Unblocked: Amy Sanders Takes on the 'Worthiness Ceiling' Keeping Successful Women Stuck

Sanders argues that women who have done the work and still repeat the same patterns are hitting a limit set by identity, not effort.

SALT LAKE CITY, UT, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- Amy Sanders, an identity expert and contributing author to four Amazon bestselling anthologies, releases her first solo book, Unblocked: See It. Shift It. Become Magnetic, on October 6, 2026. Presale is open now, with the ebook, paperback and hardcover all releasing that day. The book arrives with The Unblocked Integration Journal, a 90-day companion subtitled "90 Days to Turn What You Know into How You Live." Both are published by She Rises Studios Publishing and sold on Amazon.

Sanders has spent more than two decades working with women, and she built her practice around a problem she kept hitting with clients who were already successful. They could name their own patterns. They had read the books and done the work. They were still in the same place.

"Awareness isn't the finish line. You can know exactly why you do something and still keep doing it. That's the part I became obsessed with. If you know better, why don't you automatically do better? The answer isn't more willpower. It's identity. Identity sits underneath mindset," Sanders said.

Sanders' work focuses on the identity patterns operating beneath a woman's conscious choices, the automatic meanings, reactions, and behaviors that can keep producing the same outcomes even when she knows better. Her Unblocked Method helps women recognize those patterns and interrupt them, while tools including Human Design and the Enneagram can provide additional clues to how those patterns uniquely show up.

Sanders got there the hard way. She rebuilt after a divorce as a broke single mother, and she says the money was never the difficult part.

"I kept thinking I needed a better strategy, a bigger goal, or more discipline. What I eventually realized was that I was trying to create a new life from an old identity. You can change your circumstances, but if you keep bringing the same patterns with you, you'll eventually recreate the same results," she said.

She has since built five businesses across fitness, wellness and coaching. Her latest, The Unblocked Mirror, turns her identity-pattern work into a personalized coaching experience women can access in the moments their patterns are actually happening. It helps women recognize what's driving their decisions, relationships, boundaries and self-trust in real time, and shows them a path forward.

The journal came out of what Sanders kept seeing after clients finished a session. The insight would land, and then a busy week would undo it. Ninety days is her answer to that.

Sanders is a contributing author to four Amazon bestselling anthologies: Brand Like a Boss, The Million-Dollar Coaches, Women Thrive Volume IV, and The Rise of the Sheconomist. She is a Master-Certified Life Coach through The Life Coach School and Transformation Academy, and holds a Bachelor of Science in Exercise Science.

Unblocked and The Unblocked Integration Journal are available for pre-order now at https://www.amazon.com/dp/B0HKTDL53L and https://www.amazon.com/dp/B0HKTCDC2S. To learn more about Amy Sanders and her work, visit amysanders.co.

About Amy Sanders

Amy Sanders is an identity expert who works with high-capacity women on identity-level change, not mindset alone. She is the creator of The Unblocked Method and The Unblocked Mirror, a contributing author to four Amazon bestselling anthologies, and the founder of Lucky Sanders LLC.

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