

dare to be YOU!

STOP FEELING LIKE A  
FRAUD WITH THIS  
7 STEP CHECK LIST

With, *Kat Holden*



**DARE TO BE YOU!**  
**FIRST THINGS FIRST.**  
**LET'S GET YOUR MOJO BACK.**

---

**I know you're overwhelmed.**  
**I know you're exhausted.**  
**I know you're in danger of losing yourself completely.**

*We've all done it.*

At some point in our lives.

We've shown up in a meeting, at a conference, in an interview,  
feeling we're not enough.

We've shown up at the party, the school gates, the local book club,  
feeling like we don't belong.

We've stepped into a version of ourselves that we believed would  
rock the proposal, the project, the speech... and no doubt you did.

We've put our mask on believing that version of ourselves will be  
liked, accepted, made to feel part of the group...  
and no doubt you were.

But now you've taught yourself that to be successful, valued, liked,  
you have to be her and not you.

**That she can achieve, but you can't.**  
**That she is popular but you're not.**

You've created your alter ego and the divide has begun.

**DARE TO BE YOU!**  
**YOU'RE NOT ALONE.**  
**HOW DID YOU GET HERE?**

---

**I know how it feels to believe you don't measure up or deserve the awards, the promotion, the accolades you've received. Even though you've worked your socks off to achieve them.**

And your alter ego is great and she does deserve all the friends and accolades.

**Only she doesn't feel like you.**

**I know you want to own your success and feel empowered.  
I know you want to feel authentic, grounded and connected.**

Only you've strayed so far from who you are, you have no idea how to come back. And most importantly, you want to stop being afraid that today is the day you'll get found out.

*You're exhausted.*

Because you can't let anyone help - they may see you don't really know what you're doing. You're not the confident leader, you're not the perfect mum, friend, daughter, member of the PTA.

*You're lonely.*

Even with people all around you.  
You're afraid to let them see the real you.

What if they don't like you? Judge you? Criticise you?

**DARE TO BE YOU!**  
**HOW LONG BEFORE YOU LOSE YOURSELF COMPLETELY?**  
**ONLY IT DOESN'T HAVE TO BE THIS WAY.**

---

*You're overwhelmed.*

You want to walk away, to start afresh in a new role, a new community, a new company, to leave her behind.

Only it's too hard. There's too much at risk. You're trapped in your alter ego and every year, the divide between you and her gets wider.

When we feel this way, it's almost impossible to see a way out. To believe there is a different way to be in the world.

**It's easier than you think.**

**What you need is a plan of action that will allow you to find the time, space and energy to banish your imposter and start to close the gap between who you are and who you're pretending to be.**

**And that plan begins today with your 7 step check-list to banish your imposter and stop feeling like a fraud.**

**It's time to dare to be YOU!**

## DARE TO BE YOU!

HERE ARE 7 TRIED AND TESTED STEPS DESIGNED TO CLOSE THE DIVIDE BETWEEN WHO YOU ARE AND WHO YOU'RE PRETENDING TO BE.

---

Take a deep breath and work through this checklist and you'll be on the road back to your powerful self in no time at all.

1. stop

First things first - you need to stop and you need to breathe. Mindfully. Even if it's just for a few moments. Pay attention to your breathe and that simple trick will distract you from those overwhelming feelings.

2. recognise

It's OK. You're not alone in feeling this way. In fact in a recent study by KPMG they found 75% of women executives across all industries suffered from these imposter feelings and self doubt.

So give yourself a break as you're in good company alongside Olivia Colman, Michelle Obama, Maya Angelou, Emma Watson, Arianna Huffington, Serena Williams, Sheryl Sandberg... to name just a few.

3. honesty

How exhausted are you? On a scale of 1 - 10.  
1 - I leap out of bed, excited to start the day,  
10 - the snooze button and I are well acquainted!

Be honest with yourself here - no one else needs to know.

This is for your eyes only.

When we start to pay attention it can be painful to acknowledge exactly how hard and overwhelming it's all become. Only it's a crucial step - to be honest with yourself and own what's really going on for you and how you really do feel today.

Be kind to yourself and take a moment now and decide, today is the day it will all start to change.

LET'S MAKE SPACE TO BREATHE, SLOW DOWN, REST.  
IT'S GOING TO BE OK - YOUR WORLD WON'T END.  
I PROMISE!

---

4. *replenish*

I hate to break it to you but falling in front of the tv with a glass of wine (or 2) at the end of the day is not replenishing. Neither is over-exercising, under-exercising, eating too little or too much, nor is it replenishing to lose yourself on social media. Ask yourself now,

**“what do I need to feel OK?”**

This is a crucial step in ditching your imposter because when we're exhausted and overwhelmed we do not make good decisions. If you've been battling with your imposter for a while, you're probably running on adrenaline and cortisol and we all know over a prolonged period of time, that leads to burn out.

5. *write*

Get it all out. The angst, the overwhelm, the exhaustion, the guilt, the fears, the resentment! Dump it all out onto the page. Let it all go!

By getting all that crap out of your head, you've created space for creativity and insight.

Now, go find a beautiful journal. You probably already have one, just sitting on your desk or tucked away in the drawer - pull it out and start to journal on that question.

And if you're that one woman who doesn't own a journal - turn the page - I've created some note pages especially for you!

**“what do I need to get me to feeling OK?”**

*This could be; get more sleep, drink more water, get outside in the fresh air, a massage once a month, more time with friends, time for reflection or meditation...*

**DARE TO BE YOU!**  
**JUST IN CASE YOU DON'T HAVE A JOURNAL!**

---

**Dump out all the angst and fears and resentments onto these pages  
and create space for creativity and insight.**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**DARE TO BE YOU!**  
**JUST IN CASE YOU DON'T HAVE A JOURNAL!**

---

**Keep going - there's more crap to dump out!**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



**DARE TO BE YOU!**  
**JUST IN CASE YOU DON'T HAVE A JOURNAL!**

---

Yep - there's still more...

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



## DARE TO BE YOU!

### JUST IN CASE YOU DON'T HAVE A JOURNAL!

---

Now you've let go of those overwhelming thoughts, it's time to work out what you need to be OK? Is it more sleep, more time with your loved ones, more alone time, more fresh air, meditation time...

You're not reaching for joy or fulfilment here - no one needs a 5\* holiday - as much as it would be wonderful.

You're focusing on what you need to keep you on an even keel.

### WHAT DO I NEED TO FEEL TO OK?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

DARE TO BE YOU!  
JUST IN CASE YOU DON'T HAVE A JOURNAL!

---

WHAT DO I NEED TO FEEL OK?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**DARE TO BE YOU!**  
**JUST IN CASE YOU DON'T HAVE A JOURNAL!**

---

**WHAT DO I NEED TO FEEL OK?**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



**DARE TO BE YOU!**  
**LET'S MAKE SPACE TO BREATHE, SLOW DOWN, REST.**  
**IT'S GOING TO BE OK. I PROMISE!**

---

*6. rest*

Yes - stop - again. Breathe. Celebrate the insights that have come and allow more of them to follow.

Go outside, make yourself a cup of tea, call a friend... whatever you want to do that's fun - create the space and go do it.

If you don't know what to do for fun - that's a whole other story. Maybe I need to create a guide or a blog on how we reconnect to what brings us joy and makes us laugh out loud? Drop me a line if you think something like that would be useful.

[katrina@katholden.com](mailto:katrina@katholden.com)

*7. mentor*

Back to the KPMG research. 54% of executive women agreed the greater success they achieved, the lonelier they became and, 72% were able to lessen their limiting beliefs of 'not good enough' and feeling like a fraud, when they engaged a mentor or coach.

So find someone in your network, or reach out to a colleague or invest in a coach and start to feel connected and supported as you **dare to be YOU!** and embrace your genius and elevate your success without burning out.

If you resonate with this, then I have 2 powerful questions for you.

These 2 questions will transform the way you feel and behave and they will powerfully support you to close the divide between who you truly are and who you're pretending to be.

**TWO OF THE MOST IMPORTANT QUESTIONS TO ASK YOURSELF WHEN YOU'RE FEELING OVERWHELMED AND CONSUMED WITH THE FEAR THAT ANY MOMENT NOW, YOU'LL BE FOUND OUT.**

---

**i. is this the truth?**

**ii. how do I know this is the truth?**



**DARE TO BE YOU!**  
**JUST IN CASE YOU DON'T HAVE A JOURNAL!**

---

**HOW DO I KNOW THIS IS THE TRUTH?**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....





**ARE YOU FEELING FULL OF POTENTIAL OR SELF DOUBT? EITHER WAY,  
BOOK A CALL WITH ME TODAY AND I'LL SHOW YOU THE WAY TO DITCH  
YOUR IMPOSTER, FIND YOUR GENIUS AND CHANGE YOUR WORLD.**

---

*S. bonus*

If you found this to be useful, I have a free guide I know you're going to love.

I wrote it as part of an online course supporting you to banish your imposter, and it's yours with no ulterior motive nor obligation.

**It's a gift from me to you.**

Simply hit reply to the email I sent with this check-list and write,

"send me the guide!"

And I'll get it to you straight away.

In this guide you'll get access to one of my most powerful development tools that enhances cognitive function which you can utilise easily and with immediate effect. This EFT sequence will help you to let go of the overwhelm and anxiety of feeling like a fraud allowing you to start discovering the truest version of yourself that is genuinely empowered and able to own your genius and elevate your success without burning out.

EFT will allow you to **dare to be YOU!**

**If you're looking for more support, find it by joining  
The Vitality Club**



**GLOBAL CITIZEN, LEADERSHIP DEVELOPMENT COACH,  
HEALTH MENTOR, EFT + NLP PRACTITIONER, SPEAKER, AND  
AMBASSADOR FOR THRIVING AFTER CANCER.**

---

“Kat is a woman whom I could share my visions and fears. Her experience and passion for life, plus her honest insights were valuable beyond words.

She brought fresh perspective into my life and her knowledge and experience kept me focused and motivated. Katrina’s credibility also lies in her ability to lead, support and communicate on all levels. She inherently understands her clients’ personal aspirations, creating a positive impact in their lives as well as the wider community.”

Kat is the founder of the women's vitality and leadership company, **VITAL LEADERS™** and is recognised as one of the UK’s most inspiring women, having built a coaching and development company that has transformed lives around the globe.

In 2015 she launched The Vitality Club, a private members network for ambitious women who are ready to embrace their authentic power and sky-rocket their career, without burning out.

Sincerity, humour, wisdom and strength, are some of the words used to describe Kat and her working style, making her a highly sought after coach. She combines her personal experiences and corporate background with her coaching and psychotherapy training to design bespoke programmes that inspire and transform.

Kat’s mission is to make a significant impact on the lives of women around the world, guiding them back to their authentic voices, to embrace their genius; powerfully, boldly and without burning out.

She has thousands of followers via her social media and network channels and has featured in many publications empowering others to become the leaders they are destined to be.