



Set the **STAGE**
COACH with *Cintoria Franklin*



The **UNDervalUED** **MINDSET**

From Broken Keys to an Unstoppable Mindset



CINTORIA FRANKLIN

SET THE STAGE COACH CONSULTING LLC

— 2026 —

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This book shares the author's personal experiences and faith-based coaching perspective. It is intended for education and encouragement and is not a substitute for medical care, mental health treatment, legal advice, financial advice, or domestic violence safety planning from a qualified professional.

A Note About Reader Care

This book includes honest discussion of domestic violence, depression, suicidal thoughts, trauma, grief, medical challenges, and emotional abuse. Please read at a pace that protects your well-being. Pause when you need to. Reach for safe support when you need it. Healing does not require you to suffer in silence.

If you are in immediate danger, call 911. In the United States, call or text 988 for crisis support. For domestic violence support, contact the National Domestic Violence Hotline at 800-799-SAFE (7233) or visit thehotline.org. If using a shared or monitored device, consider your digital safety.

Dedication

To every person who has ever been overlooked, silenced, underestimated, or made to feel like their pain was too messy to be seen.

To the woman who kept showing up while healing.

To the mother who carried everybody and finally learned to carry herself with care.

To the leader who questioned whether her voice belonged in the room.

And to my girls, who remind me that what I heal can change a generation.

This is for us.

A Message From Cintoria

Fam, I did not write this book because I have lived a perfect life. I wrote it because I have lived a real one.

I know what it feels like to pour into everybody else and look up one day wondering where you went. I know what it feels like to be strong in public and tired in private. I know what it feels like to walk into a room carrying experience, vision, and purpose, yet still question whether your voice matters.

Mine did. Yours does too.

The undervalued mindset is not simply what happens when other people fail to see you. It is what happens when their rejection, silence, control, or lack of support becomes the way you see yourself. You begin to shrink before anyone asks you to. You explain what does not need an explanation. You accept crumbs while carrying a whole table inside you.

I had to learn that my value was never waiting on a vote. It was already placed in me by God.

This book is my testimony, but it is also a coaching experience. I am going to talk to you the way I talk to the people I serve: with love, truth, faith, and accountability. We are going to identify the old keys that no longer open the doors ahead of us. We are going to stop forcing them into locks they were never made for. Then we are going to move with what I call a Heart of Action: a heart willing to heal, listen, plan, obey, and take the next right step.

You do not have to come back the same. Let us set the stage for who you are becoming.

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How to Use This Book

Do not rush through these pages just to say you finished. Read with a journal beside you. Tell the truth in your answers. Pray over what comes up. Take breaks when a chapter touches a tender place.

Each chapter includes four coaching moments:

- **Real Talk** names what we often avoid.
- **Mirror Work** helps you examine your beliefs and patterns.
- **Heart of Action** turns insight into one clear step.
- **Set the Stage Declaration** gives you language to speak over your life.

You are not being asked to fix your whole life in one sitting. Transformation grows through honest, consistent choices. One boundary matters. One phone call matters. One completed application matters. One hour of rest matters. One decision to stop returning to what broke you matters.

Progress is still progress, even when it is quiet.

The Set the Stage Coach Change Model

The Set the Stage Coach Change Model is a five-part process for moving from an undervalued mindset to an unstoppable one.

Stage	Focus	Outcome
S	See your worth	Self-awareness
T	Tell the truth	Honest healing
A	Align faith with action	Clear direction
G	Guard your peace and grow	Sustainable growth
E	Execute with a Heart of Action	Consistent progress

S See Your Worth

You cannot honor what you refuse to see. This stage builds self-awareness. You name your strengths, values, needs, triggers, and the places where you have been shrinking.

T Tell the Truth

Healing requires honesty. You tell the truth about what happened, what it cost you, what you learned, and what you are no longer willing to carry. The truth is not a life sentence. It is a starting point.

A Align Faith With Action

Faith gives direction, but you still have to move. You pray, listen, write the vision, choose a practical next step, and build a structure that supports the life you say you want.

G Guard Your Peace and Grow

Boundaries, rest, support, and wise relationships protect your growth. Guarding your peace is not hiding from life. It is refusing to give chaos unlimited access to you.

E Execute With a Heart of Action

A Heart of Action is willing, disciplined, teachable, and obedient. You stop waiting for perfect confidence and begin showing up with what you have. You measure progress, learn, adjust, and keep going.

These stages are not a straight line. You may return to one when life changes. That is not failure. That is awareness. The goal is not perfection. The goal is to know how to find your way back to yourself, your faith, and your assignment.

Introduction

I Lost My Mojo but I Am Finding Me Again

There was a time when I loved doing hair not only for the beauty of it, but because it was my safe space, my ministry, and my art. Pass the Beauty Inc. was my heartbeat. It was built from my own healing and created to help other people rise from their pain. I knew my why.

But somewhere along the way, I lost my fire.

I was showing up for everybody but me. I was building, serving, leading, parenting, solving problems, and trying to hold everything together. I did not realize how heavy life had become until I looked in the mirror and did not recognize the woman looking back at me. I was not smiling the way I used to. I was not creating the way I used to. The passion was still inside me, but exhaustion had covered it.

Conflict after conflict started wearing me down. Other people's opinions became louder than my own voice. I allowed people to speak to me as if I did not know what I was doing, as if I had not earned wisdom through experience, as if I did not belong in rooms I had fought hard to enter. For a moment, I believed them.

I started shrinking in leadership spaces. I questioned my decisions. I questioned my delivery. I questioned whether being direct made me difficult. My past kept whispering, You are too broken to lead.

Abuse can do that. It does not only leave bruises that people can see. It can steal your sense of identity. It can confuse love with control and connection with chaos.

Depression can settle over your life like a fog. Rejection can make you measure yourself by who stayed, who left, who applauded, and who stayed silent.

But let me tell you what I am learning: your past does not disqualify you. Your scars do not make you less of a leader. They make you real, compassionate, and able to recognize pain in places other people overlook.

I lost my mojo for a minute, but I was not lost.

I was rebuilding.

I was reclaiming.

I was remembering why I started.

Pass the Beauty was birthed from pain, but it is rooted in purpose. Set the Stage Coach grew out of the same truth: people need more than motivation. They need a safe place to see themselves clearly, challenge what has kept them small, and take action toward who they are called to become.

Maybe you have been feeling tired, stuck, or unsure of your worth. Maybe you have been leading while broken. Maybe you have smiled in rooms full of people while silently asking, Does anybody see me?

I see you. More importantly, I want you to see you.

You are not alone. You are not finished. You are still called.

This story is not over yet, and neither are you.

Chapter One

The Hidden Cost of an Undervalued Mindset

An undervalued mindset is the belief that your voice, gifts, experience, needs, or dreams are worth less than they truly are. Sometimes that belief begins with how somebody treated you. Sometimes it grows in a childhood where survival came before self-discovery. Sometimes it enters through a relationship, a workplace, a church, a family system, or a room where your idea was ignored until somebody else repeated it.

The wound may begin outside of you, but the mindset takes root when you start doing the undervaluing for them.

You lower your price before anyone negotiates. You apologize for taking up space. You over-explain a boundary. You stay in a relationship because you are afraid peace will feel like loneliness. You work twice as hard for half the recognition and tell yourself to be grateful for the opportunity. You keep handing out access because being needed feels safer than being known.

That mindset has a cost.

It costs time because you keep proving what is already true. It costs peace because you remain in conversations that were never looking for understanding. It costs money because you treat your gift as a favor instead of a valuable service. It costs health because your body carries what your mouth is afraid to say. It costs relationships because you may confuse loyalty with self-abandonment.

I had to ask myself a hard question: What is my self-worth buying right now?

Not what I posted. Not what I preached. Not what I told other women. What were my actual choices purchasing? Were they buying peace or chaos? Growth or repetition? A future or another round with my past?

Self-worth is a hidden currency. It influences what you accept, how you lead, what you charge, whom you trust, and whether you believe you deserve to be in the room. If your inner value is low, you will keep making expensive decisions from a place of scarcity.

Abundance does not mean pretending everything is good. It means believing there are still doors, resources, relationships, and possibilities available to you even while life is

hard. Scarcity says, Take whatever you can get. Abundance says, I can be grateful and still require respect.

Real Talk

Being undervalued by other people hurts. But the deepest change began when I stopped asking only, Why do they keep doing this to me? and started asking, Why do I keep agreeing with it?

That question was not about blaming myself for abuse or mistreatment. The responsibility for harm belongs to the person who caused it. The question was about recovering my power. I could not control their character, but I could change their access. I could not rewrite what happened, but I could stop using it as proof that I was unworthy.

Mirror Work

Write without judging yourself.

1. Where have you felt undervalued: in a relationship, workplace, family, faith community, or within yourself?
2. What did that experience teach you to believe about your worth?
3. What have those beliefs cost you emotionally, spiritually, physically, or financially?
4. What truth are you ready to believe instead?

Heart of Action

Choose one area where your behavior does not match your value. Take one measurable step within the next seven days. Make the call. Update the price. Submit the application. Say no. Ask for help. Schedule the appointment. The step does not have to be loud. It has to be real.

Set the Stage Declaration

I will not help the world undervalue me. My worth is not waiting on permission, applause, or agreement. I see what God placed in me, and I will make choices that honor it.

Chapter Two

See Yourself Clearly

Have you ever looked in the mirror and did not recognize the person staring back at you? Not because your hair changed. Not because time passed. Because life was raw and uncut, and somewhere between heartbreak, pressure, responsibility, and showing up for everybody else, you disappeared.

I have.

Self-awareness is where the Set the Stage process begins. Before you can change your life, you have to notice how you are living it. You have to know what strengthens you, what triggers you, what matters to you, and where you are performing instead of being honest.

For years, I compared my communication to people I believed were more educated or more polished. I process some things differently. There were meetings where I hesitated because I worried that my words would not come out the right way. But I learned something important: taking longer to process does not cancel the value of what I have to say. A title does not replace lived experience. A polished sentence does not automatically carry more truth than a trembling voice.

I began walking into rooms differently. My hair might be bold. My delivery might be direct. My story might carry pain. But my presence is not an apology.

Self-awareness is not an excuse to criticize yourself. It is an invitation to understand yourself. Your strengths show you what God has already placed in your hands. Your values show you what needs to guide your decisions. Your triggers show you where care, boundaries, and healing are still needed.

Name Your Strengths

Think about what has carried you through hard seasons. Maybe you adapt quickly. Maybe you create solutions. Maybe people trust you with the truth. Maybe you can organize confusion, encourage a room, care for children, teach a skill, build relationships, or keep going when most people would have stopped.

Do not dismiss a strength because it came through survival. Honor it, then learn how to use it without exhausting yourself.

Name Your Values

Your values are the standards you want your life to reflect. Mine include faith, family, integrity, service, growth, and freedom. A value becomes real when it costs you something. If peace is a value, you may have to leave an argument unfinished. If integrity is a value, you may have to tell the truth when silence would be easier. If health is a value, you may have to disappoint people who benefited from your exhaustion.

Real Talk

You can be powerful and still need healing. You can lead and still need support. You can be gifted and still have areas where you must grow. Self-awareness lets all of those truths sit at the same table.

Mirror Work

1. What are five strengths you have used in real life?
2. What do safe people consistently appreciate about you?
3. What are three values you refuse to compromise in this season?
4. When do you feel most like yourself?
5. Where do you notice yourself shrinking, performing, or over-explaining?

Heart of Action

Write a one-sentence identity statement that is based on truth, not pain. Begin with: I am a person who...

Read it every morning for seven days. At the end of each day, record one choice that supported that identity.

Set the Stage Declaration

I know who I am becoming. I can honor my strengths without hiding my growth areas. My voice has value, my presence has purpose, and I belong in the rooms connected to my assignment.

Chapter Three

Broken Keys and Old Doors

I use the image of broken keys because too many of us are still trying to open new doors with beliefs that belonged to an old season.

One key is rejection. It says, If they did not choose me, I must not be worthy.

Another key is fear. It says, If I try, I may fail, so staying stuck is safer.

Another key is approval. It says, I cannot move until everybody understands.

Another key is self-blame. It says, What happened proves something is wrong with me.

Then there is the survival key. It kept you alive, but now it tries to convince you that chaos is normal, rest is dangerous, and love must hurt to be real.

Those keys may have opened doors once. They may have helped you endure a season. But they cannot unlock the future you keep praying for.

I stayed attached to potential for too long. I remembered the good moments and used them to excuse the damage. I believed that if I loved harder, explained myself better, or gave one more chance, the relationship would become what I hoped it could be. But potential is not a promise. A person's possibilities do not cancel the reality of how they treat you.

I also carried self-blame. I replayed mistakes and called myself names I would never use against somebody I loved. But beating yourself up does not change the past. It only robs the present and weakens your next decision.

Self-forgiveness does not mean pretending nothing happened. It means taking responsibility for what belongs to you without carrying what belongs to somebody else. It means learning the lesson without turning the lesson into your identity.

Conflict Is Information

Healthy conflict can lead to understanding. Harmful conflict is often about control, punishment, confusion, or winning at any cost. If you are constantly defending your character to somebody committed to misunderstanding you, the conversation is not producing clarity. It is consuming you.

Not every battle deserves your response. Some battles are won when you stop providing a stage for chaos.

Real Talk

You do not need to keep reopening a wound to prove that it hurt. You do not need one more conversation with someone who has already shown you they are not listening. Closure is sometimes the decision you make after the apology never comes.

Mirror Work

Complete these statements:

- The old key I keep reaching for is...
- It once protected me by...
- Today it keeps me stuck by...
- The truth I need now is...
- The new behavior that matches that truth is...

Heart of Action

Choose one broken key and interrupt it for the next week. If the key is approval, make one safe decision without polling everybody. If the key is fear, take one small risk. If the key is self-blame, write a letter of forgiveness to yourself. If the key is survival, schedule real rest and honor it.

Set the Stage Declaration

I release every belief that requires me to remain small. I can appreciate how I survived without living the rest of my life in survival mode. Old keys will not control new doors.

Chapter Four

Align Faith With Action

There were seasons when I prayed every day for God to change how I saw myself. I asked for strength, clarity, healing, and open doors. My prayers were real, but I was still waiting for confidence to do what faith had already instructed me to do.

I had faith, but I needed a framework.

That is where alignment begins. Faith is not passive. Prayer is not an excuse to avoid planning. An action plan is where faith meets focus. It is the practical path between where you are and where you believe God is calling you.

I had to write the vision. I had to look at my gifts, my responsibilities, my health, my children, my organizations, and my goals. I had to stop treating every opportunity like it was my assignment. I had to ask: Does this decision match what I say I value? Is this connection producing purpose or only pressure? Am I moving because God gave me direction, or because I am afraid of disappointing somebody?

Obedience is everything. But obedience is not always loud. Sometimes it looks like sending the email. Sometimes it looks like going back to school. Sometimes it looks like asking for professional help. Sometimes it looks like staying home and resting when your old pattern would have pushed through.

God's timing does not remove our responsibility. We can trust Him and still prepare. We can pray and still build a budget. We can believe and still practice. We can wait without becoming passive.

Build a Faith Led Plan

Use this simple structure:

1. **Name the vision.** What do you believe you are being called to build, change, or become?
2. **Name the why.** Who benefits when you follow through? Why does this matter now?
3. **Name the next step.** What can be completed within seven days?
4. **Name the support.** Who has the wisdom, skill, or accountability you need?
5. **Name the boundary.** What must receive less access so the vision can receive more attention?

6. Name the evidence. How will you know you moved forward?

Real Talk

Sometimes we say we are waiting on God when fear is really waiting on us. You do not need the whole staircase. You need enough faith for the next step and enough discipline to take it.

Mirror Work

1. What vision keeps returning to you?
2. Where have you used confusion as protection from action?
3. What would a small act of obedience look like this week?
4. What structure would make follow-through easier?

Heart of Action

Choose one goal. Put one action on the calendar with a date, time, and completion measure. Tell one safe accountability person what you plan to do.

Set the Stage Declaration

I trust God, and I will do my part. I do not need perfect conditions to take an aligned step. My faith has feet, my vision has structure, and my actions will honor my assignment.

Chapter Five

Guard Your Peace Without Guilt

Protecting my peace became one of the greatest gifts I could give myself.

For too long, I thought boundaries were something I had to defend in court. I explained them, softened them, moved them, and rewrote them depending on who was upset. I said no, then allowed guilt to turn it into a yes. I gave people unlimited access because I did not want to look mean, selfish, difficult, or ungrateful.

But a boundary that disappears every time somebody dislikes it is not protecting you.

Boundaries are not punishment. They are information. They tell people what you will participate in, what you will not accept, and what access requires. They also tell you when it is time to remove yourself instead of trying to control someone else's behavior.

Love should not cost your peace. Loyalty should not require silence. Community should not demand that you abandon yourself to remain included.

I had to stop chasing invitations and forcing connections. I had to become comfortable with being a healthy loner for a season. Solitude gave me room to hear my own thoughts and God's direction without everybody else's opinion sitting in the meeting.

That does not mean isolation is the goal. We need people. We need safe relationships, mentors, therapists, coaches, friends, faith communities, and teams that know how to tell the truth with love. The goal is connection without self-abandonment.

Who Is in Your Corner

Safe support does more than clap. Safe people respect your no, care about your health, correct you without humiliating you, celebrate your growth, and do not need you to stay wounded for the relationship to work.

Pay attention to how you feel after an interaction. Do you feel clearer or confused? Encouraged or drained? Free to be honest or pressured to perform? One feeling does not define a person, but repeated patterns deserve your attention.

Real Talk

Everybody does not deserve the same version of your access. Forgiveness does not automatically restore trust. Love does not require proximity. You can wish someone well and still close the door.

Mirror Work

1. Which boundary do you keep rewriting?
2. What are you afraid will happen if you enforce it?
3. Who in your life demonstrates safe, mutual support?
4. Which conversations or environments repeatedly disturb your peace?
5. What would connection without self-abandonment look like?

Heart of Action

Write one clear boundary in plain language: I am not available for... or Going forward, I need...

Practice saying it without a long explanation. Decide in advance what action you will take if it is ignored.

Set the Stage Declaration

My peace is not the price of belonging. I can love people and still use wisdom. I choose relationships that make room for honesty, growth, safety, and mutual respect.

Chapter Six

Rest Is Part of the Assignment

I had built a life that was always moving. I was serving, leading, parenting, helping, planning, and trying to fill every need I could see. I thought producing proved I was committed. I thought rest meant I was falling behind.

Then my body forced me to pay attention.

After carrying intense stress and significant life challenges, I experienced serious health problems, including seizures. Those moments changed the way I understand strength. I am a woman of faith, but faith does not require me to ignore my body. Prayer and professional care can stand together. Rest and purpose can stand together. Asking for help and strong leadership can stand together.

Burnout is not a badge of honor. It is information that something in the way you are living needs care, support, or change.

One of the greatest lessons in my healing journey came through taking a sabbatical. I had associated rest with laziness, but stepping back gave me space to see what I was carrying. It allowed me to reconnect with myself, listen for God, and examine whether my schedule reflected my actual priorities.

Rest is not only sleep. Rest may mean turning off the phone. It may mean allowing someone else to lead. It may mean canceling something that no longer fits. It may mean therapy, medical care, a quiet library visit, time with your children, a walk, prayer, music, journaling, or simply sitting without producing proof of your worth.

The people who benefit from your overextension may not celebrate your boundaries. Rest anyway.

Real Talk

You cannot keep calling exhaustion sacrifice when it is slowly separating you from your health, joy, family, and clarity. Your purpose needs a living, supported you.

Mirror Work

1. What signals does your body give when you are overwhelmed?
2. What responsibility are you carrying that could be shared, delayed, delegated, or released?
3. What belief makes rest difficult for you?

4. What kind of rest restores you emotionally, spiritually, and physically?
5. Who can help you make a sustainable plan?

Heart of Action

Schedule one protected block of restorative time this week. Treat it as a real appointment. Also identify one task to delegate or remove.

Set the Stage Declaration

My well-being is not negotiable. Rest does not make me less committed. I will listen to my body, seek wise support, and build a life that can hold both purpose and peace.

Chapter Seven

Execute With a Heart of Action

Motivation feels good, but it is not a strategy. A Heart of Action keeps moving after the emotional moment passes.

This does not mean moving fast. It means moving on purpose.

I have learned that most breakthroughs are built inside small decisions nobody applauds. It is the email you send after fear told you to wait. It is the boundary you keep after guilt shows up. It is the page you write when you do not feel inspired. It is the appointment you attend. It is the budget you review. It is the apology you make. It is the morning you start again without turning yesterday into a life sentence.

Small actions compound. One brave decision builds evidence. Evidence builds trust in yourself. Trust changes how you show up. Before long, the person who once said, I cannot, has a record proving, I am learning how.

A Heart of Action has five qualities:

- **Willingness.** I may not know everything, but I am willing to begin.
- **Discipline.** I keep promises to myself when the excitement wears off.
- **Teachability.** I can receive useful feedback without giving away my identity.
- **Courage.** I move even when my voice shakes.
- **Compassion.** I correct myself without destroying myself.

Accountability matters here. Shame says, You dropped the ball because you are a failure. Accountability says, You dropped the ball. Pick it up, learn what happened, and build a better system.

Stop Waiting for the Perfect Version of You

Can you lead while healing? Yes.

You should not use leadership to avoid healing, and you should never place people in danger because you refuse to address your wounds. But you do not have to become a flawless human being before your story can help someone. Some of the most compassionate leaders understand pain because they have met it personally.

I have led with tears in my eyes. I have parented through fear. I have served communities while working through my own questions. My healing and leadership have often grown beside each other.

The goal is not to pretend the cracks are not there. The goal is to let God shine through them while you remain responsible for getting the support you need.

Real Talk

Showing up does not mean doing everything. It means doing the next aligned thing. Busy is not the same as obedient. Visible is not the same as effective. Exhausted is not the same as important.

Mirror Work

1. What promise to yourself needs to be renewed?
2. Which goal is too large or vague to act on consistently?
3. What is the smallest version of that goal you can complete this week?
4. What system, reminder, or person would support consistency?
5. How will you celebrate progress without waiting for perfection?

Heart of Action

Create a seven-day action streak. Choose one action that takes 30 minutes or less. Complete it daily or on the specific days your goal requires. Track completion, not perfection. If you miss a day, return the next day without punishment.

Set the Stage Declaration

I do not need to feel fearless to move. I am willing, disciplined, teachable, courageous, and compassionate with myself. I will take the next aligned step and let consistency build the evidence.

Chapter Eight

Find Your Voice and Take Your Place

There were rooms where I felt like the only one. The only Black woman. The only person willing to say what everybody else avoided. The only voice carrying a particular kind of lived experience.

Being the underdog is not always a weakness. Sometimes it is a warning that something different just entered the room.

For years, I fought to be seen. Now I understand that leadership is not proving my worth to every person who questions it. Leadership is remaining clear about the assignment, responsible for my choices, and rooted enough to speak without losing myself.

Your voice is bigger than public speaking. Your voice appears when you ask a doctor another question. It appears when you tell a partner, This is not acceptable. It appears when you advocate for your child, price your service, share your idea, ask for help, correct misinformation, or tell your story in your own words.

Your story is not a burden. It is wisdom earned through experience. That does not mean you owe everybody every detail. You decide what is safe to share, when to share it, and what purpose the sharing serves. A testimony should not require you to retraumatize yourself for an audience.

When I wrote my first book, *From Emptiness to Overflow*, I could see how years of journaling had preserved pieces of me. Writing gave my pain somewhere to go. It helped me identify patterns, document growth, and hear my own voice without interruption.

That is why I keep writing. That is why I speak. That is why I coach. That is why I serve through Pass the Beauty Inc. My survival became part of my assignment, but pain is not the only thing I carry. I also carry skill, vision, leadership, humor, creativity, motherhood, faith, and a determination to build what I once needed.

Lead With Your Whole Story

The world may try to reduce you to one chapter: survivor, single mother, patient, dropout, failure, too emotional, too direct, too much. Do not hand anyone permission to summarize a whole book with one painful page.

You are allowed to be healed and healing. You are allowed to be strong and supported. You are allowed to be the expert in what you lived and the student in what you are learning.

Real Talk

You do not need to sound like somebody else to be effective. An artist cannot release her own sound while trying to copy everybody else's voice. God did not give you your story so the world could remix it into something more comfortable.

Mirror Work

1. Where have you been waiting for permission to speak?
2. What truth do you know because you lived it?
3. Who could be helped by the part of your story you are ready to share?
4. What details are yours to protect?
5. What room, platform, or conversation are you being prepared to enter?

Heart of Action

Write a three-minute message using this structure: This is what I faced. This is what I learned. This is what I want you to know. Practice it aloud until it sounds like you, not a performance.

Set the Stage Declaration

I was not created to sit in the background of my own life. My voice is powerful, my story has purpose, and my presence makes a difference. I will take my place without becoming someone else to belong.

Chapter Nine

The Unstoppable Mindset

An unstoppable mindset does not mean nothing hurts you. It does not mean you never become tired, afraid, discouraged, or disappointed. It means those feelings no longer get the final vote.

Unstoppable people still pause. They still cry. They still ask for help. They still change plans. They still go to therapy, take medication when prescribed, seek counsel, apologize, and begin again. What makes them unstoppable is not constant motion. It is their decision to keep returning to truth.

The undervalued mindset asks, Who am I to do this?

The unstoppable mindset asks, Who will I become if I keep obeying, learning, and showing up?

The undervalued mindset chases proof.

The unstoppable mindset builds evidence through aligned action.

The undervalued mindset treats every rejection as a verdict.

The unstoppable mindset receives rejection as information, redirection, or protection without turning it into an identity.

The undervalued mindset calls rest lazy.

The unstoppable mindset understands that sustainability is part of stewardship.

I am not unstoppable because life stopped testing me. I am unstoppable because I stopped allowing every test to rename me.

I am still growing. I am still learning how to protect my health, communicate clearly, lead teams, parent my children, honor my boundaries, and follow God's direction. I do not have to hide that process to be credible. My honesty is part of the brand. My journey is part of the model.

Set the Stage Coach is not about creating a fake version of confidence. It is about helping you meet the person underneath the pressure and giving that person a plan.

See your worth.

Tell the truth.

Align faith with action.

Guard your peace and grow.

Execute with a Heart of Action.

That is how you set the stage.

Mirror Work

1. What belief about yourself changed while reading this book?
2. Which broken key are you leaving behind?
3. Which stage of the model needs your attention now?
4. What will you complete in the next 30 days?
5. Who will you invite to support your growth?

Set the Stage Declaration

I recognize my value. I trust the voice God gave me. I release the beliefs that kept me bound. I will protect my peace, honor my health, build with wisdom, and take action with courage. I am not returning to the version of me that survived by disappearing. I am setting the stage for an unstoppable life.

Chapter Ten

Why I Use the Microphone

I did not start using my voice because I believed I had everything figured out. I started using it because I knew what it felt like to need a real conversation and not know where to find one.

That is why I use my podcast.

Set The Stage Coach podcast is more than content to me. It is a meeting place. It is where faith, healing, leadership, mental health, entrepreneurship, nonprofit work, and everyday life can sit at the same table. It gives me room to tell the truth about becoming without pretending that I have already arrived.

Some people will never walk into a coaching room first. They may not attend a conference, sign up for a program, or tell anyone that they feel stuck. But they will press play while driving to work, getting their children ready, sitting in a parking lot, or trying to make it through a hard night. A voice can reach someone in a private moment when they are finally ready to hear, You are not alone, and you are not finished.

Fam, that matters to me.

I know what silence can cost. When you have spent years feeling undervalued, you learn how to hide your questions and carry pain without language. The podcast lets me interrupt that silence. I can share what I have learned through my own journey, bring other voices into the conversation, and ask the questions people are sometimes afraid to ask out loud.

My goal is not to make my life look perfect. My goal is to make growth feel possible.

The microphone also keeps me accountable. Every time I speak about boundaries, faith, leadership, rest, courage, or action, I have to look at how I am living those words. I am not speaking from a mountaintop. I am speaking while I climb. That honesty is important because people do not need another performance. They need truth they can use.

The podcast is also part of how I set the stage for coaches. When a coach hears a conversation that gives language to something they have lived, they begin to recognize the value of their own experience. When they hear a strong question create a breakthrough, they begin to understand the power of coaching. When they hear me

use my voice without copying someone else, they receive permission to develop their own.

I use the microphone to model what I want other coaches to believe: your voice can serve before a spotlight ever finds you. You do not have to wait for a large platform to make a meaningful impact. Start with the person who needs what you know today. Speak clearly. Listen deeply. Keep learning. Let consistency build the evidence.

Real Talk

A podcast will not make you credible by itself. A title, microphone, or polished introduction cannot replace character, preparation, or responsible service. The platform may amplify your voice, but it will also amplify whether you are grounded in truth.

Mirror Work

1. Why do I want to be heard?
2. What truth do I feel responsible to share?
3. Who needs the kind of conversation I can lead?
4. Where am I tempted to perform instead of connect?
5. What would I say if I stopped waiting to sound perfect?

Heart of Action

Record a five-minute private audio message. Speak to one person, not an audience. Name one struggle, one lesson, and one next step. Listen back and notice where your natural voice sounds strongest.

Set the Stage Declaration

My voice is not noise. I will use it with purpose, honesty, and care. I do not need a perfect story or a massive platform to begin serving. I will speak so people can recognize their value and hear what is possible for their lives.

Chapter Eleven

See the Coach in You

Many coaches begin coaching long before they call themselves a coach.

You may be the person people trust when they cannot see their next step. You know how to listen beneath the words. You ask the question that makes someone stop and think. You help people recognize patterns, make decisions, and move from intention to action. You have probably done it at work, in ministry, in your family, in a nonprofit, in a salon chair, or during a conversation that was supposed to last five minutes and became an hour.

Then somebody asks what you do, and you shrink.

You say, I just help people. I am just a good listener. I am not really a coach yet.

Fam, pay attention to the word just. It often reveals where an undervalued mindset is hiding.

My goal is to help coaches see themselves as coaches because identity shapes action. If you cannot recognize the gift, you will not develop it. If you do not value your ability to guide transformation, you will give it away without boundaries, preparation, or structure. If you keep waiting for someone else to name you, you may never step fully into the work God has been preparing you to do.

Seeing yourself as a coach is not about claiming expertise in everything. It is about honestly recognizing where you can help, becoming skilled in that area, and serving within your scope. Your lived experience may give you empathy and insight, but experience alone does not qualify you to handle every need. Responsible coaches keep learning. They understand when an issue requires a licensed therapist, attorney, medical professional, financial professional, or another trained specialist. They do not make promises they cannot keep.

That truth does not make your coaching smaller. It makes it safer and stronger.

A coach does not rescue people. A coach helps people hear themselves, recognize choices, clarify goals, build a plan, and take responsibility for the next step. Coaching says, I will walk beside you, ask you the truth, challenge the story keeping you stuck, and help you act on what you already know.

I want you to stop measuring your coaching gift only by a certificate, social media following, or paid client list. Training and credentials can be valuable, and you should

pursue the education your field requires. But before anyone else trusts your process, you must be willing to see what God placed in you.

Look at the evidence. What do people consistently come to you for? What transformation have you learned to guide? What questions do you ask naturally? What problem can you help someone move through with wisdom, structure, and accountability?

Your answer is not the whole business, but it is a place to begin.

Real Talk

Calling yourself a coach will stretch you. You can no longer hide behind informal help while avoiding the discipline of defining your method, protecting confidentiality, setting boundaries, and continuing your education. Identity comes with responsibility.

Mirror Work

1. Where am I already helping people create change?
2. What do people repeatedly ask me for help with?
3. Which parts of my experience have become wisdom I can responsibly share?
4. What training or supervision would make me a stronger coach?
5. What title have I been afraid to claim?

Heart of Action

Complete this sentence: I coach _____ who are ready to _____ so they can _____. Keep it honest and specific. Then share it with one trusted person without adding the word just.

Set the Stage Declaration

I can honor the coach in me without pretending to know everything. I will develop my gift, respect my scope, and serve with integrity. I am willing to be seen as the person God is calling me to become.

Chapter Twelve

Turn Your Story Into Responsible Service

Your story can open a door, but your service must help somebody walk through it.

I believe lived experience has power. My journey has shaped how I listen, lead, advocate, build, and coach. What I survived gave me compassion for people who feel overlooked. What I had to learn gave me language for the undervalued mindset. What God restored in me created a responsibility to reach back with wisdom.

But let me tell you something I had to understand: your pain is not automatically a coaching process.

A testimony says, This is what happened to me and this is what I learned. Coaching asks, What does this person need, what outcome are they working toward, and how can I help them move with clarity and ownership? The story builds connection. The method creates a path.

That is why the Set the Stage Coach Change Model matters. I am not only telling people to believe in themselves. I am helping them move through five intentional stages:

- See your worth so you can recognize what is true about you.
- Tell the truth so hidden patterns lose their power.
- Align faith with action so belief becomes movement.
- Guard your peace and grow so progress becomes sustainable.
- Execute with a Heart of Action so your next step becomes evidence.

Your coaching model may have different language, but it needs a clear purpose. A client should understand where you are helping them begin, what work you will do together, and what kind of change they are responsible for creating.

Responsible service also requires boundaries. Coaching is not therapy, crisis care, legal counsel, medical treatment, or financial advice unless you hold the appropriate professional license and are working in that role. A strong coach knows when to pause and refer. You are not abandoning a client when you connect them with the right support. You are protecting them.

The same is true for your story. Share from wisdom, not from pressure. You do not owe your audience every detail to prove you are authentic. Some parts of your life may still need privacy, prayer, therapy, or time. You can be honest without reopening a wound for content.

This is one reason I use my podcast with intention. A conversation can introduce a truth, help someone feel seen, and invite reflection. Coaching can then provide a structured place for the person who is ready to work on a specific goal. The podcast is not a substitute for every kind of care, and coaching is not a promise that life will become painless. Each has a purpose.

When your story, scope, and method are aligned, your brand becomes trustworthy. People know why you care, how you help, and what they can expect.

Real Talk

Do not build a brand that depends on you staying broken. You are allowed to heal beyond the version of your story that first introduced you to your audience. Your service should grow as you grow.

Mirror Work

1. Which part of my story gives me compassion for the people I want to coach?
2. What lesson have I tested through time, support, and action?
3. Where does my coaching scope begin and end?
4. Which professionals or resources could I refer clients to when needed?
5. What process can turn my insight into a repeatable coaching experience?

Heart of Action

Write three short statements: This is who I help. This is the change I help them work toward. This is what my coaching does not replace. Let these statements become the foundation of your offer and your boundaries.

Set the Stage Declaration

My story is a bridge, not a performance. I will serve from wisdom, protect what is still healing, and stay within the work I am prepared to do. My honesty and my boundaries can exist together.

Chapter Thirteen

Find Your Coaching Voice

There is a difference between having something to say and knowing how you are called to say it.

When I speak, I want people to feel that I am sitting across from them. I want them to hear faith without pretending life is easy. I want truth to be direct without becoming cruel. I want action to feel possible, not performative. That is my coaching voice.

The podcast helped me find it.

Episode by episode, I learned what conversations I could lead with conviction. I noticed the questions that opened people up, the stories that created connection, and the phrases that stayed with listeners. I also learned where I was trying too hard, explaining too much, or speaking the way I thought a coach was supposed to sound.

Your coaching voice will not grow through imitation. You can learn from people you respect, but borrowing their personality will eventually exhaust you. Trends may help people discover you, but they cannot define you. Your voice must be connected to your values, your people, and the transformation you are prepared to guide.

For me, three messages keep returning: recognize your value, find your voice, and take action. Those are not random topics. They are message pillars. They help me decide what belongs on the podcast, what belongs in a coaching program, and what does not fit the assignment.

You need that kind of clarity too.

Ask yourself what you want people to understand after they spend time with you. What do you want them to question? What do you want them to do? A clear coaching voice does not only sound good. It moves people toward a useful decision.

Your voice also includes how you listen. Coaches do not need to fill every silence or turn every client experience into a lesson about themselves. Sometimes the strongest thing you can say is, Tell me more. Sometimes the question is more powerful than the speech. Sometimes care sounds like challenging a client to take responsibility instead of giving them the answer.

Do not confuse loudness with authority. Authority grows when your words, actions, training, and values agree. You can be warm and still have boundaries. You can be

faith-centered and still welcome honest questions. You can be direct and still protect dignity. You can be yourself and still become more skilled.

That is the voice I want the Set the Stage Coach brand to model. Not a perfect voice. A grounded one.

Real Talk

If your message changes every time the internet changes, people will not know what you stand for. Consistency does not mean repeating one sentence forever. It means letting your core values guide every new conversation.

Mirror Work

1. What three ideas do I return to again and again?
2. How do I want people to feel after a conversation with me?
3. What action should my message help them take?
4. Where am I copying language that does not sound like me?
5. What question brings out my best coaching?

Heart of Action

Choose three message pillars for your coaching brand. Under each one, write five questions you could answer in a podcast episode, video, workshop, or client conversation. Use your natural words.

Set the Stage Declaration

I do not have to copy another coach to become credible. My voice will grow through truth, practice, listening, and service. I will speak with clarity and leave room for other people to hear themselves.

Chapter Fourteen

Set the Stage for Your Coaching Brand

Your brand is not only your logo, colors, photos, website, or social media page. Those things help people recognize you, but your brand is the promise people experience when your name enters the room.

What do people consistently receive from you? What change do you help them pursue? How do they feel while working with you? What do you refuse to compromise?

That is the foundation.

Set the Stage Coach exists to help people recognize their value, find their voice, and take action toward becoming unstoppable. The podcast carries that message through conversation. The book gives it language and reflection. Coaching gives it structure, accountability, and a place to practice. Speaking and training bring it into rooms where leaders, teams, and communities can apply it together.

Each part has a different job, but they all belong to the same promise.

That is what I want coaches to understand about branding. You do not need to be everywhere. You need to be clear wherever you are. Your podcast should sound connected to your coaching. Your coaching should deliver what your message has been preparing people to expect. Your offer should help the right person take a next step instead of pressuring everyone to buy.

Start with five decisions.

First, name the person you serve. Do not say everybody. Be clear enough for the right person to recognize themselves.

Second, name the change. What can this person reasonably work toward with you? Promise the process you can faithfully deliver, not an outcome you cannot control.

Third, name your method. Give people a simple path they can understand and remember.

Fourth, name your boundaries. Decide your scope, communication expectations, referral process, schedule, and what is not included.

Fifth, name your invitation. After someone hears your podcast or meets your message, make the next step clear, respectful, and easy to follow.

Your podcast can become the front door to your coaching brand, but the door must lead somewhere. Help listeners identify a challenge, understand your approach, and decide whether they are ready for deeper work. Serve first. Then let people know how to continue when they are ready.

Coach, I want you to see yourself now.

Not as somebody pretending to have all the answers. Not as somebody waiting for permission. See yourself as a person willing to guide, learn, listen, challenge, protect, and serve. See the value in your voice. See the responsibility in your gift. See the stage you can create for somebody else to recognize what has been inside them all along.

Real Talk

Your brand cannot carry what your habits will not support. Before you ask for more visibility, build the systems, boundaries, and character needed to care for the people who respond.

Mirror Work

1. Who is the person my coaching brand is designed to serve?
2. What clear change do I help that person work toward?
3. How does my podcast or content prepare them for that work?
4. What method and boundaries make my offer trustworthy?
5. What is the one next step I want the right person to take?

Heart of Action

Create a one-page coaching brand foundation with five headings: Person, Change, Method, Boundaries, and Invitation. Then record one podcast episode or message that serves your person and closes with one clear invitation.

Set the Stage Declaration

I see the coach in me. I will build a brand that matches my values, a message that serves with truth, and an offer that creates responsible change. I do not need permission to begin, and I do not need perfection to grow. I will set the stage, use my voice, and help others recognize the value already within them.

The 30 Day Set the Stage Challenge

Use the next 30 days to practice the model. Repeat this six-day rhythm five times. Each round will show you something new.

Day One See

Write one strength, one need, one trigger, and one win. Ask: What is true about me today?

Day Two Tell

Journal one truth you have avoided. Name what belongs to you and what does not.

Day Three Align

Pray over one goal. Write the next practical step and put it on your calendar.

Day Four Guard

Enforce one boundary, reduce one distraction, or ask one safe person for support.

Day Five Execute

Complete one meaningful action before you overthink it. Record the result and what you learned.

Day Six Restore

Rest, reflect, and celebrate one sign of growth. Restoration is part of the process.

At the end of each six-day round, answer:

- Where did I honor my value?
- Where did I shrink or return to an old pattern?
- What helped me follow through?
- What needs more support?
- What will I carry into the next round?

Thirty Day Commitment

For the next 30 days, I commit to honest reflection, faith-led action, healthy boundaries, and compassionate accountability. I will not use one difficult day as permission to abandon myself. I will return, reset, and keep moving.

Signature _____

Date _____

A Prayer for Your Next Season

Heavenly Father,

I pray for the person reading these words. Meet them in the place where they have felt overlooked, tired, afraid, or uncertain. Remind them that their value was never erased by what happened to them.

Give them courage to tell the truth, wisdom to recognize safe support, and discipline to take the next right step. Help them release every relationship, belief, habit, and expectation that requires them to disappear.

Teach them to protect their peace without guilt and to honor their health without shame. Let their faith become active. Give structure to their vision, clarity to their decisions, and compassion for the parts of themselves that are still healing.

When rejection speaks, remind them who they are. When fear gets loud, help them move with wisdom. When they become tired, teach them to rest instead of quit. When they enter new rooms, let them carry their voice without apology.

May their story become a light without becoming a prison. May their growth bless their family, their community, and the generations coming after them.

In Jesus' name, amen.

About the Author

Cintoria Franklin is a faith-centered speaker, professional consultant, nonprofit leader, master barber stylist, published author, domestic violence survivor advocate, mental health advocate, and mother.

She is the founder and executive director of Pass the Beauty Inc., a nonprofit organization that advocates, educates, and empowers individuals affected by domestic violence, bullying, homelessness, mental health challenges, trauma, and other life barriers. Through community support, housing stabilization, youth prevention, education, and advocacy, Cintoria helps people move from survival toward healing and self-sufficiency.

Through Set the Stage Coach Consulting LLC, she provides leadership coaching, training, speaking, and consulting designed to help people recognize their value, find their voice, challenge an undervalued mindset, and take action toward becoming unstoppable.

Her first book, *From Emptiness to Overflow*, grew from a lifelong practice of journaling and turning pain into purpose. *The Undervalued Mindset* continues that work through the Set the Stage Coach Change Model and her signature Heart of Action approach.

Cintoria is based in Nashville, Tennessee, and is committed to building stronger women, families, leaders, and communities through faith, truth, practical action, and the power of lived experience.

Connect

Website: setthestagecoach.com

Organization: passthebeautyinc.org

YouTube: Set the Stage Coach

Facebook: Cintoria Franklin