



**SELF  
ESTEEM**

OUR HUMAN SUPERPOWER

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## FOREWORD

### INTRODUCTION

*How exciting it is for me to be asked to write this foreword. I have worked with Nikki, both as her mentor and as her colleague and friend for several years. When we first met, Nikki had many challenges to confront and manage. We had numerous coaching sessions, and over time, she realised that her lack of self-esteem was indeed the cause of her derailment from her true path. Knowing and accepting this reality gave Nikki the determination and courage to address and overcome her past negative thinking. She achieved this with the powerful and accessible principles of self-esteem.*

*Nikki is not your everyday woman. She continues to be in the process of discovering her own innate self and power to make a significant difference in the lives of all who cross her path. Observing her now, as she provides insight and inspiration for so many, serves as an illustration of her determined passion to pay it forward. Nikki, you are truly a valuable and worthwhile soldier of self-esteem! I'm sure this e-book will give you a taste of the powerful impact that building self-esteem can have on one's life. I hope it will tempt you to explore and develop your own positive approach and belief that you, too, deserve your best life.*

Celia Coburn  
Self-Esteem Coach



## HOW I FOUND MY SUPERPOWER

It took me about 20 years of my adult life to claim my Self-Esteem Superpower. There were many hard knocks along the way, poor choices, self-destruction, heroin addiction, and even a prison sentence that finally prompted me to look deep within. For so long, I felt like I was clinging to life the same way you would to the back of a fast-moving car—knuckles white, clenched in fear, gripping tightly and struggling to hold on. All the while being painfully scraped along the tarmac as the world flashed by around me. Until it dawned on me to just let go. The relief was enormous. *The liberation was profound.* Yes, it was a bit sore and mostly uncomfortable initially, but the pain of dragging myself through life was far worse.

And so my journey began. I started to rewire the way I thought about myself and rephrase the way I spoke to myself, which transformed how I felt about myself. I kept practising this until making the right choices not only became easier but also came naturally.

Strangely enough, as more and more of my strengths and positive characteristics became more visible to me, everyone else began to notice them too. And that's when the magic started to happen! The Universe somehow began to work with, and not against me, anymore. And despite my human flaws, of which there are still many, I actually started to like myself.

*Today, I am living the life I have always desired.* I have a profound and loving relationship with myself and with my two wonderful children, and deeply meaningful friendships. I feel excited about life!

Every day offers a chance for exploration and growth. Most importantly, I fulfil my life's purpose through my private practice, focusing on guiding others to discover their self-esteem superpower globally.

Everyone has a story, and everyone's story is unique. Finding your authentic Self-Esteem Superpower and understanding your own value and worth in the world is possible; all you need is the commitment and courage to explore your full potential. It's the greatest gift you can give yourself, and believe me when I say: **YOU DESERVE IT!**



# WHO AM I?

## CHAPTER 1

It's a big question. The answer to which is completely multifaceted. But before we dive into the varying influencing factors that make you YOU, let me just highlight right up front that you are totally unique. There is no one else on the planet like you, nor will there ever be. That alone is reason enough to find out who it is you really are. Because it's in understanding who you truly are that you will always be steered in the right direction and ultimately brought joy.

So how you see and think about yourself is influenced by the roles you were born into. Choiceless? Maybe, but changeable with awareness and healing? Certainly! In fact, who you are today goes as far back as the cellular memory you carry in your DNA from your mother's womb. Did she have an easy pregnancy? Was your entry into this world a difficult one? It even goes so far as the emotional state she was in while you were in vitro. These influences can also be isolated by asking yourself what role you took on as a child in your family dynamic. Were you the 'trouble-maker,' 'the rebel,' 'the peacemaker,' always 'the good girl,' 'the over-achiever,' 'the black sheep'? Were you the eldest? The youngest? An only child? How was the relationship between your parents, their financial well-being, and the overall happiness of your home? Were you born into a particular religion or culture?

Some of your long-held beliefs about yourself are also based upon years of collecting other people's opinions of you. All of these things influence your idea of who you are, but regardless of these factors, the real answers lie in uncovering your essence, your authentic self.

And just like a Russian doll, each intricately detailed, brightly colored outer layer, once opened and uncovered, reveals a more closely contained, more securely protected, often unknown, precious self.

Your everyday interactions with your partner, your family, friends, teachers, and colleagues also say a lot about you. But what directs these daily engagements? Quite simply, your thoughts do. Which then poses the most important question: What are the thoughts you create and carry about yourself?

Are they generated from past judgments you experienced that have impacted your view of yourself?

Are they weighted in making comparisons with others?

More often than not, the answer to these questions is “Yes.”

The real challenge lies in overcoming the negative thought patterns that churn in your head, like old socks in a tumble dryer.

How do you break the same old cycles that no longer serve you? The simplest and most effective way to start is by choosing the right words to describe yourself to yourself. *The words you choose are powerful enough to create your reality.*

So, why not begin by generating a handful of words that affirm who you are? **Be kind to yourself.**

The words you choose create your thoughts, so start by manifesting a version of yourself you love.

## CHAPTER SUMMARY

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1. You are totally unique – that is reason enough to find out who it is you really are!
2. The roles you were born into influence who you are and how you think about yourself.
3. You can overcome long-held beliefs and negative thought patterns that no longer serve you.
4. Choose positive words to describe yourself, for in them lies the seeds for change.



# THE RIPPLE EFFECT

## CHAPTER 2

When the high court judge announced that I was to serve an 8-year sentence for fraud, I still tried to convince her otherwise. After three gruelling years in and out of court, with a team of the best lawyers backing me, I was exhausted. My case had now become the law's example of how 'someone from a privileged background' would NOT get away with it. So, this young, white, Jewish mother-of-two had no choice but to serve time. I remember pleading with the judge, using my children as a reason to reconsider. "At this stage," she said, "they will be better off without you." Her words hit me like a lethal bolt of lightning. But she made a good point. This was it, the moment in which so many poor decisions had finally culminated in the reality I had to face.

We have all experienced low points in life, rock bottoms, even bad days. How you feel about yourself can change, and does change – on any given day, at any given moment. And that's okay - we are human, after all. But how can anyone see your true potential if you can't see it yourself? The truth is, when you love yourself enough, you begin to gravitate towards the stuff that serves you and makes you feel good. Eventually, things like toxic relationships, bad habits, unnecessary drama, and unhealthy food will no longer have room to exist in your life.

Start paying attention to how others make you feel, and then choose who to spend time with. "Make yourself a priority once in a while - it's not selfish, it's necessary." Do the things that bring you joy - it can be as small as a peaceful walk around the block or as grand as booking that trip you've always dreamed of. Quiet your inner critic by reaffirming your positive qualities. Acknowledge the things you're good at – everyone has something. Accept a compliment when it's given to you – often, others see things in you that you didn't even notice. Offer help to others where you can; the reward is double-sided. And don't forget to celebrate the small wins.

Simply put, *self-respect tracks your choices, and every choice you make matters*. The more you listen to your authentic voice, the more in tune you become with it. Soon enough, the right choices become the obvious ones.

You'll notice the ripple effect through every area of your life. All the decisions you make ultimately lead you on the path to finding your purpose. Society and the media, but more specifically, social media, play a big role in us making very unhealthy and (quite honestly) often unrealistic comparisons.

Self-made millionaires stream across our LinkedIn profiles, while *Moms-of-the-Year* on Facebook post happy family pics of their beach holiday. Instagram videos of perfectly toned bodies echo our frustration with ourselves for still not having started the fitness routine we've been promising ourselves. All of which begs us to ask ourselves, "Why aren't we like them?" And by the mere act of scrolling through our phones, fuel is added to our already raging fires of self-doubt.

*Here are a few things to consider:*

"Feeling beautiful has nothing to do with what you look like."

"People with healthy self-esteem don't feel the need to create pretend identities."

"When you compare yourself with others, you're comparing yourself to a fantasy that will only lead to excessive striving or disappointment, or both."

"Happiness does not depend on what you have or who you are; it solely relies on what you think."

"It's okay to make mistakes, to have bad days, to be less than perfect. Just keep on doing what's best for you by being nothing more or less than you."

## CHAPTER SUMMARY

1. Self-respect tracks your choices and ultimately leads you to finding your purpose.
2. Make yourself a priority and pay attention to who and what makes you happy.
3. The more you listen to your authentic voice, the more in-tune you become with it.
4. Making unrealistic comparisons only fuels self-doubt.



# YOU ARE POWERFUL

## CHAPTER 3

“Our deepest fear is not that we are inadequate; it is that we are powerful beyond measure.”

When I was unexpectedly made redundant from my very stable, somewhat mediocre position as an Addictions Counsellor at a well-established Rehabilitation Centre, the sudden shift not only scared me to death but also presented me with my greatest opportunity.

Having my own private practice was one of my goals, something I had always dreamed of. So now the universe gives me exactly what I want, and I'm petrified!

With a family to support, I was anxious about the financial instability, scared to take the risk, and blinded by the unknown. But I also knew I loved the work, I was good at it, and by taking a leap of faith, I could help more people and hopefully grow professionally. So I did.

It's interesting to experience liberation from your own fear because as soon as you do, your presence automatically liberates others. Pretty soon, you find yourself surrounded by like-minded, authentic people on a similar quest to yours. Don't get me wrong; successful people have fears, doubts, and worries; they just don't let these feelings get in their way.

Transformation is not instant; it's continuous—in every moment, you have the power to choose. It truthfully comes down to consistent self-work.

Once you peel back the layers of programming that keep you feeling small, examine any outdated beliefs, and are willing to write a new script, you free yourself to grow into the most authentic, most powerful version of yourself. As you take on a more composed and compassionate view of yourself, instead of one that is weighted in criticism and guilt, it's easy to manifest what you want and deserve.

So start setting your goals—small and big—and when working towards them, be patient and keep in mind that perfection is non-existent and will only paralyze you. Just go for ‘good enough’; it’s enough! Then watch as life becomes simpler, lighter, and easier. You won’t beat yourself up over silly mistakes, and you’ll be a lot less likely to procrastinate or succumb to self-doubt or self-sabotage.

Don’t forget that in order to feel empowered you must live fearlessly. So take the risk, feel the fear, embrace the change, and go for it.

***After all, we only get one shot at this life—this is yours!***

## CHAPTER SUMMARY

1. Liberation from your own fear has the power to put you on the right path.
2. Transformation is not instant; it’s continuous.
3. A compassionate view of yourself allows you to manifest what you want and deserve.
4. Set your goals and go for it!



# MASTER OF YOUR DESTINY

## CHAPTER 4

Receiving love is as important to our human survival as oxygen is. We need it to create a fulfilling life that we are proud of. We long for it and crave it so much that we are continually in search of it.

But because no one really knows where to find it or even much about it, we are taught from an early age to look outside of ourselves for it. So we look towards others—can they give it to me? Maybe if I do well at school, get that degree, the promotion at work, find the right partner, buy that house or car, then maybe I will find it? But you don't. Instead, you are left feeling disappointed, frustrated, empty, and still in search of it. The biggest revelation in this life, one that changed mine and compels me to share with you, is that the only place you will ever find it is within. There's nothing you need to do to be a valuable and worthwhile human being; you just are.

So take the time to look within and listen to your inner voice because the deeper you love yourself, the more the universe affirms your worth, and life as you know it will change. It's so obvious, really, when you think about it, the person you communicate with the most is you.

Just imagine if you were obsessed with the things you love about yourself, rather than the ones you don't. How amazing it will feel to not be at war, either with yourself or others. You don't need to fight to be heard; you have a voice. The art of remaining authentic to your inner voice and listening to it every day is powerful. Why should you not live the life you always dreamed of?

### CHAPTER SUMMARY



1. Love is an essential component of living a fulfilling life.
2. We are taught to look outside of ourselves for love, but you will only ever find it within.
3. Your power lies simply in listening and remaining authentic to your inner voice.
4. The deeper you love yourself, the more the universe affirms your worth.



## WHERE DO I START?

If the words in this book resonate with you, then you are ready to find your own authentic Superpower.

Join us on a straightforward yet transformative journey of self-discovery that will quickly become your personal GPS for living your best life, starting today.



[www.nikkimunitz.com](http://www.nikkimunitz.com)



| +27 83 600 8255



| [consulting@nikkimunitz.com](mailto:consulting@nikkimunitz.com)

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*\*Quote References:*

*"Make yourself a priority once in a while - it's not selfish, it's necessary." - Karen A Baquiran*

*"Feeling beautiful has nothing to do with what you look like." - Emma Watson*

*"People with a healthy self-esteem don't feel the need to create pretend identities." - Bell Hooks*

*"Happiness does not depend on what you have or who you are, it solely relies on what you think." - Buddha*

*"Our deepest fear is not that we are inadequate, it is that we are powerful beyond measure." - Marianne Williamson*

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