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THE SELF- SABOTAGE LIE

THE MYTH IS SABOTAGE. THE TRUTH IS
IN YOUR WIRING.



THE TRUTH ABOUT “SELF-SABOTAGE”

You've heard it a thousand times: self-sabotage. In coaching sessions, books, therapy rooms, Instagram reels, even Google searches.

Type it in and you'll see the same culprits pop up again and again: procrastination, perfectionism, negative self-talk. If you've ever stalled, over-edited, or second-guessed yourself, you will probably think, "Yep, that's me. I'm sabotaging myself."

I've heard so many coaches reinforce it with lines like:

- "If you're not showing up, you don't want it badly enough."
- "You're afraid of success."
- "You just need more discipline."

But if that were true, wouldn't those labels have solved the problem by now? If you were truly sabotaging yourself, would you still be here, searching for answers?



HERE'S THE TRUTH:

When the wiring changes, everything changes.

What gets called self-sabotage isn't a flaw. It's your brain doing its job, scanning for risk and keeping you safe. Your limbic brain is built for survival, not progress and its job is to scan for safety. When something feels uncertain, it's not about to pull out the pom poms and become your hype girl, it's going to hit the brakes. It's what keeps you safe when driving your car, or crossing the road, but when it comes to launching a business, posting content or even minor tasks like emails or invoices it can become a bit of a barrier and that's where your progress tanks and your limbic brain gives itself a high 5.

However, just because your brain runs these habits and behaviours on autopilot doesn't mean you can't change them. There is a way to stop self-sabotage using neuroscience.

I will dive into what self sabotage looks like across your business, life, and relationships and what's actually happening in your brain that's driving it. But first let's set the record straight:

This isn't about hype, hacks, or hustle. What I'm about to share with you isn't motivation, it's neuroscience.





HI, I'M BREE COULTER

founder of the SHIFT Method, coach, and straight-talker when it comes to the patterns that keep high achievers circling the same loops.

I've coached hundreds of high-performers, from startup founders to seven-figure CEOs. The truth? It's never discipline, intelligence, or drive that holds people back. After years mapping these loops in real time, the patterns are undeniable. It's not sabotage, it's wiring.

I had every block: procrastination, self-doubt, imposter syndrome, fear of failure. SHIFT wasn't built for the masses; it was built for me. And that's why I know what it feels like when your wiring pulls you back no matter how badly you want to move forward.

What I've learned is this: overthinking isn't proof you're not cut out for more. It's wiring running interference. And when that wiring shifts, everything changes. Decisions land clean. Launches feel simple. The background buzz of anxiety quiets.

SHIFT isn't hacks, pep talks, or routines. It collapses loops at the root so resistance disappears. Because the real cost of staying stuck isn't just procrastination, it's missed opportunities, underpriced offers, eroded confidence, and recycled burnout.

“SELF SABOTAGE” IN BUSINESS & WORK

HERE'S A FEW EXAMPLES OF HOW IT CAN PLAY OUT IN BUSINESS AND IN WORK.

THE PROCRASTINATION LOOP

You set aside a day to finish your sales page or send that pitch... but suddenly you're cleaning your inbox, tweaking your Canva templates, or reorganising files. Anything but the thing that actually matters.

👉 What's really happening: Your brain links the action to risk, judgment, rejection, or failure, and floods you with stress. Busy work feels safer than exposure.

THE OVER-PERFECTER

You've rewritten the proposal or post ten times. You've adjusted your offer until it barely resembles the first draft. And still... you can't hit publish.

👉 What's really happening: Perfectionism is your shield. If it's never done, it can never flop. "Not ready yet" feels safer than "out in the world."

THE BURNOUT CYCLE

You push, grind, sacrifice sleep, and run on fumes. Then crash, recover, and repeat. Coaches call it "consistency." Really?

👉 What's really happening: Burnout isn't weakness; it's your system forcing a shutdown. Your wiring knows survival > progress, so when stress outweighs safety, it pulls the plug.

“SELF SABOTAGE” IN LIFE

HERE'S A FEW EXAMPLES OF HOW IT CAN PLAY OUT IN YOUR LIFE.

THE HEALTH NEGLECTER

Skipping meals, neglecting exercise, not getting enough sleep, you know it's unsustainable, but you do it anyway.

☞ What's really happening: Your brain ties productivity to safety. Slowing down feels dangerous, so you override your body's signals.

THE BUSY-WORK ADDICT

Your to-do list is endless. Half of it doesn't actually move you forward, but checking boxes gives you a rush.

☞ What's really happening: Busyness is control. Real progress feels uncertain; ticking tasks feels certain. It's not laziness, it's your wiring reaching for stability.

THE DREAM DELAYER

You keep saying you'll sign up for the course, book the trip, or finally move to that new city... but you wait until “things settle down,” “money feels safer,” or “the timing is right.” Months, sometimes years, go by, and nothing changes.

☞ What's really happening: Delaying isn't sabotage, it's risk management. Your brain has equated change with danger. Even positive change (a dream move, an investment in yourself) feels like stepping into the unknown, so your system stalls until certainty appears, which, let's be honest, never does.

“SELF SABOTAGE” IN RELATIONSHIPS

HERE'S A FEW EXAMPLES OF HOW IT CAN PLAY OUT IN RELATIONSHIPS.

THE CONFLICT AVOIDER

You swallow your feedback, hold back your needs, or stay quiet to “keep the peace.” Your throat tightens, your words hover unsaid, and you nod along while resentment builds. Later, the frustration bubbles over, or you retreat.

👉 What's really happening: Your wiring links conflict to danger. Belonging feels safer than being heard, so silence becomes your survival strategy.

THE OVERGIVER

You say yes to everything, clients, family, friends, until you're drained and resentful.

👉 What's really happening: Somewhere along the way, “pleasing” got wired as safety. Boundaries feel like rejection risks, so you trade energy for acceptance.

THE WITHHOLDER

You crave connection, but the moment things get vulnerable, you pull back. Ghosting, sarcasm, staying busy, anything to avoid letting someone close. You feel the urge to retreat, like a sudden wall goes up inside you, and the disconnection feels almost safer than the closeness you long for.

👉 What's really happening: Vulnerability feels like danger. Your brain remembers hurt, so it shields you by withdrawing, even from the closeness you want.

A REAL TRANSFORMATION: PROCRASTINATION UNLOCKED

Two of my clients came to me stuck in the same loop: procrastination. Both were standing on the edge of massive business leaps. On the outside, it looked like they just weren't "following through." Any other coach would've told them to stop thinking and just do "Just make the decision" or a good ol' classic "You're self-sabotaging because you don't really believe you deserve it."

But here's what was really happening:

- One was about to sell her business but was tangled in fear of failure. She felt like an imposter, terrified of being judged or exposed if it didn't go perfectly.
- The other was expanding from online to in-store but was paralysed by fear of success. What would it mean for her family? Would she lose time with her kids? What if everything went wrong?

Both were procrastinating massively, but neither were sabotaging themselves. Their brains were simply stuck in the unknown, pulling the brakes until it felt safe to move. After working through the SHIFT Method, the procrastination loop collapsed. They didn't just "push through" riddled with anxiety or experience some Rah-Rah event high where they later crash. They removed the barrier entirely.

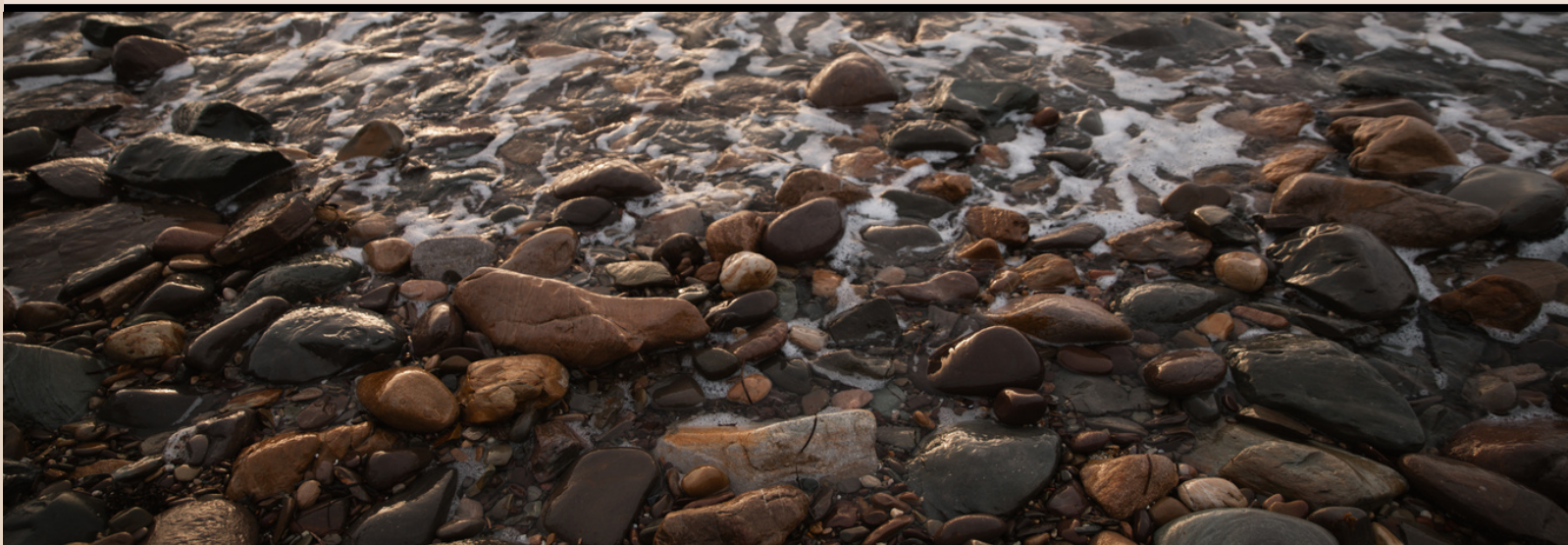
-  Decisions became clear
-  They felt empowered within themselves
-  Their actions felt calm and aligned.
-  They moved forward when it was right, not when fear forced them.

That's the power of rewiring. Instead of feeling like you're dragging your whole body through fire just to take one step, you move with ease because the resistance is gone.



KEY TAKEAWAYS

Procrastination isn't laziness, it's protection. What looks like stalling is really your brain pulling the brakes until it feels safe. Fear of failure and fear of success are the same loop, both triggered by uncertainty your nervous system treats as danger. When the wiring shifts, clarity replaces hesitation, actions feel lighter, and progress feels like freedom.



THE CYCLE BENEATH IT ALL

Your **survival wiring** fuels the behaviours you've been told are sabotage, procrastination, perfectionism, burnout. But they're not flaws; they're **protective strategies** your system learned to keep you safe.

The problem is, every time they play out, they confirm the old story: "I'm not enough. I'll always fail." That story then **reactivates your survival wiring**, locking you into a **self-reinforcing cycle** that won't break until the **wiring itself is shifted**.

When the **loop collapses**, everything changes, decisions land clean, actions feel lighter, and you finally move from **protection into possibility**. That's when **progress stops feeling like a fight** and starts feeling like **freedom**.





ARE YOU READY TO FINALLY UNDERSTAND WHY YOU FEEL STUCK?

If “push harder” or “fix your mindset” was ever going to work, it would have by now. You wouldn’t still be procrastinating, burning out, or second-guessing every move.

What you’re facing isn’t sabotage, it’s wiring. And wiring can be rewritten. Fast. That’s what I do with my clients: decode the hidden loops running interference, collapse them at the root, and create shifts that actually last. Not surface-level hype. Not months of circling.

Book your free clarity call now. On this call, we’ll uncover the real reason your brain keeps pulling the brakes, and you’ll walk away with clarity on what’s happening underneath, plus the exact next steps to move forward. Whether or not you work with me after, you’ll leave with answers you’ve never been given before so you can finally move without second-guessing yourself.

Book Your Free Clarity Call

