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# CONFIDENCE & SELF ESTEEM

In Women 40+



## Many women hit their forties carrying decades of...

- Putting others first (children, partners, career, parents)
- Internalising societal standards about how their body “should” look
- Comparing their current selves to their 20s or early 30s
- Believing it’s “too late” to change or invest in themselves

### This often results in feelings like:

- “I’m not good enough anymore.”
- “It’s too late to start.”
- “I shouldn’t take time for me.”
- “I can’t do that, I’m not that type of woman.”



### The truth is:

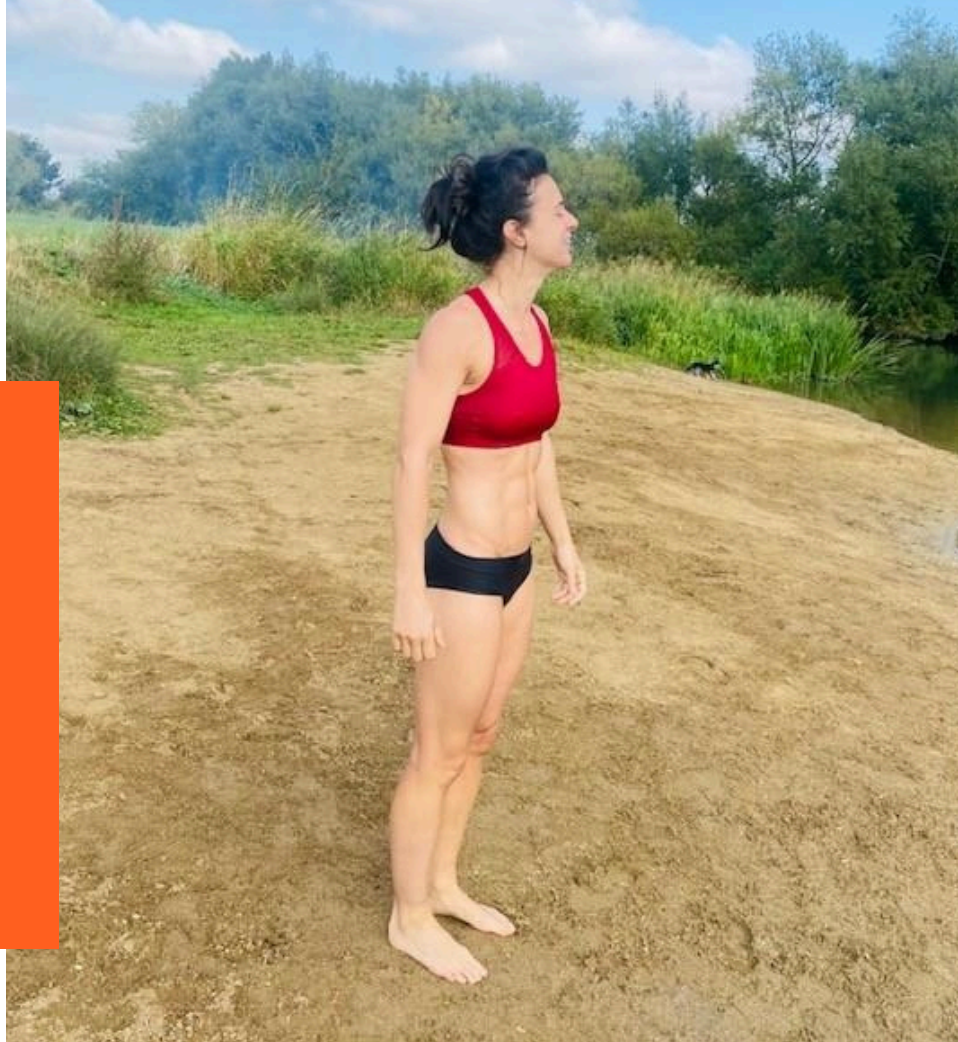
Confidence is a skill, not a personality trait.

It can be built, trained, and strengthened - just like muscle. And your 40s+ can actually be one of the most powerful decades to do this because there’s depth, experience, and resilience behind it.



## Chapter

# 1



## Redefine Confidence

**Many women think confidence is about:**

- ☒ Always feeling fearless
- ☒ Being outgoing or loud
- ☒ Having everything “perfect”

**But real, cast-iron confidence is about:**

- ☒ Trusting yourself to take action even when you’re nervous
- ☒ Knowing your worth isn’t tied to your body fat %, clothing size, or age
- ☒ Showing up consistently for yourself, even on tough days



## Reflection prompt

*“When in my life have I done something that scared me, but I did it anyway? What did that show me about my strength?”*

This helps reframe confidence as evidence-based self-trust, not flawless self-belief.

# Chapter 2



## Challenge the ‘Not Enough’ Narrative



**Many negative beliefs stem from internal stories we’ve absorbed.**

**These might sound like:**

- “I should look like I did in my 20s.”
- “Other women my age are doing better than me.”
- “It’s selfish to focus on myself.”

**A useful tool is thought auditing:**

1. Write down the limiting thought.
2. Ask: “Is this a fact or a story I’ve been telling myself?”
3. Replace it with an empowering alternative.

**Example:**

✗ “I’m too old to get strong.”

✓ “I may be older, but my body is capable of change, and strength has no age limit.”

## Reflection prompt

*“What is one old story  
about myself I’m ready  
to rewrite?”*

# Chapter 3



## Small Wins Build Big Confidence

**Self-esteem doesn't grow from waiting to 'feel ready' - it grows from evidence of showing up.**

- ◆ Lifting a heavier weight than last week
- ◆ Going for a walk instead of skipping it
- ◆ Setting a boundary with someone
- ◆ Learning a new skill in the gym

*Each of these moments is like a brick in your "confidence wall."*

**As a trainer, I can help by:**

- ✓ Celebrating micro-victories out loud during sessions
- ✓ Tracking progress in a visible way (PB boards, journals, photos, clothes fit, energy levels)
- ✓ Encouraging you to reflect on what you're proud of each week

## Reflection prompt

*"List 3 things you've achieved this month that you wouldn't have done a year ago."*



## Chapter

# 4



## Body Image & Self-Compassion

**Many women in their 40s feel “at war” with their bodies - frustrated with changes in shape, strength, or metabolism.**

The key shift is moving from body criticism → body respect.

**This doesn't mean loving every inch all the time. It means:**

- ◆ Treating your body with care, not punishment
- ◆ Training to feel strong, energised, and empowered rather than to “fix” yourself
- ◆ Practising gratitude for what your body can do now



## Reflection prompt

*“What are three things my body allows me to do that I'm grateful for?”*

*“How can I speak to myself more kindly when I notice negative thoughts?”*

# Chapter 5



## Create a Vision for the Future Self

**Confidence grows when women connect to a future identity that excites them - not just an aesthetic goal.**

**Try to imagine:**

- How do I want to feel in 1 year?
- What kind of woman do I want to be?
- How do I move, show up, and speak to myself?

**Then break that vision into actionable behaviours. For example:**

- "Future me lifts twice a week and prioritises sleep."
- "Future me wears what she loves, not what hides her body."



## Reflection prompt

*"Describe the most confident version of yourself in 12 months.*

*What daily habits does she have?"*



## Chapter

# 6



## Practical Confidence-Building Strategies



- ◆ **Power Posture:** Standing tall, chest open before a workout boosts self-perception and performance.
- ◆ **Mirror Pep Talks:** A 30-second daily statement like “I am strong, I am enough, I’m showing up for me.”
- ◆ **Skill Mastery:** Learn a new exercise or movement pattern regularly — learning new skills builds confidence fast (I can help with this!)
- ◆ **Community & Role Models:** Surrounding yourself with supportive women and trainers who embody strength, not perfection.

**Confidence isn’t about being perfect – it’s about showing up.**

It’s built through small actions, rewriting old stories, and focusing on the woman you are becoming, not the one you “used to be.”

*Your 40s and beyond can be your strongest, boldest years yet - physically and mentally.*





# THANK YOU



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