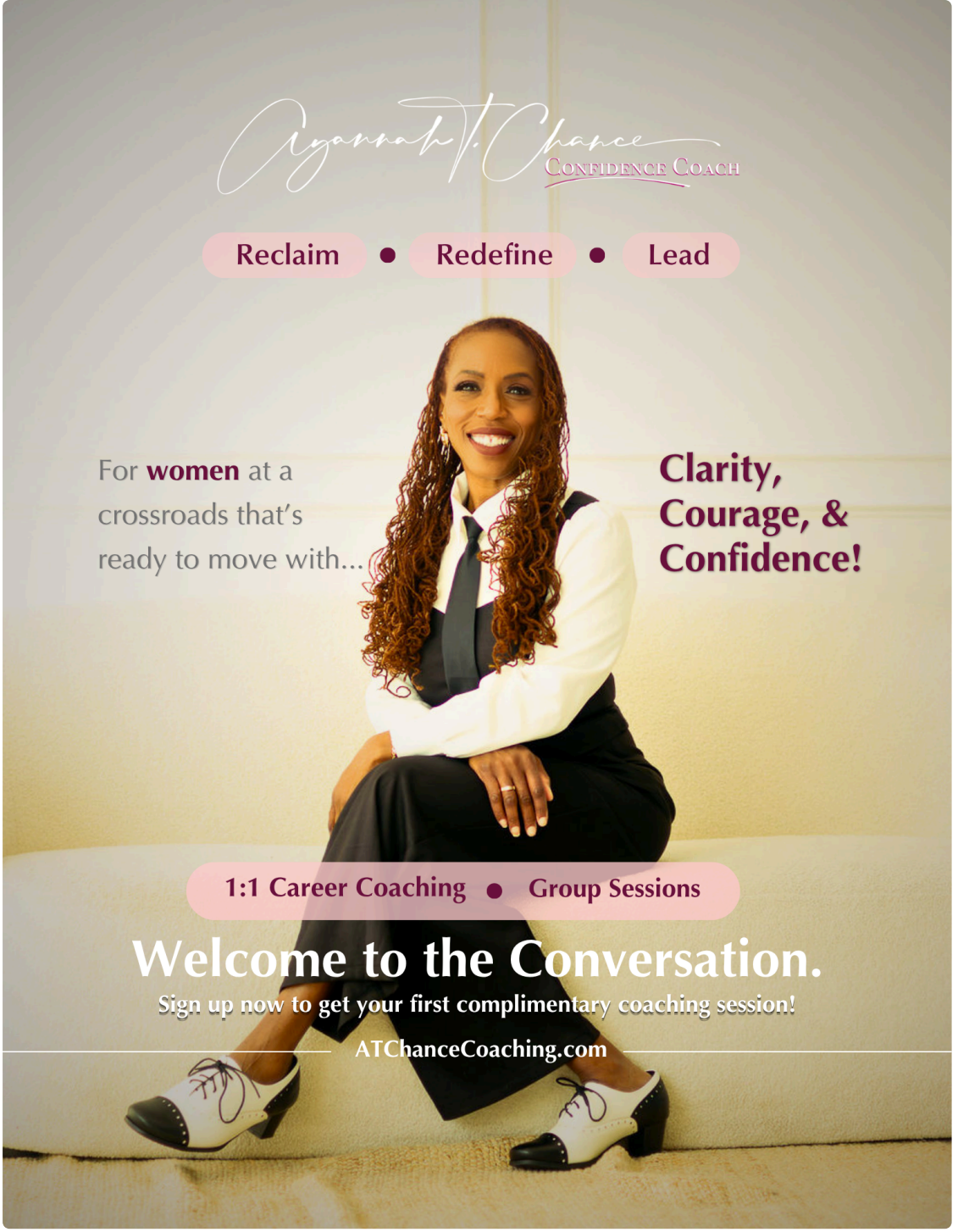
Ayannah T. Chance
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A LETTER FROM AYANNAH

The Confidence *you earn.*



Last month I asked you what door you were standing in front of, waiting to feel ready.

This month I want to tell you what I did instead of waiting.

I went to the Zeta Phi Beta Sorority Incorporated national Boulé. I walked into a room full of my sisters — women who have known me for years and women who were meeting me for the first time. And in that room, surrounded by that sisterhood, I wanted to be seen for all of who I am. Not just as a soror. As a business owner. As a coach. As a woman who has built something real and is ready to stand in it.

So I took out a full page ad. For myself. Not because everything was perfect or the timing was ideal or the roster was full. Because I decided that I deserved to show up in that space as fully as I show up everywhere else. That decision — that single act

of choosing myself in a room full of witnesses — was one of the most confident things I have ever done.

And something shifted.

Women who didn't know I was coaching started finding me. Asking how to work with me. My five-person cohort is filling. Not because I waited until I was ready. Because I showed up before I felt ready and let the doing prove what I already had.

That is what Confidence actually looks like.

Not the version you perform for the room. Not the version you borrow from someone else's highlight reel. Not the version that arrives after everything is perfect and certain and safe. The version you earn. By betting on yourself when the outcome isn't guaranteed. By putting your name on a full page and letting your sisters see you clearly. By moving anyway.

I have been coaching women through this exact moment — the moment right before the bet, when fear and faith are standing at the same door. And what I know from sitting across from women in that moment is this: the Confidence you earn by taking the chance on yourself is the only kind that stays.

This month's issue is about that Confidence. The kind that isn't borrowed or performed. The kind that comes from the inside out and changes the way you carry yourself in every room from that moment forward.

And I have brought you exactly the right woman to speak to it.

Que'Tonnia Barnett is a transformational leader, strategist, organizational developer, Senior Pastor, Founder and CEO — and a woman who produces music that tells her own story. Three albums released. *I Am Her. The Assignment, Vol. 1. Unrobed.* If you want to understand what unperformed, unborrowed Confidence sounds like — start with those titles. That is a woman who knows exactly who she is.

She answered one question for Chance Convo · on Purpose this month.

"You found your own version of Confidence — not borrowed, not performed — what does that feel like, and what brought you there?"

Her answer is in this issue. Listen to it slowly.

And then ask yourself the same question.

If something in this issue moved you — that is not a coincidence. That is your own Confidence trying to get your attention. I would be honored to be in that

conversation with you. Not someday. Now. A complimentary Voice Reclamation Session is 25 minutes and it costs you nothing but the decision to show up for yourself. Book it. Let's talk.

Welcome to the conversation.

— Ayannah T. Chance

THIS ISSUE · THE DEEP DIVE

The Confidence You Earn

Confidence is not a feeling. That trips people up the most.

You've been waiting to feel confident before you move. But that's not how it works. Confidence doesn't arrive before the action. It arrives because of it. Every time you do the thing before you feel ready, you make a deposit into an account that belongs only to you.

> *The Confidence you earn by taking the chance on yourself is the only kind that stays.*

Borrowed confidence depends on what the room gives you. Performed confidence depends on whether anyone is watching. Earned confidence depends on nothing outside of you. It's the only version that holds when the room goes quiet and the audience disappears.

That's the work. That's what happens in our conversations. And it starts with one question: ***"What are you willing to take a chance on for yourself?"***

THIS ISSUE

Chance Convo · *on Purpose*



Que'Tonnia Barnett answers:

"You found your own version of Confidence — not borrowed, not performed — what does that feel like, and what brought you there?"

Listen on Instagram · @atchance_coaching →
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Transformational leader · Strategist · Senior Pastor
Founder & CEO, Kingdom Producers Internationals LLC
Recording artist · *I Am Her* · *The Assignment, Vol. 1* · *Unrobed*
2025 Who's Who in Black Charlotte · 2026 Women Who Win Rising Shining Star

One conversation. One thought.
One intentional shift that matters.

AN OPPORTUNITY · RIGHT NOW

Founding Client Community — Still Filling

A small, intentional group of women are currently working with me in a private coaching relationship. This is the Founding Client experience — exclusive access at a founding investment, in exchange for being part of building this practice from the ground up together.

This community is filling and will close. Once it does, this particular invitation will not be offered again.

Private 1:1 Coaching

60-minute private sessions, biweekly, focused entirely on your clarity, courage, and confidence.

Founding Investment

An exclusive rate available only to this founding group — this pricing will not be offered once the community is full.

Real Thought Partnership

This is not a program you move through alone. I am in it with you — as your thought partner, every step of the way.

Try It First

Start with a complimentary 25-minute Voice Reclamation Session. No commitment. No pressure. Clarity on whether this is the right fit.

The first step costs you nothing but 25 minutes — a complimentary Voice Reclamation Session where we figure out, together, what your own Confidence is trying to tell you.

I am actively looking for the next woman ready to do this work. If you have been reading this newsletter and feeling something stir — I am talking to you. Book the session. Come into the conversation. Let me be your thought partner.

Ready to take the chance on yourself?

Your Voice Reclamation Session is complimentary, private, and pressure-free. 25 minutes. Just you, your Confidence, and a real conversation.

I coach women one on one. I have space right now. If you are ready to stop circling and start moving — this is the moment. Book the session. I will meet you there.

BOOK YOUR COMPLIMENTARY VOICE RECLAMATION SESSION

OR

VISIT ATCHANCECOACHING.COM →



Helping Women Reclaim Their Voice and Lead with Clarity, Courage, and Confidence.

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