

PJKsD [GET] Like She Owns the Place: Give Yourself the Gift of Confidence and Ignite Your Inner Magic

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From the woman who has built an empire of badass female entrepreneurs comes the long-awaited sequel to Girl Code. Cara Alwill Leyba's riveting voice and kinship with her audience drove the self-published success of Girl Code, a book that encouraged women to support each other in the business community. Now her many fans are ready to take the next step: building sustainable confidence from the ground up. Most women who are insecure look for the equivalent of a sugar rush, such as telling themselves they're better than other people or changing the way they look. But those tricks won't protect them from losing confidence in the future. Neither will simply being outspoken and aggressive, if those traits aren't authentic. Leyba has three simple but provocative arguments. First, confidence doesn't come from "winning" - it comes from ignoring the success narratives we absorb from magazines and movies. Second, the impressions people make on others depend on their personalities, not their looks - so there's no reason to use the word ugly, ever. Finally, the foundation of confidence comes from "audacious auditing", Leyba's term for identifying toxic people and habits and getting rid of them. Written in her chatty older-sister voice, and full of revealing stories from every stage of Cara's life, Like She Owns the Place will help listeners rewire their minds to be more confident. Take it from the woman who quit her job at MTV, dyed her hair pink, and made herself a best-selling author - there's a path to becoming stronger and happier.

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