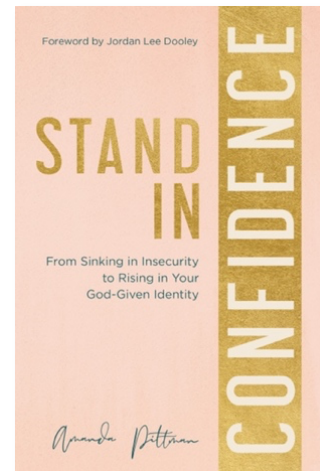


## STAND IN CONFIDENCE

### NEW BOOK FROM AMANDA PITTMAN, FOUNDER OF CONFIDENT WOMAN CO., HELPS WOMEN RISE FROM INSECURITY & CLAIM THEIR TRUE IDENTITY

COLORADO SPRINGS, CO (June 10, 2022) – *Women are bombarded with narratives about how they should look, behave and live.* Relentless and opposing expectations pour 24/7 from social media feeds, entertainment, and peer groups. No woman could possibly meet all these shifting expectations, yet many pour endless energy into the pursuit. And eventually insecurity sets in as she questions everything about herself, including her own worth.

Amanda Pittman, author of ***Stand in Confidence: From Sinking in Insecurity to Rising in Your God-Given Identity*** (September 6, 2022), has spent her adult life confronting our culture's epidemic of insecurity and self-doubt. In this new book, Amanda unpacks her own journey toward self-confidence rooted in Christ. She offers readers concrete tools for moving forward into wholeness, confidence and God-given purpose.



“Society has conditioned us to believe false narratives about who we’re supposed to be,” Amanda Pittman explains. “But the rules are always changing, and insecurity drives us to people-please, downplay, settle, and perform. Rather than standing confidently in our identity as daughters of God and co-heirs with Christ, we sink in insecurity. Isn’t it time to live in freedom instead?”



***Stand in Confidence*** challenges false narratives and offers the tools needed to write a new story. Drawing on her own story of leaving insecurity behind, Amanda Pittman helps readers apply the Four Components of Confidence to their lives:

- **Clarity** – Embrace their identity and define their design
- **Connection** – Connect with God and connect with others
- **Competency** – Develop their ability and expand their capacity
- **Conviction** – Know their responsibility and use their authority

Amanda openly recounts how insecurity kept her in relationships she never should have entertained and kept her away from opportunities she should have explored. She describes how difficult it was to exit a highly dysfunctional relationship with her high school boyfriend – and how the unhealth of that longtime relationship convinced her that love was transactional. It took time to restore Amanda’s view of herself, reconstruct her view of God, and renew her view of love. But even as she was still recovering and growing, Amanda found an honest, loving relationship with Michael Pittman (now her husband).

Amanda and Michael began sharing their faith and relationship journey via YouTube and social media, and thousands of followers responded enthusiastically to their honest posts. Moved by comments from

other women struggling with insecurity, Amanda founded Confident Woman Co. to help women establish their confidence in Christ. Today the ministry offers faith-based content, products, curriculum, retreats, conferences, podcasts, and courses – all designed to empower women to live boldly and confidently for Christ.

“Being confident in Christ doesn’t mean that you’ll never feel moments of insecurity,” Amanda explains in her new book. “Your confidence will be demonstrated not in whether those negative feelings arise, but in how you respond when they do.”

***Stand in Confidence*** will be the first title published under the Esther Press imprint (David C Cook), which equips women to walk courageously in the light of God’s truth. Marketing plans for this title include national publicity and advertising campaigns.



**Amanda Pittman** is a wife and mother, author, speaker, and entrepreneur. She is the founder of [Confident Woman Co.](#), a ministry that equips women to stand confidently upon the finished work of Jesus. Through Confident Woman Co., Amanda hosts retreats, conferences, online events, podcasts, videos and more. She is the author of four books including *Stand in Confidence* (Sept. 2022). Amanda and Michael Pittman live in Dallas with their children Elijah and Lily. IG: amandapittman YouTube: AmandaPittman Podcast: *Confident Woman*



**Esther Press**, an imprint of David C Cook, publishes biblical resources by and for courageous women. With a focus on transformation, Esther Press encourages and equips women to walk courageously in the light of God’s truth for such a time as this. Esther Press partners with ministries around the world to equip, encourage, and disciple women. Learn more at [www.estherpress.com](http://www.estherpress.com).

**David C Cook** is a 501c3 nonprofit organization dedicated to equipping the global church with leadership, discipleship, and worship resources to help Christians grow in faith and pass it along to the next generation. Read more about David C Cook and its global ministry outreach at [www.davidccook.org](http://www.davidccook.org).

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***Stand in Confidence: From Sinking in Insecurity to Rising in Your God-Given Identity***

By Amanda Pittman

ISBN 978-0-8307-8441-7 | Paperback | U.S. \$17.99 | 240 pages

Available September 6, 2022, from Esther Press, an imprint of David C. Cook

Review copies and interviews available: [pamela@mmpublicrelations.com](mailto:pamela@mmpublicrelations.com), 615-294-5073

## AMANDA PITTMAN

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**AMANDA PITTMAN** is a wife, mother, author, ministry leader, speaker, and entrepreneur. She is the founder of [Confident Woman Co.](#), a ministry that equips women to stand confidently upon the finished work of Jesus. Through Confident Woman Co., Amanda hosts retreats, conferences, online events, coaching programs, podcasts, videos and more. Amanda is the host of [Confident Woman Podcast](#) and the author of five books, including *Stand in Confidence* (September 2022) and *100 Days of Life-Changing Confidence* (Fall 2022). Amanda and Michael Pittman live near Dallas, Texas, with their children Elijah and Lily.

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**HI, I'M AMANDA!** I'm passionate about helping women establish their confidence in Christ and walk in their God-given calling. But this wasn't what I had planned for my life. I never expected to lead a ministry or encourage others online. Music was my thing.

Throughout school, I excelled at playing flute, which allowed me to play in exclusive youth orchestras, earn a spot in all-state bands, and even win money in a few solo competitions. Following my dream of becoming a professional flutist, I accepted a music scholarship to study at Southern Methodist University (SMU) in Dallas, Texas, for Music Education.

During my first year of college, I abandoned God. Since I had experienced so much pain in my previous relationships and friendships, I figured that God was to blame. Yet it was during college that God recaptured my heart and showed me the path He wanted me to take in life. I rededicated my life to Christ, and soon after I met Michael Pittman in an 8am Art of Acting class during my sophomore year at SMU. We hit it off over winter break and started dating in the spring semester.

Michael and I shared our journey of dating God's way on YouTube, and our impact rapidly began to grow. After 11 months of dating, Michael proposed! Six months later, we got married in Ft. Worth, Texas, at the church I was raised in. After our wedding, we continued sharing our faith through Instagram, YouTube and blogging. It was once I saw the impact that we made on others that my heart for ministry began to grow.



After graduating college in 2015, I became an Elementary Music teacher and Michael pursued a career in finance. A few months after I began my teaching career, we were thrilled to find out that we were pregnant! In July of 2016, we gave birth to the most perfect baby boy, and we named him Elijah Apollo Pittman. Soon after, we followed the call of God to serve at a church in Atlanta, Georgia. Since I wanted to be a stay-at-home-mom, I decided to pause my teaching career to focus on my family. I began serving even more within our church home and started dreaming of pursuing an entrepreneurial path.

In July of 2018, our family was completed as we welcomed my daughter Lily Blair Pittman into the world. Right after Lily was born, Michael and I stepped out into full-time entrepreneurship and our ministry responsibilities continued to grow. During the following years, our skills and experience in ministry and business expanded. God led me to launch a mentorship program and host an online conference. Soon, it blossomed into what is now known as Confident Woman Co. In 2020, we finished our time serving in Atlanta, and in 2021, we transitioned our lives back to Dallas, Texas.

Today I spend my time hosting monthly challenges for Confident Woman Co., leading a team, creating content to reach others online, writing devotionals and books, and preparing for upcoming events. And, can you believe it, I've also picked my flute back up and enjoy playing in a local community band.

Michael licenses his financial literacy curriculum, Simple Money Academy, to colleges and universities. He also serves at our church and enjoys playing on a few intramural sports teams. Our kiddos are thriving at their schools, enjoying their extra-curricular activities, and soaking up lots of time with their grandparents. While this wasn't what I planned for my life, what God had planned was far better. *I wouldn't have it any other way!*

## SUGGESTED INTERVIEW QUESTIONS

Amanda Pittman

Author of *Stand in Confidence*

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- Amanda, many of our listeners may know you as the founder of the Confident Woman Co. How did you come to choose that name for your company?
- You write in your new book, *Stand in Confidence*, that you've struggled with insecurity for most of your life. What has that looked like for you? Does it look the same for all women?
- How does society reinforce insecurity in women? How can the church contribute to insecurity?
- What are a few of the false narratives that fuel insecurity? How did you begin buying into a false narrative about love during your high school years? How did you break free from that "destiny-destroying" relationship?
- You met Michael Pittman during your sophomore year at SMU and were married before college graduation. How was your relationship with Michael different from your earlier experience? How did you begin moving out of insecurity and into your God-given identity?
- You and Michael eventually shared videos about your dating relationship on YouTube, which developed quite a following. What did you hear from followers about their own struggles with insecurity? How did their stories inspire the launch of your Confident Woman ministry?
- You describe four components of confidence in the pages of *Stand in Confidence*. Can you unpack those for us?
- Talk to us about the pillar of "connection" as it relates to confidence. How have you learned to recognize friendships that breed confidence rather than insecurity? Should we stay connected with friends who aren't living in their God-given identity and worth?
- Tell us about the two "confidence drainers" that sink us into insecurity. What resources are available to help when we are taken out by these tools of the enemy?
- During your years of mentoring other women, you act both as a counselor and coach. How are they different? As a coach, what closing words do you have for our listeners today?

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**GUEST BIO:** Amanda Pittman is a wife, mom, speaker, the founder of Confident Woman Co.

**BOOK TITLE:** *Stand in Confidence: From Sinking in Insecurity to Rising in Your God-Given Identity*

**AVAILABLE:** September 6, 2022, from Esther Press, an imprint of David C Cook

**EARLY PRAISE**  
**STAND IN CONFIDENCE BY AMANDA PITTMAN**

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“Aside from being a cliché Christian saying, *what can embracing our true identity and finding confidence in Christ actually look like?* In practice. In the real moments of life. When someone insults us. When we don’t like how the image in the mirror appears. When we fall short of our goals. That’s what Amanda shows us how to do in these pages. Instead of just telling you what you may have heard a million times, she’s written a road map with practical application so that you don’t only hear what you need to know but also actually know how to live like it’s true.”

**Jordan Lee Dooley**, author, podcaster, founder of Own It Academy and SoulScripts

“The truth is, we have cultivated a generation of insecure Christians who are clamoring for influence and accolades instead of completely surrendering to a God who not only supplies all our needs but also gives us the confidence to experience secure joy in our walks with Him and in our callings from Him. In *Stand in Confidence*, Amanda takes on the hard but holy work of teaching a transformational framework that reshapes our identities and then vulnerably shows us how to do it well.”

**Toni J. Collier**, founder of Broken Crayons, author of *Brave Enough to Be Broken*

“Amanda reminds us that false beliefs about ourselves create a future beneath ourselves. *Stand in Confidence* shows us that in order to shift into God’s bigger plan and purpose, we must dare to create a new inner narrative to enter an anointed, next-level future. A bold, vulnerable, and necessary read.”

**Marshawn Evans Daniels**, TV personality, reinvention strategist for women, founder of SheProfits.com

“Amanda does a beautiful job of marrying our need for security and confidence with the beauty of the gospel and full reliance on Jesus. It’s one thing to say your confidence comes from Christ but another to show someone how. This is exactly what this book does, and I’m thankful so many will be able to read it!”

**Chelsea Hurst**, author of *Your Own Beautiful* and *Above All Else*

“Amanda Pittman gives us powerful strategies to defeat lies, change our thinking, and stand in confidence with God’s truth.”

**Ashley “Empowers” Brown**, CEO and founder of The High Earning Housewife

“Amanda constantly and consistently shares the power and promises of Jesus. She is a truth teller who is always pointing back to the ultimate Power Source. If you’re looking for a manual for uncovering your God-given identity and connecting with Him on a deeper level, this is it. Amanda writes from hard-earned experience and shares practical wisdom to help you not only be inspired but EQUIPPED to walk your own path toward bold confidence in all that you do.”

**Hannah Brencher**, author of *Fighting Forward* and *Come Matter Here*

“In *Stand in Confidence*, Amanda offers an honest voice on the journey to living an empowered life, rooted in faith and bringing clarity and practical guidance on how to get there. Readers are invited to ground themselves in an internal security in an ever-changing world, particularly in an age of social media comparison, where many have felt too paralyzed by doubt to show up for the calling on their lives. I can’t think of a better time for our generation to embrace this message. It’s vulnerable, it’s real, and it challenges us in all the right places.”

**Brittney Moses**, author of *Worthy: 50 Mindful Moments to Bring Clarity and Peace to Your Day*

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