In North American culture, positive images of mothers (e.g., mothers are supportive and nurturing) are in stark contrast to negative stereotypes of stepmothers (e.g., stepmothers are cruel and evil). These contrasting images have implications for stepmothers, particularly for women who have dreams of becoming a mother, but become a stepmother first. Women in this position may be letting go of long-held personal images and ideals regarding creating a family. Women who wish to someday become mothers likely fantasize about starting a family, but not entering one. If and how stepmothers attempt to build relationships with stepchildren is likely influenced by whether or not they may also be grieving the loss of such images. The purpose of this study was to explore the experiences of women without children in their transition to stepmotherhood. Interviews with 23 stepmothers (aged 26-47) revealed that women engaged in an internal process of creating and then adjusting personal images of family life to accommodate their new family circumstances. How women felt about (re)constructing family images was important for how they adjusted to stepmotherhood. Our findings have meaningful implications for stepfamily therapists. Understanding these emotional processes may be important for reducing feelings of confliction, resentment, or guilt in stepmothers without biological children of their own.