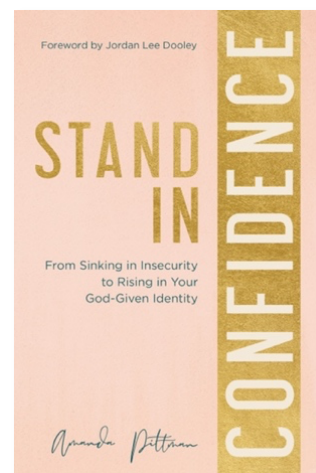


STAND IN CONFIDENCE

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.

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.

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

By Amanda Pittman

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