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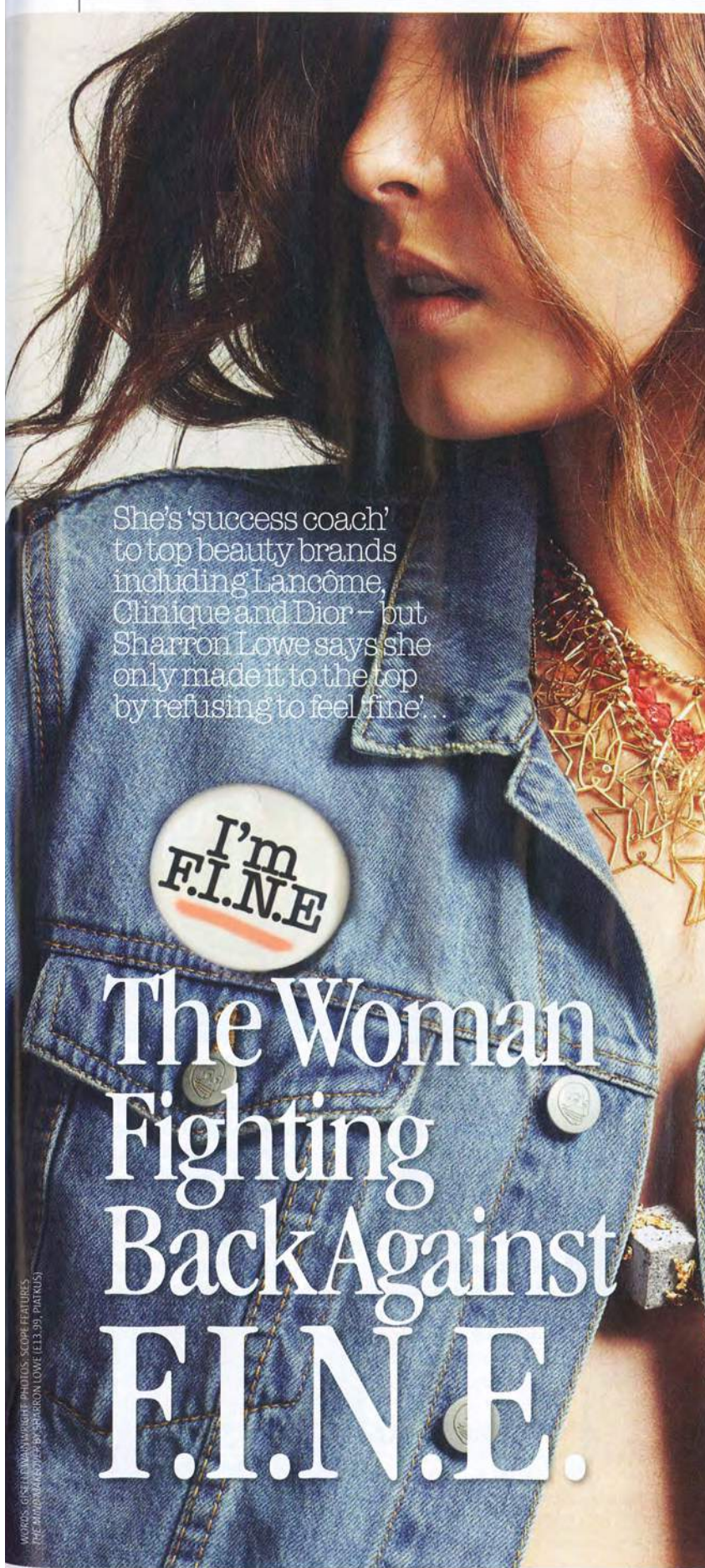
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She's 'success coach' to top beauty brands including Lancôme, Clinique and Dior – but Sharron Lowe says she only made it to the top by refusing to feel 'fine'.

The Woman Fighting Back Against F.I.N.E.

WORDS: GISELE LEVANSKY/PHOTO: SCOTT BEATON/PHOTOGRAPHY BY SHARRON LOWE (£13.99, PIATKUS)

In the last week, how many people have asked: 'How are you?' asks Sharron Lowe, the award-winning success coach to top beauty brands and author of groundbreaking new self-help book, *The Mind Makeover*. "And how often did you reply: 'Fine'?"



It's a good question – especially as Sharron explains that in order to succeed, you have to recognise that 'fine' is actually F.I.N.E: frustrated, insecure, negative and exhausted. "If you want to be in control, never settle for average," she tells us. "Even if you're having a bad day, you need to use positive memories to say: 'I feel amazing!'"

It sounds easier said than done, but Sharron reckons you can fight back against F.I.N.E. in four simple steps...

F IS FOR... FRUSTRATED

"Frustration comes when you don't feel in control, but the truth is you *always* are. Your life is in your hands. Write a list of life experiences, asking: 'What did I achieve? What did I learn?' Keep the answers to refer back to."

I IS FOR... INSECURE

"Most people don't look at what they've achieved; they focus on what's gone wrong. Start thinking about your successes rather than your failings, and you'll move away from those insecurities. If you catch yourself dwelling on something that upset you, say three good things about yourself out loud. You'll instantly feel more confident."

N IS FOR... NEGATIVE

"If you project positive or negative thoughts out loud, they'll return in the future and the emotions will come back, too. People say: 'That always happens to me, I always meet losers,' but there's no such thing as 'always'. You've just made the decision to think like that. Instead, write down the words you think describe your current emotional state and work out how many are negative. Cross those out and focus on the positive ones you have left."

E IS FOR... EXHAUSTED

"If you're feeling overworked, you need to treat your brain like a computer. File positive thoughts away, so you can draw on them again and again, and use them to lift your spirits. Edit challenging experiences, so you can think about them as learning processes. Delete bad memories and mute any negativity, especially from others."

Sharron's Top Tips To Succeeding Today – And Tomorrow

"It sounds simple but wake up and say: 'Today will be a good day.' A healthy dose of happy does wonders."

"Think about positive past experiences and use them to spur you on. Worried about speaking in a meeting? Think about how you won over the interviewer when you went for your current job – it really works!"

"Your ability to say 'I can' is way more powerful than your IQ or experience. Start telling yourself that you're more than capable of a job – then go for it."

