

Pretty Sisters

THE PRETTY SISTERS WELCOME GUIDE

You Belong Here

A warm introduction to the Think Pretty movement, the five beliefs, and the sisterhood waiting for you.

Everything you need to know to begin — who we are, what we believe, how we practice it, and the one small place to start this week.



A LETTER FROM CALLIE

Hi, Pretty.

I want to tell you where that word came from, because it did not start out as a compliment about a face.

I am the baby of my family. When I was small, the ground under our house started shaking — my parents separated, we moved across the country, and everything I thought was permanent turned out to be temporary. I did not have words for any of it. What I had were older sisters. And somewhere in the middle of all that noise, they started calling me *Pretty*.

Not because I was. Because they needed me to know I was still worth something while the world was rearranging itself. It was a nickname, and it was also a life raft. Every time one of them said it, I heard the real message underneath: **you are still here, you are still loved, you are still ours.**

Years later, my sisters and I started handing that word to other women. To our friends. To their daughters. To women we met once and never forgot. And in 2006 we did something a little crazy: we took seventy women from ten states on a cruise and asked them one question.

If every woman could see herself as the pretty sister — the one somebody is rooting for — would she not live her whole life differently?

She would. I have watched it happen for twenty years now. I have watched women stop shrinking at kitchen tables. I have watched a mother and a fourteen-year-old daughter start telling each other the truth. I have watched a woman in the back row of a circle say out loud, for the first time, the dream she had been embarrassed to want.

So here is what I want you to hear on page two, before you know anything else about us: **You do not have to earn your seat. You already have one.** You do not have to arrive fixed, confident, rested, healed, or put together. You can arrive exactly as you are today — tired, hopeful, unsure, halfway through something hard — and still be all the way in.

This guide is short on purpose. It will show you what we believe, how we practice it, and the one small place to start. Please do not try to do all of it. Do one thing. Kindness compounds.

I am so glad you are here.

Callie

Callie C. Steuer · author of *Think Pretty* · founder of Pretty Sisters

START HERE

What Pretty Sisters actually is

A sisterhood built on one idea: *kind is the new pretty*. Not a program you complete. A way of showing up that you get to practice for the rest of your life.

WHAT YOU CAN EXPECT

- Women who tell the truth kindly
- Practices small enough to actually do
- Stories instead of lectures
- Room for faith without requiring it
- Encouragement without pressure

WHAT THIS IS NOT

- Therapy or medical advice
- A performance you have to keep up
- A club with a dress code or a body type
- Advice that makes you feel behind
- One more thing to be perfect at

The Pretty Sister Pathway

Everything we make lives on one simple arc. You can enter anywhere.

STEP	WHAT IT MEANS	WHERE IT LIVES
Dream	Remember what you actually want, before you edit it down to what is reasonable.	21-Day Dream Reset · Dare to Dream · Dream Journal
Believe	Trade the sentence running the show for one that is true.	<i>Think Pretty</i> the book · the five beliefs · TEA Time
Create	Take one brave action, then bring a sister with you.	Sister Circles · book clubs · membership

*Every woman at the table has a seat.
You belong here.*

A gentle note. Think Pretty resources are for encouragement, reflection, and friendship. They are not therapy, medical advice, mental health treatment, or crisis care, and they are not a substitute for care from a qualified professional. You are always in charge of what you write, what you share out loud, and what you keep private — and you can delete anything you have saved in a Pretty Sisters tool at any time. If you are in crisis or in immediate danger, please contact your local emergency number or a licensed professional right away. In the United States you can call or text **988** to reach the Suicide & Crisis Lifeline. Please reach for real, human help when you need it — asking is a brave and pretty thing to do.

THE FOUNDATION

Five beliefs

These are not affirmations you recite until you feel better. They are claims about what is already true, which you get to practice acting like.

BELIEF 1 You are pretty

Kindness is your true beauty.

The word was never about symmetry. It is about what people feel when they have been near you. Kindness is the one kind of pretty that does not fade, cannot be photographed, and never once depended on a good hair day.

When you forget it, it sounds like: "I will feel better about myself once I fix ____."

Practice it today: Say the kind thing out loud instead of just thinking it.

BELIEF 2 You are not alone

Sisterhood is the antidote to comparison.

Comparison is what happens when we look at women from a distance. Sisterhood is what happens when we get close enough to hear the whole story. You cannot envy a woman you are actually rooting for.

When you forget it, it sounds like: "Everyone else has it figured out."

Practice it today: Text one woman the specific thing you admire about her.

BELIEF 3 You can do it

Confidence is a decision you practice.

Confidence is not a personality you were issued at birth. It is the residue of kept promises to yourself. Small ones count. Small ones are how it starts.

When you forget it, it sounds like: "I am not the kind of person who ____."

Practice it today: Keep one tiny promise to yourself before dinner.

THE FOUNDATION, CONTINUED

Five beliefs

BELIEF 4 You are meant for joy

Joy is a lifestyle, not a reward.

Joy is not what you get after the hard season ends, the weight comes off, or the calendar clears. It is available in the middle. It is often small, and it is almost always missed unless you name it.

When you forget it, it sounds like: “I will be happy when ____.”

Practice it today: Write down one joyful thing that already happened today.

BELIEF 5 Love is the answer

Lead with love and the rest falls in line.

When you do not know what to do next — in a hard conversation, a hard week, a hard marriage, a hard mirror — ask what love would do, and do that. It is rarely the most impressive option. It is almost always the right one.

When you forget it, it sounds like: “They do not deserve my kindness right now.”

Practice it today: Choose the loving next step, even if it is small and quiet.

How they work together

They are in this order for a reason. You cannot believe you are not alone until you believe you are worth sitting next to. You cannot practice confidence while you are still auditioning for a seat. And joy is nearly impossible to notice while you are comparing. Love is last because it is the one that holds the other four in place.

THE ONE TO START WITH

Whichever belief was hardest to read. That is not a weakness — that is the door. Write its number here and carry it for a week: _____

THE DAILY PRACTICE

TEA Time

Three questions. Two minutes. The most useful thing we teach. Most hard days are not caused by the day — they are caused by a sentence running quietly in the background, deciding how everything feels. TEA Time is how you catch it and choose your next step on purpose.

T — THOUGHT

What sentence is running the show?

Write it exactly as it sounds in your head. You cannot change a sentence you are too polite to write down.

E — EMOTION

What am I feeling?

Name it plainly — tired, jealous, ashamed, scared, lonely, hopeful. Naming a feeling takes away most of its power to steer you.

A — ACTION

What is one loving next step?

Toward yourself or someone else. Small counts. One step, not a whole new life.

What it looks like in real life

	AUTOPILOT	TEA TIME
T	<i>"She got the thing I wanted. I must not be good enough."</i>	<i>Caught it and wrote it down. It is a sentence, not a verdict.</i>
E	Scroll, snack, snap at somebody, feel worse.	<i>Jealous — and under it, scared I am running out of time.</i>
A	Go quiet for three days.	<i>Congratulate her honestly. Then start my own first line.</i>

TRY IT RIGHT NOW

T — the sentence

E — the feeling

A — the next step

You just did the whole practice. That is it.

THE PRACTICES

Four ways we practice this

The book: *Think Pretty*

5 Beliefs to Cultivate Friendship, Confidence & Joy · foreword by Sean Covey

Stories from my life, my family, and my friends — the messy versions, not the highlight reel. We sell it in four-packs on purpose: one for you, three for the women you want at the table.

The 21-Day Dream Reset

Three weeks of small, gentle days. One belief, one short teaching, one question, one brave action, one affirmation. Week one clears the noise. Week two remembers the dream. Week three takes it out into the world. Ten minutes a day, and no makeup work if you miss one.

Dare to Dream

The workbook version. Name the wins you have already banked, imagine a bigger future without editing it for realism, choose one anchor word to carry, and turn the dream into steps small enough to start on a Tuesday.

Pretty Sisterhood

Sister Circles in living rooms and coffee shops. Book clubs. City groups. Kitchen tables. We give you the host kit, the script, and the questions. You bring four chairs and a willingness to go first.

Ways in

01	Read	Get the book — alone or in a four-pack with friends
02	Listen	The Pretty Sisters Podcast — candid conversations with women
03	Practice	TEA Time daily · the 21-Day Dream Reset when you are ready
04	Gather	Host or join a Sister Circle with the free host kit
05	Belong	Pretty Sisters membership — monthly resources and community

WHERE TO START

Pick the one that sounds like you

Not all of them. One. You can always come back for the others.

IF YOU FEEL ALONE

Start with people, not paper.

- Text one woman today
- Read Belief 2 out loud
- Ask one person to read the book with you

IF YOU FEEL STUCK

Start with movement, not clarity.

- Begin the 21-Day Dream Reset
- Do one TEA Time a day
- Keep one small promise this week

IF YOU FEEL HEAVY

Start with joy, in small doses.

- Open a Joy Proof File
- Write down three small things daily
- Read Belief 4 every morning this week

Your first week, if you want one laid out

DAY	ONE SMALL THING
Monday	Read the five beliefs out loud. Circle the one that is hardest for you to believe today.
Tuesday	Do one TEA Time. Two minutes, three questions, no editing.
Wednesday	Send one woman a specific compliment. Specific beats sweet.
Thursday	Write down one dream you have stopped saying out loud.
Friday	Name three joyful things from this week. Small ones count double.
Saturday	Keep one promise to yourself. Make it small enough that you will.
Sunday	Invite someone. A walk, a table, a chapter, a circle. Go first.

MY ONE THING THIS WEEK

Write it here. Then tell one person. That is how a good intention becomes a life.

BEFORE YOU GO

A blessing for the woman reading this

May you be kinder to yourself this week than you were last week.

May you catch the sentence before it runs the whole day.

May you say the good thing out loud instead of just thinking it.

May somebody call you Pretty and mean the deep thing.

And may you be the one who says it first.

Kind is the new pretty.

Stay close

- **thinkpretty.ai** — resources, book, membership
- **The Pretty Sisters Podcast** — wherever you listen
- **The Weekly Pretty Letter** — one story, one belief, one practice
- **Sister Circles** — find one or start one

Bring a sister

This whole thing works better in fours. Send this guide to three women you would want in a room with you, then pick a date. You do not need a plan. You need a table.

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