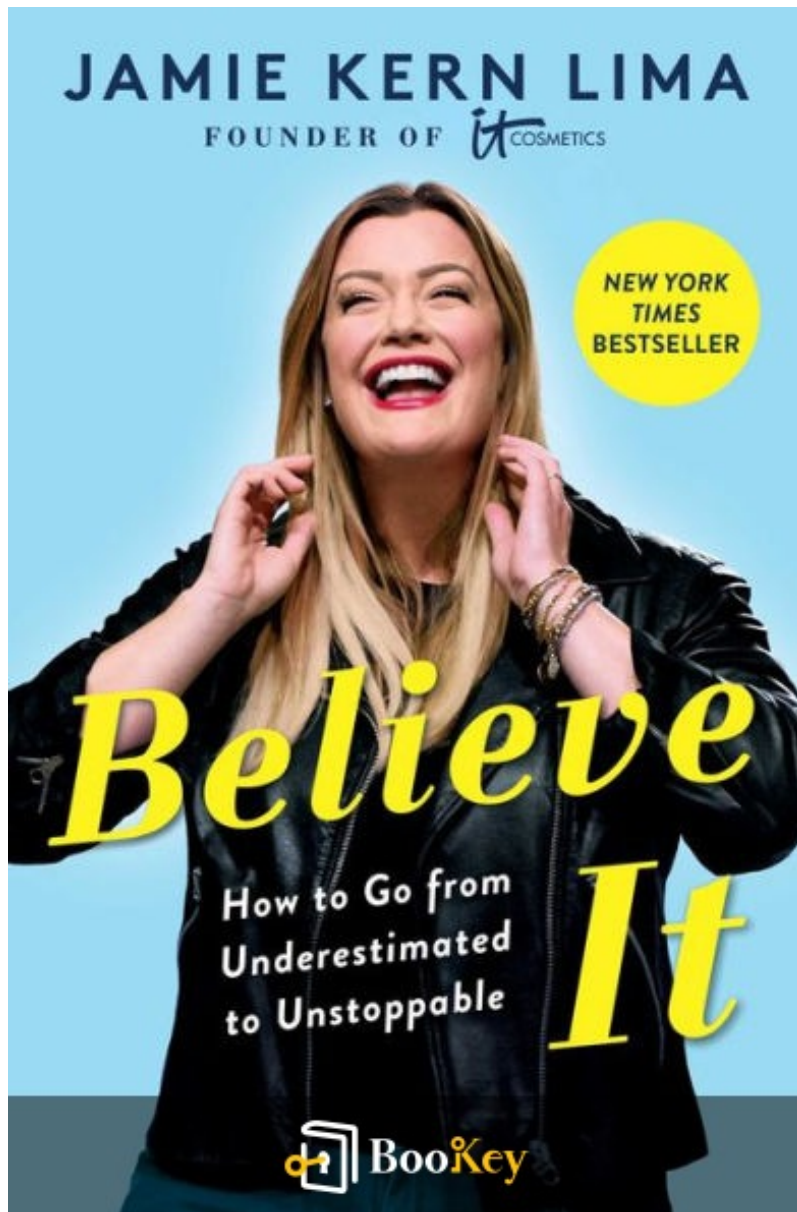


# Believe It PDF

Jamie Kern Lima



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# About the book

### Bestselling Inspiration for Women Everywhere

#1 on the Wall Street Journal • New York Times Bestseller • USA Today Bestseller

#### Introducing *\*Believe IT\** by Jamie Kern Lima

From the acclaimed author of *\*Worthy: How to Believe You Are Enough and Transform Your Life\**, this book is already making waves!

> “A game-changer. Authentic. A must-read for every woman! Jamie is the real deal—and that’s rare.”

> – Glennon Doyle, #1 New York Times bestselling author of *\*Untamed\**

> “Raw. Real. Powerful. This book will inspire you to believe in your own power. It’s a read every woman needs!”

> – Sara Blakely, Founder of Spanx

#### Are You Ready to Believe in Yourself?

Imagine breaking free from self-doubt and embracing who you were always meant to be.

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In *\*Believe IT\**, Jamie Kern Lima, the founder of IT Cosmetics, recounts her remarkable journey from a struggling waitress to a billionaire entrepreneur, and making history as the first female CEO of a brand in L'Oréal's 100+ year legacy. Despite facing intense self-doubt and societal standards of beauty—being told "No one is going to buy makeup from someone who has your body"—Jamie shares her true story of resilience, self-discovery, and the powerful life lessons that transformed her from underestimated to unstoppable.

### ### A Journey of Vulnerability and Empowerment

Through gripping and personal narratives, including her unexpected discovery of being adopted in her twenties, Jamie dives deep into her efforts to revolutionize the beauty industry. She champions self-acceptance for women of all generations, urging them to stand against unrealistic beauty standards.

*\*Believe IT\** promises to inspire you to take action—giving you the tools to embrace your true potential and eliminate self-doubt.

### ### What Will You Learn?

- Overcome self-doubt

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- Embrace courage to take risks
- Trust your intuition
- Release insecurities and past mistakes
- Silence your inner critic
- Handle rejection and negativity
- Elevate your confidence
- Pursue and sustain your dreams
- And so much more!

If you've ever felt underestimated, **\*Believe IT\*** will ignite a new confidence and belief in you and your aspirations!

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# **Believe It Summary**

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# Who should read this book **Believe It**

"Believe It" by Jamie Kern Lima is a must-read for aspiring entrepreneurs, especially those interested in the beauty and wellness industries. It's also perfect for anyone seeking inspiration and motivation to overcome personal challenges and self-doubt. Readers who are looking for practical advice on building a successful business while staying true to their authentic selves will find invaluable insights in Lima's journey from a struggling waitress to the CEO of a billion-dollar beauty brand. Furthermore, fans of autobiographies that promote resilience, perseverance, and self-belief will greatly appreciate this uplifting narrative.

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# Key insights of Believe It in table format

Chapter	Title	Summary
1	Introduction	Jamie Kern Lima introduces her journey from a waitress to a successful entrepreneur, emphasizing the importance of self-belief.
2	Facing Rejection	Jamie shares her experiences with rejection from the beauty industry and how it fueled her determination.
3	Overcoming Obstacles	The chapter focuses on the challenges she faced while building her beauty brand, It Cosmetics, and how perseverance played a crucial role.
4	The Power of Authenticity	Discusses the significance of being true to oneself and how authenticity resonated with customers.
5	Finding Your Purpose	Jamie discusses the importance of identifying one's passion and using it as motivation to succeed.
6	Building a Brand	Insights into the strategies used to launch and grow It Cosmetics, including understanding customer needs.
7	Embracing Vulnerability	The chapter highlights the emotional aspects of entrepreneurship and how vulnerability can lead to stronger connections.
8	The Role of Community	Jamie explains the importance of building a supportive community and how it helped her navigate challenges.

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<b>Chapter</b>	<b>Title</b>	<b>Summary</b>
9	Focusing on Positivity	The benefits of maintaining a positive mindset and its impact on productivity and creativity.
10	Conclusion	Jamie emphasizes the key takeaways of her journey, encouraging readers to believe in themselves and pursue their dreams.

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# **Believe It Summary Chapter List**

1. Chapter 1: Overcoming Self-Doubt and Embracing Your True Self
2. Chapter 2: The Unexpected Journey to Building a Brand
3. Chapter 3: Learning to Listen to Your Inner Voice
4. Chapter 4: The Struggles of Entrepreneurship and Perseverance
5. Chapter 5: Building a Supportive Community and the Power of Storytelling
6. Chapter 6: Embracing Vulnerability as a Path to Authentic Success

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# 1. Chapter 1: Overcoming Self-Doubt and Embracing Your True Self

In the first chapter of "Believe It," Jamie Kern Lima delves deep into the pervasive nature of self-doubt and how it can obstruct our path toward authenticity and success. She shares her personal experiences, revealing how her struggles with self-image and confidence stemmed from childhood insecurities, societal expectations, and the relentless pursuit of perfection.

Jamie emphasizes that self-doubt is a common obstacle for many, particularly women, who often feel pressured to conform to the ideal standards of beauty and professionalism. Despite achieving some success in her career as a television personality, she grappled with feelings of inadequacy that led her to question her worth and capabilities. Instead of allowing these doubts to anchor her, Jamie chose to confront them head-on.

Throughout this chapter, Lima illustrates the powerful moment when she decided to embrace her true self rather than hide behind a facade. She highlights the significance of vulnerability in this process, acknowledging that revealing one's authentic self can be daunting but ultimately liberating. By sharing her truth, she found empowerment and the ability to connect with others on a deeper level.

Jamie encourages readers to recognize their own self-doubt and understand

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that it's a natural part of the human experience. However, she insists that it does not define us. Instead, she advocates for an embrace of our true selves—flaws and all—as a critical step in achieving personal and professional growth. Her journey of self-acceptance serves as a beacon of hope for anyone battling their own insecurities.

The chapter is not just a narrative of overcoming fear; it is a call to action. Jamie inspires readers to acknowledge their strengths, celebrate their uniqueness, and step into their identities with courage. By doing so, they can transform their self-doubt into a driving force that propels them forward, allowing them to pursue their dreams and passions unapologetically.

Ultimately, this chapter sets the tone for the rest of the book, establishing the foundation upon which Jamie builds her story. The journey of overcoming self-doubt is portrayed as not only possible but also essential for anyone looking to lead a fulfilling life characterized by authenticity and true happiness.

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## 2. Chapter 2: The Unexpected Journey to Building a Brand

In Chapter 2 of "Believe It" by Jamie Kern Lima, the narrative unfolds the unexpected path she traversed toward creating her renowned cosmetics brand, IT Cosmetics. This chapter reveals that the journey was far from straightforward, characterized by serendipitous encounters and unanticipated challenges that shaped her entrepreneurial spirit.

Jamie sets the stage by depicting her initial aspirations. As a young girl, she harbored dreams of becoming an anchor on television, but those plans took a pivotal turn when she realized the industry had its own set of expectations regarding appearance and confidence. Despite grappling with her self-image and experiences of rejection, she continued to pursue her passion for beauty and cosmetics. It was a combination of her personal struggle with skin issues and her frustration with the lack of products that catered to diverse skin types that inspired her to create a brand that could truly meet the needs of all women, particularly those like her who felt marginalized in the beauty space.

The chapter intricately describes the numerous setbacks Jamie faced while trying to launch her brand. She recounts her experiences pitching IT Cosmetics to various retailers, only to be met with skepticism and rejection. Each "no" chipped away at her confidence but fueled her determination to prove the naysayers wrong. Jamie illustrates how these rejections became

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significant learning opportunities, prompting her to refine her vision of what beauty meant—and how it could be better represented in the industry.

Amidst the challenges, the unexpected moments of encouragement also shine through in her journey. A chance meeting with a sales representative resulted in an early breakthrough that would set the foundation for her brand's future success. This representative saw the potential in Jamie's vision and encouraged her to pitch her products to QVC, a move she hadn't considered before. This moment underscores the theme of how critical relationships and connections can alter one's path toward success.

As she navigated this uncharted territory, Jamie emphasizes the importance of resilience and adaptability. Her unexpected journey was dotted with moments of self-doubt, but they ultimately compelled her to learn more about her craft and her audience. She immersed herself in customer feedback, evolving her products based not just on her personal experiences but also on the stories and needs of her customers. This approach of listening and integrating her audience's voices into product development became a cornerstone of the IT Cosmetics philosophy.

Throughout the chapter, Jamie Kern Lima illustrates the reality of entrepreneurship: it is rarely a linear path. There are highs and lows, twists and turns, all of which are crucial in shaping a brand's identity. She

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highlights that embracing uncertainty can often lead to unexpected triumphs, reinforcing the belief that true innovation often arises from the willingness to venture off the conventional path.

The chapter concludes with a note on the power of authenticity and staying true to one's vision, no matter the obstacles. Jamie's determination to build a brand that represented real women, with real stories, became the heart of IT Cosmetics. This chapter not only showcases her unexpected journey but also leaves the reader with a profound message about embracing unpredictability while pursuing a deeper purpose in both business and life.

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### 3. Chapter 3: Learning to Listen to Your Inner Voice

In Chapter 3 of "Believe It" by Jamie Kern Lima, the focus shifts to the essential and transformative journey of learning to listen to one's inner voice. Lima emphasizes that understanding and accepting one's inner self is fundamental to personal and professional growth.

Lima reflects on her own experiences, illustrating how the noise of external opinions can often drown out the voice within. She shares poignant anecdotes about her early days in the beauty industry, where rejection from traditional beauty standards made her doubt her abilities and worth. This common struggle with self-perception is something many can relate to, as society constantly imposes unrealistic expectations.

Throughout the chapter, Lima advocates for the practice of mindfulness and self-reflection. She highlights the importance of quiet moments to connect with one's thoughts and feelings. Lima explains that by incorporating daily rituals, such as journaling or meditation, individuals can cultivate a stronger connection to their inner voice. These practices, she argues, can unveil deep truths and aspirations that are often buried under layers of doubt and skepticism.

Moreover, she addresses the need for discernment in filtering out external

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judgments that can cloud one's judgment. Lima recounts moments when she faced criticism not just from others but also from her inner critic. She illustrates the internal battle of trying to align her ambitions with her authentic self. This struggle is an integral part of her narrative, demonstrating that recognizing this inner dialogue is the first step toward empowerment.

Lima also highlights the moments of clarity where listening to her inner voice led her to significant breakthroughs, both personally and in her entrepreneurial journey. She contrasts these moments with instances when ignoring her instincts led to setbacks. Her insights offer a roadmap for readers to navigate the complexities of their inner landscape by fostering trust in themselves.

Ultimately, Chapter 3 is a call to action for readers to embrace their inner voice. Lima encourages all to boldly pursue their dreams while being true to themselves. She illustrates that learning to listen is not just a skill but a vital part of personal empowerment and success in any journey. By trusting in one's unique voice, individuals can overcome obstacles and align their actions with their true passions and desires.

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## 4. Chapter 4: The Struggles of Entrepreneurship and Perseverance

In her journey as an entrepreneur, Jamie Kern Lima faced numerous struggles that tested her resolve and commitment to her vision. The world of startups is rife with uncertainty, and Lima's experience epitomizes the rollercoaster ride that comes with launching a brand. From the outset, her quest to create the Perfectly Imperfect brand was laden with challenges that often left her questioning her capabilities and the viability of her dream.

One of the first hurdles Lima encountered was the overwhelming feeling of isolation. As a founder, she often found herself working around the clock, grappling with uncertainty about whether her ideas would resonate with consumers. This solitude further compounded her self-doubt, as she faced the constant fear of failure that many entrepreneurs know all too well. Lima vividly recalls moments where she had to dig deep to remind herself of her mission—to empower women to feel beautiful and confident in their skin.

Financial struggles were another critical aspect of her entrepreneurial journey. Securing funding was an uphill battle, and Lima had to face countless rejections from investors who didn't see the potential in her vision. This experience forced her to lean heavily on her perseverance and resourcefulness. Rather than allowing the setbacks to derail her, Lima used them as fuel, driving her to innovate and find alternative ways to fund her

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business.

As her brand began to take shape, Lima quickly learned that the path of entrepreneurship isn't just about ideation and execution; it's equally about resilience in the face of criticism. Lima faced skepticism not only from potential investors but also from industry peers who doubted her ability to succeed as a female entrepreneur in a male-dominated landscape. Each negative remark felt like a blow, yet Lima chose to view these challenges as opportunities to demonstrate her tenacity. She often reiterated to herself that every 'no' brought her one step closer to a 'yes.'

The emotional toll of entrepreneurship cannot be underestimated. Lima candidly shares instances of overwhelming anxiety and fear of failure that plagued her during the early stages of building her brand. The pressure to succeed weighed heavily on her, often leading to sleepless nights and moments of self-reflection. Yet, amidst this turmoil, Lima discovered the importance of creating a balanced mindset that allowed her to confront her fears rather than succumb to them. She learned invaluable lessons about self-care and the significance of taking breaks, which ultimately enabled her to return to her work with renewed energy and clarity.

Throughout this chapter, Lima emphasizes that perseverance is more than just the ability to withstand difficulties. It is about cultivating a mindset that

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embraces growth and learning. Each setback, be it financial, emotional, or strategic, became a stepping stone rather than a stumbling block. Lima's journey illustrates that entrepreneurship is not merely about chasing success; it is also about developing resilience in the face of adversity. By embracing her struggles, she found deeper insights into her brand's mission and her ability to connect with her customer base.

In conclusion, the struggles of entrepreneurship that Lima faced were not just obstacles; they were catalysts for personal growth and evolution. Her story serves as an inspiration for aspiring entrepreneurs, highlighting that while the path is fraught with challenges, perseverance combined with a steadfast belief in one's vision can make all the difference in overcoming the odds. Through her journey, Lima champions the idea that with grit and determination, it is indeed possible to turn struggles into triumphs.

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## 5. Chapter 5: Building a Supportive Community and the Power of Storytelling

In her exploration of building a supportive community, Jamie Kern Lima emphasizes the importance of surrounding oneself with individuals who uplift and encourage personal growth. She asserts that a robust community is not just about quantity, but quality; it's about forming genuine connections with those who share similar values and aspirations. Lima reflects on her own experiences, where she found immense strength in the women and allies around her, illustrating that collaboration and support can amplify individual efforts and foster an environment conducive to success.

Lima introduces the idea that storytelling is a powerful tool that can strengthen these connections. She shares her belief that each individual carries a unique narrative that not only defines their identity but also holds the power to inspire others. By openly sharing her story of struggles and triumphs, she encourages readers to embrace their own narratives with authenticity. The act of storytelling, she notes, builds empathy and understanding, creating a bridge between people from different backgrounds and experiences.

Throughout the chapter, Lima recounts pivotal moments where her vulnerability in sharing her personal journey led to deeper relationships within her community. She provides examples of women who shared their

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own challenges, revealing how these stories cultivated a sense of solidarity and resilience among them. Each story told became a thread in a collective tapestry of strength, showcasing how adversity can either isolate or connect individuals, depending on their willingness to share and listen.

Additionally, Lima highlights the role of mentorship in building supportive communities. She speaks to how mentors can provide guidance, support, and an external perspective that can catalyze growth and transformation. Lima's own mentors played critical roles in her journey, providing not only encouragement but also honest feedback that helped her hone her vision for her brand. By illustrating the impact of mentorship, she inspires readers to seek out relationships that nurture mutual growth and to be open to offering mentorship to others in their own communities.

In her concluding thoughts for the chapter, Lima reiterates that building a supportive community requires intentionality—actively seeking out connections, sharing stories, and fostering an environment where everyone feels valued and heard. She prompts her readers to think about their own networks: Who supports them? How can they be more supportive to others? By weaving together the fabric of shared experiences and mutual support, Lima asserts that individuals can find not only success in their endeavors but also fulfillment in their personal and professional lives. Ultimately, she advocates for the understanding that together, through storytelling and

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community building, we can create a legacy of empowerment that transcends individual achievements.

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## 6. Chapter 6: Embracing Vulnerability as a Path to Authentic Success

Chapter 6 of "Believe It" by Jamie Kern Lima dives deep into the powerful role that vulnerability plays in achieving authentic success. Kern Lima underscores the notion that vulnerability is often misconceived as weakness, when in reality, it is a strength that can propel individuals toward genuine achievements and connections.

Kern Lima shares her personal journey of embracing vulnerability, recounting her initial fears of being judged and rejected, especially as she built her beauty brand, IT Cosmetics. In a world that often prioritizes a polished exterior and an air of invulnerability, she emphasizes how her willingness to reveal her struggles and insecurities allowed her to connect with others on a profound level. This connection not only helped her build a loyal customer base, but it also cultivated a sense of community around her brand where authenticity reigned.

The chapter highlights that embracing vulnerability opens up opportunities for growth and innovation. By sharing her own experiences and challenges, Kern Lima illustrates how she was able to inspire her team, attract people who resonated with her vision, and ultimately transform her brand into a powerhouse in the cosmetics industry. She argues that being open about one's shortcomings invites collaboration and creativity, fostering an

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environment where others feel safe to contribute their ideas, regardless of how imperfect they may seem.

Moreover, Kern Lima discusses the correlation between vulnerability and resilience. By approaching her entrepreneurial challenges with honesty, she gained the strength to weather storms, learn from failures, and pivot when necessary. This resilience is born from accepting that vulnerability is part of the human experience; it does not define one's capabilities but instead enhances them by providing a foundation of authenticity.


Kern Lima also addresses the societal pressures that discourage transparency. In a culture obsessed with perfection and success, she urges readers to rebel against the norm and acknowledge that everyone has struggles, doubts, and insecurities. Embracing vulnerability not only enriches one's personal life but also strengthens professional endeavors, as it cultivates trust and relatability with others.

The chapter concludes with actionable takeaways for readers. Kern Lima encourages embracing vulnerability as a daily practice—sharing stories, expressing feelings, and asking for help when needed. By doing so, individuals position themselves authentically in their pursuits, enhancing their chances of achieving true success. The message is clear: success is not solely about accolades or financial gains; it is also about connection,

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authenticity, and being true to oneself along the journey.

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## 5 Key Quotes of Believe It

1. "When you believe in your dreams, you give yourself permission to pursue them, no matter the obstacles that lie ahead."
2. "Your worth is not determined by the opinions or expectations of others; it is inherent within you and waiting to be unleashed."
3. "Failure is not the opposite of success; it's part of the journey. Embrace it, learn from it, and keep moving forward."
4. "True resilience comes from acknowledging your vulnerabilities and still choosing to rise strong through adversity."
5. "Every setback is an opportunity for a comeback; don't let temporary circumstances define your long-term potential."

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