

Turn Your Inner Critic Into Your Raving Fan

...so you can live an authentic life!!

Be Unapologetically YOU!!

Give yourself permission to be
who you really are and

...live without regret.

...*feel* comfortable in your *own* skin.

...stand confidently in your unique greatness!

by ***Melissa Risdon***

**It's time to face that fear.
It's time for you to see the best in you.**

Let's face the TRUTH!

If you are not a fan of who you are and what you do, why would anyone else?
If you don't believe in what you have to offer is GREAT, why would anyone else?
If you don't **charge what you are worth**, why would anyone pay you more?
If you continue to DREAM without taking ACTION, how can you succeed?
If you run your business from an insecure place, why would anyone believe in you?
If you don't believe in yourself, why would anyone else believe in you?

Do any of these strike a chord?

Well, I've got AWESOME news for you - you are SO in the right place, right now!

My name is Melissa Risdon, and I help you Be Unapologetically YOU! By helping you fall in love with **who you are** and **who you are meant to be**. How you might say? It's easy! The information below will help you Turn Your Inner Critic Into Your Raving Fan!!

Are you sick and TIRED of hearing your Inner Critic say these things?

"I'm not where I want to be yet."

"I know I'm meant to do something more with my life."

"What I have to share is big... and it scares me."

"I know I'm meant to speak on stage and share my message, but I'm terrified of speaking in public."

"I've started my business and I'm afraid to ask for money."

"I know in my heart I'm supposed to help women learn to love themselves but it just feels so big, I have no idea where to start."

"I'm just not good at selling."

"I'm just not sure I can charge that much."

"I don't know how to explain what I do."

Have you been living on **HOPE** for too long?

Does it always feel like your dream is just out of reach?

Have you had that feeling of "there's more to life" for years?

Do you have a calling to help other people improve their life?

Do you **KNOW** in your heart that you can help other people?

If you've said YES to any of the questions above, then I want you to know I **HEAR YOU!!** I understand and I have personally been there. Life is a journey and it's all about getting to know yourself and having a relationship with yourself. I believe **EVERYTHING** happens for a reason (and yes, I truly do mean everything). There is no accident you are reading this. You know it's time to step up and make the difference.

The world needs you!

Melissa

You playing small is NOT serving the world.

IMAGINE a life where you....
EMBRACE your gifts.

BELIEVE in yourself.
Are **COMFORTABLE** in your own skin.
Speak from your **HEART** and not your head.
Share your unique and beautiful gifts with the world.
Open your heart to loving who you are and who you are meant to be.
KNOW you are worthy.
See the absolute **BEST** in yourself.



The **ONLY** way to do this is for you to Turn Your Inner Critic Into Your Raving Fan!

Well it's your LUCKY DAY because in this book I share The Inner Foundation Formula™ which is a 5-step proven process that will help you turn your inner critic into your raving fan and allow you to live the life you know you are meant to live!!

“It’s not the significant things you do that affect your life. It’s the insignificant things you do on a daily basis, that significantly affect your life.” — Melissa Risdon

For so long I denied from who I am! I was embarrassed to speak up and share with people what I thought. I was a "people pleaser" and I was miserable. After my divorce 7 years ago, I was depressed, cried daily and had no idea who I was or who I wanted to be. I didn't understand my emotions and thought there was something wrong with me. I was embarrassed to share my truth with my family, friends and terrified to say it out loud to myself.

I knew I was meant for something more and I knew I had to change! I needed to start making different choices and I did! Little by little I started understanding that this painfully critical voice in my head was trying to help me. She was pushing me to be my best (she just didn't have the knowledge on how to best communicate this to me) and pushed me in the best way she knew how. It took me years to understand that I loved myself, that I was wonderful and that I was worthy.

I don't want it to take you 7 years. I want you to hear something today that changes your life FOREVER. I created a program that is simple and easy to follow. I also teach it in a way that makes it impossible for your life to not be changed. I've worked with 100's of people one-on-one and guess what I have discovered? We are so similar and we have so many of the same fears, concerns and worries.

People have a tendency to share all of their deepest darkest emotions and secrets with me. For years I've known in my heart I'm supposed to help. Through my own Inner Critic work, turning my Inner Critic into my raving fan I've completely changed how I think about myself. Learning to fall in love and embrace who I am meant to be, has brought me to this moment in time. I live an authentic life where I've given myself permission to Be Unapologetically Me! Life is different in this place and it can be for you to. Learning to Be Unapologetically You is key to your success and happiness!

Times are changing, the Universe is demanding we STEP UP and embrace our true potential. I'm good at helping others, that "people pleasing" tendency has taught me to read people. Now I see something I thought was a curse as a huge blessing. That's what it's all about. Discovering your true gifts, it's most likely something you've done all your life, something that is easy to you but you don't recognize it. It's as if it's on the tip of your nose and you can't see it, but guess what? I can and I want you to learn how to be a FAN of yourself!!!

Turn Your Inner Critic Into Your Raving Fan

You are about to learn **The Inner Foundation Formula™** the simple, **PROVEN**, process which teaches you **EXACTLY** how to change the way you think about yourself, turn your Inner Critic into your raving fan, improve your relationship with yourself and learn how to fall in love with who you are and who you are meant to be.

Whether you are a successful entrepreneur or need to improve your self-esteem, each step below will help you transform your relationship with yourself.

1. **IDENTIFY** what is **YOUR** truth.....7
Where you are at in your life?
2. Notice your different personalities.9
NOTICE what your Inner Critic is saying to you.
3. Now I choose... Empower yourself to.....12
NOW make new and different choices.
4. **EMPATHY**15
Be **EMPATHETIC** to **YOURSELF** & others.
5. **RESPECT YOURSELF** above everyone else!.....18
Put yourself first!

IDENTIFY what is YOUR truth. Where you are at in your life?

Who are you? Where are you at in your life? What do you want? How do you learn? What's your horoscope sign, numerology, love language; do you actually know who you are?

LIFE is about having a relationship with yourself.

This is definitely the first step in the process, one that some people want to skip and yet it's one of the most important steps.

Imagine for a moment that you have made a decision to travel to San Francisco. How and when you get there depends completely on your starting point. You can take the train from San Jose, CA but if you are in Dubai you are going to have to take a plane, with possible stops, and a taxicab to get there. You'll make different choices depending on where you are. This is the step that people skip because they concentrate on the dream, the destination and forget to look down on the ground and have a realistic idea as to where you actually are.



Life IS about having a relationship with YOURSELF. It's about learning who you are and what you want. Understanding your hopes and dreams and why you have them. Understanding how you want to be loved, what your biggest fears and desires are. Identifying your values, your boundaries and understanding why you bend your own rules. Being OK with who you are and who you are not.

Figuring out if you are doing things in your life that make you happy or doing them because you think they'll make someone else happy. Being OKAY with your emotions, your feelings, your hurts, your hopes and your dreams. Accepting your weight, the color of your hair, your height, and your body type. Discovering who you are, where you are and learning to love that about yourself.

In order to **Be Unapologetically YOU** first you need to know who you are and where you are. The key is doing this with heartfelt love for yourself and curiosity. We respectfully and lovingly request your Inner Critic to take a side seat during this process and allow you to honestly take inventory of your life.

"What lies behind us and what lies before us are tiny matters compared to what lies within us." – Ralph Waldo Emerson

"Melissa's great at helping me see things that I cannot and asking me questions to consider other possibilities or to get clarity. All of this done under the heartfelt umbrella of love and care. One minute I'm crying, the next I'm laughing. She'll offer you wisdom and insight to help you overcome your challenges and to help you achieve whatever your desires and dreams are. Whenever I need a coach, she is the first person I call and I am forever grateful to her. "

~ **Stacy Long**

www.StasiasOrganic.com



"No matter where you go - there you are." – Confucius

Something to think about...

- 1. What is true about your life right now? With love in your heart write down where you truly are.**
- 2. Where is it you'd like to be?**
- 3. What would your ideal day/week/month look like?**
- 4. What makes you feel most loved?**
- 5. What can you specifically do each day to give love to yourself?**

To learn more contact Melissa at www.TalkToMelissa.com

Turn Your Inner Critic Into Your Raving Fan

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Notice your different personalities. **NOTICE** what your Inner Critic is saying to you.

Wikipedia sums it up perfectly: *The inner critic is usually experienced as an inner voice attacking a person, saying that he or she is bad, wrong, inadequate, worthless, guilty, and so on. The inner critic often produces feelings of shame, deficiency, low self-esteem, and depression. It may also cause self-doubt and undermine self-confidence.*

Instead of ignoring your Inner Critic it's time to **NOTICE** this voice.

Noticing the voice doesn't give it more power or control. You are choosing to notice the voice is there. I refer to the voice in your head as the Inner Critic. "Inner Critic" is used as a general term in reference to any number of the voice(s) in your head. "Inner Critic" represents any number of names popular psychology may refer to: Inner Critic or Judge; the Protector, Controller or Risk Manager; the Image Consultant or Body Image; the Skeptic, Doubter or Cynic; the Inner or Wounded Child.



The reason you want to **NOTICE** your Inner Critic is because there is wisdom and magic in identifying this voice. At this moment it may be a little difficult to comprehend that there is some **GOOD** in the seeming madness to the Inner Critic.

Ironically once you learn more about your Inner Critic you'll start to realize that your Inner Critic isn't constantly criticizing you to make you feel bad (although that's the end result). Your Inner Critic is actually criticizing you to help you! **WHAT??** I hear ya. It's not the most obvious perspective. But let's think about it. Your Inner Critic was created at some point in your psyche to help you, to protect you, to ultimately serve you. It doesn't seem like an obvious connection but why else would it be there?

The key is to build a relationship with your Inner Critic. One way to do this is through The 5 Parts Of Me Process™ that was created to help build a positive relationship between yourself and your Inner Critic. Your Inner Critic is here to serve you, keep you safe, happy and whole. Your Inner Critic is protective and most likely was created when you were a young child. The way it protects you now may no longer serve you and your relationship may need to change. Turning your Inner Critic into your raving fan is a process. Like any successful healthy relationship you must put effort, patience and love into it. Instead of beating up your Inner Critic start praising and appreciating what it does for you.

*"You're so mean, When you talk, About yourself, you were wrong,
Change the voices in your head, Make them like you instead,
So complicated, Look how we all make it,
Filled with so much hatred, Such a tired game"
— Pink, lyrics from "F**kin' Perfect"*

"Melissa Risdon opened me up to embrace myself in such a way that allowed me to recognize that my inner critic is really there for me and supports and protects me. She was so insightful and full of wisdom that I walked away from our experience together realizing that I have a guide within myself that will allow me to overcome any obstacles and create unlimited possibilities and she is fabulous. If I did not work with Melissa, I would not have been able to have a mindset shift that embraced myself in a bigger way and allowed myself to be scared, uncertain and unsure and within all of those natural feelings allowed myself to embrace all of it and not be paralyzed by it but use it to push forward to create an amazing life and business.

~ Melissa Evans

www.BrosheGroup.com



*"She could be a statue of liberty, She could be a Joan of Arc,
But he's scared of the light that's inside of her,
So he keeps her in the dark, Oh, she used to be a pearl...
Ohh, Yeah, she used to rule the world...Ohh, Can't believe she's
become a shell of herself, 'Cause she used to be a pearl,
She was unstoppable, Moved fast just like an avalanche,
But now she's stuck deep in cement, Wishing that they never met"
— Katy Perry, lyrics from "Pearl"*

Something to think about...

1. What is your relationship with yourself?
2. How well do you communicate with your Inner Critic?
3. How can you appreciate how far your Inner Critic has propelled you in your life?
4. What can you do to better understand your Inner Critic?
5. Discover what technique works best for open communication with your Inner Critic.
6. What is your Inner Critics positive intent?
7. What is your Inner Critic *really* requesting of you?

To learn more contact Melissa at www.TalkToMelissa.com

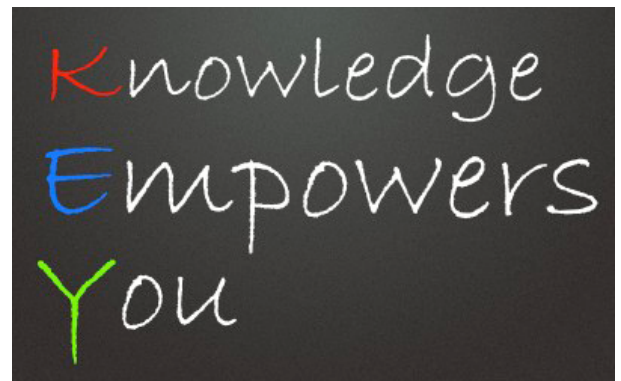
Now I choose... Empower yourself to NOW make new and different choices.

Ownership, responsibly and new choices! Repeat aloud: *"I am where I'm at in my life because of the choices I've made, now I can begin to make new and different choices!"*

This next section is about choices. Taking responsibility for the choices you have made in the past and accepting responsibility for the future. This topic can be difficult for some yet when people realize the power of it they are enlightened.

Where you are in your life (literally EXACTLY where you are at, at this given moment in time, reading this) is because of the choices you've made in your life.

I want you to think about that for a minute. You are reading this on your computer, on an iPhone or another electronic device. Maybe you printed it out and are holding the hard copy. Think about ALL of the choices and decisions you made to be reading this.



What are the things you said YES to? What are the things you said NO to? In order to be reading this sentence at this moment in time. Really think about it.

Pause in this moment because it's easy to overlook. It's relatively easy to look at the choices and decisions leading up to this point in time. Connecting the dots... Choice A + Choice B + Choice C = Reading this right now. Easy enough right?

Think about something that's more complicated in your life. Think about something more abstract.

Are you as successful as you want to be? Do you have the job or career you've always wanted? Do you have your dream job? Do you travel as much as you want? Are you healthy? Are you your ideal weight? Are you making the money you want? Are you living in a house you love? Do you wake up every day grateful for your life, your health and your relationships? Are you in love? Are you lonely?

Look at your life without any judgment. Only notice your current reality.

*"I've had choices, Since the day that I was born, There were voices,
That told me right from wrong, If I had listened, No I wouldn't be here
today, Living and dying, With the choices I made"*

— George Jones, lyrics from "Choices"

"I have been struggling for 2 years to get just the right people on my virtual support team. Melissa helped me find the 'part' responsible for this issue. After understanding the part's critical role I promoted its responsibilities. Within a days I was had the opportunity to interview two potential new team members. This gave me the confidence to move forward. Thank you, Melissa, for helping me solve the one of the most critical problems I've been facing in my business."

~ Nikkea B. Devida

www.FastResultsFormula.com



Something to think about...

1. How can you take ownership and responsibility of your life, right now?
2. Is there a way for you to view choices you've made without judgment?
3. How can new and different choices positively impact your life?

To learn more contact Melissa at www.TalkToMelissa.com

EMPATHY

Be EMPATHETIC to YOURSELF & Others.

Empathy is defined as "the ability to understand and share the feelings of another."

Let's take empathy to a whole new level and teach you the importance of having empathy towards yourself. Think of something you did as a child, told a small lie, accidentally broke a lamp or dropped your food on the floor.

Something that you did that maybe you got in trouble for; maybe you cried, maybe you got angry, maybe you swore you would never do that again. Looking back you can see that you were a young child, and unknowingly made a mistake (it's not something you did on purpose) it's something that happened.

You engaged in an innocent childhood activity and something went a little wrong.



This is a relatively easy situation to empathize with. The real step here is to empathize with yourself over some of the things you are ashamed of; things you regret; things that you feel guilty about.

Think of something you beat yourself up about.

Think of what you did

Think of why you did it

Think of your intention

Think of the underlying intention

Imagine what your life might be like if you STOPPED beating yourself up about it!

What if you had EMPATHY for the person you were back then?

If you knew then what you know now.... would you have made the same decisions?

If you had all of the skills, life experiences and knowledge you have now, back then, would you have made the same choice? Most likely not.

Each and every experience can be viewed as a lesson in life. Once you receive the lessons you can let go of the pain. It's time to let go of the pain from past experience and embrace the lessons they have taught you. Let go of the emotional baggage once and for all!

"Breathe. Let go. And remind yourself that this very moment is the only one you know you have for sure." – Oprah Winfrey

"Since working with Melissa I have a deeper connection with my "inner critic" and a complete understanding of why my critic exists and what purpose it serves. As a result of going through Melissa's process I have been able to move forward in areas of my business that my "inner critic" had been blocking me from completing. Thank you Melissa for creating the safe space and taking me through your unique and effective process."

~ In Gratitude, Joanna Goodwin

www.JoannarGoodwin.com



"The past has no power over the present moment." – Eckhart Tolle

Something to think about...

1. How empathetic are you to yourself?
2. How critical are you of yourself for things you did (aka mistakes you've made) in the past?
3. What are you doing to forgive yourself?
4. What is your Inner Critic desperately trying to communicate to you by continuing to beat you up over something in the past?
5. How can you embrace your most powerful life lessons with gratitude and purpose?

To learn more contact Melissa at www.TalkToMelissa.com

RESPECT YOURSELF above everyone else!

Put yourself first!

Respecting yourself is about learning **SELF-RESPECT** and putting yourself first.

Some people don't agree but learning to **PUT YOURSELF FIRST** is the key to a happy, fulfilling life. It's necessary to put yourself first above everyone else. People may call this selfish, self-centered and yet done with love and empathy for others it is by far the most powerful thing you can do. By putting yourself first you are teaching others to do the same.



"There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do."
— Marianne Williamson

Self-respect can be broken down even further to learning to love who you are and who you are meant to be. When you love yourself you easily and effortlessly respect yourself.

Respecting yourself and others, communicating your boundaries, asking for what you want and need this IS your ESSENCE.

Respect YOURSELF

S	See yourself as you truly are
E	Empower yourself
L	Like and Learn to LOVE yourself
F	Free yourself and Forgive yourself

Definition of Respect: *esteem for or a sense of the worth or excellence of a person, a personal quality or ability, or something considered as a manifestation of a personal quality or ability: I have great respect for her judgment.*

Respect for yourself is the key to a life of fulfillment and happiness. This is what needs to happen in order for you to pursue your dreams and have the life you've always craved. If you know you are destined for something more and you truly want to GO BIG then your fate lies within your ability to respect yourself and choose to put yourself first. This can be a delicate subject but when you learn how to respectfully communicate your wants, needs and desires to others it helps them understand what you want and helps you achieve it. This is the end piece, the tiny bow on the big package that makes it all make sense.

"Even coaches need coaches! And working with Melissa has given me the strength to carry on with my new entrepreneurial venture when times were really tough. She helped me understand what was holding me back and pull myself out of a slump. The past month has been the most lucrative month so far, and I owe it to the mindset shift I was able to have because of Melissa!"

~ **Kim Carpenter**

www.KimCarpenter.net



*"Have no fear for giving in, Have no fear for giving over,
You'd better know that in the end, It's better to say too much,
Then never say what you need to say again,
Even if your hands are shaking, And your faith is broken,
Even as the eyes are closing, Do it with a heart wide open,
Say what you need to say, Say what you need to say,
Say what you need to say"
— John Mayer, lyrics from "Say What You Need To Say"*

Something to think about...

1. How does the language you use influence your life?
2. How conscious and purposeful are you with your language?
3. How well do you authentically communicate?
4. How do you respectfully communicate your wants, needs and desires?
5. How do you respectfully and lovingly communicate your boundaries?

To learn more contact Melissa at www.TalkToMelissa.com

The INNER Foundation Formula™

I

IDENTIFY – Where you are at in your life?
What is YOUR truth?

N

NOTICE – Notice your personalities
Notice what your Inner Critic is saying to you.

N

NOW – Now I choose...
What will you **NOW** choose differently?

E

EMPATHY – Be empathetic to **YOURSELF** & others.
Empathy: ability to identify with and understand somebody else's feelings

R

RESPECT – **YOURSELF** above everyone else!
Put yourself first!

Turn Your Inner Critic Into Your Own Raving Fan so you can **START** living your life on your **OWN** terms.....

What's Next?

Staying connected with Melissa - what will you choose?

Here are some of the easy ways we can stay in touch. I will support you as best I know how in your journey of building a FABULOUS relationship with yourself!

I'm a FAN let's stay connected...

Your Own Biggest Fan ezine is mailed electronically to your every other Tuesday. It will be delivered directly to your email inbox and help you stay connected with your inner critic and aware of your internal chatter. Each one will include insights for you to think about, inspirational quotes and I'll be sharing a bit of my personal life with you. You'll hear about any new product, services or free calls I'll be hosting. I'll also share with you resources, upcoming guests of **Raving Fan Radio** and any live events I will be speaking at. Sign up at www.MelissaRisdon.com/Ezine to receive your first issue.

I'd like to discover more about yourself...

If you'd like to talk to Melissa directly then you can do that too! Apply for an opportunity of a one-on-one discovery session. You'll answer a few questions about yourself which will help you have a better idea of what's really going on. We'll schedule a time to connect and together help you decide what is the **best next step** for you!

www.TalkToMelissa.com

Melissa, HELP me change my chatter NOW...

YOU already know you are meant to work with Melissa. The hair might be standing up on your arms. A chill down the back of your legs. A gut knowing. What ever the “sign” may be, you already KNOW it’s a YES!! We’ll get on the phone and figure it out! You may be interested in a small group course OR ready to step up for direct one-on-one access. One-on-one access may be over the phone or skype OR a private, one-on-one VIP day with Melissa.

No matter what you choose we’ll be working through the **The Inner Foundation Formula™** and **The 5-Parts of Me Process™**. We’ll also work through the foundational question you consistently ask your self (consciously or unconsciously) and put the breaks on the downward spiral of self-doubt and self sabotage.

READY to take action NOW? Go to www.TalkToMelissa.com and answer some fabulous questions and we’ll get started immediately!!

You are also more then welcome to send me an email directly at:
Melissa@MelissaRisdon.com.

I’m a RAVING FAN how do I follow you...

Your Biggest Fan ezine at: www.MelissaRisdon.com/Ezine

Raving Fan Radio: www.RavingFanRadio.com

Facebook: www.MelissaRisdonFan.com OR
www.facebook.com/MelissaRisdonFan

Twitter: www.Twitter.com/MelissaRisdon

Tell me more about Melissa Risdon!

Melissa Risdon is the host of **Raving Fan Radio** and author of *Turn Your Inner Critic Into Your Raving Fan* and *Your Own Biggest Fan* ezine. Melissa is passionate about teaching you how turn your inner critic into your raving fan so you can start living your life on your own terms. Melissa teaches women how to change the way they think about themselves through *The Inner Foundation Formula™*.

In Spring of 2012 Melissa co-hosted her first tele-summit, Get Off Your BUTS! Virtual Booty Camp, Discover How To Get Off Your “BUT” and Get Things Done! www.OffYourBut.com

They understand what purpose their Inner Critic serves and now have the skills and confidence to make quantum leaps that would have felt impossible before. They overcome internal challenges and live life on their own terms.



Melissa Risdon spent over 17 years in Corporate America before leaving to pursue her passion, become her own boss and beginning teaching others the life skills she’s learned over the last 25 years. Melissa is now her own biggest raving fan. Melissa is a certified Master Neurostrategist and Master Hypnotherapist, speaker, seminar leader, intuitive healer and teacher. Melissa is also a certified Neuro-Linguistic Programming Coach, a Senior Leader with Robbins Research International and certified Deeksha blessing giver.

You can also hire Melissa to speak. To find out more please visit: www.MelissaRisdon.com/Hire-Melissa-To-Speak/