

Caya Connects—*Fear Edition*

HAPPY HALLOWEEEEEEEN!!! 🎃

What's insiiiiide (said in a spooky voice) 2 quotes // 1 lesson learned (in 150 words)
// Rebrand of the Week // 3 Favorite Things // POP (Progress Over Perfection)

"It's not fear that gets in the way of showing up—it's armor. It's the behaviors we use to self-protect. We can be afraid and brave at the same time."

—Brene Brown, Researcher, Speaker, Mom, Texan, Shame Expert

1 Lesson I'm Still Learning (in 150 words)

I'm scared to launch Caya on social media. More scared than I am to launch a podcast or even the actual product.

More scared than I am to pitch investors.

Why??

1. I've spent most of my life considering everyone else's opinion before my own (has never served me).
2. My fear of failure still creeps up when I let it (has never served me).
3. Imposter syndrome (only serves me until humility becomes stagnation).

These made-up fears are blocking me from progress, my new favorite addiction.

So, it's time to pull out my favorite tools from my Mindset Magic Hat...

1. Affirmations (stuck all over my house like happy cobwebs)
2. Everyday Quiet (aka meditation, but that word is hard for me)
3. Visualization (my best, most effective trick)

Lesson I'm Still Learning? Faith in yourself is fuel. Fear is wet, sticky tar. Prioritize and invest in whatever keeps your faith fueled, and your progress unstuck.

"Nobody who ever accomplished anything big or new or worth raising a celebratory fist in the air did it from their comfort zone. They risked ridicule and failure and sometimes even death."

—Jen Sincero, Queen of sass and author of the timeless, "You Are A Badass"

Rebrand of the Week

When I hear this refrain pop into my head,

"I'm afraid of what people will think if I do it..."

I'm recording this over it...

"I'm afraid of what I'll miss if I don't."

What fear is blocking your progress right now? What affirming language can you record over it? Share at hello@cayamoms.com.

3 Favorite Things 🥰❤️👉💎🌟

1. [This cozy cashmere](#). It's finally SWEATA WEATHA! I've tossed my <\$100 Quince zip-up on airplane seats for years, and it still looks and feels new.
 2. [This for the meats](#). I'm about to try Butcher Box because 1) pasture-raised, grass-fed 2) humanely-raised 3) eco-friendly shipping 4) I hate going to the grocery store and 5) the \$\$ makes sense. Stay tuned for feedback.
 3. [This tinted primer](#). I'm on my second bottle, so you know it's good. It's super light, leaves a nice shimmer, is SPF 50, and has none of the yucky stuff.
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POP! (Progress Over Perfection)

- Exciting check-in with the product team yesterday. A few screens are developed. In a couple of weeks, we should be able to download the demo and start playing around in TestFlight. Wahoo!!!
- I've interviewed 3 web designers to update the Caya website, our main objectives being 1) newsletter signups 2) podcast awareness and 3) brand advocacy. I'll have someone hired by EOD Friday, with a 11/15 deadline for the site.
- The framework for our social media and podcast content plans will be done by the end of the weekend. Fear shmear.

Today, I'm thankful for my kids. Even when they drive me nuts, they're good people. I'm thankful for my midwife, who took one look at me yesterday and said, "We're cutting this short. Take a nap." And I'm thankful for my little babe's heartbeat on that monitor. The sweetest sound.

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