

Transcription of Dr. Joe Rubino's Inner Circle Interview
on the Essence of Self-Esteem Elevation

LANCE HOOD: Hi, this is Lance Hood and I would like to welcome you to this training. You are in the right place at the right time because the topic that we're going to discuss today is absolutely vital to your success, wealth, and happiness in life. I believe that it is so important, that without this training, you could be miserable despite having everything, and by understanding the concepts that you're going to learn today, you will reach your goals much, much faster.

In today's training with Dr. Joe Rubino, he's going to teach you how you can completely, immediately, heal your past, elevate your self-esteem, and learn new tools that will support you to live your best, happiest, most fulfilled and abundant life.

You will walk away from this training today with a 30 day wealth map that will help you create an upset free life that honors your values, maximizes your happiness, and dramatically improves your relationships more than you've been experiencing up until now.

Dr. Joe is an internationally acclaimed expert on the topic of self-esteem and success, and on top of that, he is the bestselling author of nine books. Dr. Joe, on behalf of myself and everyone listening, welcome to the call.

DR JOE RUBINO: Thank you so much, Lance. It's great to be here on the call today. I'm so excited to be speaking to you all. We're going to be talking about the number one most essential ingredient to create success and happiness in life, and of course, if you haven't guessed, that's high self-esteem.

What I'd like to do is share with you before we get started, a little bit about my own story. I was by profession a practicing dentist up until about 1995, and although I was very successful by society's standards – I had two very successful practices, we would attract about 250 new patients in our primary office, and was earning a mid-six figure income, and had the respect and admiration of our patients in the community. But for me, something was definitely missing.

It wasn't until I entered into a yearlong personal development program, and I discovered what my most important values were,

namely love, and creativity, and contribution, and adventure, and actually living large as opposed to just being resigned to the fact that dentistry was the only thing I could do.

So, I decided to reinvent myself and to enter into the profession of being a life coach. Now, forward fast, after about 18 years of coaching more than 1,000 individuals, what I noticed was that wherever there was suffering and struggle, wherever people were not abundant, wherever there was unhappiness or resignation, it all pointed back to the same overall ingredient being present, and that was low self-esteem.

So through my research, and through the coaching work that I've done, and through a lot of the other studies that we conducted, we've put together a three-part self-esteem program that supports people to do three key ingredients. One, heal and complete your past, which I'm going to be speaking about mostly today, and the reason for that is because we all live out of interpretations and decisions that we made when we were very young, typically before the age of six.

Although those interpretations don't support us, we've gone through years and even decades of our lives based upon the interpretations and decisions of a little child. So we wonder why we're constantly unhappy, or we're constantly angry, or afraid, or sad, or why our relationships aren't working optimally, or we're unable to track all the good things in life, the abundance, and the happiness, and the fulfillment, and the success that we all want.

It's because we're incomplete. We made things up about ourselves, we made things up about other people, and we made things up about the world in general that really don't support us any longer. We did it as a young child to survive because we decided that there was something wrong with us, that we were somehow flawed, or not perfect, or unlovable. The sad part of the matter is that we've lived our whole lives out of those interpretations that have kept us small, and suffering, and stuck.

Here's the good news, that just like switching a light switch, today you will learn some tools that will allow you to actually exit out of those interpretations and to create a new fulfilling interpretation about who you are that you actually can step into, a new declaration for your life that will allow you to be happy, and fulfilled, and start attracting abundance and all the things you want in life.

So let's start by talking a little bit about the importance of high self-esteem, and what exactly is self-esteem. Well, we measure self-esteem in five different areas typically.

First is "personal power", and that's about our ability to influence others. Do we have the ability when we speak, do others listen, kind of like the old EF Hutton commercial.

The second is "significance". Are we accepted and do we have the attention and affection of others? In other words, do we matter to people? Do we feel like we matter to them?

The third is "virtue", and that's how we feel about ourselves morally. Do we feel like we're a good person? Or do we feel as though something's missing, or we're not really proud of who we are? We're kind of ashamed because we're constantly doing things that sabotage ourselves. We're constantly doing things that we can't really be proud of.

The fourth area of how we measure self-esteem is "confidence", and that's our ability to produce the results with velocity and being in control of our lives. "With velocity" is important because powerful people, confident people bring about results on purpose, deliberately, with velocity. In other words, something that didn't previously exist, they can have it manifest out of having the intention to do so.

Then the fifth area that characterizes people with high self-esteem is the area of "empathy". It's about having an appreciation for what it's like in the other person's world. So mistakenly, many people confuse high self-esteem with high ego, and the two, from my definition, cannot be more dissimilar, more unlike. That's because people who only think about themselves, by my definition, do not have high self-esteem because they lack an appreciation for what it's like in the other person's world. They lack an appreciation for, "What is it like over there that has me honor that person, that has me empower that person, that has me appreciate who they are as opposed to just being in it for myself?"

So when we have personal power, when we feel significant and virtuous, when we are confident and able to produce a result with velocity, and when we have an appreciation for and respect others, then we have the qualities of high self-esteem.

Now, through the more than 1,000 coaching clients that I have worked with over the last 18 plus years, I've discovered that at least, and this is a very conservative number, 85 percent of the people in the universe, walking on the face of this planet, suffer from lacking self-esteem in one or more areas of life. That means that fewer than 15 percent really are feeling good about who they are in all six areas of life across the board. Those who lack self-esteem are responsible for all of the conflicts, the ineffective communication, the negative emotions, the broken relationships, and they range all the way from divorce on one end all the way up to war on the other end.

What we've found is that high self-esteem is really a prerequisite for being fulfilled, for being happy and feeling the sense of accomplishment for your deeds in life. It's essential for developing respect and empathy for others, and really, it's critical for taking responsibility for making our lives work optimally, for making our relationships work.

High self-esteem is necessary for self-motivation, which is actually the key factor that turns a positive expectation into a result. It's about knowing that we can produce a result, and knowing that we will be fine, that we can competently and creatively create whatever future and vision we want for our lives. Then we can effectively deal with any challenges that come across our place, and that we can overcome any problems so that knowing that the gifts to our breakthroughs lie in overcoming those problems, as opposed to not having a good relationship with the problems, but having them derail us, or having them scare us, or have us quit.

So one thing I want to stress is that we must love ourselves if we're going to love others. Low self-esteem, on the other hand, is often associated with criminal behavior, with drug and alcohol addiction. It's responsible for all the violence in the world, for eating disorders, and school dropouts. People who lack abundance, the lower socio-economic status, that's all sourced in low self-esteem. It's also responsible for aggressive, egotistical, and harmful or defensive behavior. In other words, anyone who thinks that the world is a dangerous place and that they have to defend themselves, they have to be aggressive, they have to act with anger or fear with respect to other people, then they lack self-esteem.

Now, low self-esteem starts with the observation that we don't measure up, and we then judge ourselves harshly, and we think

that we don't belong. We decide that we just fall short of the whole concept of perfection. In other words, the world is perfect, and we somehow are not perfect. We're inadequate. It all starts typically before the age of six, but it can happen a few years after that. One of two things happens. We either buy into or we misinterpret what someone else said or did to mean that we're flawed, we're unlovable, or we're unworthy in some way.

Now, let me explain what I mean. We can buy into a harsh comment, a reprimand, a name that we were called. Maybe someone treats us poorly in a bullying episode, maybe it's an abusive situation on the far end. So someone says or does something, and we say, "Yeah, you're right. I'm stupid. I'm ugly. I'm flawed in some way. People don't like me. They don't love me." And so we then go and create evidence throughout our lives proving that to us so that we can be right about whatever it is that we made up when we were young.

It also can happen very innocently where someone says something that is not intending to damage our self-esteem, but we allow it to damage our self-esteem. In other words, someone might say, "I'm going home now," and we're thinking, "Yeah, you're going home because you don't want to be with me," or "You're going home because I don't belong, or because you don't like me, or because I'm not worthy of your attention or you hanging out with me as your friend," or whatever that is.

It doesn't really matter if we make something up that's totally untrue, or we buy into someone else's negative words or actions toward us, the result is the same. We then create evidence over the course of the coming years, and actually decades, where we actually now reinforce the fact that there is something wrong with us, that we're unlovable, that we're not good enough, that we're somehow unworthy of abundance, and rich friendships, and all the good things that we all want in life.

So when we decide that we don't measure up, and we see the world from that perspective, we constantly judge ourselves repeatedly in a harsh way. We start to look for the flaw, and when we look for the flaw, we actually attract that flaw to us. We attract people who reinforce the negative self-opinion that we have of our self. We attract situations that bring up what we can't be with about whatever it is that made up about ourselves being unlovable, or worthless, or not good enough.

So a vicious cycle happens that constantly gets reinforced with evidence time and time again where we compare ourselves to others as being inadequate. All we have to do is look around in our life, we see movie stars who are prettier or more handsome than we are. We see TV personalities who have more charisma. We see sports figures who are better athletes and have better bodies. We see everyone all around us, in our neighborhoods, in our schools, in our churches, whatever, who we compare ourselves to, and we realize that we don't measure up fully.

Then we constantly create that evidence that becomes a self-fulfilling prophecy. Of course, you know when we create a self-fulfilling prophecy we get what we expect, so that as we expect to be lacking relationships, or lacking abundance, or lacking happiness, we create those very situations that we fear the most, and we bring about the things that continually damage our self-esteem.

So society has this model of perfection, and we somehow see that everyone else is perfect because, of course, we don't have the ability to go into their psyche to see that they don't see themselves as perfect, but we see that they are better than we are. All we have to do is look at the movie stars who are on drugs or alcohol, or trying to take their lives, or whatever, and we see that we might think that people live a perfect life, but everyone suffers from those same self-doubts as we do.

So when we label our condition as "unworthy", or "unlovable", or "not good enough", this causes us pain. We are wired as human beings to try to avoid the pain. So how do we do that? We withdraw from people. We avoid communication. We stop interacting with them because we've decided it's dangerous. We stop taking risks because we don't want to fail, we don't want to be reinforced that we don't belong, or that we're not good enough, or whatever we made up about ourselves.

The reality of the whole process is that we give up our dreams and we lower our expectations because we don't want to be hurt or disappointed. So we'd rather hide underneath the bed than take the chances that are in alignment with all the things that we want and necessary for us to create the relationships, and the abundance, and the happiness. Instead, we play small, we avoid, we do all those things that have us settle for less.

Then we get into justify our actions. We justify them to protect ourselves from future harm. So it might sound like, "Well, this is

just the way I am. Who needs money anyways? I'm fine by myself. I'm a loner. I don't need friends." Whatever the justification is, it leads to resignation, which is really a death of our spirit. We lose vitality as our self-opinion worsens.

So what happens is, as we do this time and time again over the decades, is hundreds or even thousands of times, until pretty soon, we're absolutely convinced that there's something wrong with us, that we're flawed, that we're not good enough, that we're somehow "less than". We create this reality in all areas of our lives. We create it in the area of our health and appearance, our wealth and finances, our occupation or our business, the area of our family and our other relationships, the area of our personal and spiritual development, we settle and we stop having fun, we stop recreating and pursuing our passions.

We don't necessarily do all of them, but many people lack self-esteem in one or more of those six areas. Where maybe you decide that you can be good in business, so you excel in business, maybe you decide that you're not very good in relationships, so you shy away from those relationships. Or maybe you're not very happy about your appearance, but maybe you are good at sports, so you love to play sports and that becomes your strong suit. It doesn't really matter because no matter where we suffer the low self-esteem, those are the areas that diminish the quality of our life, and those areas can actually penetrate all aspects of our lives where we can really be confined to one or more of those areas where we feel inadequate.

What happens is that our smallest mistakes actually become magnified, and we start to think that we're inadequate in more ways. We judge ourselves as being inferior. We blame everything on ourselves. We blame others for those things that go wrong, so we damage our relationships. The harder we strive to be perfect, the worse we end up feeling. We end up amplifying our weaknesses. We judge ourselves as being flawed, so we alienate ourselves from other people. We damage those relationships, and then we get to be right about all the things that we made up about ourselves. "I told you that I was not good with people." "I told you that I was a loner." "I told you that money was for people that don't value the good things in life, that are really important." So we make up all of these reasons to justify not having it all.

We also judge ourselves as inferior, and we blame ourselves for everything that goes wrong in such a way that the more we seek

the perfection, the harder it is for us to realize that we're not perfect and this lowers our self opinion further. So until we realize that perfection is really an illusion, and that it's excellence that we can strive for, we're in this unending rut, or this treadmill that we're constantly in trying to be perfect when we know that we can't ever be perfect.

The point that I want to make is that only we can damage our self-esteem, and only we can restore it. So freedom really comes from not being attached to the opinions of other people because everyone is going to have an opinion. We can either be at the affect of other people's words and opinions and deeds, or we can know self-confidently who we are and use the feedback from the world as a place to look from without a place to judge ourselves harshly.

Now, I'd like to speak briefly about how this self-esteem continually becomes damaged. It constantly degrades because of our negative self-talk. I'd like to think of our negative self-talker, or who I call "Chip", as a little gremlin who sits on our shoulder, and Chip can be a male or a female, it doesn't matter, usually is the voice of an early detractor, maybe a parent figure or someone who has criticized us. But the negative self-talker's job is to actually protect us from risks, and to keep us safe, and to keep us forever on the treadmill of trying to do better and become worthy.

So the way that the self-talker does this is by having us sell out our dreams where we resign our self to playing small, and we play safe, and we avoid new situations that might be hurtful. Or another way that the negative self-talker can work is he or she has us be driven to prove that all of the people who think that we're unworthy, or unlovable, or not good enough are wrong including ourselves. So we're constantly driven to show that we're good enough. People who are at the affect of that sort of negative self-talk are driven to constantly show others and to show themselves that they're okay.

But the problem is that there's no peace in that scenario because no matter what they achieve, no matter how much money, or how many awards, or what position at their job, or whatever, it's always not enough to prove that they are good enough because they're coming from a self-defeating, self-negating perspective where they're always looking for the flaw, and they're always looking for reasons why they're unlovable, or not good enough, or how they don't measure up to that standard of perfection.

So how do we deal with this negative self-talk? The first thing and way to deal with it is we need to manage our interpretations aggressively. The way that we do that is by starting to recognize when the negative self-talker is talking because if we don't recognize that negative self-talk as a voice that's different from our own intuition, we start to believe it. Our own intuition is sourced in our higher selves. It's always true. It's always accurate. So if we pay attention to our intuition, we never go wrong.

But when we pay attention to our negative self-talker, the self-talker's job, remember, is to keep us safe and to keep us from being hurt. So he or she might say, "You don't want to do that. Remember that people don't like you? What do you need the money for anyways? Only rich people won't get into heaven." We make up all of these reasons and justifications for playing small and not having it all. All of that is for self-preservation reasons. So by managing our interpretations aggressively, we get to reinterpret life, just like we could reinterpret what happened when we were a young child. We get to reinterpret life on a daily basis.

The other way that we can manage the negative self-talk is we can start to replace negative self-talk with positive energy, with affirmations, with acknowledgements. We can start for the things we do right in the world instead of looking for the things that we do wrong, looking for the ways that we beat ourselves up, actually find fault with ourselves, actually negate the good things that we do. So we can start to manage the interpretations and surround ourselves with positive people, with positive energy. We can stop watching violent movies. We can stop being around angry people, and being angry our self, and attracting angry people to us. We can stop being around depressed people. We can decide that we can create interpretations that don't support us to beat ourselves up, or to be depressed, or to worry.

We can start by reinterpreting what happened when we were young. Something happens to each of us when we were a young child. Again, that's typically before the age of six, but let's say anytime before the age of 12 because it can happen a little later in life. Sometimes those later episodes are the ones that we remember. So what happens is someone says or does something, and we make up about that action or those words that we're unlovable, not good enough, somehow flawed. So it can be all

sorts of different interpretations that are created out of different episodes.

I'll give you a few examples. A mom leaves a one-year-old baby in the backseat in her car seat, goes into the store to buy a gallon of milk. The baby wakes up, mom isn't there, the baby makes up that mom doesn't love her, that she leaves, that people leave. So the baby then grows up creating evidence that people leave and that people don't love her. So she'll marry people that will leave her, she will attract people that will abuse her, she will create the same basic upset that she made up when she was a young child.

Another episode is when parents get divorced, for example. The little boy makes up that if he were a good enough boy, if he had cleaned his room, if he had not been bad and spoken back, mom and dad wouldn't be fighting, they'd still be together. So he grows up thinking that he's bad, and maybe he grows up thinking one of two things, "It's no use, so I'll show you. I'll be bad," and he recreates the persona of being the bad boy. Or he flips, and he says, "I'll be good. Look what I did to my parents. I don't want that to happen anymore." And maybe he becomes a minister, or becomes a priest or a rabbi, or he makes up that he has to be good to atone for being the evil that he is and to have people like him in the world.

It doesn't really matter what the episode is. People make up all sorts of things. Perhaps a parent scolds a child and calls her "stupid," and the girl makes up that she's stupid. So she now goes through life thinking that she's stupid. She attracts situations and people who hold her as stupid. She does things that cause her to appear stupid, and it's all because she gets to feel sorry for herself. She gets to be a victim. She gets to have her fix of sadness about being stupid.

Let me talk a little bit about "the fix" because we're all addicted to an emotional response that has us recreate the same interpretations that we made up since we were young. All we have to do is look at the upsets in our lives, look at the last time you were in an upset with your spouse, with your significant other, with your family member, with your co-worker, with your friend.

All of the upsets are based on the same basic structure. We make something up about our self that damages our self-esteem and has us feel not good enough, unworthy, unlovable, not belonging or fitting in somehow. We make up about other people something

that doesn't support us. We make up that they are mean, or cruel, or insensitive, or selfish, or careless, or whatever that is that we made up early on in life that we enforce that time and time again. We make something up about the world, maybe that the world's a harsh and aggressive place, maybe that there isn't enough abundance to go around, or maybe that people don't like us, and that people are cruel, and that the world is full of cruel and harsh events.

All of this triggers in us an automatic emotional response that's similar to a heroine addict's addiction. It's like a heroine addict shooting up heroine in his vein, that's how addictive this emotional response is. It's usually a function of one of three different emotional triggers, "anger", "sadness", or "fear", or some flavor of anger, sadness, or fear.

Anger, if you look around in the world, you'll see that that's the predominant emotional response. The world is in such a horrible place because people are addicted to anger. They're constantly acting out of that anger. So they're damaging their relationships, they're hurting other people, they're reacting to what they perceive to be insults or dangerous harmful episodes, they're defensive, and they have a win-lose mentality, and that's because they allowed their anger to consume them. Their anger allows them to feel powerful. It allows them to be right about something. It allows them to dominate other people and to avoid being controlled by them.

So anger has the ability of falsely looking like you are powerful. Remember, one of the characteristics of high self-esteem is personal power. But remember that the anger has its costs.

The other predominate emotion for a lot of people is sadness. All you have to do is look around at all the people walking around depressed. That depression is a form of addiction to sadness. What happens is, people who are addicted to sadness, they made something up typically early on in life about who they are and about other people that made them sad. Now, they recreate it time and time again, episode after episode, situation after situation, where they decided that they are not good enough, they are not worthy, they're unlovable, some people are doing it to them, whatever that is that makes them sad. So all we have to do is be able to reinterpret life in a way that doesn't have that sad interpretation and depression will go away. That's typically the source of most people's depression, it's that addiction to sadness.

The third most common addictive mood or emotional response is fear. All we have to do is look at the people who are constantly worrying. They're addicted to fear. We have people that worry about the economy, they worry about the Swine Flu, they worry about if their spouse will leave them, they worry about if they'll have enough money, they worry about if it'll rain tomorrow, they worry about everything. It doesn't really matter because they are addicted to fear. They're addicted to worrying. What happens is, they will attract people into their lives who bring about the opportunity to worry. It'll bring up for them the likelihood that they'll have something to worry about. They'll attract situations where they'll worry all the time.

A great example is someone who puts themselves in harm's way. Someone who's addicted to fear, addicted to worry, perhaps they'll join the army, or maybe they'll live in a place where there are earthquakes, or fires all the time, or tornados. They get to reinforce that worry, and then they get to be right about the fact that there's a lot to worry about.

So one of the things that I'm going to encourage you to do right now is to identify what is your predominant emotional response. Is it a form of anger, like mine is indignant anger. So if I don't manage that, I will look at the world from the perspective of being indignantly angry. In other words, "How dare you? Life isn't fair." So I will look for opportunities for life not to be fair. I will look for opportunities for people to dishonor me.

So it doesn't matter if someone's smoking a cigar and I'm smelling cigar smoke, my first thought is, "Don't you know that smoke kills people? How dare you smoke a cigar where other people are? Don't you know that that's rude and ignorant?" I have to remind myself, I have to catch myself and create a new interpretation that says, "They don't see life that way. They love their cigar. They take great pleasure and satisfaction in a good cigar, and perhaps they think others do too. It's not meant as an affront to me because I don't like cigar smoke."

It's the same when I'm driving. Someone cuts me off, and my first thought is, "How dare you? Don't you know that you're driving dangerously?" Now, I don't bother in that moment of putting myself in the other person's world. When I do, I create an interpretation that allows me not to be indignantly angry. So I'll think, "Maybe they weren't focused. Maybe they had a bad day at work. Maybe their wife just called them, and they got a call that their child was sick, and they're rushing home."

Fact of the matter is, I don't know what it's like in that person's world. I can just as easily create something that allows me empathy and forgiveness for what they do as opposed to allowing me to be indignantly angry, to feed my emotional addiction of being angry, and then to ruin my relationships because that is one of the costs of feeding your mood, feeding your addictive response. You get to ruin your relationships. You get to be right about something. You get to dominate other people or avoid being dominated or controlled by them.

So those moods are incredibly powerful, and they're incredibly addictive. One of the things that Lance alluded to early on in our introduction was that you have the ability to lead an upset free life. The whole key to living that upset free life is to actually start to pay attention to what is your typical emotional response to life. How can you separate out what happened from what you made up about what happened that made you angry, or violent, or anti-social, or arrogant, or afraid, or maybe made you sad, or maybe made you weak, or meek, or perhaps you became a people pleaser because you are always sad and afraid. You get to actually now get to take responsibility for the interpretations of every word and every deed that everyone has in life, such that you get to give up your right to be angry if that's your addictive mood. Or you get to give up your right to be sad or afraid if those are your addictive moods.

When you start to manage your interpretations, you get to take responsibility for your life. It's kind of like walking down a forest path, and you come to a fork in the road. On the left-hand path, which is well-worn and the path you always go down, it's the path forged by your anger, or constantly driven by your sadness or fear. It's about the interpretations that you've created that have damaged your relationships, that have kept you feeling poorly about yourself, that have diminished your self-esteem, that have caused you to step over challenges, or not tell the truth, or live in resignation, or actually dishonor your values.

On the right-hand path is a new opportunity. It's an opportunity to be aware of a new interpretation that has no anger, or sadness, or fear, whatever dominates you, associated with it. You have to give up your willingness to be right about something to take that new path. You have to give up your right to be angry, sad, or afraid. You have to be able to have empathy for what it's like in the other person's world. You have to be able to give up your right to be a victim if you're going to take that new path.

All of that stuff that you're giving up is very juicy because we all want to be right, we all want to control others and dominate them, and avoid being dominated. We all want to feel sorry for ourselves and attract the sympathy and the pity of other people. We all want to justify being who we are, which is maybe playing small, which is maybe being aggressive, which is maybe being arrogant, whatever that is for you.

So when we realize all of the benefits that we get by doing what we've always done and going to that addictive mood of anger, sadness, or fear, we get to take the same path that destroys our relationships, that keeps abundance from attracting to our lives, from being happy and fulfilled, and being at peace. When we realize what it's costing us, we now get to on purpose take the path that's in alignment with our vision, that's in alignment with who we say we're going to be, in alignment with the decision that we've made about the person that we are going to step into as a possibility, and the values that we're going to honor, as opposed to doing what we've always done and being who we always have been.

So what is the way out of this whole vicious cycle? Step number one is to recognize the addictive mood, the addictive emotional response. If yours is anger, whenever you see the anger shoot up, that's the red flag telling you, "Hey, something's going on here that's not right. Pay attention. You're not seeing life in a way that supports you. Reinterpret that in a way that has no anger associated with it."

Now, if your addictive mood is depression or a form of sadness, same applies to you. "Hey, you're sad. You're not seeing this in a way that supports you. Reinterpret it in a way that has you not need to be sad."

The third mood or emotional response is fear. So if you're constantly worrying about something, catch yourself in the moment. Decide then to release it, to give up your right to worry, to release the emotion, which is actually the second step. Release the anger, the sadness, or the fear, and you recreate, which is the third step, a new interpretation that is free of that addictive mood, free of the anger, sadness, or fear.

So for example, you make up that someone says, "I'm leaving now. I have to go home." You make up that, "Well, they have something to do at home," as opposed to, "They don't like me,

and that makes me sad.” Or when someone calls you stupid, instead of making up that it’s about you, you put yourself in the other person’s world. You say, “What must it be like for that person to have called me stupid? Maybe they feel like they’re stupid. Maybe they were abused when they were a child.” We don’t know what it’s like for them.

One of the examples that I like to give in the courses that we conduct is we line up ten people in a row and they’re all facing the wall. They all have their hands on the shoulder of the person in front of them. So there’s ten people all lined up, hands on the shoulders in front, all facing the same direction. Now, I will go behind person number ten, and I will push hard into person number ten. Well, now, when they’re all interconnected, what happens? Ten pushes nine, nine pushes eight, and so forth until the end result is the first person goes flying into the wall.

Now, if we were to ask the first person what happened, what would they say? “Number two pushed me.” Well, if we wanted to know why, they might say, “Well, perhaps number two doesn’t like me, or maybe number two was abused as a child.” We don’t really know why they pushed number one, but if we have a broader perspective we can see that well, number two was abused as a child because number two’s father was abused himself as a child. So that person might represent number three, who pushed number two, so now number two’s pushing number one. And it keeps going back because we all don’t realize what the life has been like, what the world has been like for all the people who do what they do.

So we think that it’s personal. We take offense to the things that people say and do when instead we can give up our right to be offended, and we can actually know that it’s interesting that that person would call me stupid. “What must it be like for that person to say something like that? What must they be thinking or reasoning?” And a place to look. “What did I do that could land as stupidly?” Not like it’s a tag or a label that we’re stuck with, but a place to look. “Oh, maybe I said something without thinking. Next time I’ll think.” Or, “Maybe I need to clean something up with this person.”

So it empowers us instead of invalidates us, and when we can come from that perspective of giving up our right to be invalidated, giving up our right to react, giving our right to respond to our emotional addiction of anger, sadness, or fear, we now have the right, instead, to be proactive. We have the ability

to look at life as interesting and be in research around, “How can we be more affective as opposed to being at the effect of anything that anyone else says or does?”

So let's recap. The way out of the vicious cycle is to recognize the emotional addiction, the anger, the sadness, or the fear. Release the emotion, number two, and sometimes you would rather be angry, or rather be sad, or afraid than release that addictive mood, and it's because it's so addicting. It allows you to be right about something. It allows you to avoid responsibility for something. It allows you to be a victim. It allows you to justify your behavior or not take action sometimes. So there are lots of reasons why sometimes we'd rather be angry, and powerful, and right, than be in relationship, than give up our right to be angry and create a new interpretation that the upset is about that person over there, it doesn't have to become my upset too.

Remember that 99 percent of the time, the upset is about the person upset, not about the person supposedly causing the upset. So when you do that, you absolutely can lead an upset free life.

So you recognize the emotional addiction, you release the emotion, you recreate a new interpretation that's emotion-free, that allows you to stay in relationship and actually accomplish something that's positive as opposed to something that diminishes your self-esteem, and damages the relationship, and has you feel poorly about who you are.

Now, we keep those emotions in place, the anger, the sadness, or fear. As I mentioned, like a heroine addict, we're addicted to these. They keep us churning in the drama cycle of life. They're familiar, they're comfortable. They make us right, they make other people wrong. They allow us to feel like we're dominating other people and allow us to feel like we can avoid being dominated. They make us a victim, and so we get to feel sorry for ourselves. They allow us to justify and to explain why we can't reinvent ourselves, why we have low self-esteem, and why we aren't able to act boldly and in the direction of our vision and direction of what we really want in life.

So I invite you to, one, identify your most prevalent mood, your most prevalent emotional response, anger, sadness, or fear. Separate out the facts from the interpretation. “What happened? What did I make up about what happened that doesn't support me? What is the new meaning I can give to what happened or

what that person just said that has me be in relationship with them, has me maintain my self-esteem, and has me not react, not be at the affect of damaging my self-esteem? And how can I create an empowering interpretation about what happened such that I am happier, I am more at peace, and I have growing self-esteem?”

If we can ask ourselves those same questions all the time, and the best way to do that is to pick up a journal. A journal is nothing more than a loose-leaf notebook or a spiral bound notebook where you can start to recognize your upsets, you can start to journal and write down those things that you are upset about, such that you start to pay attention to the upsetting situations that drive your emotions. You start to pay attention to the things that damage your self-esteem, the interpretations that don't support you. When you can do this 30 days in a row, journal each upset, each time you are angry, sad, or afraid, what happened? What did you make up about yourself? What did you make up about the other person? What new interpretation can you create that has no negative addictive mood associated with it?

You can do that not only for your most recent upsets. You can do that all the way back to the earliest upsets that you can remember. You can reinterpret your history in a way where you can actually change history because we don't remember the facts of what happened. We remember our interpretations of those facts. We remember the fact that we weren't good enough, that we were unloved, that we were flawed. We don't remember the fact that we made that up or we bought into someone else, and maybe they were having a bad day. Or maybe a bullying episode happened where the kid just got beat up by his dad and now he came to the schoolyard trying to beat someone else up and feel powerful because he felt really powerless.

So we don't create those interpretations that have empathy... that put ourselves in the person's shoes, have us put ourselves in the other person's world such that what they're doing is the best they know how. Even though we don't condone their behavior, and that's a big one, so even in an abusive situation, we don't condone the abuse, but we understand that they're doing it because that's how they see the world. So we might not agree with it, but it allows us to separate out the assault from being directed at us, to being about the person who did whatever they did, or said whatever they did. What that does is it allows us to increase our self-esteem, feel better about who we are.

When we ask ourselves, “What could they have been thinking to have said that or to have done that,” we actually can have the empathy that allows us to separate out the fact that they did it to us from the fact that they just did it. This allows us to replace the old pattern with a new pattern of not buying into the negativity, the negative opinions of others, not listening to the negative self-talk that our little guy on our shoulder or the little girl on our shoulder keeps telling us about how we’re not good enough, we’re not lovable, we’re somehow flawed. We can start to live out of a new declaration of who we are.

So we can start to actually now reinterpret our life in a way that supports us because we’re in touch with what it’s costing us not to do so. When we don’t reclaim our self-esteem, our relationships damage, our communication suffers, our health goes downhill, our happiness is nonexistent, we lose possibilities, we start attracting people who are consistent with the anger that we feel, or the sadness, or the fear. When we can reinterpret our past, we now can actually reverse all of that. We can reinterpret each upset moment by moment in a way where we can start to separate out what happened, what did we make up about what happened from what are the facts of what did they really say, not what we thought that they meant. We can start to identify out what our predominant emotional response is. We can start to realize what we made up about our self, about other people, and about the world in general and the survival formula that we adopted to protect our self from that dangerous world.

So we all made something up that had us say, “In order to protect myself, I have to be this way.” Maybe that’s smart, maybe that’s cunning, maybe that’s a liar, maybe that’s shy, maybe that’s aggressive, or arrogant, or egotistical. We made something up to protect ourselves, and that’s because we made it up based on a child’s doing the best they know how to do to protect themselves.

What we can actually do instead is we can recreate a new interpretation where we can reinvent our self in a way that allows us to be in relationship with the other person, that allows us to not have all of the costs that I just mentioned where we damage our health, and our happiness, and our relationships, and our lost possibilities. We can now start to pay attention to our energy because we will attract other people who are consistent with that energy to us, so that if we want to attract peace of mind and love, and we’re angry, that’s not going to happen. If we want to attract abundance, and we’re worried about scarcity all the time, that’s

not going to happen, if we want to have people contribute to us all the time, and we're not contributing to others, it's not going to happen because the energy is inconsistent with what we want.

So we have the ability to create new and empowering interpretations on a moment-by-moment basis if we have the intention to do so, if we can recognize the mood, we can start to repeat this exercise over and over again, as many times as is required so that we get to manage our interpretations rigorously, moment by moment. You know that it's never handled, the minute we forget to manage the interpretations, the minute I forget that, "How dare you?" I will see that life is unfair and people are doing it to me.

The minute I remember that that's how I listen to the world, I now have the ability to recognize, instead, the fact that I could reinterpret life differently. I can now start to recognize the opportunity to manage my upsets. I can release my emotion that doesn't support me. I can reinterpret what happened, not only in the past, but in the present, and I can create a new future that elevates self-esteem, has me feel good about who I am, and has me be proactive in my life, as opposed to being reactive.

So completion is really about when there's nothing more to say or do about what happened. Completion is really sourced in three different qualities. The first I've talked a little bit about, "empathy". Empathy, of course, is about putting yourself in the other person's world. It's critical so that we recognize that whatever is said and done is not to you or about you, it's about them. When we can have empathy, we can have appreciation for what it must be like for people to say and do the things that they do, without taking them personally.

The second quality is "forgiveness". Forgiveness is about, first, forgiving our self for lacking the perfection that we don't measure up to. Forgiving ourselves when make mistakes, committing to doing better the next time, and cleaning up whatever we did that had us beat ourselves up or damage our self-esteem. When we can forgive our self, we can actually start to forgive other people for the mistakes that they've made. We can thank them. I'd like to think of forgiving as, "Thank you for giving me the opportunity to learn, and to grow, and to actually be more aware of a possibility here that I didn't see before."

So we can actually look at life as a process of constant and never-ending improvement where we're always in development.

We're always letting life train us to be more effective with people, more charismatic, more able to produce a result out of not reacting or being proactive.

The third quality that will support completion is "gratitude". Gratitude is about living every day like its Thanksgiving Day, being grateful for all of the things that are our strengths, all of the little things in life that we can acknowledge ourselves for. We're very good at beating ourselves up, but we're not very good at acknowledging ourselves.

One of the exercises that I like to give people is to have people acknowledge themselves for something that they did worthwhile every single day. That could be a kind word to a stranger. It could be opening the door for someone who needed some help. It could be for taking the path of heart, the path that's in the direction of their commitment as opposed to what was convenient. It could be about managing an addictive anger emotion, or a sad emotion, or a fearful emotion. Something that you did that you can start to develop the muscle of acknowledging yourself for doing, as opposed to constantly beating yourself up instead for all the things that you do wrong, and all of the ways that you failed to be perfect in life.

So when you can have those three qualities of empathy, forgiveness, and gratitude, you now have the ability to start to reinvent your life in a new way.

Now, the other two steps to the self-esteem process are assessing what's so in your life now, getting a sense of what your values are. What are those values that are not being honored, and where are the should's in your life? Where are you living in obligation or obligatory values that really aren't supporting you? What are your gifts? What are those qualities that make you unique and special, and are you living them and making the most of those gifts? What are your passions? Are you passionate about certain things, contributing to people, or are you creative, or do you love animals? What are those things that make you you that you're not really fully realizing? Those things are really tied into what we call a "life purpose".

Now, life purpose isn't something that the sky opens up and says, "Okay, this is your life purpose," on a lightning bolt. Your life purpose is something that you get to declare, you get to say that, "I am about this in life." You don't need evidence to back it up because you declare it as a bold and unreasonable declaration,

meaning that you get to say what you're up to because you say so.

To give you an example, when I began this whole process of reinvention personally, I was shy and introverted. I had made up a lot of things about myself that said I wasn't good with people, I wasn't creative, I really didn't have much to offer to the world, so I had to do dentistry. That's not a slam against dentists because dentists are an extremely great profession. They're very valuable. We need dentists. But for me, I was using it as a resigned place to hide out.

So what I determined was that I was going to declare that I was an inspiration to myself and to other people when I felt like I was not, that I was creative, that I would live my life based on love as opposed to anger, that I would live my life based on contribution as opposed to protecting myself, that I would live my life being creative and supporting others to realize their gifts and live their best life. That was a declaration that when I made that declaration, it was absolutely 180 degrees opposite to how I held myself. I had a lot of evidence to point to the fact that that was not who I was. I was not creative, I was not happy, I was not fulfilled, I was not contributing, I was none of the things that I declared that I was going to be those things.

But it's out of declaring that you're these qualities and stepping into your declaration that allows you to actually be a new possibility for yourself. When you have the courage to actually step into that declaration, you now have the awesome power to take that magic wand that we were all given and to actually wave it over your life to create a vision for a life without regret, a vision for a life that sources you, and fulfills you, and gives you peace of mind, and happiness, and abundance, and allows you to contribute your gifts, and who you are that's special to others.

If there's one thing that I could leave you with, that is a challenge, and that is not to be resigned as I once was, to suffer and struggle. Suffering is having something you don't want or wanting something you don't have. Whenever you're suffering, you're not taking responsibility for something in your life. My encouragement to you is where are you struggling and where are you suffering? What are you lacking, and where are you not being responsible? Know that the tools are out there, and that it's up to you to take that first baby step.

When you take on one of these tools like reinterpreting your life, and there's 50 other tools within the *Self-esteem Platinum Pack*, for example, that I share with you. This is just one tool that will cause miraculous happenings in your life, I guarantee it. When you decide to reinterpret life that has no addictive mood attached to it, the meaning that you give, instead, you're proactive, and you start to look at life in a different way.

So thank you, today, for listening. I appreciate your time, and I wish you a life of no regrets and all the best. Lance, I have time for some questions if there are any out there.

LANCE HOOD: Okay, let's see here. If anybody would like to ask a question directly, you can push *2 on your phone and raise your hand, and I'll see your question. I did have some come in from the Internet. Let's see.

I had one person talk about negative people that are kind of pointing out any of the negative situations of their newfound success that's kind of dragging them down, and just wanted to know if there's some advice, maybe, how you would handle that.

DR JOE RUBINO: Well, that's a great question. One of the things that will happen when we decide to reinvent our self is we're shifting our dance. When we shift our dance, the people that were dancing with us in a certain way aren't going to like it oftentimes because they're not going to be able to dance the same way with us. So what we need to do is then really be not attached to what other people say or do, to know that we are doing what supports us and what supports others.

People have a choice. Let's say that we've decided to be positive and proactive as opposed to negative and angry. Well, they can either shift with us, and they can be positive and proactive, stop being negative and angry. Or we can start to minimize the amount of contact that we have with them. We can start to surround our self with positive people. We can start to enroll those negative people in what we're doing instead of getting angry at them.

So we have the ability to shift anyone to the extent that we take responsibility for our communication, and we give up our right to make anyone else do anything. That's an important follow up because to the extent that we allow people to be who they are, and we allow them the space to be human, we can now work with them in that space. What happens oftentimes is when we

look to reinvent ourselves, we expect other people to immediately reinvent themselves, and we have no tolerance for them to be who they are. That creates conflict and upset.

But when we can allow people to step into who they are without us being attached to that, we now can live without being reactive. We can live without having them trigger our most common addictive emotional response of anger, or sadness, or fear. It's a whole new way of being, so it's a new way for us to be in development.

If there are any difficult people in life, know that they're there for your development. When you stop being attached to them being a certain way, and you allow them the space to be who they are and you start to be who you are no matter what, then that will evaporate for you new opportunities that people will show up for you, and you'll be able to step into new possibilities.

LANCE HOOD:

I had another question, how you would maybe use this to reframe the passing of someone that's close to you.
Well, someone had said their mother passed away.

DR JOE RUBINO:

Yeah, absolutely. When someone passes away, we don't have the luxury of completing with them in person, but we can still complete with them because one way to do that is by writing them a letter and saying in the letter everything you wanted to say to them. Tell them all the things that made you angry, all the things that made you sad, all the things that made you afraid. Tell them anything that you've not said to them, giving up your right to make them wrong, if you're willing to do that, taking responsibility for your role in things, and forgiving them wherever possible.

For example, let's take an abusive situation because that's a real big one. Your role as a young child was negligent. You weren't responsible for an abusive situation. Someone did something out of who they were and being messed up, and not seeing things clearly. So maybe you can complete with them by writing a letter telling them all the things that you never shared, all the anger that you felt, all the sadness.

Look to see if you can forgive them, knowing that even though we don't justify it, it's no longer going to bog you down. It's no longer going to affect who you are. You're going to create an interpretation that allows you to gain empathy and made you a better person. It was a gift – this is a tough one for a lot of people

– but if you can look for the gift that each challenge was for you in life, it made you more empathetic, it made you more compassionate, it made you wiser, whatever, and how you're going to use that gift to better your life and the lives of others, you can turn any situation into a positive that you could have ruined your life with or been angry or negative about.

So we all have the ability, no matter what has happened to us, to reframe it in a way where we can put a positive spin on it. We can interpret it in a way that supports us and supports our relationships. You can do that with someone who's passed on as well.

LANCE HOOD: Okay, and one more question from the Internet, and that is, "How can someone use this information to help maybe a child that's out of control?"

DR JOE RUBINO: Well, it depends on the age of the child, but there are literally 30 different strategies that I offer in one of the articles that I've written. Those 30 ways are ways to empower children, ways to elevate their self-esteem. Depending upon where they are, perhaps they would be served well with a coaching session, or a way to complete whatever it is that has them be angry or stuck. Other times, it's as easy as having a heart to heart with the child and telling them that you love them, and telling them that whatever is so for you.

So it really depends on the situation, but know that the tools are out there, and it's really up to you to get those tools and to not step over things or do what you've always done that is not producing the results that you want.

LANCE HOOD: Okay. Our next caller here would be from Colorado.

FEMALE SPEAKER: Hi. I'm just wondering when you're taking action, and you're working towards everything, if you have any advice in terms of patience because I noticed that I tend to, like, "Why isn't this happening yet?" I know that might just be fear, but I tend to get impatient about results when I'm doing everything...

DR JOE RUBINO: See, that's a great question. Yeah, impatience is not trusting the process. It's about having judgments or opinions about what should be. Whenever you're in your head, wherever you're impatient, what's happening is you're actually pushing those things that you want further away from you.

So what there is to do is to start trusting yourself, trust providence, trust that you will have everything that you need, and that your job is to take step-by-step in the direction of your vision, in the direction of your declaration. Know that it will happen, and it's not up to you necessarily to micromanage it. Your job is to envision it, to take action in the direction of your vision, and to start to look consistently for what's missing that if put into place would support this to happen.

So impatience typically comes around when problems happen, when interruptions to your vision happen, and your job is to recognize each one as holding a gift to you, and knowing that your job is to identify what that gift is, and to maximize the gift, and to learn something that will allow you to grow into the person that you've decided to be. When you decide that everything is perfect in the world, and that you just need to accept what's so, that it's all good, and that you're going to grow from it, you will start to appreciate the process, as opposed to the destination.

What happens is, we focus so much on the destination that we don't appreciate the process. So that when we get to the destination, we find is that all there is? We think that life is going to be great when "something happens", whether that's getting married or divorced, whether it's graduating, or leaving school, or going to school, it doesn't really matter what it is, but we need to enjoy every step along the way, knowing that that's really where the gold is that's going to grow us as a person.

FEMALE SPEAKER: Right, okay. Thank you.

DR JOE RUBINO: You're welcome.

LANCE HOOD: I have another question here. Jo, from Massachusetts.

DR JOE RUBINO: My home state.

FEMALE SPEAKER: Hi?

LANCE HOOD: Hi, you're on.

DR JOE RUBINO: Hello?

FEMALE SPEAKER: Oh, thank you so much. This has been so helpful. My question is about the setting a boundary. I think one of the questions two questions ago was about negative people, they bring me down.

But I'm now learning to set a boundary around that, and I'm having a tough time maintaining the boundary. I don't know whether it's self-esteem, or I'm not used to it and I end up getting trapped. Do you have a comment on boundaries and how to strengthen them?

DR JOE RUBINO: Sure, it's up to us to train people how they are to be with us. Remember, boundaries, when they're set with love as opposed to with dominance or with anger, then they're different because we can constantly forgive people for falling short. If we respond with love to their shortcomings, it's very different than responding with anger or with sadness.

So if we're not attached to their behavior, we also have a lot of power to support them to shift their behavior. When we're attached to them doing something, it becomes a control versus control, a domination versus domination sort of thing where what we resist continues in place, and the more that they have to be a certain way, the more they're going to resist it. So when we allow them the room to be who they are while setting the boundary and not being attached to the behavior, then we can shift the situation knowing that you're going to have to make decisions that are right for you. If someone is not going to work with you, then perhaps then things have to change in a way where as long as you do it with love, and you do it with understanding, and communicate what's so, and maybe with the help of a coach or something that will support you there.

But know that there is a way to shift the dance and support other people to shift that dance along with you. Invite them to come along, and sometimes, unfortunately, this is a happening that often happens with abusive situations where the abusive party is so used to dominating and being abusive that when the person says, "Okay, I'm going to be this way now, and this way is unacceptable," then the abusive person wants to dominate and won't allow that change.

Well, then, now the ball is in your court. Perhaps you need to take the next step. Maybe that's some counseling, or maybe that's a coaching situation, or maybe it's getting away from the abusive person depending on how severe the situation is. If you ask yourself the question, "What am I not being responsible for?" The answer to that question will lead you in the direction of what action you need to do, what communication you need to take in order to resolve the issue.

So the boundary, look at how you're setting it. Look at if you're setting it in a way that you're communicating fully, that you're enrolling the person in the source of you wanting to set the boundary, that you're communicating with love. All of that is critical as opposed to making someone else wrong.

FEMALE SPEAKER: That is so clear, and sometimes it feels easier said. I can feel my stomach churning over it, but I want to continue in my own life. That's so helpful as a guideline. Thank you.

DR JOE RUBINO: Well, it does take courage. You're welcome. Sometimes it just takes courage knowing that you're trusting your intuition, that you're doing the right thing, and you're doing it out of love that is the difference because when you do it out of anger, when you're doing it out of being right and making someone else wrong, you get a whole different result.

FEMALE SPEAKER: Thank you.

DR JOE RUBINO: You're welcome.

LANCE HOOD: Joe, I have another question here about shyness or nervousness in social situations. What's your advice on that?

DR JOE RUBINO: Well, that was me. I was so shy that I used to take my continuing education credits through the mail as a dentist because I couldn't be with being with strangers at a meeting. So I know that one pretty well.

Whenever you're shy, the focus is on yourself and your shortcomings, thinking that you're not going to look good or be liked. So you're not focusing on contributing something to the other person. Whenever you value what you have as a person, you now can focus on contributing that value to someone else. You can start to give up your right to be invalidated, give up your right to look bad, and say what's so from the heart.

We all think that vulnerability is a source of weakness. Vulnerability is actually a source of strength. I would have been mortified to have people know how shy I was back then. Now I tell the story all the time because I do it out of contribution because I know there are a lot of shy people out there, as opposed to wanting to look good and so I would hide that fact.

So to the extent that people can see our vulnerability, they can be themselves, and they can be vulnerable. So shyness is nothing

more than not having belief in yourself, and if you build your self-confidence, you will have faith in your ability to contribute something of value to people. You will know that you are worthy, and valuable, and have something significant to offer, and you will manifest that as personal power, where you'll get to speak when you have something to contribute, and when you don't, you won't.

LANCE HOOD: Okay, that's a great answer. Let me ask you this, how many more questions would you like?

DR JOE RUBINO: Why don't we take three more?

LANCE HOOD: Okay. If anybody would like to push *2, you can submit your question for Joe and get on the line. I had I know another one here on the Internet, and it was this. It says, "Joe, for me, this was the best of the series. Thank you. I'm going through a similar situation as a chiropractor, thinking of giving up my license, and coaching. Did you give up your license and make a total commitment to coaching?"

DR JOE RUBINO: Well, I didn't do it right away. What I did was I transitioned out. I found a vehicle to actually replace my income as a dentist, and I actually did that through network marketing where I was able to replace my six-figure income and gradually move over.

LANCE HOOD: Okay, thank you. Does anybody else have any questions? You can push *2 at this time. Otherwise, did you have anything else to say? I know that we were going to share the most powerful strategy that people can do right now, today, to elevate their self-esteem, and relationships, and peace of mind immediately.

DR JOE RUBINO: Yeah, that strategy is that they can get a journal and they can start to record their upsets. They can start to separate out what happened from what they made up about themselves and other people. When they do that, their life will change, and their interpretations will change, and they'll be in development as opposed to being at the affect of what people say and do.

LANCE HOOD: That's makes total sense. Once you shine light on things, they sometimes tend to fall away once you're aware of them. It's the things that you're not aware of.

Okay, Joe, I appreciate everything. It looks like we're actually out of questions.

DR JOE RUBINO: Great, well, I appreciate everyone's time listening, and invite you not to settle, but to take that first step in the direction of what your heart is telling you. You will find that one door after another opens as you have the courage to pursue what might seem like an incredible obstacle at first.

So thank you all, and thank you, Lance, for putting this great program together.

LANCE HOOD: Thank you, Joe. Okay, everybody. If anybody has any other questions that they'd like to ask, anything about the series, or what we're doing, or any questions for me, you can push *2 right now, and I will handle those, and then we'll close the call.

You know what, Joe?

DR JOE RUBINO: Yes?

LANCE HOOD: I do have one here. It says, "How do you transition fear of lack when you're unemployed?"

DR JOE RUBINO: Well, you start to get in touch with those qualities that are important to you, "your gifts". You get a sense of what would be meaningful in your life, and you start to create a vision of what that looks like. If you're not sure, then you get some help identifying what your life's purpose is, what you're passionate about, what your gifts are, what your most important values are so that you're in alignment with them.

Part of the reason why I was not happy as a dentist was because I wasn't in touch with my values. I didn't really know that creativity, and contribution, and love, and inspiration were important to me. So dentistry was somewhat fulfilling in some of those areas, but not enough. So when you identify what's most important to you, you now have the ability to transition into it, and then you create a plan that's in alignment with your vision.

So know where you want to be and you create a plan in the direction, but you don't have to know every step. This is an important distinction because it's like a heat-seeking missile that when you fire it, it might not be on target, but as it zooms in on its target, it constantly adjusts. It constantly makes corrections to finally hit its target. That's how life can be for all of us, where we start to take some action in the direction of our vision, knowing that we don't have to have all the answers initially, but knowing that we will find our way as we take it. That's critical.

So someone that's unemployed, the first step is to identify those things that you're good at, identify those things that are meaningful to you. If you could do anything for the next 300 years, what would that be in your life? The whole life purpose conversation that we have to help people identify what would make life fulfilling and meaningful will also allow them to attract abundance because when we do what we love, abundance follows.

Here I was, earning a mid-six figure income as a dentist, thinking that I was going to have to give this up and I would never earn that again. What I discovered was that that was playing small because I wasn't really enjoying that, and here I was making all this money. So how abundant could I be if I was enjoying what I was doing? So since then, miraculous things have happened, and we have movie studios that are in development now that are looking to turn two of my fables – actually three of my fables, the third one hasn't been released yet – but into full feature films.

So the abundance somehow catches up with you when you're doing what you love. It's just the courage to step into that possibility.

LANCE HOOD: That's a great answer. Well, any last closing comments, Joe?

DR JOE RUBINO: My challenge is to make the most of it and to live your best life.

LANCE HOOD: All right, thank you.

Dr. Joe Rubino, creator of The Self-Esteem System, <http://www.theseesteemsystem.com/1/> and CEO of <Http://www.CenterForPersonalReinvention.com>, is an internationally acclaimed expert on elevating self-esteem, a life-changing personal development and success coach on how to restore self-esteem, achieve business success, maximize joy and fulfillment in life and dramatically increase 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.

Learn more about his life-changing work in championing people to restore their self-esteem at <http://www.SelfEsteemSystem.com> and receive the free insightful audio program “7 Steps to Soaring Self-Esteem” and a 1 year subscription to “The Success Achievers’ Club”...a \$129 Value!

7 Steps to Soaring Self-Esteem is the insightful, eye-opening audio program based on the internationally best-selling book, “**The Self-Esteem Book: The Ultimate Guide to Boost the Most Underrated Ingredient for Success and Happiness.**”

Learn the reasons why this program has been the primary guide for thousands to totally improve their lives by elevating their self-esteem. Healthy Self-Esteem is the #1 factor for all successes in life! Get this Complimentary MP3 Audio Program Now and You will Find Out:

- Why over 85% of the World's Citizens Experience Negative Effects from Diminished Self-Esteem
- That Often our ‘Lack’ of Self-Esteem is so Subtle that we Don’t Even Notice It
- Why Lacking Self-Esteem is the #1 Cause of Most Negative Emotions such as Anger, Hurt, Greed, Fear, and Guilt to name just a Few

Plus You Will Learn Things Like:

- How to Replace Negative Messages with New Core Beliefs that Support Your Happiness and Excellence
- How to Heal the Past and Stop the Downward Spiral of Self-Sabotage
- How to Implement an easy to follow system that will Impact Your Life in a Dramatically Positive Manner

PLUS – You’ll receive a 1 Year Subscription to The Success Achievers Club – filled with wisdom, insightful articles, tips, free and discounted offers for those interested in possessing Extreme Self-Esteem and maximizing their happiness, success, wealth, and personal effectiveness.

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<http://www.SelfEsteemSystem.com> and support Joe in realizing his vision of elevating the self-esteem level of 20 million people and thereby raising the consciousness of the planet by spreading the word to everyone you know.

Dr. Joe’s 11 best selling books and audio programs are available in 24 languages and in 59 countries and include:

- *The Self-Esteem Book: The Ultimate Guide to Boost the Most Underrated Ingredient for Success and Happiness in Life.*
- *The Magic Lantern: A Fable about Leadership, Personal Excellence, and 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*
 - *31 Ways to Champion Children to Develop High Self-Esteem*

Dr. Joe offers powerful personal and group coaching to support business success and life fulfillment. To contact him, call 888-821-3135 or email DrJoe@CenterForPersonalReinvention.com