

Dr. Joe Rubino

# **The Self - Esteem Book**

**The Ultimate Guide to Boost  
the Most Underrated Ingredient  
for Success and Happiness in Life**



**Complete Your Past  
Assess Your Present  
Design Your Future**

**Includes: The 12 Steps to  
Reclaiming Your Self-Esteem**

# **“The Self-Esteem Book”**

## **The Ultimate Guide to Boost the Most Underrated Ingredient for Success and Happiness in Life**

is the definitive guide to re-establishing your self-image. Dr. Joe Rubino takes you step-by-step through the same exercises he has used to transform thousands of lives. The easy-to-understand exercises will become your roadmap to a life of happiness, fulfillment and self-esteem.

# **The Self-Esteem Book:**

## **The Ultimate Guide to Boost the Most Underrated Ingredient for Success and Happiness in Life**

### ***With this book YOU will:***

- ∞ Uncover the source of your lack of self-esteem
- ∞ Complete the past and stop the downward spiral of self-sabotage
- ∞ Replace negative messages with new core beliefs that support your happiness and excellence
- ∞ Realize the secret to reclaiming your personal power
- ∞ See how you can be strong and authentic. Use your vulnerability as a source of power
- ∞ Design a new self-image that supports your magnificence
- ∞ Realize the power of forgiveness
- ∞ Discover the secret to an upset-free life
- ∞ Re-establish your worth and reinvent yourself to be your best
- ∞ Create a vision of a life of no regrets

**“I have personally used this program’s principles to support thousands of people to be self-confident, happy and prosperous. You owe it to yourself to read this book.”**

Dr. Tom Ventullo  
President, The Center for Personal Reinvention

**The Self-Esteem Book: The Ultimate Guide to Boost the Most  
Underrated Ingredient for Success and Happiness in Life**

**Dr. Joe Rubino**

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- ∞ See how you can be strong and authentic. Use your vulnerability as a source of power
- ∞ Design a new self-image that supports your magnificence
- ∞ Create a vision for your future that honors your most important values
- ∞ Access the power of self-motivation and positive intention
- ∞ Accurately assess your strengths and weaknesses
- ∞ Design a specific action plan to live deliberately
- ∞ Realize the power of forgiveness
- ∞ Learn to suspend judgment and love yourself and others
- ∞ Discover the secret to an upset-free life
- ∞ Rid yourself of destructive anger
- ∞ Re-establish your worth and reinvent yourself to be your best
- ∞ Set and accomplish goals en route to designing a life of choice
- ∞ Create a vision of a life of no regrets
- ∞ Use visualization and affirmations to support your new self-image
- ∞ Champion others to maximize their self-esteem
- ∞ Have the ability to raise children and champion others to maximize their self-esteem

*At an early age, we all make up that we are somehow unlovable, not good enough and not worthy of the best life has to offer. By discovering the source of our lacking self-image, we can re-interpret our past, reclaim our self-esteem and design our future deliberately and with power.*

-- Dr. Joe Rubino

# DEDICATION

This book is dedicated to you, the reader, and to your inherent magnificence and the magnificence that all human beings are, even though we may forget this. It is further dedicated to those who have courageously declared to the world who they are and claimed their power. Their example of risking and living boldly and with passion inspires us all to be our best.

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# Complete Your Past

*Only you can diminish your self-esteem and only you can restore it. Freedom comes with non-attachment to whatever another says or does.*

-Dr. Joe Rubino

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### **Transform Your Self-talk from Negative to Positive**

The key to reversing the process of self-doubt lies in creating empowering interpretations about what others say or do rather than interpretations that berate us and fuel feelings of inadequacy. Become proficient at distinguishing facts from interpretations.

*We, too often, confuse what was actually said or done with the personal meaning we attribute to these occurrences. Those who suffer low self-esteem share a greater tendency to tack negative meanings onto life's events. The significance they place on these situations has negative personal connotations, even when none were intended or existed. These damaging interpretations immediately trigger anger, sadness or fear. These emotions rapidly become familiar and induce a false sense of security. Although we hate feeling angry, sad or afraid, we continually create explanations of events that land us in these moods. Later in this book, we will explain how our human machinery takes full advantage of the power of these strong emotions to keep our low self-image in place. We continually collapse facts with interpretations. The stronger the emotions become, the greater our tendency to attribute incorrect connotations to situations. The more we do so, the further our self-esteem erodes.*

The good news is that anyone can learn new behavior of attaching positive or neutral meaning to things that are said or done, replacing the typical negative implications. The first step requires developing the ability to distinguish *facts* from the *interpretations* we attribute to the facts. This is especially useful during times of stress and upset, when the emotions of anger, sadness or fear are present. Like red flags, these emotions warn us that we are confusing facts with interpretations, triggering the negative self-talk that eats away at our self-esteem.

Let's examine this destructive self-talk in detail. Picture your negative self-talk as a cynical character that clings to your shoulder that we'll call Chip. It's important to distinguish Chip's disparaging voice as an entity separate from and outside yourself. Chip can be male or female and will often take on the persona or qualities of a disapproving parent or early detractor. It is important to distinguish between Chip's pessimistic counsel and the wise guidance of your intuition and conscience. The former is skeptical and fear-based while the latter reflects wisdom and inner insights. Your intuition is never wrong. It is the knowing inner light that guides you through life's turbulent seas.



Meet Chip! Clearly picture your negative self-talker as a character who exists to put you down, ruin your relationships and keep you small.

In contrast, Chip may be single-minded but not very valuable in championing your excellence or making you feel good about yourself. His job is to either keep you unimportant and protected from risk or on the treadmill forever trying to do better and become worthy. He does this best by whispering nonsense into your ear that causes you to feel bad about who you are. This results in two common scenarios. The first has you sell out your needs and dreams, avoid new situations and shrink away from your true magnificence. The second has you driven to achieve and prove Chip wrong about how unworthy you are. Maybe you recognize having played out both scenarios in different parts of your life.

Let's examine the first situation. Chip likes when you become a victim as this makes his job easier. Victims don't belong. People don't like them and they don't look good. Victims also don't risk outside their comfort zones or aspire to any great (and dangerous) accomplishments. They live in a world marked by resignation, a world that excludes them as not good enough to play.

Chip can have you mistakenly believe that it is safer to hide out, quit trying and give up than it is to reach for the stars or go for the gold. He'll have you believing that it's actually better to play it safe, avoid risk and circumvent failure. He is quick to point out all the reasons why you should feel bad about who you are. He prefers that you believe his put-downs so that you will not think yourself worthy enough to try new ventures and find success or freedom. If you don't try, you can't fail, and so Chip will have protected you from that unpleasant possibility. He knows that by listening to his guidance, you will mangle your relationships and sabotage your success. He considers both unnecessarily risky and, like an overprotective master, prefers you to stay home and hide under the bed rather than lead the hunt. He'd rather you get angry at yourself for being a loser than risk a worse fate by overstepping your abilities. Chip is also the master of guilt. By reminding you of all the times you messed up, were selfish, hurt others, and fell on your face, he causes you to beat yourself up repeatedly. By doing so, in a contrary way, you actually feel better knowing that you have been properly punished for your transgressions.

Chip may tell you that life is not so bad if lived quietly, without the stress that accompanies the need to accomplish great things. Maybe you rationalize that you are not experiencing all the bad extremes by playing small and beneath your potential. But perhaps, your life is dimmed, void of the passion and power that would be possible to experience if you played at a higher level. Restoring a healthy sense of self-respect will support you to reclaim your magnificence and generate a variety of new possibilities for happiness and accomplishment.

Chip also can run your life by convincing you that you can overcome your unworthiness if only you try harder and strive for perfection. He has you convinced that your worthlessness can be managed or camouflaged if you climb to the top of that ladder that's leaning against the wall of flawlessness, with the end of the

ladder obscured in the clouds above. Once you reach what you think is the top of the ladder, you discover that you're still not perfect, haven't accomplished nearly enough to counter your worthlessness and must continue to climb the ladder until you reach that faultless state. Of course, the ladder never ends. Perfection is always disappointingly out of reach and mistily out of sight and you get to continually beat yourself up as your life is driven to achieve an unreachable objective. The more Chip berates you as not good enough, the harder you try to be worthy – which you equate with being perfect. Coming from this disempowered state of self-flagellation, you are less likely to be your best and achieve to your potential. There is no peace in this setup.

In either scenario, Chip succeeds in shattering your self-esteem and having you resign yourself to never being good enough by messing with your ability to separate what happened from your interpretations. Reclaiming your self-esteem will result from your ability to recognize when Chip is speaking his nonsense and realize that his misguided counsel does not support your excellence, happiness or magnificence. Guilt is always optional. Instead of berating yourself for your faults, your excellence will result from being able to respond in a manner consistent with your vision, values, commitments and life purpose.

Also, many of the derogatory messages that Chip whispers did not start with us. We didn't always program the disparaging phrases or misinterpret words or actions, causing our self-esteem to suffer. Many times we were actually told that we were not good enough, unlovable or unworthy of the best things in life by others. However, we *did* accept and absorb someone else's belittling delusions. Perhaps, a parent, grandparent or other person told you that you were flawed in some way and you believed them. Chip now may take on this person's words to remind you of your inferiority. Whether your derogatory thoughts originated from your own misinterpretations or from the unkind words of others, you still have the ability to recognize that these thoughts are untrue and do not support your happiness. You possess the awesome power to stifle your critic every time he or she speaks those critical words.

Chip will never go away for as long as you live. He lives to create dissatisfaction regarding who you are at the core and what your life is about. The more upset, strife and suffering he helps create, the worse you feel about yourself and the more Chip is validated. You will find Chip to be especially vocal during times of stress or upset. He uses these opportunities to remind you of how poorly you measure up. The best you can do is to recognize his misguided intention to either protect you from harm or motivate you to be better – and then put in emotional earplugs so you can't hear his sabotaging messages. Recognize his voice when he shows up to speak his opinions and know that you need not listen to what he says. His imprudent, distrustful advice puts you down, ruins relationships and promotes upset. The most effective way to *temporarily* silence Chip is to forcefully tell him to SHUT UP and TAKE A HIKE! You need to be as forceful in silencing his cynical chatter as he is in continually dishing it out. Your ability to discern between Chip's dominant disparaging voice and the softer wise counsel of your inner intuition will support your self-esteem to prosper.

***Exercise:*** For the next week, as you go about your day, notice each time Chip puts you down, makes you wrong and keeps you small. Record each negative thought you have about yourself. Clearly differentiate Chip's voice from the voice of your trusted intuition. Note how each cynical thought serves some purpose from Chip's perspective. Perhaps it makes you right about something, allows you to dominate others or protects you from potential harm or letdown. Maybe it has you driven to succeed, has you berate yourself with guilt or pity or has you avoid seizing responsibility for your magnificence. Half the battle in silencing Chip is to recognize when he is speaking to you and realize that his counsel is nonsense. Tell Chip off in a forceful way every time you hear his misguided voice.

Let's now look at a way to expose and counteract Chip's mischief.

*Suffering is having something you don't want or wanting something you don't have.  
Responsibility is the key to eliminating suffering and elevating self-esteem.*

--Mike Smith

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### **The Costs of Not Reclaiming Our Self-Esteem**

There are many costs associated with our reluctance to claim responsibility for empowering interpretations that source our esteem and excellence. One is in the arena of our relationships. We can develop richly rewarding relationships with others only if we hold ourselves as worthy of such contribution. Our moods and misinterpretations destroy the likelihood of workable relationships. They distance us from others and isolate us in separation. We mistakenly believe that others see the same devastating faults in us that we see in ourselves. We expect them to reject us as unworthy of their friendship, love and attention. We become easily angered, sad or afraid. We avoid new challenges that might expose our faults. We isolate ourselves and shun social situations in an effort to ourselves protect from hurt. Our actions anticipate rejection and actually bring it about as a self-fulfilling prophecy. We dismiss any of our own perspectives as wrong, sacrificing them for someone else's who must be more worthy because they're not us. We consistently shut down our own interests and viewpoints as being automatically flawed or worthless. When people appear to be interested in our friendship, we fail to set healthy limits or avoid responsibility for making reasonable requests for fear of being rejected. Or, taking another approach, we expose their flaws and reject them as unworthy of our friendship. After all, who would want to be friends with someone who would want us as their friend! We then cite these damaged relationships as evidence there is something terribly wrong with us and so our self-esteem dwindles.

Another cost of low self-esteem is deteriorating physical and mental health. All physical and mental disease is the manifestation of an emotional condition. Sooner

or later, low self-esteem and the resulting lack of emotional health will translate into a breakdown of the body. This is most obvious with heart disease and cancer but likewise applies to other forms of illness. Withholding love for ourselves ages us prematurely. Our cells age and die and our bodies respond negatively from the deprivation of joy and happiness. We put on excess weight, develop ulcers and are plagued by sickness and disease. Or, in an effort to numb our pain, we attempt to escape into the oblivion of drugs, alcohol, isolation or other addictions. For a more thorough analysis of this concept, I suggest reading *You Can Heal Your Life* by Louise L. Hay. Hay explains how failure to love oneself is at the root of nearly all physical problems.

In addition to this aspect of manifesting disease, when you don't love yourself, you don't treat yourself with respect. You live along the automatic assumption that you're not worth taking care of – eating right, exercising, getting medical attention, looking after your well-being. Disease results from what's going on at a cellular level, fueled by a deprivation of love.

Loss of happiness, self-expression and vitality also stem from low self-esteem. Those lacking self-belief give up their ability to make a difference in others' lives. These costs spread to family members and afflict those closest to those lacking esteem. With the loss of happiness and self-expression comes loss of love, intimacy, partnership and affinity. It is difficult to love someone who does not love himself. Intimacy is a function of clean and open communication. Such communication is often the first casualty when self-esteem suffers.

Perhaps the greatest cost of not taking total responsibility for managing our interpretations is in the lost possibilities for our lives to be lived richly and with purpose. When our self-esteem suffers, we lose our potential for identifying and fulfilling our life's purpose. To take our focus off our own needs, faults, challenges and concerns, we must first believe in our ability to contribute to others. Contributing ourselves – not sacrificing, but freely giving renewable value -- stems from both a commitment to serve and the knowledge that we have something worthwhile to offer. When we hold ourselves in low esteem, we short-change others as well as devaluing ourselves. We lose sight of our magnificence and forget that we all have

special qualities, talents and gifts that would benefit others. Not taking responsibility for our greatness cheats the world as we sell out our potential to impact others with the special gifts that only we can offer. One way to handle this preoccupation with our fears is to focus on worthwhile achievements that are much more significant than our petty concerns. By committing to some worthwhile and lofty undertaking, we can get unstuck, take our focus off of our own concerns and problems and build our self-image in the process.

Unlike those seeking a way to alter their destructive attitudes by pursuing such personal development principles as those presented in this book, to the vast majority suffering from low self-esteem, the ability to master the tools we are discussing and take control of their lives is not a conscious option. Rather than take on the challenge of reinterpreting life's events, most adopt various ways of protecting themselves in what they perceive to be a dangerous world. They resign themselves to do the best they can, knowing it will never be good enough. Let's look at what some of these survival formulas are.

***Exercise:*** What are the costs of not reclaiming your self-esteem? Consider the areas of your health, relationships, vitality, happiness and ability to contribute to others.

Continue on the next page.....

# Congratulations

on reading this far.

Thank you for your commitment to improve upon the quality of your life.

Quality of life is what it is all about! Having Exceptional Self-Esteem is one of the key ingredients to enjoying full life quality.



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