

Article, Show and Media Ideas Focused on:

- Women's Happiness, Self Esteem
 - Women's Stress
 - Friendships/ Frenemy's/ Female Competition
- Mothers, Mother/Daughter Relationship/Mother's Day
 - Female Entrepreneurs
 - Self Compassion & Self Love
 - Negative Self Talk
 - Self-Bullying

From the Co-Authors of *Reform Your Inner Mean Girl: Steps to Stop Bullying Yourself & Start Loving Yourself*, Christine Arylo & Amy Ahlers



General

1. **Are You Being Too Hard On Yourself? 5 ways to turn self-criticism into self-compassion and achieve more success and happiness.** Most women think that if they motivate themselves by criticizing themselves, driving themselves hard, and competing with other women, they will be more successful. Wrong. These motivation techniques, which most women are unaware they use, actually sabotage success.
2. **Are You Working Too Hard & Trying to Do Too Much? 5 ways to get out of the overwhelm and back into balance.** A short quiz that helps women see if they are at the mercy of their “Inner Achievement Junkies, Doing Addicts and Good Girls,” creating unnecessary stress and duress for themselves. And then gives them simple but mighty antidotes to transform overwhelm into spaciousness, harmony and freedom.
3. **Do You Have an Inner Mean Girl? Take the quiz and find out!** A quiz that reveals the most common inner critics for women, empowering them to self-identify whether they have a Comparison Queen, Perfectionist, Achievement Junkie, Doing Addict, Good Girl, Rejection Queen or WorryWart, and then gives solutions on how to reform the mean girl into an ally.
4. **How to Stop Sabotaging Your Happiness. 3 toxic habits that will ruin your inner peace, steal your joy and hijack your success, and self-love antidotes to each.** Reveals three of the most toxic, self-sabotaging emotional habits women suffer from – comparison, over-giving and guilt – and give the self-loving antidote to each one.
5. **Mean Girls Grown Up: Competition, Cattiness and Cliques in the Cubicle, Carpool, and Classroom.** What makes women pit themselves against each other when what they really want is sisterhood, solidarity and support? This article highlights the negative outer behaviors of women and girls toward each other, and reveals how these stem from inside them, and how we can make changes to create more collaboration and sisterhood among women. (or Mean Girls At Work?)

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6. **How to Trust Yourself Even If When It Seems Crazy.** *3 tips for getting past fear and conventional wisdom to follow the guidance of you inner wisdom.* How to stand up to other people's opinions or what your inner voice says you should do, so you can follow the truth of your heart and soul when making shifts, trying new things, taking leaps of faith.
7. **Self-Bullying Exposed! All Women – even the most successful – Can't Stop Beating Themselves Up.** Truth-telling, story-sharing angle to touch hearts and blow whistles about the negative self-talk and the pressure women put on themselves. Even Oprah, Elizabeth Gilbert and Arianna Huffington admit to being haunted by and driven by the negative banter of their inner mean girls.

Mothers General/Mothers' Day

8. **How to Raise Your Daughter's Self Worth by Raising Your Own.** *5 ways to grow self-esteem in those you love most.* Showcasing the link between a mothers self worth and her daughter's self esteem, revealing the unconscious ways we diminish our own worth (and so pass it down to our kids) and then providing mothers with 3-5 simple but powerful ways they can increase their daughters self worth by loving themselves more.
9. **Can Your Inner Critic Get Passed Down to Your Kids?** Educates mothers on how their Inner Mean Girls and self-sabotaging patterns get passed down to their daughters, and how they can break the cycle of self-abuse and negative self-talk – empowers women with tools their mothers didn't have, they get to be the change makers and pattern breakers!
10. **What Mother's Need to Hear Most on Mother's Day! 5 things you can say to your mom to make her day and year!** Mothers are harder on themselves than almost anyone – they work so hard to keep it all together on the outside but on the inside they are often feeling guilty that they aren't doing enough or feeling worried that they are messing up their kids or not being a good enough mom. But because they are so good at keeping it all together, their families are clueless that inside this woman who gives so much is being so hard on themselves. With some specific words, antidotes to the biggest judgments moms have towards themselves, their families can give her the biggest gift ever... love, appreciate, gratitude and permission to stop feeling guilty and worried she isn't enough.

Love & Relationships

11. **3 Ways to Stop Sabotaging Your Love Life.** *Fire your inner critic and empower your inner wisdom to run your dating and mating life.* Most people have no idea their inner critic is making their relationship choices, so we shine the light on how to tell if your Inner Mean Girl is messing up your love life, and then share simple ways to put your Inner Wisdom in charge.

Entrepreneurs

- 12. Are You Sabotaging Your Business? 5 signs your Inner Critic is Running You & Your Business into the Ground.** As two women entrepreneurs who have mentored and coached many other entrepreneurs, we have seen firsthand how if you don't invest in the 'inner work' no matter how much you invest in strategies, systems and support, you will continue to sabotage yourself. We highlight 5 ways to tell your Inner Mean Girl or Inner Bully is running and ruining your business success – including thinking if you just work harder you will make more money OR setting goals that are so high you create extreme stress on yourself and you serve yourself and your client less - and how to move her/him out and your Inner Wisdom into your C.O.O. position to create more success, happiness and sanity for yourself.

Yoga & Spiritual

- 13. Take Your Inner Mean Girl to the Mat! 3 Love Mantras for Loving Your Inner Critic into Silence.** Based on the simple but mighty love mantra process for disarming inner critic and Christine Arylo's personal yoga practice of taking her Inner Mean Girl to the mat so she can hear and feel her Inner Wisdom, Christine shares with readers how to identify when they are in the midst of an inner critic attack and how to use the power of self compassion love mantras and yoga to transform the breakdown into a breakthrough.
- 14. Treat Yourself with Compassion Instead of Beat Yourself with Criticism: 3 spiritual principles & practices for motivating yourself with love.** We learn that we should love our neighbors as we love ourselves, but based on how critical, cruel and judgmental most people are to themselves, that would mean we are pretty awful to our neighbors! We want to be loving, compassionate, caring people to others, but we must also be that same loving, compassionate, caring person to ourselves. On our spiritual paths, we want to change and grow, but instead of loving ourselves forward, most of us default to criticizing, comparing and pushing ourselves to move faster, be more spiritually evolved and be able to manifest more and better now. As spiritual children, we need to treat ourselves like we would a child learning to grow – motivating ourselves with warm compassion and loving truth instead of cold criticism and harsh judgment. We reveal 3 spiritual principals and practices – including “The Love Manta”, “The Inner Wisdom 3-Step” and “The Love Line” for the modern day spiritual seeker she/he can use in their daily lives to transmute criticism, disarm their inner critic and choose compassion on the inside to grow themselves into lives in more and more alignment with their soul.

For more on Amy and Christine, including video reels and sample article and media appearances, go to <http://innermeangirlreformschool.com/media-and-speaking/>