

BELIEVE

IF I CAN,
YOU
CAN

*Everything
you want is on
the other side
of BELIEVING*

CASSANDRA HOUSE

Award-Winning Leader, Coach, and Entrepreneur

PRAISE FOR *BELIEVE: IF I CAN, YOU CAN*

“You know there are so many people out there that teach the laws of success, teach the science of success, and teach the power of believing. But there are very few people that have not only learned it, but also applied it in their lives and shown other people how to succeed with these very principles. Cassandra House is one of those individuals that has done it! She’s done it in her own personal life, she’s done it in her business life and now she’s reaching back to the rest of the world to teach and to inspire them so that they too can know, that if she can do it, that they can do it too! This is a must-read for anyone who wants to **take their lives to the next level and take their belief system to heights that they never thought could ever happen. Read it!**”

–Dr David Imonitie, World Renowned Leader, Coach, and Entrepreneur

“When I think of Cassandra I think of heart. She’s all heart. She’s a giver, a leader and the kind of person that makes you feel invincible in her presence. **In this book, she loves and believes in you with her whole heart.**”

–Debbie Neal, Award Winning Business Leader and Keynote Speaker

“This is more than a book, it’s a tool to **unlock every ounce of self-belief** so you can achieve your greatest potential.”

–Kim Mellor, Manifestation Coach, Leader, and Podcaster

“There is something truly unique about her. She has an incredible gift of developing individuals to dig deep into their belief and helping them move forward in pursuit of their wildest dreams! To be around her is a privilege and now the world gets to hear her genius in this book following her success principles to **take themselves to the next level!**”

–Gillian Hourihan, TV Producer, Speaker, and Leader

“Cassandra has a true gift when it comes to breathing belief into others. **This book is the next-best thing to being mentored by her one-on-one.** This is an invaluable guide to help you get from where you are to where you want to be in life.”

–Emily Swaffield, Health Coach, Mentor, and Speaker

www.cassandrahouse.com

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Cassandra House

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LET'S MONETIZE YOUR GENIUS TOGETHER!

To get the most out of this book, get a pen and journal so you can complete each challenge found at the end of each chapter.

Doing so will take what you learn from your head to your heart. When you get to the quote page after each challenge, please read it with full belief out loud, look in the mirror or read it to yourself. Let it sink in and fully embrace what it says; let it be true for you.

I also encourage you to read this book along with my course,

21 Days to Believing in Yourself

A lesson a day for the first 21 days of your journey with me will take you to new heights of BELIEVING.

Access your gift from me here.

www.cassandrahouse.com/21days

Code: GIFT21

I Love you and I BELIEVE in YOU!

ACKNOWLEDGMENTS

This year marks my twentieth anniversary as a teacher, coach, educator, and mentor. In this time, there have been so many who have supported, taught, and guided me along my journey. This book is a reflection of everything I have learned from all of them as well as the personal experiences I have gathered along the way. If there is something that I can always promise, it is that I will only ever share what I know to be true, tried, tested, and result-producing. I will never teach you anything that I haven't implemented in my life over and over myself. These are all things that have brought me consistent success. Treat my example as 'results 101.' You deserve to see the fruits of your believing in all the areas of your life as I have.

So, I just want to thank you—wherever you are in the world—for celebrating this accomplishment with me. If you are reading this, you are my people. I want to send love to all my students, past and present, young and old. I see you living your bright, amazing lives and chasing after all the things you love and believe in.

To my clients who have always been there to support me in all of my business ventures, I want to offer my heartfelt thanks. To those I have trained to have their own businesses, schools, studios, and beyond, I am so proud of you. You are a team of life changers and on-fire leaders. I love you like family.

To my mentors, coaches, and teachers that made me the mentor, coach, and teacher I am today, I am forever indebted to you and am grateful to you all, forever.

To my Grandparents on both sides John and Betty House, Shirley and Arthur Whyms. You have each contributed so much to who and what I am today. I have been so blessed to have had all four of you in my life until recently. I am still so blessed to have my two precious Nanna's to love. This week when I rang you both to tell you that I was writing my first book, it felt so special to hear your voices and words of belief flow into me. You are two of the most powerful, loving, spiritual, strong women I have ever known. To my incredible uncles, aunties, and cousins, oh the dinner parties, trips, fun, and laughter we have all had together! I am so glad we all have the travel bug so we can meet up and make memories all over the world. The entrepreneurial blood from you all runs thick and it is the inspiration from you all to keep the family traditions and our creative spirits alive that fuels me. Always having and hearing all your new ideas and ventures on the go makes me level up and go for it each day. Something fun is always happening somewhere in this family.

Especially to my father James, mother Deborah, and brother Dorian, I want to thank you for always believing in and investing in me. Because of your support, I have had the opportunity to become the best version of myself and do what I love. I think of your wisdom daily. I am who I am because of you three. Endless and grateful love to you always. Dad, if you remember when I was a little girl with massive dreams, I used to run up the hallway and break a hard left turn into your office. I'd usually say, "Dad, what about this idea?" You would always listen and reply, "Well, if you think you can, you can." That is something you still say to this day, and it is the greatest gift ever. Mum, you always used to say, "Darling, you're beautiful and gorgeous, and yes, you can do anything you put your mind to," always said with oh such grace. That always fueled me with self-belief like you would never know. Dorian, you may be three years younger than me, but you're like the big brother I never had. I've always wished I could be as cool as you. You've been an inspiration and have helped me through everything. You are just the best (and you're still way cooler than me). We will always be the House Family from Kingsley St,

Byron Bay, Australia. To the community and town that nurtured and held the breeding ground for incredible moments, memories, and family experiences I loved it all. You were the best foundation a girl could ever ask for. As I travel the globe you are always home and I hold a special place in my heart for all those childhood memories always. Finally, let's not forget Paddington House: our main man. Our doggy that makes the world go 'round (when people talk about their dogs in books, I'm always like, "Really?" But now I'm that person. I get it, and I am loving every second of it.).

So, here's to the next twenty years and beyond. I know the best is yet to come.
Believe: If I can, you can.

1: YOUR FUTURE AWAITS

I encourage you to find somewhere calm, cozy, and relaxing as you embark on this first chapter with me.

Picture this:

As you're sitting in your chair, you see a light beam shooting down to the left of where you are, piercing into the ground. You are transfixed by this light beam, and as you continue to look at it, you take hold of it with your hand and start to float up. As you ascend, you see your room getting smaller and smaller—your street, your suburb, and your town below getting further out of sight. As you look around, you see that you are floating up, up, up into the thick, velvety sky. You see your state, country, and the globe becoming a radiant sphere. As you travel past the clouds and into the stars, you feel nurtured and supported by the magnitude around you. When you reach the highest point, you notice another light beam shooting down on the right-hand side of you that begins to pierce the globe below in a new location you have never visited before. You take hold of this new light beam and trust your new direction to float all the way back down. You sail past the stars, through the clouds until you see the outline of your country, your state, your town, and a street where you will land. You float cautiously and gently down to land safely back on planet Earth.

When you stand up from your chair, you find that you're standing on the front lawn of the most beautiful house that you have ever seen. Its appearance and layout are already as familiar to you as the lines on your hands, yet you are pretty sure that you have never been here before. You recognize this place because it is your dream home—the home where your Future Self lives. You know the one: the house that you always picture yourself in when you imagine your future; the one that's made it onto countless vision boards and into many a daydream. The perfect ideal of your dream home has suddenly been made real in its most gorgeous, shining form and you have found yourself on its very doorstep.

As you raise your hand to knock on the door, you can already hear footsteps coming towards you. When the door opens, you are greeted by someone even more familiar than the house itself. Their resemblance to you is uncanny, and the similarities in their demeanor are instantly recognizable. Their appearance is one that only you could possibly know, yet not something you could begin to describe. If you were to take a guess, you might at first think that they are You, but with all that you desire for yourself on this journey. The idea in and of itself is at once both amusing and surreal. It seems impossible, yet at the same time, you see them as they are (as you want to see yourself in the future) and they smile and reach out to hug you. You open wide for a grand, welcoming hug.

Who is this person?

They are your highest, truest, grandest vision for what you desire to become.

They are you, five years from now.

“Welcome,” they say. “This is where we live now.”

The feeling is awe-inspiring; comforting yet filled with a deep internal knowing. You're reassured that you really have become the best version of yourself.

You take a moment to observe their perfection, their glowing skin, the shape of their face, their style of hair, jewelry and watch. You note the perfume or cologne are they wearing. You notice the cut of their clothes. You admire the colors. You take it all in. This is the ultimate and imperfectly perfect you. Take them all in, their essence, their energy, their poise and demeanor.

After all, it is you.

It's real and it's you.

It's all perfect.

All is welcome and that's all that matters.

As you enter, you are struck by the electric, abundant, and pure energy in the house. The scent inside is perfect and the decor is exactly what you would have picked if this house were yours. As you follow your future self into the main part of the house, walking behind them, you take a moment to notice how do you feel. How do they walk, move, and own the space around them? What is the beautiful area you have entered in the home like? All at once, you are reminded that this house *is* yours, and your only repeating thought is,

“Wow. It actually happened. I actually live here. I did it.”

At this moment, your Future Self offers you whatever you want to drink (of course all your favorites are on hand. It's your house, after all; it is you.) and they invite you to sit with them in the living room. As you have a seat on your dream couch, you take a moment to look around and take it all in. After a while, your Future Self joins you again and offers you your drink (I would be having a glass of crisp, chilled champagne in my favorite flute of course. But as for yours, you decide). As you hold your drink for a moment, it is completely quiet. Not awkward, just contemplative. After a few moments of complete contentment, your Future Self says,

“I am here to help you. You can ask me three questions.”

Of course, in your excitement, your replies come rapid-fire and without hesitation:

(1) “What do I need to do differently right now to make sure this version of me becomes true?
(2) What do I need to give up to have this life? (3) What is one piece of advice you would like to give me, your Younger Self?”

“Is that all you'd like to ask?” says your Future Self. “For the sake of abundance, is there anything else? You can ask me one last question.”

At this, you experience a familiar gut feeling; the one where you know you would love to ask just one specific thing that you have on your mind and heart. What is *your* fourth question? I urge you here to imagine sitting on this couch across from your Future Self. As you ask these four questions, just let the answers flow to you. Trust me, the answers will come. Just sit, breathe, and give it time.

As you continue to read this book, keep these questions and the answers you received at the forefront of your mind. Who knows? You might have already had a vivid idea of what your Future Self would be like. Maybe they've accomplished something you constantly dream about but have thought is impossible. If so, you've already seen it in the house as true and achieved.

Now ask yourself this:

How many times have you had a dream and let it fall by the wayside? Have you ever had an idea that felt as if it was not just any ordinary dream? One of those all-consuming, butterflies-in-your-stomach, capital “D” Dreams? Yet, despite all your greatest ambitions and aspirations, a little voice in your head always seems to whisper in reply, “You could never do that!”

When you heard the answers from your Future Self, you may have wondered, where did all the strength and knowing come from? It came from you. You are your greatest source of wisdom and knowledge. Your inner guidance and intuition have been with you all along. We spend so much time asking for advice, Googling what to do, how to do it, and wondering about the answers to our big Q's. However, guess what? The answers are all within you. They have been all along. Trust your truest, highest, grandest vision you hold for yourself, your stunning and incredible Future Self.

They are there for you to connect with at any time.

CHALLENGE 1

Get your pen and paper and start writing the vision you experienced.

Detail everything as a letter to yourself of exactly what your visualization was like.

About the house, your future self, all the details. Leave nothing out.

Write it out as a future vision to yourself and read it each night before you go to bed to further imprint it into your subconscious mind.

Next:

Write the Answers you received to the questions you just asked.

1. What do I need to do differently right now to make sure this version of me becomes true?
2. What do I need to give up to live this life?
3. What is one piece of advice you would like to give me, your Younger Self?"
4. What is *your* fourth question, that last and final question that was on your heart?

***I am creating a reality where I am living the highest, truest,
grandest, VISION I hold for myself!***

2: GIVE YOURSELF RADICAL PERMISSION

Have you ever felt that you were made for more? That you are in possession of enormous potential? Have you felt a deep knowing that if you were watered and cultivated, you would absolutely blossom into greatness? Despite this, the cycle of watching and waiting to be ready has left you in what feels like an unbreakable loop.

If any of this resonates with you, I am so glad that you found this book.

From this moment forward, I want you to allow me to be your human-sized permission slip to believe in yourself, until you fully, utterly, and unapologetically ready to believe in yourself. This process begins with you giving yourself *radical permission* to do so. This means if you have a thought, an idea, or creative burst, before that ever-familiar voice can naysay you out of it, I want you to tell yourself:

I am made for this. My dreams matter. I am going to believe in myself and follow through because I've already experienced my future.

Some of my greatest moments of success or trajectory-changing decisions have come and been made from when I have felt absolutely petrified. In my experience, the scariest asks, reach-outs, offers, connections, and suggestions have all led to the biggest successes. My motto is, “Do it scared. Do it anyway.” This has always served me. Playing small does not serve the world in any way. The world needs you to shine bright to give those around you permission to do the same. One of the most beautiful elements of the human experience is the fact that we are all completely unique and all have something special to offer the world. Your dreams matter because you are the only one who can do it the way that you can.

When I was about three or four years old, my family had a tradition of going out to dinner at the local Italian restaurant in Suffolk Park on Sundays. Conveniently, I would be wearing my most adorable dress because we would be passing there on our way back from our local congregation meeting in Lennox Head. They always had live music. At this restaurant, they always had live music, there was a low stage where a guitarist would play solo sets. My parents loved hearing him play, but I loved it even more because I wanted to be a part of it. He made me feel like I could do it too.

With all the wisdom of a three-year-old, I started taking a little toy guitar with me each week to play along with him. I felt no shame whatsoever. The man would be seated center stage and I would sit at the front on a large step, my feet barely reaching the ground. I honestly believed I was a part of the band. There was a stage and there were people watching, so I was all-in! My mother says, to this day, that I was born a performer. I would continue the show even after the guitarist had left by performing dance solos for the whole restaurant. Can you imagine it?

When in your adult life, have you felt this level of freedom running through your veins? Even from a young age, I have always given myself radical permission to believe in myself to do what I love.

You deserve to see yourself in this way. The world deserves to see you shine. Today I want you to make the decision to adopt that new lease on life, where anything you want is possible. Allow yourself to fall in love with whatever your unique desire is for your reality and experience it fully. Let yourself become familiar with the specific inexpressible feelings your dream gives you, that feeling only you can know. Once you are familiar with the core essence of your goal, I want you to couple that with absolute belief, faith, and trust. If you truly know that you've had your dream for a reason, then the immediate next step is to tell yourself that it is meant to be and

that you are absolutely going to achieve it. As hippie-dippie as this sounds (I know, optimism and idealism are not exactly *en vogue*) trust me, it works. After all, you are braver, stronger, smarter, more beautiful, more capable and more powerful than anything and anyone on planet Earth. There is no one like you! Being you is your power and believing in yourself is your birthright. It is time to claim them both now.

I want you to believe in yourself enough to know you're worthy and deserving of living that highest, truest, grandest vision you hold for yourself—the vision that holds everything you desire.

You can have it all.

I dare you to believe you can, because if I can, you can.

CHALLENGE 2

My Radical Permission Slip to Believe in Me!

Today on the ___ of ___, I give myself radical permission to go all-in, to expand, to grow, and to flourish so that I can have more impact in this world and more abundance in every area of my life. I am strong, deserving, and wholeheartedly worthy of my deepest desires. I give myself the official permission to curate the highest, truest, grandest vision I hold for myself. Today, I draw the line in the sand and go to the next level in all areas of my life. I give myself permission to achieve my desires.

I give myself permission to achieve the following desires:

In order to be free, I have to be me.

I declare to release these limits.

I believe in Me.

Date: _____ Signed: _____

I've decided that I will be shine as bright as I desire while being my unapologetic authentic self from this point forward!

3: WHERE THE WORLD IS YOUR STAGE

In the play *As You Like It*, Shakespeare wrote:

“All the world’s a stage, and all the men and women merely players. They have their exits and their entrances, and one man in his time plays many parts...” (2.7.142-45)

No truer could this be when applied to the principle of believing in yourself and what’s possible for you. The more we realize we are all players on the same stage (and let’s be honest, we all have played many parts in life), it becomes increasingly more obvious that you need to believe in order to proceed with confidence, faith, deep courage, and unwavering belief.

In other words, if life is a game that we all are playing, then the only way to win at this game is by choosing to get off the bench and take center court. I want you to say to yourself, “I am committed to playing full-out.” I often ask myself the following thought-provoking and decision-altering question:

Is what I am about to do, say, or think putting me on the success curve or the failure curve?

Growing up, I loved track and field. If it had anything to do with running or jumping, I was all-in (due to my ballerina arms, throwing sports were never my thing. Why do people even enjoy throwing heavy objects anyway?). Somewhere between loving athletics, and adoring my P. E. teachers, Mrs. Buchanan (who even to this day is always there for me, helping and always going above and beyond to help me grow and succeed) Mr. Gal, Kelly C, Pricey, and Wilso, I was inspired by them all to become a P. E. teacher myself. They always had a vested interest in me. They have taught me to always go the extra mile to help and be present to invest in others. I love the saying by Zig Ziglar, “There are no traffic jams on the extra mile.” These teachers, my role models, played in that lane. When I finally achieved that goal, I had the opportunity to work full-time alongside these very teachers. My desk was nestled between theirs, in the staff room that I had once loved to visit so much. But now I had a place there. I’d done it. My beloved teachers had become my colleagues. The mentorship I received and the positive examples I saw are what have made me the teacher I am today. I wanted to be like them when I grew up, so much so that I made it a reality. Getting paid to go to track and field meets? I couldn’t think of anything better!

In my senior year of high school– that’s year 10 for all my Aussies–I attended a college fair that was showcasing different degree programs. During the question-and-answer session, the speaker asked for a show of hands to see who knew what they wanted to do in the future. I raised my hand. I didn’t know the name of my desired career at the time, but in raising my hand, I knew I was saying yes to doing what I loved. In my mind, that was being involved with sports forever. However, I was never going to settle for a job I didn’t love. Little did I know I would develop into an entrepreneur. The important thing is that I knew my dream was important, and so is yours.

Even though we know our dreams are achievable, sometimes we tend to find hundreds of reasons why they might be better off saved for later.

Believe me, I get it. It happens to us all.

A good way to remember the success or failure curve is to think of yourself as a professional athlete. You are the gold-medalist of your own life because, let’s face it, believing in yourself is like going to the courage and resilience Olympics. Success comes down to being a part of the

“No-Excuses World Championships.” It’s the call towards the next level of You in all departments, the call to become your best. You deserve to be on that stage, that court, that field, that podium. So, if that is your role, you have to ask yourself, would an Olympian be worthy of the gold medal if their actions, thoughts, and decisions leading up to the Olympics were things that put them on the failure curve? Obviously not, but the fact still remains that attaining success will require a level of personal sacrifice, focus, and commitment. Ask yourself, what are you willing to give up in order to win? Excessive scrolling through your phone? Negativity? Excuses? Damaging habits? Truly ask yourself, “Is what I am doing right now in my life, on my own stage, putting me closer or further away from attaining the gold medal of my own life?”

Like I said, once you’ve given yourself radical permission to wholeheartedly chase after your goal, the next step is making a conscious effort to take aligned action and move toward your destination with no excuses. I know this may sound scary, but allow me to share something extremely liberating with you:

“Ready” is not a feeling. It’s a decision.

A common temptation you may encounter is the desire to wait until things “feel right,” or until you “feel ready.” This, my friend, is the ultimate trap. It is comforting to know is that this is just your subconscious mind attempting to protect you by making sure you play smaller and stay lesser than you actually are. It’s all a subconscious effort to keep you safe by staying in your comfort zone.

The bottom line is, “I don’t feel ready” is simply fear.

It may seem uncertain and scary to you but let me tell you what is certain: decades will go by without any change if you give in to your fears.

Imagine you’re preparing for the hundred-meter sprint. Your spikes are on, you’ve trained, and you are as ready as you’ll ever be. When you hear, “on your mark,” you know there’s no going back, as much as you feel like exiting stage left. “Set,” and “go” are only seconds apart, and when you hear these words, you know there is only one thing to do: run as fast as possible toward the finish line.

How does this relate to your life? Just like an Olympic sprinter, this is your signal to move. Once you decide to start running, there’s no walking off the track. Set your feet on the blocks and get ready because, if you don’t, decades—maybe even your whole life—will pass you by. Naysayers will cost you your goals and you won’t ever cross the finish line of your dreams. How many times have you asked for a sign, and then once you’ve gotten it, ask for an even bigger sign? How many times have you put your dreams on the shelf, just to be another gear in a much larger machine? As Courtney C. Stevens famously said, “If nothing changes, nothing changes.”

~

If there is something of which I am fully persuaded, it is that we can’t shine unless we are working on purpose, in alignment, and in flow towards what we want—not what others want. Progress is happiness and growth; the life force of all fulfillment. To put it simply, the “flow state” is the feeling of bliss associated with your work or what you’re doing. I’m sure you’ve felt it before when doing something that you love. It’s that feeling where you know you could continue to do something forever. Latching onto that mental state is going to be the real key to success in whatever it is you are trying to do. It enables you to push through and achieve the work you want, instead of putting it off until later.

Langston Hughes began his famous poem with the titular line, “What happens to a dream deferred?” and while he offered several potential answers, I can honestly tell you that nothing