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A soul-led start to reinvention

I up ended my world

Welcome to Your Controlled Burn
For Women Who Are Needing More



Yep, I Burnt It All

ShelInvention™: The Secret Podcast – Episode 1

This eBook is your companion to guiding you through:

Lesson 1: I Burnt It All to the Ground...

Theme: Rupture Comes Before Reinvention

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What is Rupture Anyway?

There is no point talking about rupture if you are thinking that it is some kind of medical emergency. Like many words, its meaning is nuanced. Here we're talking about rupture as being a break down.

Rupture is the moment something splits — a story, an identity, a connection, a belief system. It's the energetic break between who you were... and who you're becoming.

It can feel like:

- 🌿 Grief that won't name itself
- 🌿 Sudden clarity that tastes like collapse
- 🌿 Loneliness in the in-between
- 🌿 A soul whisper that says: *this no longer fits*.

Rupture Is Not Destruction. It's Revelation.

It shows you the costume you've outgrown.

It cracks the casing around your truth.

It ends the performance — and *begins the becoming*.

Sometimes it arrives in loud ways (burnout, breakdown, breakup).

Sometimes in soft ways (a quiet “no,” an aching “not this anymore”).

But always, always, it opens the door to:

Reinvention. Remembrance. Return.

Rupture Comes Before Reinvention

This is your moment. The break. The shake. The deep, primal *no more*.

If you're here, you've already felt it. That rumble of truth, low and undeniable:
something has to change.

And beautiful, brave you? You listened.

Welcome to Recognising the Need for a Deep Change

This isn't just a companion. It's a spark.

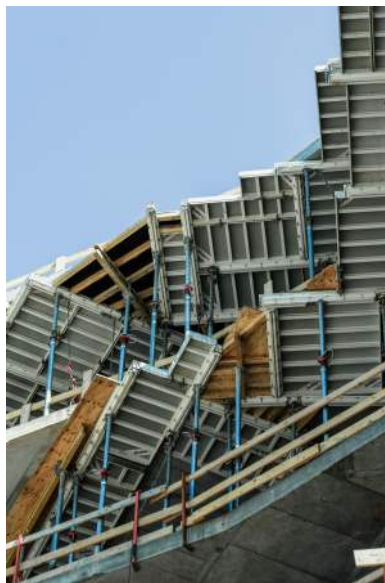


You are not broken. You are breaking *free*.

Unleash the 'Unlearn'

This is the Companion Guide to Lesson 1 of your ShelInvention™ journey — where we don't just reinvent ourselves, we unleash the 'unlearn'.

We unlearn and dismantle our dodgy scaffolding, societal conditioning, and outdated expectations that have kept us contained.



We say goodbye to:

- Deeply ingrained beliefs that no longer serve.
- Restrictive structures and roles you've outgrown.
- Self-doubt dressed up as "realism."

This is a total, unapologetic reinvention. You are here to create a life that feels *remarkable*. And yes — you are absolutely allowed to want more.

Self-Doubt: The Virus We Were Never Meant to Catch

Self-doubt isn't something you were born with. It was installed — quietly, consistently, and often by people who claimed to have your best interests at heart. Family, school, society, media... all planting seeds of “not enough” until it grew roots.

It's not your truth.

It's a virus.

And it thrives in the spaces between who you are and who you've been told to be.

It shows up when you try to speak up, take a risk, or want something bigger.

It whispers things like

“Who do you think you are?” and “Don't get too ahead of yourself.”

But here's the truth: self-doubt is not humility. It's not safety. It's a construct designed to keep you small — and it's time to uninstall it.

The antidote?

Alignment.

Honesty.

A return to self-trust.

You don't need to be louder or tougher — you just need to get clearer and closer to who you really are. The real you? She's not fragile. She's just been buried under a whole lot of outdated programming.



✨ Want More Self-Doubt Support?

If you're dealing with a virus called *self-doubt*, explore ***Radically Realigned***—an investment in unshakable clarity.



Hersoulisfierce.com: Reinvention is real. And it begins here.

Now let's continue on.

Story Thread: When the Old Life Cracks

Leanne's Story

She did everything right.

Qualified.

Professional.

Hardworking.

Still, life felt heavy. A family divided by long distance, she was juggling being mum and working full time. Then she felt sick. The kind of sickness that doesn't pass with rest. Surgeries. Cancer treatment. A blur of survival. And through it all, a quiet voice



kept whispering:

*There's more to life
than this.*

Her dream had always been children's books — vivid, imaginative, full of warmth and wonder. Stories that would live on bedside tables and be passed

from tiny hands to memory. But bringing that vision to life meant hiring illustrators. And illustrators meant money. That's when Jade appeared.

Yep, I Burnt It All

Jade's Story

The rupture was brutal.

Public backlash. Cancel culture. Deep heartbreak.

But she believes: if you don't choose to change your life, life will choose for you.

'Sky Daddy', red string, fate, call it what you like — the match will get lit.

Not every story needs to be dramatic. A *controlled burn* is still a fire. Sometimes you quietly move home, rearrange your space, and *feel* your way through.

You don't need chaos.



But you do need honesty — the kind that sits in your gut and won't let you look away.

Trust yourself.

You already know what needs to change.

The Collective Rupture We're In

The collective is all the norms, roles, and expectations society has handed you:

- What your family told you success should look like
- What your workplace told you your worth was
- What social media told you to strive for

We're not just watching systems crumble — we're feeling them crumble inside us.

Capitalism's hustle? Collapsing.

Performative femininity? Unravelling.

Linear success paths? Irrelevant.

Obedience disguised as worthiness? Done.

The world doesn't make "sense" anymore because the old world no longer fits our nervous systems.

What We're Really Experiencing:

A collective identity rupture — where millions of us are awakening to the realisation:

"I can't keep doing this the old way. I'm not who I was taught to be. But I don't know who I'm becoming yet."

That's the sacred ache.

That's the sacred mess.

That's the Sacred Middle that is necessary to pass through to reach your place of alignment. Without that journey, you are out of alignment.

Activation Quiz: Torch or Treasure?

Instructions: Read each statement and decide what it means for you. This is about *truth*, not guilt.

Statement

Then you decide whether:

Torch 

Treasure 

Not sure...yet 

Sample Statement: “This job looks good on paper, but it drains me to my core.”

Your Call:

 Torch – I’m done. This no longer fits and I know it.

 Treasure – There’s still value here. I’m choosing to stay... for now.

 Not Sure – I need to sit with this. I’m not ready to decide yet.

Yep, I Burnt It All

Statement	Your Call
This job drains my soul but looks good on paper.	🔥 Torch / 💎 Treasure / 🤔 Not sure
This relationship feels safe but stale.	🔥 Torch / 💎 Treasure / 🤔 Not sure
I act like I'm okay but I want so much more.	🔥 Torch / 💎 Treasure / 🤔 Not sure
I'm stuck in habits that make me feel numb.	🔥 Torch / 💎 Treasure / 🤔 Not sure
I say yes when I mean no.	🔥 Torch / 💎 Treasure / 🤔 Not sure

Reflection: Look at your 🔥 column.

What's one small, bold action you can take *this week* to begin your reinvention?



Journal Prompts

What's one story I've told myself that's no longer true?

Write freely. No one else needs to read this.

This is between you and the part of you that's ready to rise.

If it helps, write it as a letter to your future self and book yourself a calendar appointment to read it in one year.

What would I do if I trusted myself fully?

❤️ Final Words

You don't have to settle. You don't have to shrink. You don't have to numb your truth to fit a world that doesn't see your fire.

Rupture is uncomfortable. But it is also *sacred*.

Let this be the beginning.

🔗 Where to Next?

Please enjoy your free podcast series.

Snuggle in and listen on a quiet Friday night, on your Sunday walk, or whilst travelling.

[Download here](#) or use the following QR code.



Yep, I Burnt It All

If you're looking for your next stepping stone to help your life along, head to our sanctuary to see what looks right for you.

I've hand-selected three of the best starts for you:

You're not lost — you're just between stepping stones 🦶



🌿 Needing something deeper? Looking for your fully realigned life?

If you're searching for something more — something true forevermore — you're in the right place.

This deeper entry is a true self-care investment in your life.

👉 [Join us for your life changing next step.](#)



This Is Your Permission Slip.

This isn't a fluffy self-help moment. It's a firestarter. An invitation to get radically honest, burn what no longer serves you, and begin again — on your own terms. Whether your life feels like a slow unraveling or a total eruption, you're not broken. You're being rebuilt. One choice, one truth, one brave step at a time. This isn't just a podcast companion. It's a soul-deep reckoning. A call to tear down what doesn't fit anymore — and rebuild something wildly, unapologetically yours. Let's go.

Her Soul Is Fierce exists for anyone on the edge of change — the ones rethinking life, money, parenthood, identity and purpose. We're here to encourage you to unravel what no longer feels true, realign with what matters, and rebuild a life that feels like home — bold, beautiful, and wholly yours.

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