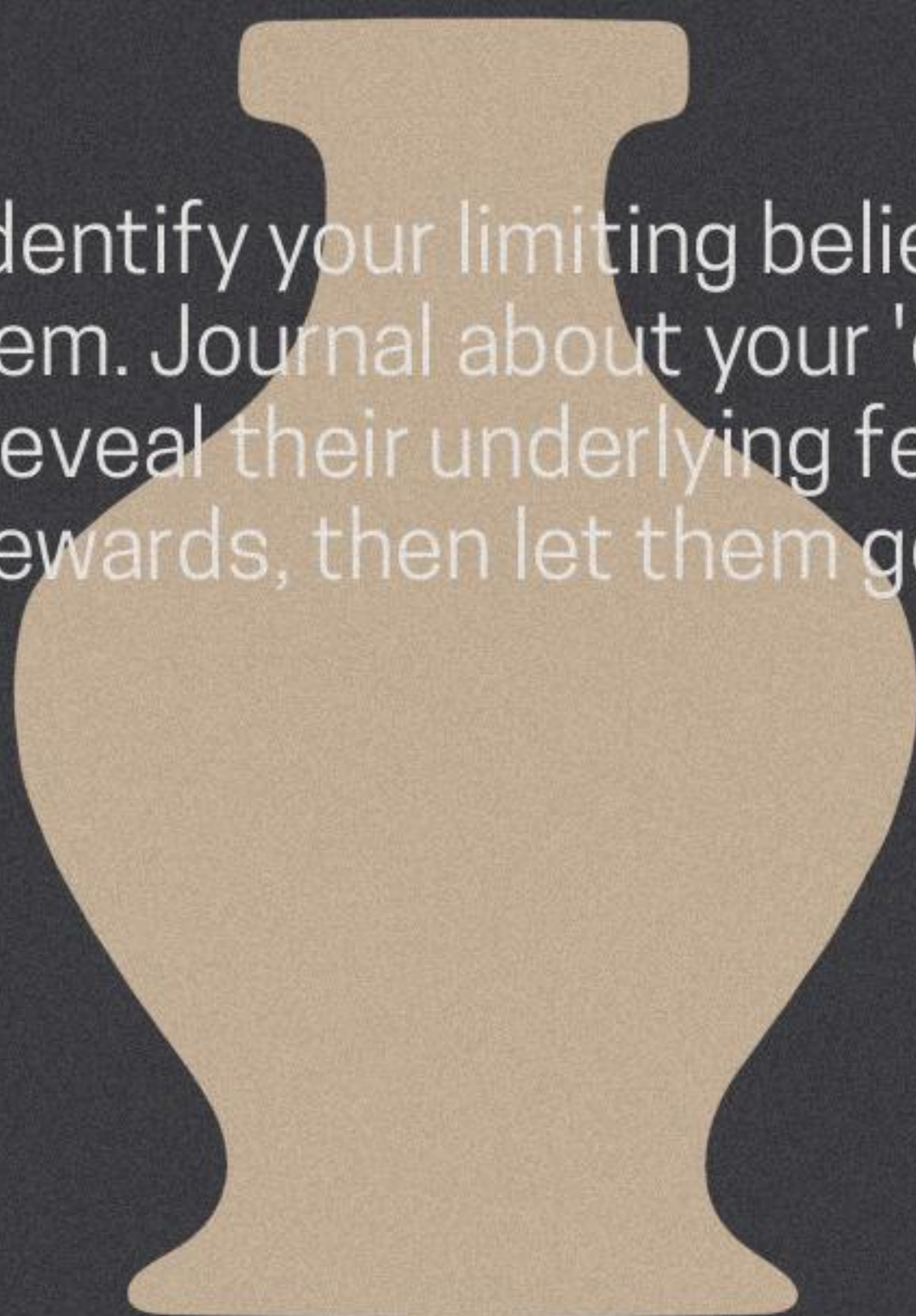
Every limiting story offers some comfort or familiar reward, which makes it hard to let go. Recognizing these benefits is the first step to breaking free from outdated narratives.



# Get Rid of Your Old Stories.



Once you identify your limiting beliefs, you can release them. Journal about your 'can'ts' and 'shoulds' to reveal their underlying fears and false rewards, then let them go.





# Take Action.

Transform your life by taking action in the direction you desire. If you have been stuck, consciously adopt the habits of someone who is thriving.



# Break Your Routine.

Challenge yourself to step outside your usual patterns. Engage with new experiences, embrace changes, and you'll uncover new realities present around you.





# Love Yourself More.



Prioritize self-love over your drama. Choosing to recognize and appreciate your worth empowers you to break free from the constraints of your past.





# Recap

- "Reality is merely an illusion, albeit a very persistent one."
- "If we just stopped, got quiet, and looked a little differently, we'd see the door to what we want open for us."
- "You're the author of your own life—rewrite your story."
- "We're making the perks we get from our stories more important than what we truly want."
- "Once you know what the beast looks like, you can slay it."





# Thank You

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