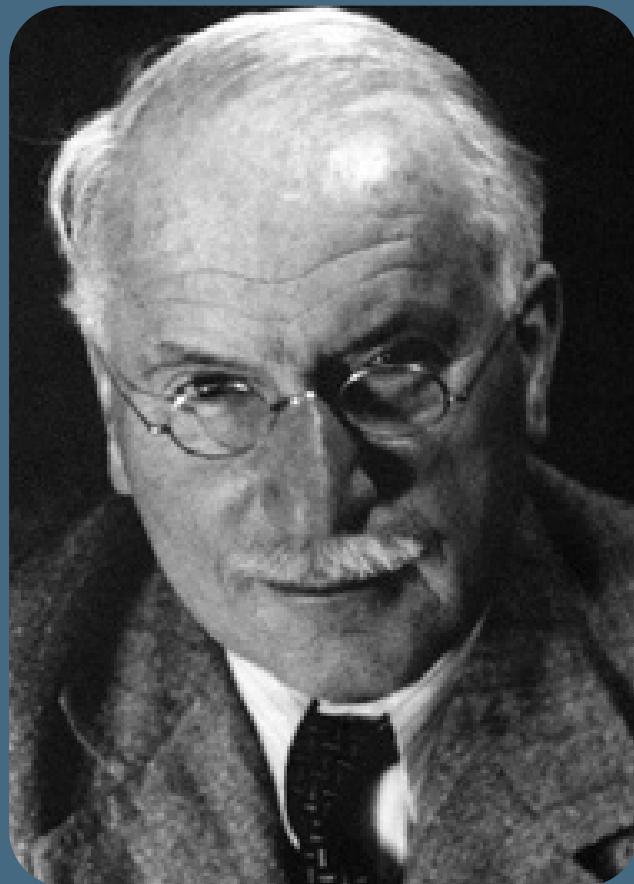


“Until you make the unconscious conscious, it will direct your life and you will call it fate.” C G Jung



20 common damaging beliefs and how they show up



Sue Woodriffe



2026

20 Common Beliefs and How They Show Up

1. I am not safe, or the world is a dangerous place

The world feels unpredictable, chaotic, or threatening.

2. I am not loved, or I am not lovable

Love feels conditional, inconsistent, or absent.

3. I am not enough, or I am not good enough

A deep sense of inadequacy or “something is wrong with me.”

4. I am too much, or I am too sensitive

My needs, emotions, or personality overwhelm others.

5. I am not important, or I don't matter

I don't matter; others' needs always come first.



20 Common Beliefs and How They Show Up

6. I don't belong, or everyone leaves me
I am different, separate, or excluded.

7. I am unworthy, or I don't deserve...
I don't deserve love, success, or happiness.

8. I am a burden, or I am a nuisance
My existence or needs make life harder for others.

9. I have to earn love, or I have to change to be loved
Love must be worked for through pleasing, achieving, or behaving.

10. I can't trust people, or people do not understand me
Others are unreliable, unsafe, or will hurt me.



20 Common Beliefs and How They Show Up

11. I can't trust myself, or I make bad decisions
My feelings, instincts, or decisions are wrong.

12. I have no control, or I have no choice
Things just happen to me; I am powerless.

13. I must be perfect, or everything I do must be perfect
Mistakes lead to rejection, criticism, or withdrawal of love.

14. I must please others to be accepted, or I must make sure everyone else is OK
My needs are secondary to keeping others happy.

15. My feelings don't matter, or no one hears me
Emotions are ignored, dismissed, or punished.



20 Common Beliefs and How They Show Up

16. I have to stay small, or something bad will happen
Being visible, confident, or expressive is unsafe.

17. If I show who I am, I'll be rejected, or I am a bad person
Authenticity risks abandonment or criticism.

18. Conflict is dangerous, or I can't stand up for myself
Disagreement leads to loss, anger, or emotional withdrawal.

19. I am alone, or no one cares
I cannot rely on others for support or understanding.

20. Something bad will happen, or I'm waiting for the other shoe to drop
A constant underlying expectation of threat or loss.



20 Common Beliefs and How They Show Up

For any of these beliefs that are familiar to you, make a note and then ask yourself the question: “How true is it?” and score it 0% to 100%

Sometimes this is enough.

If not, divide a piece of paper into 2 columns and put the belief you are dealing with as a heading. In the left column, write out the evidence that supports the belief and in the right column, all the evidence that disproves it. Keep at this.

Then either scribble out the left column or tear it off and destroy it.





I work mostly with professional women 50+ who have been fine on the outside but are finding that on the inside, it's a different story.

Many have past shocks, traumas, that are having more of an impact, or they are becoming more aware of the effect these things have had on their lives.

I also help anyone with shock and trauma, anything from being bullied at school, medical diagnosis, religious trauma, the list is endless...

In short, I help unhappy people feel happier.



Sue Woodriffe



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