



## BE THE SEQUOIA COACHING



This month, **The Authenticity GPS** explores some simple nuances of LOVE. February is here, and it's the perfect time to start with the most fundamental form of love—self-love.

Despite being bombarded with countless memes and messages advocating for self-love, many of us still find it challenging to normalize it in our lives. Tune in to my [Swellcast, 5 Minutes of Authenticity with Pritha](#), where I break down the concept of self-love into four parts, offering practical suggestions on how we can truly learn to acknowledge and love ourselves a little more, without a million disclaimers and excuses.

This month has also been an exciting one for me as I explore new ways to connect with you. I am thrilled to announce the launch of my blog, [The Authentic Life](#). Visit the blog whenever you need a break from your day and want to pause and reflect on your authentic self.

In addition, I am kicking off some online Information Sessions to share more about what I do. If you're interested, don't hesitate to reach out!  
Warmly,

*Pritha Lal*

YOU'VE  
TOTALLY GOT  
THIS!

*inspire*

do it for you



## IT IS IN THE LITTLE THINGS

"Not all of us can do great things, but we can do small things with great love." – This beautiful quote by Mother Teresa is a testament to the power of simple acts of love and kindness. Not everything has to be grand and glorious to make a difference.

The flowers in the picture on the right are magnified manifold. In reality, at the Sequoia National Forest, they form the softest of carpets that cover the soil at the feet of the ginormous majestic trees. The pink flowers are barely visible unless you really come down on your knees.

Such is the power of simplicity in nature too. It will bring you to your knees, teach you to be humble, and help you rise within to a newer and better version of yourself



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### AUTHENTICITY AFFIRMATIONS

1. I am strong, capable, & resilient
2. I add value to this world
3. I am constantly learning and evolving to a higher version of my Self
4. I am worthy of love and happiness
5. I speak to myself with the same kindness that I speak to those I love.





**Why do we find it so challenging to apply affirmations to ourselves without adding unnecessary disclaimers?**

Have you ever asked yourself this? We are so kind to those we love, but when it comes to our own selves, we either view those very acts as platitudes or selfishness.

There are many reasons that lead to such mindsets: self-doubt, cultural conditioning, perfectionism, fear of change, desire for external validation, and more. Over time, and across cultures and continents, these factors have made it very hard to normalize self-love. That's why this month's 4-part Swellcast will focus on this crucial aspect of our character that lies at the very heart of our authenticity!

COMING UP  
IN MARCH



MINDSETS  
A LOOK  
INWARD!

NORMALIZING SELF  
LOVE – LISTEN TO MY  
SWELL CAST HERE