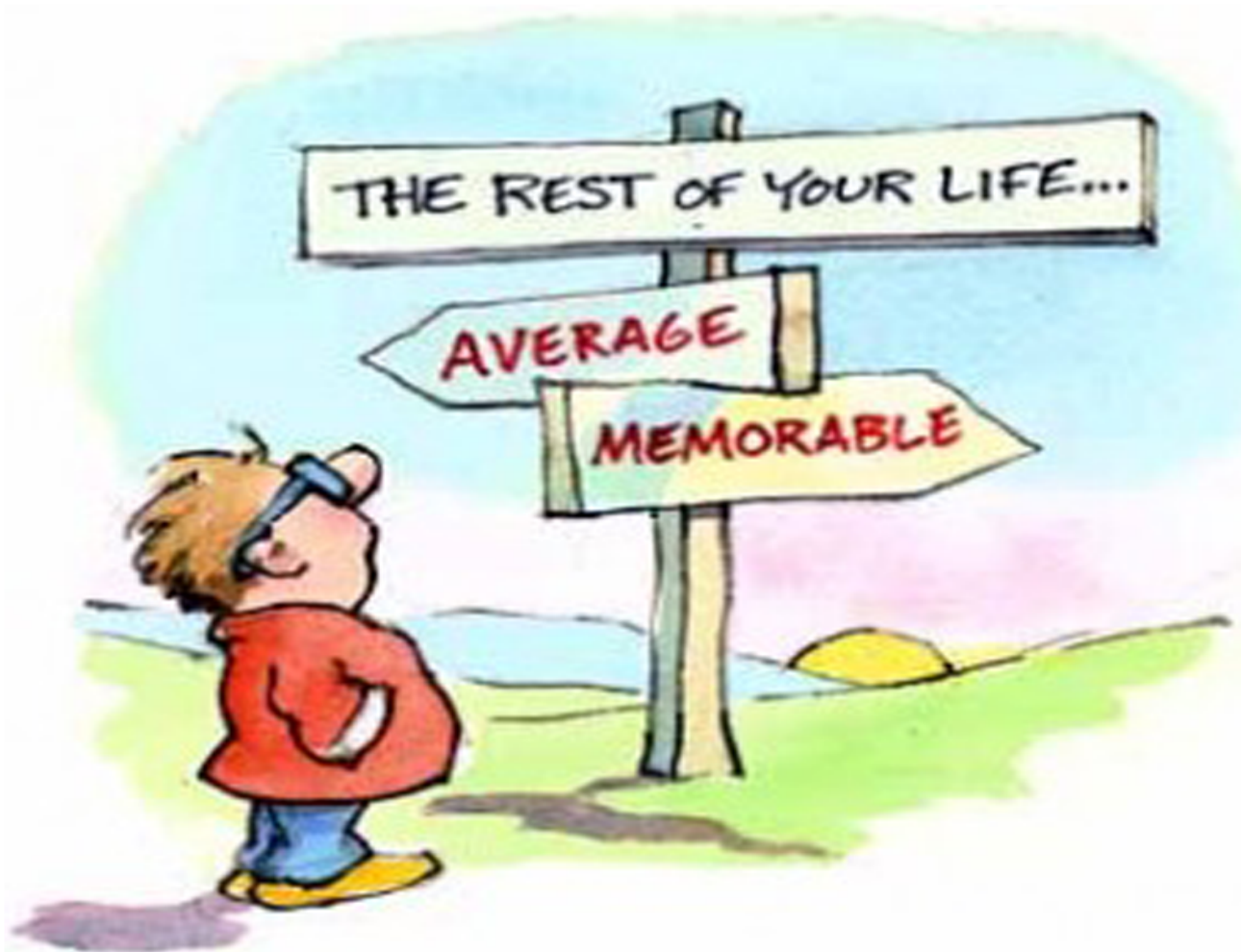


SECRET TO SUCCESS AND HAPPINESS:

THE SUPER-SELF ESTEEM

Achievement Process



By Dr. Joe Rubino

Secret to Success and Happiness: The Super Self Esteem Achievement Process

By Dr. Joe Rubino

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Praise for **Secret to Success and Happiness: The Super Self Esteem Achievement Process**

Dr. Joe Rubino's information is nothing short of life-changing. There's no doubt why he's considered the world's foremost expert on self-esteem elevation!

- *Kristen Howe, CEO, Go-Big Coach*

If you have the opportunity to learn from Dr. Joe Rubino, jump at the chance! His work at helping people reinvent their lives to be happier, more prosperous, and more fulfilling is second to none.

- *Dr. Steve G. Jones, Creator of 9000 hypnosis programs*

Dr. Joe Rubino has been my personal coach for more than 10 years. My life and business has transformed as a result of his coaching and transformational principles.

- *James Blakemore, multi-millionaire entrepreneur*

This book is the transcript of a talk I did for a public service television station. I hope you enjoy it.

The Essence of Success and Happiness

We all want to achieve success and happiness... but why is it so elusive for so many of us?

It's kind of this mythical, hard to get-your-hands-around thing that we think that we know what it is but when we get the things that we thought would bring us such satisfaction to ensure our happiness and fulfillment, we're often disappointed.

So what is success? Is it making a certain amount of money? Is it achieving a position or fame or fortune? Is it having the big house on the hill? Is it surrounding ourselves with luxury and the cars and all the things that we think that we want?

Or is it the sort of thing that when we are striving for success, it's like climbing a ladder that reaches off into the clouds and as we climb up those steps of the ladder, the ladder seems to extend on forever and we never get to our destination. We struggle. We suffer. We think once we get to the end of that ladder then we'll be successful, then we'll be happy. But what happens is that when we get there and we find out it's not quite what we thought it was going to be. There might be something else still yet to strive for. So we think, perhaps we can reach for that next shinny

object, title, or goal...and that will be the answer we've searched for so diligently! So we climb further into those clouds. We strive for that "other" thing. We think that once we achieve *that* then we'll be happy, then we'll be successful. But what happens is that when we get there we're somehow disappointed again.

So I'm going to offer you a different definition of success.

For me, success is being on the path that honors our most important core values that empower us, that inspire us, in route to achieving our life purpose, including all the things that are matter the most to us in life. And all the time while doing that, we're having fun, we're pursuing our passions, we're inspiring others, we're contributing our gifts to the world. And the operative term in this definition is 'enjoying the process' because how often do we not enjoy the process? How often do we live life suffering and struggling? You know, suffering is about having something we don't want or wanting something we don't have and it's always optional. We can always decide to give up our need to suffer and look for the good things in our lives instead. Suffering always involves lack of responsibility for making our lives work more optimally.

My Personal Story of Resignation

I was there once. Allow me for just a minute to tell you my own story. I went through the typical educational process: I studied hard in high school, graduated at top of my class, went on to college, studied hard there, went in to dental school. At the age of twenty four, I had arrived, or so I thought. I was a practicing dentist! I had purchased a practice right out of the dental school. Surely, I should be happy, right? Well I thought, maybe I haven't practiced long enough to reap the satisfaction and the benefits for which I had strived for so long... so let me practice for a while. Surely, I'll find success and happiness then, I thought.

Within the first five years, my business partner and I purchased the five different dental practices of five retiring doctors within our town and the town next to ours. We combined them into two offices. The offices thrived. We would see an average of about 250 new patients a month. We had 7 doctors working for us in addition to a hygienist and a specialist. We made a LOT of money. We had the gratitude of our patients and the respect of our peers. So, after ten years I'm a success by society standards - but I'm still miserable! I'm not having any fun. I'm not enjoying my practice. Now there's nothing wrong with the practice of dentistry. It's a noble profession. It's a necessary profession. But for me something was missing but I didn't really know what that was. I was making a lot of money – so money alone did not bring me happiness. I had the respect of my patients and

the respect of my colleagues. So that was not enough either. So what was it going to take for me to be successful if that wasn't it?

I entered into a year-long personal development program that has now continued for twenty five years. And what I found was this: it's not enough to achieve those things that we think bring us success and happiness - if our values are being dishonored, if we're not having fun, if we're not recreating and in the pursuit of your passions and enjoying the process and inspiring and living our values along the way.

The Key to Success

The key to success is actually *self-motivation*. When we see our success as inevitable, we are motivated to do the things, to take the actions that are necessary in order to achieve the things that we want. And the secret to generating that self-motivation is actually a crystal clear vision that's aligned with our values. Now, that vision needs to be concrete and specific. It needs to be one that empowers us. It needs to be one that honors every one of our important values.

Values are the fabric that form who we are at our inner most being, our core. And when the threads of that fabric are pulled, when our values are being dishonored, life doesn't work optimally. We shut down in our communication. We become angry. We become depressed and we wonder

why. And that's where I was as a dentist, a very resigned dentist, a very introverted dentist, a dentist who many of my friends used to joke that I couldn't lead three people in silent prayer (and I bought into that characterization and made it a self-fulfilling prophesy.)

Why? Because I had created lots of evidence throughout my life that that's just who I was and there wasn't much that I could do about it. And of course, we all buy into different things or make stuff up about ourselves and about other people and about the world that just doesn't support us, doesn't support our happiness, doesn't support our personal power, doesn't support our effectiveness with people, doesn't support who we want to be in life.

So what we're going to be talking about today is actually a formula. It's a formula for connecting the dots or painting by number in such a way that we could actually create a crystal clear vision that's consistent with manifesting our dream lives. You know we all have a vision and all we have to do is look around us to see what's showing up in our lives. Because whatever we are manifesting is exactly consistent with the vision that we have for our lives. The amount of money that we have in our lives, the amount of friends and close relationships, the amount of fun that we are having, the amount of fulfilling work or lack of fulfilling work (like I was experiencing), it's all consistent with our present vision for life. And it's also possible to create a new vision as if we had a magic wand and we could wave it over our lives and we could create a vision that's empowering and inspiring that honors all of our core values – so much so that we can't wait to get up every day

for the next three hundred years, should we be blessed to live that long, to fulfill that vision, that's what's possible!

We all have this internal mechanism within us that directs our self-motivation. Now a minute ago, I told you that self-motivation was the key to creating the action that's necessary. If you had a football stadium and you filled it full of people, say a hundred thousand people and you asked them, "How many of you want to be happy?" Everyone would raise their hands, and jump up and down. Everybody wants to be happy. Now, if you ask those same people, "How many of you already *are* happy?" You'd get far fewer saying they're already achieving the happiness that they want. And why is that? It's because when we're wanting something, we don't have it. It's because when we're living in a state that focuses on the lack of that thing that we really want, we're experiencing chronic suffering.

Suffering is having something we don't want or wanting something we don't have and it always involves lack of responsibility. So when we're left with the wanting of it, we think that's it out there. We're striving for it. We're trying to get it. But we're miserable along the way. And that's why as I mentioned, true success is all about *enjoying the process*, it's being inspired by the daily course of events that allow us to learn, allow us to grow. It's about discovering the problems that come into our lives and actually embracing those problems and finding the gifts that each of those problems and challenges offer to us. You see, we need the problems *because* we need the gifts. So we

have the opportunity here to look at life in a different way. And when we do that we become empowered, we become self-motivated.

Seeing Your Success as Inevitable

Internally, our internal psyche works like a thermostat. When we expect great things to happen in our future, when we expect to be wealthy, when we expect to have rich relationships, when we expect to be fulfilled in our work, when we expect to be happy, what happens? We generate the self-motivation that's necessary in order to do the things that are required to get there. And if we encounter a stop in our life, what happens? We expect to break through it. We see our bright future as inevitable so those stops are temporary. We KNOW we can break through those stops. We actually don't let them stop us at all because of the fact that the way that we operate is when we see what we want as being inevitable, nothing will stop us.

Napoleon Hill talked about having a burning desire for us to achieve our dreams and our goals and that's a critical component - but it's not enough. I'm here today to tell you that unless you see your success as inevitable where not only do you expect it but where you will do *anything* when you encounter challenges or don't yet realize those expectations. You'll break through any stops. You'll have insights that will allow you to overcome any challenges. You'll actually get to continue to take

the actions, tweak those actions, get coaching, request support from people that have done it before; you'll simply do whatever it takes because you see your ultimate goals as being inevitable.

The opposite is true with that internal thermostat that regulates our psyche as well. When we expect to fail, when we expect to be poor all of our lives, when we expect to have broken relationships or about the same amount of non-fulfilling relationships as we've always had, when we expect to not enjoy our work, what happens? We self-sabotage. We then do the things that cause us to stay stuck in our state of suffering and then we get to be right about it – We get to say, “I told you so.” I told you that wealth was for some other person. I told you that I really didn't want to be wealthy because you know wealth isn't for good people. Good people are poor. Or I told you that fulfilling work is a dream but you know that I have to put food on the table for my family, so it's not something that I can achieve.

Or you know what, I'm just an introvert. That's what I told myself for decades, three and a half decades. That I don't have a whole lot of rich relationships. And do you know why? *Because that's just the way I am.* (Poor me!) There's not much I can do about it.

And of course all that is a lie. It's a lie that allows us to self-sabotage. It's a lie that allows us to stay stuck in suffering and then justify our behavior and say, I told you so and I'm right about it! We get to be right. We get to make others wrong. We get to feel sorry for ourselves. We get to evoke the

pity of other people and we get to stay stuck in our chronic state of self-pity and suffering. And most of all, we get to avoid responsibility for our lives.

Most of us live somewhere between those two extremes, the extreme of expecting great things to happen in our lives and being self-motivated to achieve those things on purpose or expecting horrible things and then doing the things that sabotage our lives, ruining our relationships, getting fired from our job, quitting school, developing an alcohol or a drug addiction, whatever those things are. We live typically between those extremes. And what does that look like? It looks like basing our future on the past. It looks like taking our history and deciding that I'm capable and worthy of *this* much wealth, *these* many relationships, *this* much fun, *this* kind of fulfilling work or non-fulfilling work and that's what I expect to manifest into the future. So what do we do? We try awfully hard. We study. We read books. We listen to shows. We, whatever we can do. But what happens as a result of staying in this state of struggle? We get small incremental advances in our ability to achieve all those things that we want. Why don't we have the breakthroughs? It's because we base our future on the past.

What I'm here to tell you today that you have this magic wand that I'm giving you right now - that you had at birth but you forgot that you had it. And when you wave it over your life, you can have it all. And we're going to talk in detail about just what that looks like. How can you have it all? What

is the three-step process that will require you to reinvent yourself in a way that allows you to have it all?

The Critical Importance of High Self-Esteem

Well, that three-step process is based on the number one ingredient for success and happiness in life and that number one ingredient is high self-esteem. So what is high self-esteem? There has been probably no term in our vocabulary that is more misunderstood than self-esteem. So many people associate high self-esteem with high ego. They think very incorrectly that Hitler had high self-esteem. And by my definition, Hitler had about as low a self-esteem level as you could possibly get. Why? Well, allow me to explain why.

By my definition of high self-esteem, there are five critical components.

The first component is personal power. Personal power means when we speak, other people listen. It's like that old E.F Hutton commercial, you know, 'when E.F Hutton speaks, people listen.' People with personal power demand respect. They demand to be heard. And when you have personal power, people gravitate to you. They gravitate towards your charisma. So, what is charisma? It's about an energy that we exude that welcomes people in. Those possessing charisma like other people, they contribute to others and hold them with respect and reverence.

Their energy is fun and light, not depressed or gloomy. Their energy is attractive and inviting. Others love hanging around charismatic people.

Now, the second component besides personal power is competence. Competence is being able to take an idea of what you want to manifest in any or all key areas of life and being able to take those ideas and translate them into reality with velocity. Now, velocity is important because those people that struggle and suffer don't have personal power and they don't have the competence to manifest their dream life. Those possessing the competent ability to envision an outcome and be assured that – one way or another- they will figure out what is required to make that thought a reality. This belief in their ability to get what they want and need from life fast and without the suffering that accompanies those unsure of their abilities is a distinguishing feature of those possessing high self-esteem.

High self-esteem people believe in themselves. They believe in their ability to create rich relationships with other people who will become their partners and their champions. They believe in the great abundance in the world and the great support that is out there everywhere, visibly and invisibly to support us to achieve all of our goals.

The third component of high self-esteem individuals is worthiness. People who have high self-esteem feel good about who they are. They're not constantly embarrassed about the things that

they do. They're not constantly feeling as though they are ashamed of themselves. They're not feeling as though they have to hide who they are so they put on a false façade or an act that hides what everyone is going to see because they don't want to show who they really are. Low self-esteem individuals don't want people to know who they really think they are because they're not proud of who they are. They're ashamed of that. And so low self-esteem individuals often times put on that act. They're the phonies. They try to cover up. They try to put on some class clown act or some sort of cover up because the last thing they want is people to find out who they really are. When a person believes they are unworthy of love, affection, attention, and all of the good things in life, they will self-sabotage and get to be right about their expectations.

The fourth component of high self-esteem individuals is significance. People who feel that they're significant attract the attention and the affection of other people. They feel like they are loveable and that they love others. They know that love is free flowing and a torrent of love is available for them and for others in their lives without scarcity. Also, when they make mistakes, they forgive themselves so they have the capacity to now forgive others. Because as long as you aren't willing to forgive yourself, you'll find in others the very same faults that you find in yourself. So those people who don't hold themselves as worthy will focus on the flaw, their own flaws and the flaws of others. That's why they'll constantly be in struggle, constantly be in relationship upsets with other people, constantly hold grudges, constantly try to get vengeance because they don't hold themselves or others as worthy and significant.

The number five critical component that separates high from low self-esteem individuals is an appreciation for what it's like in the other person's world. It involves acting always with respect and reverence for others and for life itself while following a commitment to live by the golden rule. Now what do I mean by that? People with high self-esteem live by the golden rule in that they do to others as they would want others to do to them. So high ego people, by contrast, live by the assumption that they need to get whatever they need to get even if it's at the expense of other people. So when we live at the expense of other people, we abuse them. We do things that are deceitful. We do things that we're not proud of, coming from scarcity instead of abundance. And we certainly don't feel good about who we are when we violate others to get our own needs met. High self-esteem people know that we are all connected at some level so whatever we do to others, we actually do to ourselves.

So all of these five points are interconnected and they're critically important in order for us to live a life that is empowered with that high expectation that I spoke about. Now it's important because when we look at all the ills that plague our society, everything from school dropouts, poverty, alcohol and drug addiction, bullying, abusive relationships, violence, crime, divorce and even war, they're all sourced from low self-esteem.

So the contrary is true as well. All the people who are inspirational, who are empowering, who live by that golden rule of contributing to others, making others' lives greater than they found them,

they're focused on improving the quality of life for all - their own lives included. As they make life better for others, their own lives are made better in the process. What they contribute to others, comes back to them 10-fold.

The Origins of Low Self-Esteem

Low self-esteem, in contrast, typically begins quite early on in life, usually before the age of six. What happens? One of two occurrences: either someone says or does something negative and we as a little kid buy into that negativity. So it could be a name that we're called. Maybe we're called an ethnic slur. Maybe it's a bullying episode or a spanking. Someone says or does something that says you're stupid, you smell funny, you don't belong, nobody likes you, nobody loves you, you're flawed, you're imperfect. And we say, "You know what? Let me look... I think you're right!"

And from that point on, we now start to scan for and find piece of evidence after additional piece of evidence that reinforces our worst fears. In fact, our greatest fears become our reality. We lose sight of the fact that we actually created that reality – and we had and still possess the ability to create a different reality, if we think we can.

The other way that loss of self-esteem happens is very innocently. In contrast to where diminished self-esteem is created by buying into somebody else's negativity, it could be lost where no intent to

harm us is present. Someone might say something that's very much not meant to hurt us. Maybe a parent will say something like, "What's the matter with you?" And we as a little kid we will say, "Jeez, I don't know. Let me look." And we find all these things that are the matter with us... and we now start to create that same self-fulfilling prophecy that occurs just as if we bought into somebody else's negativity. Or maybe a friend of ours says, "I'm going home now." And we think, "You're going home because you don't want to be with me. Nobody wants to be with me." And so we make up that we're unlovable, nobody wants to be our friend. Again, we interpret life and the words or deeds of others to create the very reality we dread the most.

So it doesn't matter if we make something up or we buy into some negativity. The origins of diminished self-esteem might start that way but what's really important is that over the years and then the decades, we develop first dozens and then hundreds and then eventually hundreds of thousands of bits of evidence, creating situation after situation lodged in our minds until we absolutely *know* that that's just the way we are and there is nothing we can do about it and that's the way other people are and that's just the way the world is.

Because from that time of our earliest upsets, we've lived hundreds and then thousands of these upsets where we make something up about ourselves, we make something up about others and we make something up about the world in general. And as a consequence of all these misinterpretations over the years, we see ourselves as imperfect. We see others initially as having

more perfection than we do. All we have to do is look around. We'll find athletes who are better athletically and in more prime physical condition than we are. We look at movie and TV stars and see that they're better looking than we are. They have all the charisma that we lack.

We look in our neighborhood and we see people that are liked and exude charisma and in contrast, we're not liked or very attractive personality-wise. We don't belong. We don't fit in.

So we scan for and find the flaw. We look for and listen for ways to invalidate ourselves. And while we are invalidating ourselves, we're creating more evidence that reinforces that initial fear that we developed earlier on in life. So as we do this month after month, week after week, day after day, year after year before long, we become actually convinced of all our shortcomings (as I was at the age of thirty six that I was an extreme introvert and I was just the kind of person that didn't have many gifts.)

I knew that I was totally flawed and well aware of all my limitations. I also didn't know I had many strengths. I thought that I couldn't write. I knew that I couldn't speak. I would swear by it and people would laugh at the fact that I was so socially incompetent. I remember I was once at a social get-together and there were about thirty people at the meeting. And the person who was hosting the meeting just said "Get up and just tell everybody who you are." And I remember standing up and I opened my mouth and nothing came out. And I sat down mortified. I had just

created one more piece of evidence that I not only didn't have anything to share but that's just who *I was*. What's worse is I believed that there was nothing I could do about it.

So we create this lie, this series of lies, this life that is a lie that we buy into and not only do we buy into it about ourselves but we make stuff about other people that also does not support our personal power. We make stuff up about other people that says, "People are..." And you fill in the blanks. People are mean and cruel. People are selfish. People are egotistical. Whatever...

I made up something when I was five years old. I was playing down by the school yard and some teenagers came by and they decided to have a little game of football. And they decided to use *me* as their football. So they handed me off to each other. They lateraled me back and forth. And one guy went to pass me along down the field - and what happened? I fell, hit my head on the concrete, went home crying with a big egg on my head. In that moment, I made up I was small and insignificant at age five. I made up that people were mean and cruel and they didn't care about me and they didn't care about anything but themselves. And I made up that the world was a cruel and dangerous place. And I lived that way for the first thirty six years of my life.

It was no accident that I became a dentist. Dentists are people who get to talk without having to have people talk back to them. And that was no accident. So I had created this invisible life that had run me. We all create our own realities – often that do not support our happiness or power.

Not knowing what runs us keeps us in that same drama cycle, that same cycle of suffering and grieving and suffering and creating more evidence that doesn't support us.

That vicious cycle is one that we're going to break today. And we're going to break it using a three-step system. And this system is the self-esteem system that I use personally to not only make my life work optimally but to also champion hundreds of thousands of people to make their lives work more optimally as well. So this self-esteem system consists of three components. These are 1) completely healing your past, 2) assessing what's so right now in your present, and 3) designing your future in choice.

The 3 Step Process of Self-Esteem Elevation

Let's look at the first of those three components. The first again, is healing and completing your past. Now as I mentioned a minute ago, we all make things as kids usually before the age of six. Some people make things up in utero! Some make things up early on in life at the age of one or two or even younger. Others, they don't recall those episodes but it doesn't matter because we are constantly reliving the same sort of upsets in our lives, month after month, year after year. It's a function of re-experiencing the same things you couldn't be with when you were two or three.

When you were playing with matches and you burned down the house or when you were five and you were bullied in the school yard or when you were seven years old and you were abused by

your neighbor. Whatever that episode was early on in life, you made something up about yourself and about others and about the world *and you now began to believe that it was true*. And we all then lived our lives based upon these faulty assumptions that had us struggle, suffer and protect ourselves in our efforts to survive.

So what is healing and completing your past about? It's about first reframing faulty interpretations, interpretations that don't support you. You know when we were young, we made things up about ourselves and then we ended up buying into them, we created the evidence to support the lie, we created this downward spiral that was based on situation after situation of evidence. And we then spent our lives believing that we're stuck with it. We can't change history. But it's not the history that bothers us, it's our interpretations of history. Because what we're left with are those things that are deeply felt, those things that stay with us that we remember all of our lives, those painful experiences.

They might've been growth experiences but they were painful ones so we remember them. We model our personalities around them and before we know it, we have now developed the persona of who we are and decided who others are and what the world is all about based upon these faulty interpretations.

So I'm here to tell you that we have the ability to create new interpretations and we're going to talk about how to do that now. And those new interpretations are ones where we're no longer at the effect of what someone said or did to us because in reality no one did anything to us. We bought into something. We made something up.

We can also make up that people do the best they know how to do. People operate from good intentions and that's a declaration that we make. Not like it's true but it empowers us. Why? Because when we're not attached to someone's opinions, we can become ten feet tall and bullet proof. Because as long as we're attached to what other people say and do, we're constantly listening to be invalidated. We're constantly listening to be offended. We're constantly putting ourselves down, getting into relationship conflicts, having low self-esteem, damaging others with our behavior that doesn't support us and creating interpretations about the world being a place of scarcity, of mean people, whatever false reality we create that really doesn't support us to move forward powerfully.

Managing Negative Self-Talk

So we have the ability to manage that negative self-talker. I like to call him Chip - (like a chip on our shoulder). He or she could resemble an early detractor, someone that said or did something to us. Our negative self-talker is that internal voice that we often times confuse with our intuition. And

our negative self-talk is very different from our intuition. Our intuition is always right on. It's always sourced in high self-esteem. It's always sourced in love. It's a function of our higher selves and it's always accurate. Our negative self-talk is there for two reasons. Chip is there either to prove that you're good enough when you think you're not so that you're constantly on that treadmill trying to prove that you're good enough. So you're working hard. You're telling other people off. You can't be with something about yourself, so you're out to prove that you're not whatever it is you can not be with.

Or Chip's job is to, instead, keep you safe, to keep you from risking, to keep you from getting hurt. So here she tells you, "Play small. Don't go to that party. Remember when you went to the party the last time, what happened? You ended up hanging out behind that plant feeling worse than you did before you went to the party because nobody wanted to talk to you, because you have nothing to share with anybody."

So the last time you were offered that job, what happened? You turned it down because you couldn't be with the possibility of failing. You couldn't be with the possibility that you could invalidate yourself." When we listen to Chip's misguided but well intentioned counsel we keep this negative drama cycle in place. We keep suffering. We keep struggling. We get to be right about whatever it is we made up about ourselves.

So how do we manage the negative self-talk? The first thing that we can do is to start to recognize when we are in the negative self-talking mode. We have to recognize when Chip's talking to us, and differentiate it from our intuition. Is it based in love? Is it based on a heart sense or a head sense? Chip talks from the head not from the heart. Chip talks from fear; he or she talks from anger and sadness, not from the heart, not from love and intuition. Those are keys to guiding us effectively. So when we hear Chip talking his nonsense, what should we do? We can recognize his baloney and say, "Thank you for sharing. Now shut up and take a hike!" And we can then replace Chip's well-intentioned but misguided advice with an affirmation of who we really are.

So what does that look like? Chip tells us you don't want to go to the party because the last time you went to the party, you remember what happened?

We recognize that this is NOT our intuition speaking. We reply with... "Thank you for sharing, Chip. Shut up. Take a hike. I'm going to affirm that what I am is a good friend and I'm going to take action that's a hundred eighty degrees in opposition to my greatest fear." So what am I going to do? I'm going to the party and I'm going to make some friends. I'm going to find someone who is shier and more introverted than I am at that party and I'm going to make their day. I'm going to make their day special and I'm going to make them feel better than I found them.

And when you can do that, when you can manage your negative self-talk, when you can create an affirmation about who you really are based on the declaration and that declaration does not have to have evidence that you've done this before because it's a bold declaration based upon courage. It's kind of like Babe Ruth taking his bat and pointing over the right field fence and saying "I'm going to hit it there." And he's going to hit it because he says he's going to hit it there. No evidence needed.

And when you declare who you are, you're going to ask yourself "What are the qualities that I want to be known for? What are the qualities that I want to leave people with?" And when you live from that declaration, you're living from an empowering possibility that you now get to step into. And when you step into, when you affirm who you are, you now begin to create new evidence. The more you do that, the more real your experience becomes. You do that for thirty days, and you've created a habit. You do it beyond that, you've now created a new reality for yourself and that's what personal reinvention is all about. It's creating a new reality based on your declarations that support you rather than the evidence that disempowers you.

Managing Your Emotional Moods

So, how do we do that? One of the ways we do that is we learn to manage our emotional addictions. We're all addicted to these emotional reactive states in life and these states run our lives because we don't know that they're running our lives. Here's what happens. Remember I told you that early on in life when we were kids, somebody says or does something and this is our initial upset. So what happens? Someone says or does something, we make something up about ourselves. We buy into some negativity. And what happens? It gives us our mood. It gives us an emotional reactive state initially that we now develop as a habit over life.

That emotional reactive state is typically a form of anger or sadness or fear. When we are addicted to those emotions, they run us but we don't know that they run us. If you look at the state of the world right now, you'll see that majority of people in the world are addicted to anger. That's why we have so much violence, so much hatred, so much war, so much of all the things that we don't want. It's because people are addicted, like heroin addicts, to the anger. For a great amount of people, that anger was inappropriate, unacceptable... so they stuffed the anger. So what happened? Those people became addicted to sadness.

Studies show that somewhere between two hundred and eighty and three hundred and fifty million people worldwide that are addicted to sadness. These are people who are clinically depressed. These are people who live scanning for and finding interpretations to be sad about, reasons to be

depressed in their lives. This is so powerful that it changes brain chemistry. This is a physiological, emotional combination. People do become depressed and over the years, these people have the tendency to have created interpretations that have themselves created a reality for their lives that is based on an addiction to sadness. They have the heroin-like addiction, like a heroin addict that says whenever I'm sad I get another shot of this addiction into my veins.

They don't like being sad but sadness gives them an identity. It allows them to be right about something. It allows them to feel as though they are victims. And you can't blame them - because they're victims.

It wasn't my fault. I was depressed. I couldn't do anything. I was just on the couch eating bon-bons. I was depressed all day. It's because not only do these people get to feel sorry for themselves, but they also get to evoke the sympathy and pity of other people - and they get to avoid responsibility of their lives. And that's key for all addictions. That's key for all reactive emotional states. It's the avoidance of responsibility that feeds their addiction, furthers their victim status and keeps them in the downward spiral of life-destroying consequences all resulting from the way they see the world in a way that doesn't support them but gives them their emotional fix.

The third emotional reactive state, besides anger and sadness, is fear. Studies show twenty two percent of women and sixteen percent of men are addicted to fear. These are people who worry

about everything all the time. It doesn't matter what they're going to be worried about... they will find something to be worried about, whether its losing their job, losing their spouse, a tsunami, a terrorist attack, the bad weather, the economy going south, whatever. They will find something to worry about because it gives them their addiction. So most people go throughout their lives not fully aware that they are running their lives in a way that it's invisibly run by these addictive reactive states.

So what do we do?

We can recognize these states when they show up and I'm going to give you an exercise right now that, if you're willing to take it on, if you're willing to map it onto your life, your life will change remarkably.

Living an Upset-Free Life

Here's the exercise. It's to keep an upset journal. Every time you're in an upset, write the answers to these questions down in your journal. And the journal can be a loose-leaf notebook, a spiral bond notebook, a permanent record you can later refer back to. You can also keep it on a word document on your computer - as long as you get into the habit of tracking the answers to these questions. And every time you're in an upset, ask yourself these questions; the upset first of all is

going to be triggered by one form of emotion. You're going to find out what runs you. Is it a form of anger? Is it indignant anger - like how dare you - that ran me for thirty six years before I now started to recognize and manage it? Is it frustrated anger? Is it rage? If you're addicted to sadness, is it victimized sadness or is it frustrated sadness or is it abject depression? If it is fear, do you worry? Or are you constantly on the edge, paralyzed by life?

So get to know what runs you in the background so now you have the ability to recognize it. Because once you recognize it, you can then write down what the upset is in your journal. You next write down what are the facts: what did someone say or do that had you interpret or buy into whatever it was that made you angry, sad or afraid?

First, separate out the facts from the interpretations by determining what your predominant mood is that you've created by your interpretation. What is the meaning that you have given to what was said or done to bring about your emotionally-reactive state? And here is the key question, "Are you willing to give up your right to be angry or sad or afraid?" Because you know that you don't want to be sad. You don't want to be angry. You don't want to be afraid. But sometimes it's so addictive, it's so compulsive that you will do whatever it takes just to get your fix.

So sometimes, we would rather be right. We'd rather be forceful because when we're angry, we're forceful. We get to dominate other people. We get to make them wrong. We get to avoid being

controlled by them and that's all very addictive. When we're sad, we get to avoid responsibility for being happy. Happiness is a decision. We get to avoid that decision because we now get to feel sorry for ourselves. We get to evoke the pity and sympathy of other people and we get to avoid the responsibility for doing things that will make us happy. It's the same with fear. When we're addicted to fear, we get to avoid responsibility for getting our needs met, for protecting ourselves, for making requests that are powerful, for doing whatever it takes to manage fears. Strange enough, most of the time our fears are made up and not real at all.

So when we can determine what is running us and we're willing to give up our right to be addicted to our emotional reactive states, we now have the ability to create a new interpretation in that moment that empowers us, that motivates us, and supports us. So what does that look like? It looks like in the moment of an upset, identify what your reactive emotional state is. What happened? What did you make up about of that?

Let's give an example, one of my clients was eight years old. When her mother said, "Don't go next door. I want you to stay in the yard." Well, she had just got a nice pretty polka dot yellow dress. She put it on. She went next door. She was abused by the neighbor. At the age of eight years old, what did she make up? She first emotionally went to raging anger and then that anger very quickly resolved into sadness and fear. So she made up that she was a bad girl. She didn't obey her mother and she deserved this. She went on to marry three abusive husbands because

doing so allowed her to get her fix. Her fix would kick in whenever she would have men being abusive and she would get to be a victim and be incapable of protecting herself.

She didn't like being abused. She didn't like being a victim. But she was unintentionally creating this pattern because she was beating herself up from the age of eight years old when she made a simple error in judgment as a little girl that for which she now was punishing herself for the rest of her life. And it wasn't until we did some work where she could heal her past, where she could complete it, then she could actually move on. She could now create a new interpretation for herself whereby she was willing to give up her right to be a victim, giving up her right to be angry at men, giving up her right to be angry at herself and depressed because of what mistakes she made. She was finally willing to move on by first forgiving herself. So when she did that, she completed. Now she's married to a person who treats her like a queen because of the fact that she now completed with her past.

When we're incomplete, we're bound to repeat whatever it is we can't be with, in our past. So when we can create this exercise where we separate our facts from interpretations, we release the mood that keeps us in the soup. We create a new interpretation that empowers us.

So somebody asks us to go to a party, what happens? Maybe we are paralyzed by fear because we don't want to look bad. We don't know what we're going to say. We manage it in that moment.

We create a new interpretation that we're going to be somebody's best friend. We decide in that moment that we're going to attend the party and make somebody's day better as a result. We're going to take the focus off of our petty concerns and we're going to go and contribute to somebody at that party. And when we do that, what's going to happen is we actually now get to empower our own life. We get to step into a new possibility. We get to release what we made up about ourself and we get to create some new evidence in that moment that keeps us in relationship with the person. And as we take an action that empowers us, we now create a new pattern of evidence that supports us.

Three Keys to Soaring Self-Esteem

So there are three keys to elevating self-esteem.

The first is empathy. Empathy is about having an appreciation for what's it's like in the other person's world. When we have empathy, what someone says or does isn't in reaction to us anymore. Instead, it's about them. Ninety nine percent of an upset is about the person upset and only one percent is about us. So what that translates into is that when we have empathy, we can try something on, like a coat, to see if it fits. If it fits, we can change our behavior. If it doesn't, we

release it momentarily. We're no longer at the effect of other people's interpretations or judgments. We give up our right to be offended and invalidated.

The second great key to elevating self-esteem is gratitude. When we can make every day Thanksgiving Day, we can now live with a renewed sense of appreciation. The law of attraction says we make large whatever we focus upon. And when we live with gratitude, we focus upon all the blessings in our lives instead of all the petty concerns, all the faults, all the flaws and imperfections that if we focus on those, we make large instead.

And the third key is forgiveness. I like to hold forgiveness as 'thank you for giving' me the opportunity to learn and to grow from the experience that I needed for my own growth, my growth in empathy, my soul growth for me to understand and to learn from this great school that we call life, this great planet. So when we live by forgiving ourselves, we now have the ability to forgive others and when we forgive others, we're completely healing our past. So when we can implement those three qualities, having empathy, asking ourselves what's it like in another person's world to have them say and do the things they do, what do I have to be grateful around that I can manifest, that I can look for, that I can make larger and who haven't I forgiven yet including myself and how can I live with gratitude, acknowledging both myself and others on a daily basis moving forward?

When we're able to manage upsets, we have an option and that option is this, we can choose in the moment whether we want to be right or whether we want to be happy and knowing we can't be both... we get to choose. It was like the guy who was so intent on being right that on his gravestone he had someone inscribe "I told you I was sick." Why? Because we're all hell-bent on being right and we'll sacrifice our happiness, our relationships, our health, our wealth - everything just to be right - because we then get to then just justify our behavior.

Properly Assessing Your Present

So here I am with you today inviting you to realize that failure is always an interpretation. So how can we move our lives forward? Let's look quickly at assessing what's so in our present. When we look at the six key areas of our lives and we look at what are our most important values? Are those values being honored or not?

What are the gifts that we have and the strengths we possess? Are those strengths being shared with others? Are we developing our gifts? Are we sharing them in the world? Or are we thinking that we don't have any gifts - like I did for so many decades? Are we accustomed to living our commitments?

You know we are all committed to something and most of us are committed to our convenience. And the analogy I like to give is if we're walking down a forest path and we come to a fork on the road and we have a choice in the moment to make a decision whether to follow the path that we've always pursued before. That's the path where we step over things, where we feed our emotional addictions, where we make others wrong, where we get to be right, where we get to step into our stuff. Or we can take a new path by making a decision to do so in that moment and to the extent that we decide to manage our emotional reactive states, to actually empower our lives to take the focus off ourselves and contribute something to other people. We now get to develop a new path and a new habit. That new habit comes when we develop a powerful relationship to problems by not only identifying problems but welcoming them, embracing them, declaring them. We get to realize that every problem has within it for us a gift and that gift is one where we actually get to experience life. We get to grow and that's why I began our conversation with talking about enjoying the process of life.

It's all about recognizing your ability to discover your gifts, embrace problems, know what they are and know that every problem has within it something you need for your soul growth, for your emotional growth, for you to be as a possibility for others.

Taking Full Responsibility for Everything that Shows Up

And in the end, it's all about responsibility. Not like blame or fault, something that you *should* do out of obligation or lack of choice. I mean responsibility as ability to respond. No matter what life gives us, it's for our blessing, it's for our benefit. And when we look at what's happening around us in life, we realize that it's exactly where we need to be. We might not like it in that moment but it's exactly where we need to be.

So when we take responsibility for our life, we ask ourselves questions like, "Who am I being that this is showing up around me in life? Who am I being that I have to experience this right now? And what's missing that if put into place will allow me to shift who I am in a way that will empower my life that will have something else show up instead of the things that are showing up right now?"

And it's when we start to go through the process of completing our past, by first doing a proper assessment of what are our most important values are, those values that demand being honored and how can we step into a new possibility where we can design our future in choice as if we had that magic wand I talked about where we can live from a declaration. It's a magic wand that allows us to say these are the qualities that I want to develop, that I want to be known for.

So when I was in development, initially thinking that this is just the way I was and there was nothing I could do about it, I decided the qualities that I wanted to be known for were love and

creativity, contribution and belonging. So what happened? I decided okay, if I'm a contributor, how can I contribute in this moment? If I'm going to be an inspiration to myself and to others, how can I inspire someone when I was inspiring no one. If I'm going to be creative how can I create?

Living from Your Declaration

So we can actually declare who we are. We can step into that declaration on purpose as an existential act of courage because we said that we are going to *be* these qualities. We're going to declare them and just as we're declaring those qualities, we get to declare our life purpose. Our life purpose is something that is about who we are, the qualities that we're known for, the gifts that we want to manifest into the world.

If we were to live the next three hundred years of our lives, what is something that we would love to do every day, every year for those three hundred years that we would never get tired of doing? Such a life purpose need not be complicated. It could be something as simple as being loved or being creative, or being an inspiration or being a champion of children or the elderly or pets or women or being a teacher, it's just something that comes naturally. We're either living our life purpose or we're not. Our life purpose is the umbrella that fuels the vision for our lives. That vision for our lives is one that we get to manifest on purpose. Remember, we all have a vision and whatever is showing up around us is consistent with that vision. So we get to create a new vision.

I'm going to invite you to write a new vision for your life. Write it in first person, present tense as if it's already happening. Include in that vision what you are doing on a daily basis, what are you having, what are the qualities you're known for, who are the people that you're contributing to and finally what are the things showing up in your life as a result of you living and doing and being those qualities? So when you're being the qualities that you want to be known for or you're stepping into this new possibility, you're doing it, working at play, doing the things that empower you, you're contributing your gifts to the world, you'll now have the things that you want in your life. So that vision now is consistent with your life purpose.

You're going to set goals that align with your vision. The goals are measurable and specific. They're set in time, thirty-day goals, ninety day goals, two-year goals, five, ten-year goals. The goals are places to come from that guide the actions that you're going to set up in your life. The actions are the things that you are going to do daily.

What's a daily action commitment that you can make that will empower your life to achieve your goals so that you realize your vision and you're living your life purpose all the time? And of course at the same time you're in development, you're letting life train you, you're giving up your right to be invalidated. So you're debriefing after conversations. You're keeping journals, an upset journal, a journal about your personal power, a journal about the qualities you want to develop in life and

you're actually now starting to live deliberately. You're living your expectations and that's really what distinguishes a high self-esteem individual from someone who is lacking high self-esteem.

The high self-esteem individual has an expectation for great things, takes responsibility for living on purpose, doing the things that will align with achieving the things that they want which is part of their overall vision - which is always about contribution, contributing the things that make them special and the gifts that they are to the world.

In the end, it's always about people. It's never only about yourself because a vision that's only about yourself is self-serving and it serves to inspire no one. So I'm here to tell you today that we all have the ability to heal and complete our past, to give up our right to make ourselves wrong and invalidate ourselves, to forgive us, to heal, to move on, to forgive those people who are keeping us stuck by the things that we've made up that we have refused to let go of.

Once we've been willing to heal and to move forward, we've assessed what's in the present, we now can move into the future. We design a future that inspires us, a future that honors our values, a future that is setting goals that are based on action. We can create a personal development plan that allows us to manifest our dreams in all these six key areas of life. our health and appearance, our wealth and our finances, our relationships, our job or our business, our spiritual and our personal development life, pursuing our passions and having fun recreating.

I'm here to leave you with one thought: don't do what I did for so many decades, live in resignation, live in apathy, think that's all there's is and there's not a whole lot you that can do about it. Know that you have that magic wand and you can wave it over your life, you can create the life of your dreams and realize what's its costing you not to do so. Unless you realize what the costs are and until those costs are so totally unacceptable so that you can develop the self-motivation to break through the stops that are keeping you stuck, that's what it will require for you to live that dream life.

I invite you to step into that new possibility. I wish you God's speed in doing that.

Joe

Dr. Joe Rubino

Creator, www.SelfEsteemSystem.com

About the Author

Dr. Joe Rubino, CEO of [Http://www.CenterForPersonalReinvention.com](http://www.CenterForPersonalReinvention.com), is acknowledged as one of the world's foremost experts on the topic of elevating self-esteem. He is a life-changing personal development and success coach on how to restore self-esteem, achieve business success, maximize joy and fulfillment in life and productivity. He is known for his groundbreaking work in personal and leadership development, building effective teams, enhancing listening and communication skills, life and business coaching and optimal life planning.

His 12 best-selling books and audio programs are available in 23 languages and in 58 countries and include:

- The Self-Esteem Book: The Ultimate Guide to Boost the Most Underrated Ingredient for Success and Happiness in Life.
- The Success Code, Books I & II
- 31 Ways to Champion Children to Develop High Self-Esteem

His highly acclaimed Legends of Light Trilogy consisting of:

- The Magic Lantern: A Fable about Leadership, Excellence, and Personal Empowerment
- The Legend of the Light-Bearers: A Fable about Personal Reinvention and Global

Transformation

- The Seven Blessings: A Fable about the Secrets to Living Your Best Life

are currently under development as feature films.

Dr. Joe's vision is to impact the lives of at least 20 million children and 20 million adults. His Certification Program training coaches in Self-Esteem Elevation is teaching people all over the world the tools to help children and adults develop high self-esteem without the problems associated with excessive ego. <http://www.highselfesteemkids.com>

Learn more about his life-changing work in championing people to restore their self-esteem at <http://www.TheSelfEsteemBook.com> and receive FREE the insightful audio program "7 Steps to Soaring Self-Esteem" and a 1 year subscription to "The Success Achievers' Club"...a \$129 Value! Learn how you can become Certified by The Center for Personal Reinvention as a Self-Esteem Coach for Children at www.highselfesteemkids.com

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