



Why Can't I Stop Doing This?

Uncover the unconscious belief
driving your behavior

Sheridan:Semple

There's a reason you keep doing this. And it's not what you think.

Why do I keep saying yes when I mean no?

Why do I refill the glass, grab more cheese, crackers, and ice cream when I don't want to?

Why do I scroll or stream when I really want to just stop?

Why do I run myself ragged and then collapse into behaviors I really don't want to do?

It's not because you lack willpower or discipline.

I believed that was the case for decades—"shoulding" and shaming myself, wondering what's wrong with me. Why can't I change?

I used to swing wildly between overdoing and total shutdown. I pushed myself relentlessly when I could, overcompensating for the collapses when I'd get overwhelmed and spend days in bed bingeing junk food and watching TV.

Sound familiar?

Once I learned the truth—that my unconscious was the real culprit running the show—I was finally able to break the pattern... for good.

The real problem is the beliefs you carry about yourself. They're the ones driving your behaviors and the patterns you just can't seem to break, no matter what you try.

What's actually going on

At some point when you were little, something happened—and you made it mean something about you.

Not because it was true.

Because you were trying to make sense of it.

Here's how it works:

Something happens. Trying to understand it, you make it mean something about who you are. You think you did something wrong. That it's your fault somehow—even though, as an adult, you now know it wasn't.

That meaning hardens into a belief.

And that belief becomes the lens through which you see your life.

These beliefs are simple, absolute, and childlike—because they were formed when you were little:

“I'm not good enough.”

“I'm too much.”

“I'm not lovable.”

“I'm bad.”

“Something's wrong with me.”

These beliefs quietly run the show, limiting what you do, what you go for, and how you show up.



Let's find yours

This short exercise is about bringing awareness to what you decided long ago—so you can consciously choose what you believe now.

Let's find your belief—so you can begin to break its hold on you.

Trigger

Close your eyes. Drop into your body. Your most honest answers live in your body, not your head.

Where in your life do you keep hitting the same wall?

Where does the same issue keep repeating itself?

Where do you keep getting in your own way?

Be specific.

Relationship? Work? Visibility? Money? Your body? Creativity? Old habits?

Write out what you are experiencing...

Reaction Story

Close your eyes again and listen to your body.

When this situation happens, what does it make you believe about yourself?

Complete the sentence:

When this happens, I tell myself I am:

(Examples: not good enough, too much, stupid, unlovable, bad, weak, not worthy.)

Keep it simple. Childlike. Honest.

Awareness (but not where you stop)

Your belief probably doesn't come as a surprise. You've been saying it to yourself for years.

But now it's conscious. And that matters.

Awareness is the first step to any real change.

Now here's where you start to shift it:

The next time you catch yourself saying this belief — pause.

Notice where you feel it in your body.

Put your hand there.

And gently say to yourself:

"This is old. This isn't who I am now."

You don't have to believe the new thought yet.

You're just interrupting the old one.

That's how you begin to loosen its grip.

Imagine being in that same situation... and not going there.

Not spiraling.

Not overdoing.

Not collapsing.

Just choosing differently—without the internal fight.

That's what becomes possible when this belief isn't running the show.

Possibility

What becomes possible for you and available to you when this belief is no longer running your life?

Write out what becomes possible for you...

Why this isn't random

This belief feels true—but it isn't a fact. It's learned.

Notice how specific your pattern is—and how automatic it feels. This isn't random.

The way your particular belief shows up—and how you compensate for it—is reflected in your moon sign.

In astrology, your moon sign reflects your inner wiring. It's where many of these patterns live and operate behind the scenes. It shows you how you adapted.



The next step

You've uncovered the belief.

That's the first step—and it's a big one.

But awareness alone doesn't break the pattern.

If it did, you would've changed already.

This is where most people get stuck—they can see it, but they don't know how to actually shift it at the root.

In my Break the Pattern session, we don't just name the belief—**we actually rewire it, so it stops running the show.**

This is where your behaviors begin to change naturally—without the constant internal battle.

If you're ready to stop repeating the same cycle and create real, lasting change, this is your next step:

👉 **Break the Pattern Session:**
<https://sheridansemples.com/break/>

Sheridan:Semple

Trauma-Informed Life Coach, Astrologer,
and Founder of Moon Sisters Circle

I help midlife women who've survived trauma break free from stuck patterns, reconnect with who they really are, and figure out what's next.