

CONFIDENCE COACH (SERVICE)

Relatability Matrix

Your product / service - USPs, Features, Benefits

| | What's the dream? | What's getting in the way? | Fallacies and Limiting Beliefs | Relatable Truths | Audience Image Objectives |
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| Helping women find their confidence | To be a "workplace Beyonce". | Feeling like I have to apologise for myself, make myself more palatable. | To be confident I have to completely get rid of nerves. Confident people never feel nervous. | I'm the one really standing in my own way. | A go-getter, doing great things. |
| Helping women find a sense of play and silliness | To feel as free to be my confident fun self as I did when I was a kid. To enjoy going to work. To have fun but still be taken seriously. | Feeling like I'm judged more harshly than male colleagues. The workplace being a competitive environment with male-dominated energy. | If I joke around at work people won't respect me and take me seriously. That to earn respect I have to be super serious and harsh. | I am worrying so much about being taken seriously that I never have fun. | Respect worthy but fun and approachable. |
| Helping women set | To proactively go for opportunities. | Self doubt stopping me from trying before I've even started. | Not putting myself forward for a promotion because I fear I'll be laughed | Part of me knows I'm amazing, but the other part of me second guesses it. | A high achiever, but likeable, not arrogant. |

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| and achieve career goals | | | out of the room. | | |
| Helping women achieve their full potential | To achieve my wildest career goals. | Holding myself back out of fear of trying and failing. Imposter syndrome. | There are limits on how successful I can be because of the way I am. If I wait there will be some magical “perfect time” when I’ll be able to do it perfectly. | Bitterly watching other people succeed instead and doing nothing about it. Watching someone else be rubbish at something I know I could do amazingly (but never saying anything). | A perfectly curated version of myself. |

Your audience's pain - what your product or service saves them from

| | What's the dream? | What's getting in the way? | Fallacies and Limiting Beliefs | Relatable Truths | Audience Image Objectives |
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| Overthinking everything. | To be able to let things go after they happen and not obsess over what I did or how I was perceived. | Wanting to be perfect. A predisposition towards intrusive thoughts. | If I pre-plan what I'm going to say in a situation I can guarantee that it will go well. If I analyse where I went wrong and what I could do better I can avoid failing or looking stupid next time. | Obsessing over tiny details from a long time ago. Replaying situations (meetings, conversations, emails) in my head and imagining what I should have done differently. Waiting so long overthinking a decision that the opportunity passes by. Reading over the email 20 times before sending. | Naturally carefree, fun, funny. |
| Bad past work experiences (such as | To let go of old wounds and know how to deal with those issues if they | Being afraid that a bad experience I've had in the past will happen again and I'll | Saying no to something I actually want to do because I don't think I'm good | A colleague who is not my manager offering unsolicited feedback on my | Capable, strong, confident. |

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| bullying in the workplace, sexism, anxiety) have knocked their confidence. | <p>come up again.</p> <p>To avoid situations that might make me feel bad.</p> | freeze or shut down or not be able to handle it. | enough. | <p>performance.</p> <p>Being mansplained to.</p> <p>A male colleague repeating my idea like it's his own.</p> | |
| Trying to hold it together as a busy professional woman. | <p>To be able to balance my work and personal life.</p> <p>To show up to work and kill it no matter what else is going on with me personally.</p> <p>To be the superhero version of myself who handles every situation amazingly.</p> | Society and the media expects a lot from women - and we're supposed to just live up to it without complaint and make it look easy. | <p>Everyone else seems to have it together more than me - how do they do it?</p> <p>I can't be a success in my professional life if my personal life is a mess.</p> | <p>I feel like a "shitshow".</p> <p>I'm easily overwhelmed by all the balls I have to keep in the air.</p> | Coping, resilient, thriving. |
| Leading meetings or giving presentations. | To be able to have the confidence to not feel like the world is going to end if I have to speak in front of people. | "Not standing on that stage for a presentation in case people laugh at them." | <p>If I have to speak in front of people it's going to go badly.</p> <p>When I speak I go all red/rashy and people</p> | <p>Watching amazing speakers and wishing I could do that.</p> <p>Getting embarrassed</p> | Cool, likeable, not standing out in a bad way. |

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| | To be like the confident speakers I admire. | | will know I'm nervous. I can't hide my nerves, therefore I can't do the presentation. | speaking in public - especially if there's an unscripted or interactive element. | |
| Office Life | To have a fulfilling work life where I can achieve things that make me proud of myself. To feel respected by my team, bosses, and colleagues. | Difficult or disrespectful colleagues. Little daily microaggressions that build up over time and knock my confidence. The unsaid/swallowed things through the day. People being selfish in communal office space, but worrying people will find it rude if I bring it up. Avoiding confrontation at all costs. | Everyone seems like they love their job. If I don't there's something wrong with me. The modern workplace has achieved equality. That I should keep making an effort with people who are not worth bothering with and better ignored. Putting up with a non ideal situation at work because I don't dare assume I'm entitled to better. | Writing passive aggressive notes in my email drafts that I never send but it's satisfying to get them out. The sassy emails I never sent telling people off (infinity folder). Muttering out loud to myself on the way home all the things I wish I'd said in that uncomfortable conversation where I felt intimidated. Every office has at least one asshole. | Likeable, successful, happy with my choices. |

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| | | | | Taking work arguments or criticisms personally as a reflection on who I am and what is fundamentally wrong with me. | |
| Running a Business | <p>To feel confident in my own abilities to pursue my business.</p> <p>To be my own boss, in complete control of my career.</p> <p>To have the feeling of support and checking in with someone (that I miss from working with a team).</p> | <p>Lacking the motivation and accountability that is inherent when working with others.</p> <p>Becoming overwhelmed with business development and the scope of what I'm doing and struggling to focus on the day to day.</p> | <p>I have good ideas but I'm not brave enough to be an entrepreneur.</p> <p>I can barely run my own LIFE, how could I run a business by myself?</p> | <p>Having a big passion that deep down I know I could do great things with but I keep putting off making the leap.</p> <p>Being my own boss also means being my own biggest critic.</p> <p>Fearing turning into the terrible bosses I've had in the past.</p> | <p>Someone who is living their dreams.</p> <p>Brave enough to take risks.</p> <p>Building the life I want for myself.</p> |
| Failure | <p>To not let fear of failing stop me doing things.</p> | <p>Wanting to protect myself from disappointment and pain (possibly based on past experiences).</p> <p>"If I don't fully try then I will be less</p> | <p>"I am not good enough."</p> <p>"I will lose my job because I am a mess and bring shame on my family."</p> | <p>Looking back at my life and regretting things I could have done and missed opportunities I didn't take.</p> | <p>Successful, no flaws.</p> |

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| | | <p>disappointed if I don't make the cut."</p> <p>Worrying about living up to expectations - my own of myself and others' of me.</p> | | <p>Feeling crippled by fear, it makes me freeze.</p> <p>Seeing friends do really cool things and wishing that was me.</p> | |
| <p>The fear of looking stupid.</p> | <p>To come across well, and do things perfectly first time.</p> <p>If I do make a mistake, to be one of those cool people who can carry it off charmingly.</p> | <p>Thinking that everyone is waiting for me to fail.</p> <p>Being convinced people will notice if anything goes wrong.</p> <p>"If I do this, people will laugh at me."</p> | <p>That openly trying hard and caring a lot is really unattractive.</p> <p>If something goes wrong, I'll never live it down.</p> | <p>"I am secretly shit and one day someone will see."</p> <p>I wish I could avoid ever making a mistake.</p> <p>Not being able to find the words to say what I mean in the moment.</p> <p>The annoyance of crying from frustration in an argument when I'm trying to look strong.</p> | <p>Naturally cool, unflappable, impressive.</p> |
| <p>Feeling drained.</p> | <p>To feel energised and ready to take on every day like a</p> | <p>Self doubt sucks a lot of energy away.</p> | <p>Being exhausted is the price I must pay to be successful.</p> | <p>Missing the days when I felt confident, or at least coherent,</p> | <p>Full of vitality and brilliance. Not a sad sack.</p> |

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| | <p>champ.</p> | <p>“Exhausted and drained by constantly telling themselves they can't do it.”</p> <p>Dwelling on things I've done wrong.</p> | | <p>in the morning</p> <p>Feeling absolutely exhausted by the end of the day.</p> <p>I can't plan anything after work if I have a big intimidating thing on the agenda that day because I'll be washed out from worrying about it, even if it ends up going well.</p> <p>Clearing my schedule to worry.</p> | |
| <p>Likeability.</p> | <p>To be taken seriously and respected, but also liked.</p> <p>Wanting to please people.</p> <p>Wanting to not make anyone uncomfortable.</p> | <p>Persistent societal attitudes and assumptions about the behaviour of women - that being likeable and appealing is more important than anything else.</p> | <p>The fear of hurting someone else's feelings stopping me from doing things.</p> <p>The fear of coming across fake makes me not want to try.</p> <p>“Too much confidence is off</p> | <p>How fun it feels the rare times I actually get to act unashamedly like a boss.</p> <p>Running as if the pavement is all the people I didn't correct today.</p> | <p>Likeable, successful, but not intimidatingly so.</p> <p>Motivated (but not excessively keen).</p> |

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| | | Worrying about being seen as too brash, too much, arrogant, or fake if I act confidently. | putting from women. - I wish it wasn't but it still is in my workplace/field." "If I start actually liking myself people will think I'm a dick". | | |
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Your team - credentials, track record, skills, experience

| | What's the dream? | What's getting in the way? | Fallacies and Limiting Beliefs | Relatable Truths | Audience Image Objectives |
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| Worked with global clients | To work with an expert who has experience of many businesses operating at high levels. | Some coaches have client lists full of clients I've never heard of. Some advice out there is good but not practical for my market/workplace. | That I can take any business coaching advice and apply it across the board, regardless of the size or type of company. | Finding a coach who speaks to exactly what I need for my workplace - like finding your soulmate. | Successful, operating at a high level. |
| Experienced with remote working and innovation. | To work with someone who gets the particular challenges of life as a remote worker and/or entrepreneur. To work with someone who thinks outside of the box. To shake it up and try a different way of working. | Business coaching that is focussed only on office environments. Coaches who say the same old things people have been saying for years. | If I'm working outside of a traditional structure, I'm on my own. I have to pave my own way. | Feeling isolated. Feeling stuck in the "way things are" in my industry. | Innovative, creating the life I want to live. |

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| Recommended by existing clients. | To work with people I can trust to get results, who've already delivered similar results for people like me. | There are so many coaches out there these days, it's hard to know who to trust. | That no one has a 100% recommendation rate. That coaches must exaggerate their results. | Every coach is promising great things - how do I know which training will actually resonate with me? | A smart, discerning consumer. |
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The wider industry - competitors, bad actors, common enemies

| | What's the dream? | What's getting in the way? | Fallacies and Limiting Beliefs | Relatable Truths | Audience Image Objectives |
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| Bosses | <p>To have a boss who inspires and supports me to work at my best.</p> <p>To have a better relationship with my boss.</p> | <p>Not feeling like I can talk to my boss if I need to.</p> <p>Feeling like I have to walk on eggshells or swallow my tongue to avoid setting my boss off.</p> | <p>Bosses are always encouraging and supportive.</p> <p>Bosses always act in the best interests of the team.</p> | <p>Being asked to do things that are not my job and saying yes because I want to seem reliable and hard working.</p> <p>Not being appreciated enough relative to how much I do.</p> <p>Trying to find ways to relate to a boss I don't have much in common with.</p> <p>Working out how to talk to my boss in a way that produces results is like learning a new culture.</p> | <p>Someone respected and valued at work.</p> <p>Someone who knows how to adapt and deal with difficult people.</p> <p>To get sympathy and compassion from fellow friends with difficult bosses for my heroic efforts.</p> <p>For SOMEONE to appreciate how hard I work, even if it's not the person who should.</p> |
| Managing teams | To be a good leader. | Balancing being encouraging and | Not wanting to be a pushover but not | Fearing becoming like the bad bosses | A loveable team leader. |

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| | <p>To be sensitive to my team's needs.</p> <p>To champion and encourage diversity in my workplace.</p> | <p>non-intimidating with being an effective leader</p> <p>Knowing when to be lenient and when to be tough on people</p> | <p>wanting to upset people.</p> | <p>I've had.</p> <p>Creating the workplace I wish I'd had earlier in my career - being the change I wish to see in the world.</p> <p>Having to discipline people and feeling awkward about it.</p> | <p>Someone people feel comfortable approaching.</p> |
| <p>Sexism in the workplace</p> | <p>To be respected by all colleagues - regardless of gender.</p> <p>To be listened to as a woman in the workplace without having to feel too forceful for insisting on it.</p> <p>That people exhibiting sexist behaviour would realise the problems with what they're doing and sort it out.</p> | <p>Sexism still exists in 2021.</p> <p>There is a comparative lack of female CEOs.</p> <p>Women are still not paid equally.</p> <p>Many women feel not listened to or unable to speak up in the workplace.</p> <p>When I try to speak up about sexism, I feel like it makes me unlikable.</p> | <p>Sexism is not a pervasive problem in workplaces.</p> <p>I can just escalate it up to HR and they will take care of it.</p> <p>In the "me too" era men are the ones who should be afraid, or are victims of witch hunts.</p> | <p>The vindication of managing to speak my mind in the moment, calling out why something is inappropriate without getting flustered and wishing later I'd been more articulate.</p> <p>When the loud guy on the team repeats something I said five minutes ago and gets the credit for it.</p> <p>The feeling of triumph when I find a superior who takes</p> | <p>To avoid content that reminds me of the patriarchy because it's depressing.</p> <p>To empathise with other women on relatable everyday and/or larger systemic sexism - community and solidarity.</p> <p>To create a safe positive little space for myself where there is no sexism and sassy</p> |

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| | That other male colleagues would call out sexist behaviour and help eradicate it. | The epidemic of mansplaining. | | sexism seriously, listens to complaints and actually actions them. | women rule. Might not be able to have it in life but I can create it in my online world. |
| Working in marketing/ advertising/ media | To thrive and feel respected in this competitive creative field. | Having to be confident and charming for client meetings. Trying to get my creative ideas heard. | Everyone in advertising is confident, pushy, aggressive and cool. That's what I need to be to succeed. I'm not cut out for this field even though I love the work. | The frustration of a male dominated office culture marketing to a female audience and thinking they know better while I'm sat there silently knowing they're wrong and not being listened to. | Like someone who belongs in marketing/advertising/media. |
| Working in tech | To thrive and feel respected in this competitive creative field. | There are less women working in STEM. It can be a very male dominated field. Women within tech companies are often in less tech-heavy, more people-centric roles like customer service, marketing, HR. | Tech is a male field. Women in tech don't work in code-heavy roles. | Going to tech events and feeling like it's a boys club. People assuming I won't understand tech concepts and talking down to me. Feeling like a badass and a trailblazer as a woman working in STEM. | Respected and successful in tech. Like a coding badass. |

Your audience's wider world - family life, hobbies, interests, beliefs

| | What's the dream? | What's getting in the way? | Fallacies and Limiting Beliefs | Relatable Truths | Audience Image Objectives |
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| The daily commute | To arrive at work stress free and in a good mood to start the day. | <p>Congestion, crowding.</p> <p>Entitled people pushing past to get on the bus/train.</p> <p>Manspreading.</p> <p>People who don't take their bags off on a crowded train.</p> <p>The person who won't shut up in the uber pool.</p> <p>Closed lines and cancelled trains.</p> | <p>That my commute is the least stressful part of my day.</p> | <p>I wish I could work from home.</p> <p>I have to leave an hour early if I want to arrive stress free to work.</p> <p>By the time I get to the office I'm ready to go home because the commute was such a mission.</p> <p>Putting in a podcast and zoning out from the horror around me.</p> | Living my best life. |
| Friends | To have great friendships that I can rely on. | <p>Jealousy.</p> <p>Busy schedules.</p> <p>Growing apart.</p> | <p>That someone else's success is my failure.</p> <p>That I have to keep making time for all my friends, even</p> | <p>Looking up to more confident friends who are doing things I admire. Hoping I can absorb some of their confidence by</p> | To be the friend other friends look up to and feel happy to see. |

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| | | Negative friendships that drag me down and make me feel worse about myself. | when the friendship no longer serves me. | association. Those friends I love seeing because they always boost my confidence and make me feel like a boss. Feeling jealous of friends who have things I want. And then guilty for feeling jealous like I'm a horrible person - rather than focussing on doing my own thing. | |
| Parents | To make my parents proud. | Feeling like I've disappointed them. Parents who have high standards and expect a lot. | That I have to do certain things or act a certain way for my parents to feel proud of me. That my parents love my sibling more because they're doing something impressive. | Being excited to go visit my parents for once any time I have good news to share instead of awkward non-updates. | A credit to my parents. |
| Dating | To have a fulfilling | Being terrified of all | Dating is hard. | Putting off dating | Attractive, |

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| | relationship. | <p>stages of the process of actually finding a relationship.</p> <p>Feeling not good enough for a relationship yet.</p> <p>Dreading going on dates because I don't feel confident enough.</p> | Dating is scary. | <p>while I work on myself - which means never actually getting around to it.</p> <p>The amazing high of meeting someone I connect with naturally and it's easy and doesn't feel intimidating.</p> <p>Thinking I might actually like someone on a dating app but stopping talking to them as soon as they mention meeting up because I'm terrified.</p> | desirable, relationship material. |
| Hobbies | To do something interesting, have fun and meet people. | <p>Feeling intimidated by making a good impression on new people.</p> <p>Feeling like any time spent away from being productive is time wasted.</p> | Feeling guilty for having fun if it's not leading to something. | <p>Discovering new skills I'm actually amazing at.</p> <p>The joy of doing something for fun not because I have to - so it doesn't matter if I get it wrong.</p> <p>Feeling too</p> | An interesting person with a variety of pursuits. |

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| | | | | overwhelmed with work worries so I put off starting a hobby I'm interested in until a better time. | |
| Travel | To see the world and have life experiences. | <p>Not feeling confident enough to travel alone.</p> <p>Worrying about missing work opportunities or letting people down.</p> <p>Being scared of taking a break because I won't know what to do with myself.</p> | <p>I'll travel when I'm in a relationship.</p> <p>I'll travel one day.</p> <p>If I took a week off the office would descend into chaos.</p> | <p>Gaining confidence from being able to navigate an unfamiliar place.</p> <p>Going to a new place helps me get perspective on my life.</p> <p>I always wanted to do a gap year but I didn't have anyone to go with.</p> <p>I'd love to book a holiday somewhere sunny because I really need one but it would be too embarrassing to go on my own.</p> | Someone who's living their best life. Cultured. |
| Kindness, genuine | <p>To live by my values.</p> <p>To be a force of</p> | The business world can be very cut-throat, with | Thinking equality and diversity are separate issues. | The realisation that if I want people to advocate for my | Approachable, inclusive, liberal, open minded. |

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| <p>people, inclusivity</p> | <p>positivity in the world, who makes other people feel good.</p> <p>To prevent other people from having the negative experiences I had.</p> <p>To be the change I want to see in the world.</p> | <p>aggressive, masculine style interactions being most common.</p> | | <p>rights, I should advocate for others too.</p> <p>Imagine what we could achieve if we all supported each other.</p> <p>Making the workplace feel safe and inclusive allows everyone to do their best work.</p> | |
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Topical news - the big stories of right now, and how the impact your audience

| | What's the dream? | What's getting in the way? | Fallacies and Limiting Beliefs | Relatable Truths | Audience Image Objectives |
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| <p>Covid has changed the way our workplaces operate - and some of those changes may stick around for a while.</p> | <p>To thrive in the new post-Covid professional landscape.</p> <p>To find a sense of community in this challenging, isolating time.</p> | <p>The challenges of working remotely.</p> <p>Lack of face to face meetings making it harder to read tone and connect well with people.</p> <p>Trying to manage a team while not being able to meet in person.</p> <p>Having to perform at the same level I used to in new, more challenging, circumstances.</p> <p>Frustration with the rapidly changing world affecting my business' operations, which has a knock-on effect on the success</p> | <p>That everyone prefers working from home.</p> <p>That working from home is easier.</p> <p>That I have to be at the office to get things done.</p> | <p>I know things are bad when I'm missing being interrupted in person.</p> <p>Getting so much more done without demanding bosses looking over my shoulder interrupting me.</p> <p>Acting very serious on Zoom with the delight of knowing I'm wearing pyjama pants off screen.</p> <p>Listening to Beyonce as loud as I like while working to keep me pumped up through the day.</p> <p>I've been able to take up 2 new</p> | <p>Thriving, even in times of adversity.</p> <p>Someone you'd go to in a crisis. Capable.</p> |

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| | | of my projects. | | hobbies in the time I've saved on commuting. | |
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Cultural moments - the movies, music, TV, events and celebrities that matter to your audience

| | What's the dream? | What's getting in the way? | Fallacies and Limiting Beliefs | Relatable Truths | Audience Image Objectives |
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| Politics - Left leaning, supports diversity and equality. | To live in a world where everyone has equal rights and opportunities, and everyone treats each other with respect. | Aggressive right wing politics. Systemic racism and other prejudices. Feeling worn down and drained by depressing news and thinking it's hopeless. | My vote/voice doesn't matter. | Shining moments of hope when good people have little wins. Getting into frustrating arguments with Twitter trolls. Being furious at injustice but feeling helpless to make meaningful change Awkward family conversations where I try to politely explain to nan that she's being racist/homophobic. | Engaged with causes I'm passionate about. Proactively supporting others' rights. |
| Feminism | To achieve true gender equality as a society and have the same rights and privileges as men. | People tuning out when they hear "feminism". Other women actively | Feminists hate men. Feminists are angry for no reason. | Enjoying elaborate "if women ran the world" daydreams as a coping mechanism for reality. | Connecting with my tribe. Expressing my values. |

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| | <p>For everyone to be feminists.</p> <p>For feminism to not be seen as a dirty or old fashioned word.</p> | <p>not identifying as feminists.</p> <p>People misunderstanding the term feminism - it getting a bad rep.</p> | <p>Sexism is something I just have to put up with - it's impossible to change something so entrenched.</p> <p>Gender inequality is not as bad these days, we should just be grateful it's not worse.</p> | <p>Similarly, enjoying elaborate "if I ran the office" daydreams.</p> <p>The feeling of empowerment and relief connecting with other women who've experienced the same thing when I felt like the only one.</p> <p>The feeling of being seen and validated, being able to put a name and a voice to things I've experienced.</p> <p>Getting drawn into arguing with antifeminists and being angry for the rest of the day.</p> <p>Tossing and turning over thinking of the perfect answer after the moment has passed and wishing I</p> | <p>Expressing feminism in a way that's fun and cool and likeable, not off putting to others.</p> <p>Finding people who express the things I feel and believe even better than I can.</p> |
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| | | | | could have said it when it counted. | |
| <p>Celebrities and role models who are authentic.</p> <p>Women who embody this: Caitlin Moran, Brene Brown.</p> | <p>To have women to look up to that I can relate to and see myself in.</p> <p>To have a social media feed that doesn't make me want to put a paper bag over my head.</p> | <p>Women who seem like they can be perfect all the time. I have no use for them as role models because that will never possibly be me.</p> <p>So many celebrities are completely unrelatable.</p> | <p>I have to be aloof and perfect to be respected/successful.</p> <p>Don't meet your heroes.</p> | <p>Being intimidated by my Instagram feed.</p> <p>Following only dogs to avoid getting depressed.</p> <p>Finding a new role model so likeable and relatable I daydream about going for dinner with them like gal pals.</p> | <p>"Looks up to women who are completely authentic." - I want to be seen that way too.</p> <p>Honest and real, like my favourite successful hot messes.</p> |