

RITTNEY CARMICHAEL

# Beauty begins within.

-BRITTNEY CARMICHAEL

### contents

01

ABOUT BRIT

02

4 SISTERHOOD
SECRETS

14

MANIFESTO

15

3 SIMPLE WAYS
TO ATTRACT
YOUR TRIBE

20

JOIN THE

# SHINETRIBE

## I'm Brit

I HELP
SPIRITED
WOMEN SHARE
THEIR
CREATIVE
GIFTS WITH
THE WORLD.



I'm Brit and I'm a trailblazin' lightworker on a mission to inspire + empower badass women to live a life they love + **SHINE** from the inside.

I'm like the truth-telling bestie you've always wanted. I embody a unique method of combining intuitive awareness + compassionate honesty with spiritual truths + techniques to help you break free of fear + discover your deepest desires.

It's time to live your BEST LIFE! Stop waiting - it's yours to create!

# It feels so down good to just let it all out.

Have you ever sat in a hairstylist's chair and totally spilled your guts? You're not even sure why in the world you just shared your most sacred secrets, but it feels so damn good to just let it all out.

Well, I'm the lucky one behind the chair that's been your listening ear for over a decade. In that time, I've met thousands of women and heard one-too-many T.M.I. (too much info) stories!! After listening to the stories that range from ordinary to extraordinary, I've found these four things to be true:

+ALWAYS TREAT 'EM LIKE YOUR BESTIE

+HAVING A SPACE TO SHARE YOUR AUTHENTIC TRUTH IS VITAL

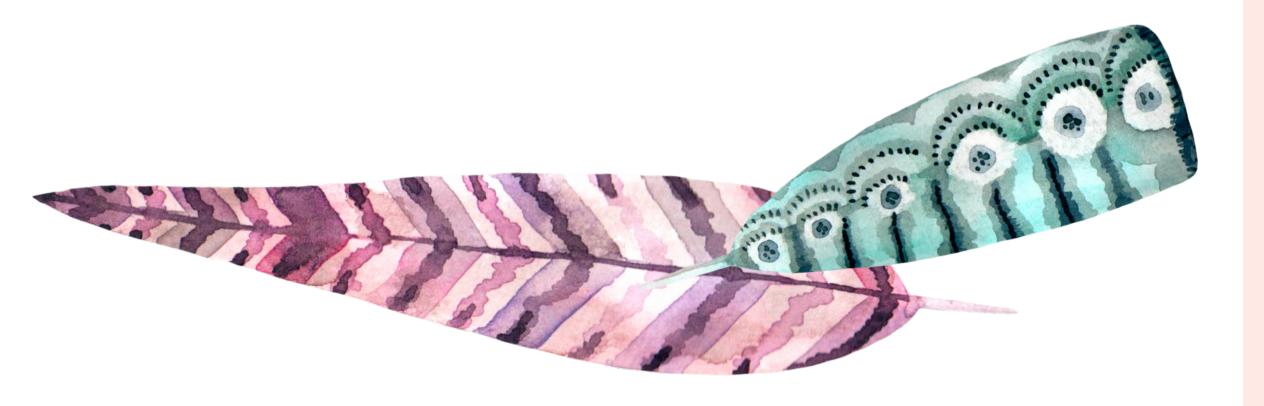
+MAGIC HAPPENS WHEN YOU MERGE YOUR

CREATIVE VISIONS TOGETHER

+SISTERHOOD IS KEY TO MANIFESTING MIRACLES

I've spent a decade dedicated to helping women feel and look beautiful. The feeling of a fresh haircut somehow comes with a side of confidence that says, "LOOK OUT! I'm ready to take on the world!" I've seen it happen countless times.

A woman rushes in from her busy life, sits down in my chair with her hair in a mess, and I can already tell she hasn't done a thing for her self-care in far too long.





That's where "Treat 'em like your bestie" comes in. I noticed if you hold others accountable to their bullshit, they seem to either totally love you or can't stand you for it, but like you anyway for calling them on their BS.

I wasn't a big fan of listening to others drama or gossip, so I began to use the limited time we had together while in the chair to **LISTEN** and find creative ways to reframe negative beliefs into something more positive.

I've always had this fire inside that thinks ANYTHING is possible and there is ALWAYS a better way.

I like to joke and call myself a "hairapest" because we're the one person you tell-all to. I began treating others as if they were my bestie and help them to figure out what's going on in their life and how to create subtle shifts that led to personal transformation.

I believe that our relationships are our reflections, so when I began to have women open up and share their hurts, fears, dreams, desires, and passions it caused me to take a long hard look at myself as well.

I asked myself the same questions I would casually ask my clients when they sat in my chair. (They just thought they were just coming in for highlights, but I have an underlying intention of uncovering their gem within.)

I would ask things like "What are you most passionate about?", "What fears are stopping you from living your best life?", "What's your purpose?", and "What would it take to love yourself completely?"

I realized that I didn't particularly like my own answers to those questions. Thus began my journey of self-reflection.

After working behind the chair this long – I firmly believe **confidence is a choice** and **beauty begins within**. To me, beauty is the ability to be your authentic self. The highlights help, but **REAL** beauty **shines from the heart**.

I was standing there 75lbs overweight, exhausted from trying to give too much to everyone else, stressed from running my own business, and trying to manage my marriage at home.

When I finally looked up from behind the chair and looked in the mirror, I realized what I saw was NOT my BEST self. I knew I had more within me that was desperately trying to find a way out, and by asking those questions, I believe I made the first chip into the armor of self-hate I had surround myself with.



# My relationship with others reflected thoughts and feelings I had about myself.

Despite being in the beauty industry and knowing how to paint on my mask with war paint and lipstick, I still didn't believe I was beautiful. It didn't matter how many times my mom, husband, or anyone else told me that I was beautiful – I still couldn't see it. It wasn't until I started to question the beliefs I had about myself that I began to uncover the truth.

The belief that I was ugly. The belief that I was fat. The belief that I wasn't pretty enough or smart enough or creative enough. Where did all these thoughts come from and why was I playing them on repeat over and over in my head?

I became obsessed with journaling + meditation as tools to help me reflect on what I had learned from each soul that sat in my chair. As I wrote about what I learned and appreciated about my relationship with each person, I began to notice that things I liked or disliked (I'm still human right?!) about others was a direct reflection of what was going on with me internally.

My relationship with others reflected thoughts and feelings I had about myself. I noticed the less I judged others, the less I judged myself. The less criticized others, the less others criticized me and the less I criticized myself. Self-discover isn't an easy process. It's like a flower unfold one petal at a time. Each person you meet ac a guide to show you how to transform the nepetal so it can open up and blossom.



I noticed when talking with women that our internal "crazy committee" runs on autopilot with old programs that reinforce the ideas of self-doubt, fear of being unlovable, and down right dirty thoughts about ourselves and others.

## THE ONLY WAY TO QUIET DOWN THE CRAZY 15 TO MAKE FRIENDS WITH YOUR FEAR.

Notice what comes up for you internally and challenge yourself to reinvent your story one thought at a time. Give yourself permission to NOT beat yourself up every time you notice your negative Nancy rearing her head. Just by noticing the thought and choosing to change it is enough. With every choice you make to love yourself, your confidence and personal power begin to grow.

## Grow through the pain.

When I finally became aware of the **crazy girl thoughts** going on in my mind, I started replacing the negative thoughts with something positive about myself. "I'm fat" turned into "I'm beautiful!"

Slowly, but surely those thoughts became my reality. It takes constant dedication to be willing to witness your crazy thoughts and challenge their validity. It can be an ugly process of uncovering your truth so having accountability to share your struggles with someone who supports you is vital to your growth.

10 years ago I hid behind the fear of being unlovable. I surrounded myself with a wall of weight. 200lbs to be exact. I buried my heart in hopes it wouldn't feel pain and in doing so I blocked out opportunities for what really matters in life...love and connection.

If I could go back and give myself one piece of advice it would be grow through the pain.

Instead of burying it deep and pretending it's not there or believing it will just go away if I ignore it is not going to cut it anymore. We must face our fears head on and accept what life has given us with gratitude for the growth it encourages.

No matter what you're faced with, there is always a blessing in disguise. If we could move forward with the mindset that all things are happening for our highest good and allows us the opportunity to grow, we would stop shaking in fear that we aren't capable enough to handle what life has in store for us.

Today my life is fueled by passion for being present in the moment and gratitude for what life brings me. My belief system 10 years ago was shaping my reality into a space for growth and transformation. It taught me the importance of taking responsibility of my life and how to create it one loving thought at a time. I learned we are equipped with unlimited divine power to create miracles and transform our world inside out.

Sisterhood is my safe-place when it comes to being able to openly express my Truth and share my struggles and strategies for success with others who support me.

Only when you express your Truth can you begin to notice what is no longer in alignment with your life purpose. Finding a tribe where you can share how you feel freely creates a space for clarity.

When you have **clarity** on what needs to change, you **intuitively** know what the **next step** is in order to **create that change**.

I knew I wasn't the only one out there feeling an intuitive calling to return to love and create more connection in our life, so I expanded my sisterhood tribe to the online world. My tribe consists of women who are on a mission to reinvent themselves from the inside out and SHINE like the STAR they are meant to be!



# Having a space to share your authentic truth is vital to breaking the pattern of people-pleasing.

Today, My tribe consists of hundreds of women from all walks of life. From expert entrepreneurs to working single moms. If one thing is for sure - it's so important to have a space to be able to share your authentic Truth. As women, we're somehow hard wired to people-please. We put on the polite mask and say "yes" to things we authentically DON'T want to do and it's time we put a STOP to that unfulfilling game.

## HAVING A SPACE TO SHARE YOUR AUTHENTIC TRUTH IS VITAL TO BREAKING THE PATTERN OF PEOPLE-PLEASING.

When you finally allow yourself the freedom to share what's really going on, you gain a certain clarity from being able to bounce off another's perspective. In that space of honest truth, you can then make the changes necessary to breaking bad habits and creating ones that are in alignment with your Truth.

My tribe began cultivating in that tiny salon suite where I spent most of my days. Connecting with others on the path of returning back to our roots, connecting with our creativity and intuition, and expressing love to all (but most importantly, ourselves).

Once I realized I wasn't the only woman out there feeling an inner call to RISE and SHINE, I took my tribe of like-minded soul sisters and created an online sisterhood called #SHINETRIBE that now includes women from all around the world.

Find your tribe.

Love them hard.

-DANIELLE LAPORTE



**#SHINETRIBE** is a place where women can creatively collaborate with the support of other like-minded souls on a mission of self-discovery. A place dedicated to helping women own their Divine feminine power and use it to manifest the life of your dreams. It is a space where you can share your inner-most dreams and even your roadblocks and setbacks so you can connect with others for support, inspiration, and motivation to keep moving along your journey.

**#SHINETRIBE** is a space where **MAGIC** happens. When you focus the creative force of **feminine** energy and imagination with others you are stirring up the cosmos and putting in a direct order for your dreams. When you merge your **creative visions** with others who support your dreams magic happens. They say two heads are better that one...try hundreds or thousands of likeminds imagining, supporting, and believing in your vision. Sharing your dreams with others who support you magnifies your manifesting powers.

## Imagination is the key to creativity

We are creative beings by nature. Think about it. Women were given the power to create life. Whether you've given birth or not, the Divine creative force is within you and wants to be unleashed. Your imagination is the key to creativity. The more you can envision in your imagination what you want to create, the more powerful your request is. It's important to stay out of your own way when cocreating with the Universe. Always keep your thoughts and visions positive and focused only on the outcome you WANT and not what you don't want. Worry is like asking for what you don't want, so keep your thoughts positive and believe ANYTHING is possible.

### CONNECTION IS A POWERFUL HUMAN DRIVE THAT WE ALL CRAVE.

Sisterhood is a source of support, connection, and creativity. It is key to creating a life you love and ultimately healing the world. Sisterhood allows us the support to grow and transform at exponential rates because when we are willing to share our story of struggle and how we overcame our setbacks, it allows others a shortcut path to personal transformation. When you share your story, you are inspiring others and you don't even know it. Life has given you countless opportunities for growth and if you're reading this right now, then you've made it! You've learned some hard life lessons along the bruised and bumpy road of life. Your story matters.

There is a powerful revolution of feminine energy that is rising strong to support sisterhood now more than ever.

This is our time to stop the drama, stop the hate, drop the anger, judge less, and leave the past behind to reinvent yourself in the way that feels most true for you.

# The world will be sowed by the Western woman.

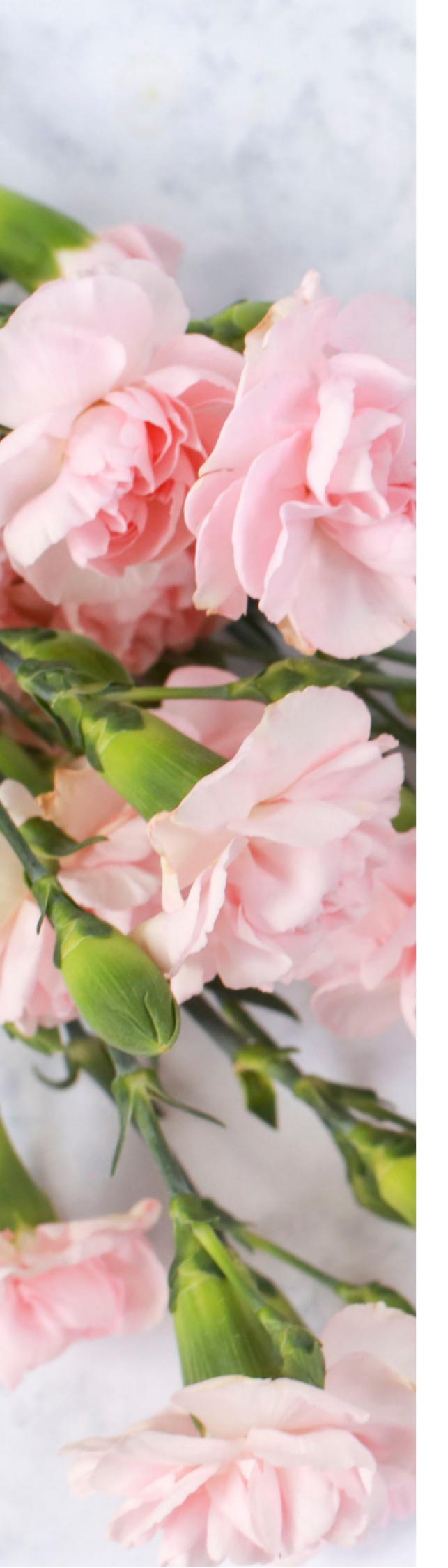
The Dalai Lama says "The world will be saved by the Western woman."

Well, I don't really mind where you're from as long as you let love lead the way, express your creativity with total abandon, compassionately connect with yourself and others on a soul level, and support another's growth with grace and kindness – then and only then will the world know peace.

RETURN TO YOUR ROOTS. LET LOVE BACK INTO YOUR LIFE. ALLOW YOURSELF THE PLEASURE OF CREATING BEAUTIFUL THINGS. BE OPEN TO RECEIVE. CONNECT WITH YOUR BODY ON A DEEPER LEVEL. SUPPORT INSTEAD OF SABOTAGE. PERSISTENCE INSTEAD OF PERFECTION. FRIENDSHIP INSTEAD OF FAKENESS. EMPOWER INSTEAD OF BELITTLE. BELIEVE IN THE POWER OF KINDNESS. LISTEN TO YOUR HEART. TRUST YOURSELF. GIVE LOVE FREELY, FIRST TO YOURSELF AND THEN TO

OTHERS.





# 1

#### BE YOURSELF

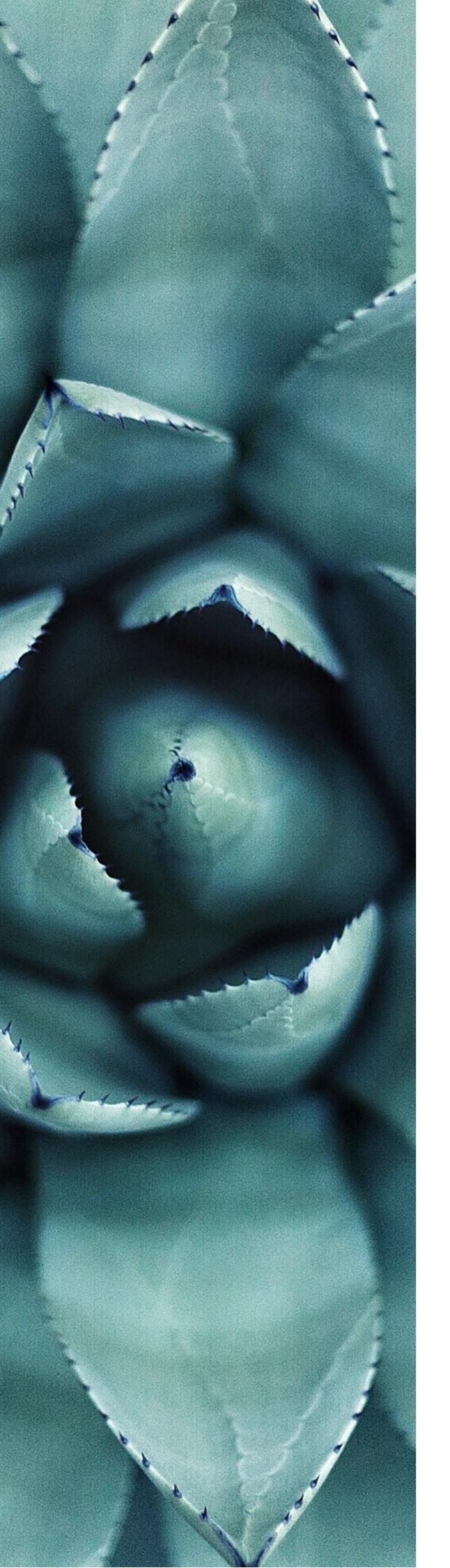
When you show the world the real you, your vibe attracts your tribe. When you put yourself out there and share authentic thoughts, ideas, and concepts that you're passionate about, your tribe just seems to magically find you. I'd like to think the Universe plays a special part in connecting us with the right people at the right time when we just show up in the world as our most authentic and unique self.



# 2

#### GET SOCIAL

One of the tools that has been most helpful for connecting with my tribe has been social media, Instagram in particular. With the use of hashtags (#) it's possible for you to pinpoint people with similar passions and interests. You can search for literally anything on there. You can also search by location. Let's say if you live in Dallas, you can search local profiles to find your like-minded tribe. Not only have I found my tribe via social media, I've also been booked for speaking events, picked up 1:1 coaching/hair clients, been asked to try new products for free, and have been connected with some amazing people through networking online.



# 3

### CONSISTENTLY

I know life can be filled with endless to-do's, people to see, and places to go, but connecting consistently with others who support your soul growth is essential for grounding yourself back into the here and now. One of my favorite places to connect with my soul sisters is in my private Facebook group #SHINETRIBE. Facebook groups are a great way to stay connected with your sisters on a daily basis. Being able to post positive inspiration, motivation, and success strategies helps us to share what we know and grow together. You can also try scheduling a Google Hangout with your tribe every week/month/quarter to check in and hold each other accountable for staying on track.



Brittney Carmichael is the founder of Shine School, an online course to help women return to radical self-love and SHINE from the inside, an entrepreneur, motivational speaker, psychic medium, beauty guru, master hairstylist with over a decade experience, and self-love & biz mentor. She is known for her spiritual straight-talking style and her ability to make women beautiful – inside & out. Brit teaches women how to SHINE from the inside by breaking free of negative beliefs, letting go of limiting labels, and tapping into creative power so that they can start living the life of their dreams.

Named a 'Beauty Guru' by Behind The Chair, she is known for her powerful inside-out transformations happening in her luxury hair salon, OMGhairstyles. She is also known for her inspiring impact on the community, intuitive insight, her online sisterhood community #SHINETRIBE, soulful blog, and motivational keynote talks. Brit has been frequently featured on Good Morning Texas, Modern Salon, and Behind The Chair. Her mission is to inspire women to create a soul-filled life that's full of purpose + passion + peacefulness.

After overcoming years of a lack of self-love, Brit has become a firm believer that wellness and self-care must be the foundation for conscious living and leadership. Experiencing breakthroughs in her personal life and business, she is passionate about supporting women exploring their own unique gifts and helping them share their message with the world. She is happily married to her soulmate, Chris, who has been a major supporter of her success. She is passionate about exploring the world, learning new things, and spending her free time in nature with the hubby.



## Join the #shinetribe

### REMEMBER: YOU ARE A MAKE-UP OF THE 5 CLOSEST PEOPLE YOU KEEP.

Surround yourself with sisters who love + support you for just being YOU!

There is no need to please anyone else anymore.

If you're lost on the journey to self-love and looking for a space to call home, join the #SHINETRIBE where you will be welcomed with open arms and open hearts.

Join The #SHINETRIBE >> www.brittneycarmichael.com/join

