



YOUR FREE GUIDE

SELF-LOVE IS NOT WHAT THEY TOLD YOU

*The Truth About Self-Love, Self-Worth,
and Why Bubble Baths Won't Heal Your Trauma*

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Let's Get Real

You've tried it all, haven't you?

The morning routines. The positive affirmations in the mirror. The gratitude journals. The face masks and bubble baths. The "treat yourself" shopping trips. The inspirational quotes saved on Instagram.

And you still wake up feeling unworthy. You still seek validation from others. You still struggle to set boundaries. You still abandon yourself in relationships. You still feel like you're not enough.

Here's why: Because what we've been sold as "self-love" is actually just self-care. And self-care without healing is like putting a bandaid on a bullet wound.

This guide is going to tell you the truth about self-love—the uncomfortable, unsexy truth that the wellness industry doesn't want you to know because it can't be packaged into a \$12.99 product.

5 Myths About Self-Love (And the Truth)

Let's dismantle the lies you've been told, one by one.

MYTH #1: Self-Love = Self-Care

What they tell you: *"Just practice more self-care! Take a bath! Get a massage! Do a face mask!"*

The Truth: Self-care is what you DO. Self-love is who you ARE. You can do all the self-care rituals in the world while still believing deep down that you're unworthy, unlovable, or too much. Self-love is the internal relationship you have with yourself—and that relationship was damaged by trauma, not healed by lavender-scented candles.

Real self-love looks like: Setting boundaries even when it's uncomfortable. Saying no without guilt. Honoring your needs even when others are disappointed. Choosing yourself when it would be easier not to.

MYTH #2: You Can Affirmation Your Way to Self-Worth

What they tell you: *"Just say 'I am worthy' in the mirror every day and you'll believe it!"*

The Truth: Your nervous system doesn't care about your affirmations. When your body holds trauma that told you that you weren't worthy, no amount of positive thinking will override those deeply embedded beliefs. Your nervous system is operating from survival patterns that were created to keep you safe—and those patterns won't change through cognitive repetition alone.

Real self-worth is built through: Healing the trauma that taught you that you were unworthy. Regulating your nervous system. Taking aligned action that proves to your body you're safe to be valued. Integration, not repetition.

MYTH #3: Self-Love Means Always Feeling Good About Yourself

What they tell you: *"If you loved yourself, you'd always feel confident and positive!"*

The Truth: Self-love isn't toxic positivity. It's not pretending you feel amazing when you don't. Real self-love means being present with yourself even in the hard moments—the shame, the self-doubt, the messy feelings. It means not abandoning yourself when things get uncomfortable. It's staying, not performing.

Real self-love looks like: Having compassion for yourself on bad days. Not requiring yourself to be "healed" or "positive" to deserve kindness. Meeting yourself where you are with acceptance, not judgment.

MYTH #4: You Can Love Yourself Without Doing the Trauma Work

What they tell you: *"The past is the past! Just focus on the present and choose to love yourself now!"*

The Truth: If trauma taught you that you were unworthy, that belief is stored in your body, not just your mind. You can't "think" your way past trauma responses. You can't "choose" self-love while your nervous system is still operating from the belief that you need to earn love, prove your worth, or stay small to be safe.

Real self-worth requires: Identifying and healing the trauma that damaged your sense of worth. Processing the experiences that taught you that you were "too much" or "not enough." Nervous system regulation and somatic healing—not just mindset shifts.

MYTH #5: Self-Love Is Selfish

What they tell you: *"Putting yourself first is selfish. Good people sacrifice for others."*

The Truth: This belief keeps you trapped in patterns of people-pleasing and self-abandonment. Real self-love isn't about being selfish—it's about recognizing that you can't pour from an empty cup. When you consistently abandon your own needs, you show up resentful, depleted, and disconnected in relationships. Honoring yourself doesn't make you selfish; it makes you whole.

Real self-love looks like: Understanding that taking care of yourself allows you to show up authentically for others. Setting boundaries that protect your energy. Recognizing that your needs matter just as much as everyone else's.

So What IS Real Self-Love?

Now that we've cleared away the myths, let's talk about what self-love actually requires.

| Self-Care (Surface Level) | Self-Love (Deep Healing) |
|---------------------------------------|--|
| Taking a bubble bath | Setting boundaries without guilt |
| Saying affirmations | Healing the wounds that created unworthiness |
| Treating yourself to something nice | Choosing yourself even when it's hard |
| Pampering your body | Listening to and trusting your body |
| Reading motivational quotes | Doing the uncomfortable work of change |
| Making yourself feel good temporarily | Building lasting worth from within |
| Optional when life gets busy | Non-negotiable for your well-being |

Self-care is wonderful. Do the face masks. Take the baths. But don't confuse comfort with healing. Real self-love requires confronting the parts of yourself you've been avoiding and doing the deep work of transformation.

What Real Self-Love Actually Requires

If you're ready to move beyond surface-level self-care and build genuine self-love and self-worth, here's what the journey actually looks like:

1. Trauma Healing

Identifying and processing the experiences that taught you that you were unworthy. This isn't about reliving trauma—it's about releasing it from your nervous system so it stops running your life.

2. Nervous System Regulation

Teaching your body that it's safe to take up space, have needs, and be valued. Your nervous system needs to learn new patterns of safety before you can truly embody self-worth.

3. Boundary Work

Learning to set and maintain boundaries without guilt, apologizing, or over-explaining. Boundaries are the physical expression of self-love—they show the world (and yourself) that your needs matter.

4. Reparenting Yourself

Giving yourself the unconditional acceptance, validation, and safety you didn't receive. This means showing up for yourself with compassion, even in the messy moments.

5. Embodied Practice

Taking aligned action that proves to your nervous system you're worthy. Small, consistent choices that honor your truth and build evidence that you can trust yourself.

This work isn't glamorous. It doesn't fit in an Instagram post. But it's what actually creates lasting transformation.

3 Practices to Start Building Real Self-Love

These practices go deeper than self-care. They start the process of rewiring your relationship with yourself.

Practice 1: The Worth Inquiry

When you catch yourself seeking validation from others, pause and ask: "What am I trying to prove? What would I need to believe about myself to not need this approval?" This practice builds awareness of where your worth is externalized.

Practice 2: The Boundary Experiment

Set one small boundary this week without apologizing or over-explaining. Notice what comes up—the guilt, the fear, the urge to justify. Don't act on those feelings. Just witness them. This is how you teach your nervous system that boundaries are safe.

Practice 3: The Self-Compassion Check

When you're being hard on yourself, ask: "Would I speak to someone I love this way?" If not, reframe the internal dialogue. Self-love includes how you talk to yourself in the moments when you feel like you've failed.

These practices will feel uncomfortable. That discomfort is growth. Keep going.

Now You Know the Truth

You can't bubble bath your way to self-love. You can't affirmation your way to self-worth. You can't self-care your way out of trauma.

Real self-love requires doing the deep, uncomfortable work of healing the wounds that taught you that you weren't worthy in the first place.

This guide has shown you what's possible. But knowing the truth and living it are two different things. That's where the **THELMA Method** comes in—a proven framework for transforming from someone who *knows* she should love herself to someone who actually *does*.

Ready to Do the Real Work?

Book a free discovery call to explore how 1:1 coaching can help you build genuine self-love and self-worth.

In this call, we'll:

- ✓ Identify the trauma wounds keeping you stuck in unworthiness
- ✓ Create a roadmap for building authentic self-love
- ✓ See if the THELMA Method is the right path for you



Schedule Your Free Discovery Call:

<https://calendly.com/awakeningorendalifecoaching/strategy-call> Or email:
info@awakeningorenda.com

You deserve more than temporary comfort. You deserve transformation.

— Alexis Galarza

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