



# FROM WINE TO *Now*

**Your 10-Step Sober Glow-Up Guide**

**Break the cycle. Build the life.  
Own the room — no wine required.**

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*By: Keelie Louise*

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*Hey friend!*

You didn't come this far to stay stuck in the loop of hangxiety, regret, and waking up wondering "Did I really say that last night?"

This is your permission slip to rewrite the script — one that's clear, sexy, energised, and so much bigger than wine.

These 10 steps are the foundation of your sober success story. You don't have to be perfect — you just have to start.

*xoxo,  
Keelie Louise*

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[hello@keelielouise.com.au](mailto:hello@keelielouise.com.au)

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# Step 1

## OWN YOUR WHY

Get crystal clear on *why* you're ready to make a change.

Whether it's your mental health, energy, body, or just being done with the bullshit — your why is your anchor.

*Try this: Write your "why" on a Post-it and stick it to your mirror.*

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# Step 2

## CUT THE COMPARISON

Everyone's journey looks different.

Whether you're sober curious, alcohol-free, or just taking a break, this is your path.

*Unfollow what doesn't serve. Follow what lights you up.*

# Step 3

## UPGRADE YOUR TOOLKIT

You can't remove a coping mechanism without replacing it.

Fill your week with rituals that support your nervous system and your goals.

*Think: Movement. Journaling. Breathwork. Ice baths.*

*Sparkling water in a wine glass.*

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# Step 4

## REWRITE YOUR IDENTITY

Stop saying "I'm someone who needs a drink to unwind."

Start becoming "I'm someone who knows how to regulate my emotions without alcohol."

*You're not just changing a habit. You're stepping into a new identity.*

# Step 5

## EXPECT THE WOBBLES

It's not about being perfect — it's about being prepared.

Cravings, triggers, awkward social moments? All normal. All manageable.

*Have a plan. Use the tools. Ride the wave.*

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# Step 6

## GET SOCIAL...SOBER-STYLE

Reclaim the fun without the fuzzy head. Try new activities that don't revolve around booze.

**Bonus:** real connection hits harder when you're fully present.

*Try: Sober brunch, hikes, dance classes, pottery nights, rooftop mocktail hangs.*

# Step 7

## TRACK THE WINS

From clearer skin to deeper sleep and waking up with no regrets — write it all down.

Small wins build big momentum.

*Use a journal or your phone notes. Bonus points for photos.*

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# Step 8

## SET BOUNDARIES LIKE A BADASS

It's not your job to make others comfortable with your decision.

It's your job to protect your peace.

*"No thanks." is a complete sentence.*

# Step 9

## SURROUND YOURSELF WITH THE RIGHT ENERGY

Find your hype crew — people who get it, support it, and celebrate it.

Community is fuel. Isolation is a trap.

Join me on [IG](#) and in [The Mirror Ball Memos](#) for weekly reminders that you're not alone.

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# Step 10

## CELEBRATE THE F\*CK OUT OF YOURSELF

You're doing something brave. Something powerful.

Celebrate it — without the wine.

*Treat yourself to a massage, a solo beach day, a new outfit, or just some damn peace and quiet.*

# FINAL *Note*

There's no "perfect" way to go sober,  
only *your* way.

Whether you're dipping a toe in or going all in,  
this is your glow-up era.

You're not giving anything up.  
**You're gaining everything.**

# Affirmation

I'm not giving anything up.

I'm gaining clarity, power,  
and a life that feels as good as  
it looks.



*Hello! I am*  
**KEELIE LOUISE**

**Want more FREE tools for your glow-up?**

Dive into **The Mirror Ball Files**: your backstage pass to all things  
bold, bright, and beautifully sober.

**Let's stay connected:**

Follow me on IG: **@thesoberhypegirl**

**Join the waitlist**

**Sign up for my newsletter**

**Be the woman you promised yourself you'd become**



# Sober CURIOUS

This journal belongs to

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## Real Talk Prompts for the Sober Curious YOU

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What does “freedom” feel like to me in this season of life?

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Who am I without the noise, the numbing, the pretending?

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# Real Talk Prompts for the Sober Curious YOU

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What part of my identity felt tied to alcohol,  
and what's possible without it?

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What am I gaining in sobriety that I didn't expect?

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## Real Talk Prompts for the Sober Curious YOU

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What does a good day feel like now,  
and how is that different from before?

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What version of me is starting to come alive,  
and what does she need to thrive?

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# Real Talk Prompts for the Sober Curious

These prompts are here to open doors: with yourself, with others, or maybe even with the next version of you.

## With Others (Connection + sober circles)

- What inspired you to explore life without alcohol?
- What was your biggest fear before starting your sober journey—and what actually happened?
- What do you do now for joy, connection, or stress relief?
- What's something you're proud of this week?
- How do you respond when someone says, "Just one drink won't hurt"?

## To Start the Conversation (DMs, meetups, IG replies)

- What's something that lights you up lately?
- What's been surprisingly easy—or surprisingly hard—about going alcohol-free?
- Do you remember your last aha moment around alcohol?
- What's your favorite sober ritual or routine?
- What would you say to your past self on day one?

## ***Keelie Note:***

Use these in your journaling practice, drop them in a message to a sober friend, or reflect on them while walking your dog or sipping your morning coffee. It's not about getting it "right." It's about getting honest.

Now  
is  
Your  
time

The text 'Now is Your time' is written in a dark teal, cursive script. The words are stacked vertically: 'Now' on the first line, 'is' on the second, 'Your' on the third, and 'time' on the fourth. Behind the text is a circular sunburst graphic composed of numerous thin, yellow lines radiating outwards from a central point.

# 7 Day Habit tracker



Keeping track of your habits can help you stay on track and achieve your goals. Fill out your top 12 goals and mark them off each day you successfully complete them.

WEEK OF: .....

HABIT / SELF-CARE STEP

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REFLECTION NOTES

# Dear Future Me...



THE SOBER HYPE GIRL

Month:

Year:

Daily Note

TO-DO LIST

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Today's Mood



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