

GUIDEBOOK

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**DECIDE
TO BE
me**

by

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INTRODUCTION

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No woman deserves to feel guilt, fear or shame. The problem is, when that happens, we repress who we really are. Who we are in essence. This disassociation leads us down a path of anger and frustration. Not to mention the constant feeling of not belonging,

even fraud, of not feeling worthy of success, abundance and love.

It's possible to reach your creative potential and a better life – a more joyful, light and fun life – in which you decide who you are and start living a cycle of possibilities. That's being Free Free!

As Yasmine McDougall Sterea, CEO of Free Free World, says “no one was born to fit in, but to be who they are instead, in all their potency”: “To fit in a golden cage in which there's no room for women to expand, overflow, fly... Trying to fit in is the great madness. The cage was opened and today whoever was called crazy is called free”.

In this guidebook we go through the main topics that can be found in a deeper way in the book “I Decide to Be Me” written by Yasmine McDougall Sterea, who turned her personal quest for self-knowledge into a collective mission, to help all women feel free and to build a better world for all of us. Shall we start?

THE THEORY BEHIND THE FREE FREE METHOD

Jung's theories, Neuro-Linguistic Programming (NLP) and psychodrama were the main tools used as a basis to create the Free Free method.

Considered the father of modern psychology and even of the

self-knowledge that is such a hot topic in social networks and conversations, Carl Jung believed that we all share a series of familiar characters through a collective unconscious. We all know what it's like to be a victim, heroine, mother, villain, witch or virgin. We all have these characters inside of us. What characters do you associate with? What makes you feel like a heroine? When was the last time you saw yourself like this? Have you ever been a victim? In which story? What other roles can you picture yourself in?

We need to constantly go through a process of giving things a new meaning. How many of your habits do you consciously do because you want to, and how many do you repeat for so long that you don't

even know when it started? How many facts have you believed about yourself that your brain doesn't even question whether it's true or not? NLP or Neuro-Linguistic Programming is a technique created by Richard Bandler and John Grinder to find these negative patterns and break our internal cycles using communication. The practice believes that all people have the power to question their standards, reflect on their actions and give new meaning to their experiences.

Psychodrama — developed by Jacob Levy Moreno — on the other hand, uses the dramatization process to become more in tune with ourselves, with things that happened in our past and

that allows us to recreate our freedom from pure creativity. Reliving things that have already happened can lead to emotional catharsis. Are there any clothes or clothing that you stopped wearing after an unpleasant situation? Which one? If you could relive a scene from your past by just changing the clothes you're wearing, which scene would you relive? What would you wear? Would that change anything about you?

At Free Free we always say that for a woman to be free there must be three kinds of freedom: physical, emotional and financial. Having autonomy in any decision in your life is what will allow you to truly be who you were born to be. Do you consider yourself

a woman who is physically free? And emotionally? Do you have the autonomy to feel what you feel without relying on the comfort or reaction of another person? Are you financially independent? Do you have full control of your decisions? In what areas of your life do you think you could be freer?

The Free Free method seeks reconnection. It's about listening to yourself, figuring out your mission and resonance.

THE MYTH OF THE PERFECT WOMAN

We've all heard the Myth of the Perfect Woman. The woman who doesn't make mistakes, who is always impeccable, who is happily married, well brought up, whose children don't scream. The woman who achieves everything,

who appreciates everything in moderation and perfection.

This woman is a myth.

The perfect woman doesn't exist - and this will drive women crazy.

How many of us have not felt shame, guilt or fear of not being who we thought we had to be? How many of us have never been judged? What stereotypes of the perfect woman have you believed in until now? Do you style your hair according to standards? Do you stop wearing an outfit because you think it is inappropriate? Have you ever stopped wearing lipstick or any accessory because you find it inappropriate? Have you ever stopped pursuing a dream because you were afraid of what

others might think? Have you ever stopped saying anything out of fear of being judged? Have you ever felt ashamed of your body? Have you ever stopped going out because of your body? Are you afraid of being judged? The truth is, we all are.

It is almost impossible to live without caring about what others think. But when you get to know yourself better, this self-judgment starts decreasing, because you start to understand your values, your truth and your story. One thing is for sure, you can't care about everyone's opinion. Like, for example, a friend who doesn't work criticize the success or failure of your work. Or a person who doesn't have children criticizing the way you raise yours. Or someone's opinion of your body or your

clothes when you feel confident and happy with them.

This judgment often has nothing to do with you, but with that person's own insecurities. Now, constructive criticism is important for our growth. Choose who you will listen to wisely. List all the fears of being judged that you might have.

Another paralyzing feeling is shame, something that has been with us for ages. There's an unconscious shame that - if not brought to light - might become our worst enemy. It's a shame that goes beyond reason. Start writing down at what moments you feel ashamed. You will only be able to free yourself from this feeling if you become aware of it. Shame is usually linked to the fear of being exposed. Religion, politics

and the myth of the perfect woman, the perfect body, the perfect life, have a lot of influence here. Try to understand where that feeling comes from and make peace with that place.

We also need to talk about guilt. Be very careful with it, because it makes you see the world as a painful place under a totally distorted filter. A place of debt. But the truth is, guilt often comes from a place of comparison to the supposedly perfect life (which social media has only made it worse). Make a list of the things you feel guilty about and write down why. This will help you see old patterns and the source of this feeling.

Do you feel guilty about working too hard? Do you feel guilty about

not working enough? Do you feel guilty after eating? Do you feel guilty about not being able to have children? Do you feel guilty about not getting married? Do you feel guilty about getting married? Do you feel guilty for not enjoying being a mother? Do you feel guilty for putting yourself first? Do you feel guilty for having bad thoughts? What else? What other faults do you need to let go of?

Being happy doesn't mean you won't have sad days. Life problems happen and they're beyond your control. But we can see problems as learning opportunities. Pain is also important for our growth. It is a sign that something needs to be changed and transformed. Pain is an alert that there is something, sometimes hidden, that we need

to work on. A wound in disguise, a forgotten memory, a trauma. That's why going to therapy or seeking self-knowledge is so important.

And don't forget that your body is your home. That you are perfect with all your flaws. In fact, they are what makes you unique. Emphasize what is most different about you.

Repeat that in your mind as many times as necessary. Love your body, take care of your body. Trust your body. Embrace your imperfections.

Fashion is a tool for you to show your best. Have fun with it. Don't stop wearing clothes because they are supposedly "nonstandard". This standard doesn't exist. Create your own pattern. Show who you really are.

YOU CAN'T LEAVE THE HOUSE NAKED

Every day you wake up in the morning and when you choose what clothes to put on, you choose what character you are going to be. A queen wears a crown, a nun wears a religious habit, a firefighter a uniform. You also dress up as something or someone every day.

Forget trends, forget the magazine type of fashion and body and image patterns. Here, fashion is a tool. We can use the clothes to dress up as other characters and enter new narratives.

Fashion is a tool for self-knowledge and also a political instrument. We don't just wear clothes, we wear our vision of the world and the causes we believe in. What legacy do we want to leave for future generations? Use fashion as your voice. From the clothes you wear to the way you consume them. Be curious to know who made your clothes. Strengthen the work of other women, women artisans, artists. Your body is your home, and the world is home for all of us. Take care, love, worry. Make the changes you want to see in the world.

Be a reference.

We must do this as consciously as possible in a world where behavior change is urgent.

The environment and climate cannot be left out of the equation.

Consume less. recycle. Reuse.

Be a conscious consumer. Did you know that fashion is the second most polluting industry in the world? Have you ever wondered who makes your clothes and under what working conditions? Have you ever thought about what happens when you throw clothes away? Do you need to buy new clothes to be happy?

We need to think of new ways of consumption, of ways to reuse the items that already exist in the world before they end up in

landfills. Try having less stuff and see what it will do to your life. Be a contemporary minimalist: this is less about the style you choose to wear and more about your shopping and hoarding behavior.

You're not the accumulation of things, you're what's left when everything goes away.

WORK AND FINANCE

**THERE'S NO FREEDOM WITHOUT
FINANCIAL INDEPENDENCE.**

Working with what you love would be ideal. You must believe in what you are doing or building. But if you're not having your dream career, that shouldn't be a reason to blame or demand. All work is honorable. Whether it's sweeping a house, leading a conference

at a multinational company or running a country. Try to dedicate yourself to whatever it is simply because you believe you are making a difference.

And we women make a difference.

- 1. If the US hired and promoted women at the same rate as countries such as Norway, the economy could grow by 8% (S&P Global);**
- 2. Worldwide, gender-diverse companies are 15% more likely to earn higher revenues than their competitors (McKinsey & Company);**
- 3. If we add more women to the workforce, global GDP could rise by 26% (McKinsey Global Institute);**
- 4. In India, women could increase the economy by up to 60% (McKinsey Global Institute).**

Money is the instrument that will give us freedom to decide what we want in our lives.

Having control of personal finances is essential. In a simplified manner, we need to be clear on three points:

- 1. Separate your essential expenses from your superfluous expenses. Essential expenses are those you need to live, such as housing, food, transport, health. Superficial expenses are those spent on leisure, beauty, travel.**
- 2. Keep a record of all spendings: This will bring awareness to how you are using your money and whether you are spending more than you can afford.**
- 3. Invest at least 10% of what you earn. This will secure your future.**

Personal Finance

How to organize your finances?

There is a technique called the envelope budgeting method, which is even recommended by the UN. It proposes the following division of our income:

55% should be for basic needs (food, housing, clothing, water, electricity, internet, everything we depend on to survive and work)

10% should be for education, because that is the only way to move up in a position or undertake a better job. We always need to be in development.

10% should be for leisure, there's no room for guilt and savings here. This amount must be spent in its entirety within each month because that is what gives us energy to keep going.

Our brain needs to feel that it is being rewarded and this is also part of financial education.

10% should be for investments, e.g saving money for retirement.

10% should be saved for the realization of dreams, it can be a trip, an exchange, changing cars, a 70-inch television, whatever you want.

5% should be for donations, after all there will always be opportunities to help those who need it most. Using this amount is not a rule, but when we are organized it is always good to do good, so we can donate to an NGO, help a place we go to or someone we know.

Investments

The basic rule of independence is always to spend less than you earn. Living below our means. If I can give you a tip, it's always better to discount the expenses we have before and live with what is left. If from the beginning we know everything that will be spent, we can gradually increase the amount of money saved that can be invested.

We know that emergencies happen, so it is necessary to have an emergency reserve, a value that should not be used for anything other than an emergency need. A good emergency reserve is equivalent to 5 or 7 times your monthly cost. And you can leave that value yielding.

Investing should be part of our daily lives.

Female entrepreneurship

Why is entrepreneurship so important and also a solution for women?

In Brazil, the country where Free Free was born, we have 52 million entrepreneurs, of which 46% are women and 33% of them undertake out of necessity.

This is because the labor market is still not so open and friendly to women: half of the women who take maternity leave lose their jobs, many women do not reach leadership positions, there are cases of harassment, among many other difficulties. .

One way for women who want to overcome these difficulties and work with more purpose is to undertake. But to undertake it is not enough to have a service or a product. It involves many other factors. It is necessary to have financial planning, a lot of organization and dedication. The entrepreneur will often play several roles simultaneously: she will be the salesperson, the customer service, the person responsible for logistics. This accumulation of roles is normal, especially in the beginning, or when you do it alone. And even when your business grows and you can count on others, we must never lose that look at the big picture.

For your company to have more chances of establishing itself, it

has to serve society. Your product or service must be a solution for an audience that has that need. And my advice is that you do something with purpose so that this is your differential!

EXERCISES

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Here we have gathered some suggestions to start introducing the Free Free Method into your daily life. They are exercises that propose to do everyday things in a conscious and targeted way to continuously be the person we want.

Free Free

Morning Routine

Having a morning routine can literally change the rest of your day, for better or for worse. Whatever your reasons for sabotaging yourself, the discipline of creating a positive habit will come in handy. Starting today, you will wake up an hour earlier. Sixty precious minutes only for yourself. Here you will daily exercise your body and mind to start the day in the best possible emotional state to wear your best possible version. Don't make excuses. The Free Free morning routine is the first step of this whole journey to start seeing ourselves more clearly. It's time to clean the mirror. To tidy up the desktop and understand

what version of yourself you're dealing with and who you need to be today.

MEDITATION Meditation prepares the mind for all new information. It is a time to observe your thoughts and connect with yourself. You can browse guided options on websites or apps and choose the one you prefer. There are many different types of meditation. You can also pray or simply repeat positive phrases or words for 2 to 20 minutes. "I can do it, I decide." "I love myself." "I deserve an abundant and happy life." "I am beautiful." "I love my life." "I'm grateful and happy to be who I am." As you silently repeat these affirmations or words, push anxious thoughts away and focus on your breathing and the repetition of that sentence or word. You will be affirming something important in your life - what, if you don't already have it, you want to have and deserve to achieve.

EXERCISE Don't make any more excuses to sit around. Don't make any more excuses to sabotage yourself. Exercise now, do it for who you want to be tomorrow. Start today. Do not leave it for later. Regular exercise relieves stress and tension, it alters the

body's biochemistry, and produces a natural substance called endorphin. It also boosts muscle tone, cleanses the skin and makes us feel confident, capable - as well as improving self-esteem. Focus on doing at least 20 minutes of an exercise that you enjoy.

Whether it's Yoga, dancing, weight training, walking, running, etc. The important thing is to move your body (and consult your doctor for guidelines aligned with your health).

ACKNOWLEDGE To acknowledge someone or something is one of the strongest and simplest tools we have in our hands. When we feel grateful, we send out positive thoughts to the body and mind. If we do this for a few minutes a few times a day, and especially on our Free Free morning routine, it gets easier to control negative thoughts because we start to focus on the positive things in our lives. What can you be grateful for today? For your body? For the books you've read? For your courage? We always have something to be thankful for. Even when you are going through some difficult times, be grateful for learning. To get it started, list 5 things that were very good the day before, list 5 achievements in your life so far and list 5 moments that give you a lot of joy.

VISUALIZE Visualize everything you want to build or achieve in your life. Picture yourself having a special day, fulfilling a dream, reaching a goal. Picture yourself being yourself, without judgment, without fear and without guilt. Picture yourself smiling, being loved and respected. Imagine your day being wonderful. Imagine yourself completing your goals, amidst people smiling and you being happy. Imagine it all as if it had already happened. Your mind can't tell if it's happening or not. And it will work as if it were happening until, in fact, it does. Even if you're feeling bad, remember that only you can change your life, and that change starts from within. Remember that many dreams that started with a single idea or thought have come true. Don't wait for external events to dictate your emotions. Your happiness happens all the time.

When you are accomplishing the goal and you are wondering whether you deserve it or not or if you will be able to achieve it - or if you feel like stopping -, persist! In just 21 days, that activity becomes a habit and everything starts getting easier.

Exercises about our image

FROM INSIDE THE CLOSET This is the time to start making space in your life and in your story for the character you've always wanted to live. Are you ready?

1. Take all the items out of your wardrobe. This includes shoes, accessories and bags as well.
2. Touch them, piece by piece, and see how each one makes you feel. Evaluate whether that piece makes you feel happy or sad. Notice if it reminds you of good times, good emotions or if, on the contrary, it makes you feel heavy, it holds you back in the past or arouses feelings of guilt.
3. Separate all items into three piles: positive, negative and neutral. Be quick. Try not to think too much. Don't waste time trying to evaluate whether it's good or bad, try to stick to the first feeling that

comes. Don't let your head tell stories like "when you lose weight you'll look beautiful" or "he always praised you when you wore this" or "my mom will be upset if I don't keep this". Do it for you.

Let's imagine that your wardrobe is a great reflection of your life. Look at the pile of negative parts. Old clothes, sad clothes, small, big, messy. Get rid of everything that you feel that doesn't belong to you anymore. With that, get rid of sad stories, old characters or anything that holds you back in the past. Anything that is not part of who you are now and who you would like to be tomorrow. It's time to let go of all the items in that pile. Donate them, trade them with friends or even customize them. Don't keep anything in your wardrobe that makes you feel heavy.

Look at your closet now. Look at yourself now. Enjoy the feeling of being free of everything that

no longer serves you. Enjoy the feeling of opening the doors of the world and seeing only items that you like, that give you joy, that allow you to be more powerful. Imagine the power of that. Cherish that moment. Breathe. You did it by yourself. Shall we start creating new stories? Right now! Today. It's time to dive into your closet and really start changing your future. The only prerequisite is to put your shame and bias aside.

For starters, you can create 10 new versions of yourself. Try wearing something you never thought you would wear. An outfit that has nothing to do with your usual personality. Let your hidden dreams come out. That's what fashion is for. Believe me, this can cure you. Fashion has the power to release dopamine. Allow yourself to feel.

1. Choose a character that inspires you and copy the look
2. Dress the way you see yourself 10 years from now
3. Dress like the woman you most admire professionally
4. Dress like the woman you find most attractive
5. Dress like someone you hate
6. Dress like you did when you were a kid
7. Create an all-red look
8. Put on an all-black look
9. Put on a shiny look
10. Create a look that mixes prints

Set your imagination free. Play, explore, have fun in the process. While you're experimenting, take pictures of each look to remember and evaluate later. Write down how that look made you feel. This is a powerful way to get to know yourself. Some looks will bother you. Others will release hidden desires. There will still be ones that will make you feel at peace and comfortable with yourself. Others will give you confidence. When you need to rescue a feeling, go to that memory to remember which look you were wearing and go back to it. You may have to try a lot of clothes until you find the one that really gives you stability and confidence. Don't try to copy other people's, go for yourself.

FREE FREE BOARD Have you ever heard of a moodboard? Having a moodboard or feelings panel is a way to materialize an idea that was just in our head. In a powerpoint or on a card, we put references, clippings, quotes, colors, photos and any material that helps us visualize the mood of the idea we want to start creating.

How to make a Free Free Board?

- 1. Visualize everything you want to build in your life. The future you want to live in and the roles you can feel are right for you.**
- 2. On a cardboard or digital document, start putting together aspects and images that help put your dreams on paper. Go deep into your creativity. If it's physical, use magazines, tapes, fabric pieces. Old photos, colored inks, excerpts from a book. Let your imagination unite things you love in one place.**
- 3. Make a collage of your dreams.**
- 4. Place your Free Free Board somewhere at eye level.**

There, you will find your dreams, people who inspire you, your qualities, favorite pieces, places you want to go, your desires, favorite colors.

And here, you can think about who are the women who inspire you? Is there any woman who does what you would like to do? How do they dress? Sometimes, when we find references from people, we

also find sources of inspiration for roles, attitudes, clothes and partnerships. Look around you. Search on the Internet. Look at the clothes of women who act as you would like to act. Do they have anything in common? Do you have anything in common? What's different about them? Which women have relationships that inspire you and why? Which women have businesses that inspire you and why? Which women have stories that inspire you? Why? Put the women who inspire you on your Free Free Board.

Make room for your authentic version to come out. Have fun in the process. You are a Free Free woman.

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