



Donald Pet, M.D.

*Become your own genie!*

**TAKE THE 30 DAY LOVE-CREATION CHALLENGE:  
Create Happiness, Love, and World Peace**

1. Every time you look in the mirror say to yourself: “I like myself because I am such a hot sketch. Every day in every way I make myself happier and more loving.”
2. Print out and practice the two powerful *self*-endorsement skills: [Emotional Self-endorsement](#) and [The Reasonable Best Test of Self-worth](#). They are relatively secret because our establishment does not teach them and even discourages them. Watch them kick out the *self*-putdowns that make you your own worst enemy and hold you back.
3. Listen to Brad’s recordings at [www.lovingmenow.org](http://www.lovingmenow.org) until you know you’ve got it!

Make your life REALLY significant; become an “each one, reach many” teacher of Love-creation. Pass these skills forward to family and other loved ones until working together we circle the world.\* The EC goal is to recruit one million happiness and love-creation teachers through the domino effect. This is the estimated tipping point to popularize Einstein’s solution to create sustainable world peace – ***We shall require a newer way of thinking***. Working together, we will be unstoppable. If you want more *Mind-freeing, Live-changing, World-saving* skills, go to [www.anwot.org](http://www.anwot.org) and become a Mental-spiritual Wealth Millionaire.

The one universal moral value independently arrived at by religious and secular tribes is the Golden Rule: ***Love our neighbor as our self***. My favorite version is ***Love myself with the abundance that overflows to enrich the world***. We all know crawling precedes the first step to walking and then running. Let’s realize that liking our self is the first baby step leading to loving our self and then unconditionally loving others. *Unconditional love is liking our self, grown up!* It is difficult to make a gift of what we don’t own.

Wishing you tons of Mental-Spiritual Wealth!

*Donald Pet*

\*OPTIONAL: Turbo-charge your Love-creation power; enhance the domino effect. Send this and a monetary kicker, for example \$10, to a loved one. Say, *I’m paying you forward to become a Love-creation teacher by doing the same thing. Remember turbo-charging is not needed to pass Love-creation forward.*

**Mental Freedom is everyone’s right. Mental-Spiritual Wealth is everyone’s right.**

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The Educational Community, Inc. is a 501(c)(3) nonprofit corporation.  
Our mission is to spread happiness, unconditional love and world peace through education.

# Creating Unconditional Love: The Most Powerful Self-taught Stren<sup>1</sup>

## Part A: Emotional Self-endorsement

How often have you known the wisest and best thing to do, but instead did what felt better at that moment? Understanding simply isn't enough!

Good feelings stir us to action. Immediate satisfaction is critical to sustaining the work and practice required to attain the rewards of virtually every important skill: getting an education, sustaining a relationship, keeping physically fit, playing a musical instrument, growing a garden, and – most importantly – growing our capacity for loving our *self* and others. Emotional *self*-endorsement is the main source of immediate satisfaction that allows us to enjoy the work we do now in order to attain more satisfaction later. Knowing we are doing something worthwhile is intellectual endorsement; its satisfaction is usually weaker than emotional joy. Joining emotional endorsement to intellectual endorsement provides the most effective incentive to continue our efforts.

Few people know how to emotionally endorse themselves. We get little training in this skill. You know how to say to yourself, “I did a good job,” or, “That was nice,” but after you say those things you go right on to the next worry or problem to be solved. You don't extract all the honey you can from your efforts. Yet you are probably far more well-developed in the opposite of emotional *self*-endorsement, *self*-blame. When you become intellectually aware of a shortcoming, you experience guilt, shame, or embarrassment in every fiber of your being. Most of us are so practiced at blaming-in that the negative feelings come automatically, without effort or intention. Can you teach yourself to create good feelings with the same ease that you “naturally” feel guilty, embarrassed, ashamed or depressed? You can! ... if you become aware of how to endorse yourself emotionally and practice doing so. Emotional self-endorsement is the secret to creating unconditional love. Loving our self unconditionally is the secret to becoming our own person, to freeing our self from habitual dependency on others for approval. True mental freedom from instinct and tradition requires teaching our self to assume responsibility for our self-worth. Physical maturity is a given; mental and emotional maturity is ours to earn.

Since you know how to emotionally blame yourself and frequently praise others, you already have the skills for emotional *self*-endorsement. The problem is that you never received education in taking responsibility for your own love needs. Think of the times you've expressed yourself in such a way to stimulate a response from a dog – you know how to get that dog to wag its tail, shake its behind, and get thoroughly excited. You've probably called forth great enthusiasm in doing the same kind of thing with a child. You've even emotionally endorsed food. “Wow! Look at that fantastic, luscious ice cream creation!” Recall the enthusiasm with which you've applauded a great musical performance or cheered for your team at a sports event. The skill is there; it simply needs to be directed to yourself. You just haven't had much direction

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<sup>1</sup> Stren = a concept or experience that grows mental-spiritual strength. Make yourself a mental-spiritual wealth millionaire, joyous, loving, and a world peace teacher; collect sufficient strens.

and experience in emotional *self*-endorsement, in “wowing” yourself. Most people are familiar with directing emotional blame to themselves, but unfortunately they were taught that it’s “selfish” to emotionally endorse themselves. One man recalled being told, “Praise only counts if it comes from someone else.” This is one reason most of us remain so dependent on what we imagine others might be thinking about us.

When you do something worthwhile (i.e., your “reasonable best,” which is virtually always in your control!), imagine a gala brass band marching down Main Street. Two people are carrying a banner that stretches across the whole street, streamers are being tossed about, and people are cheering you from their windows. There you are, smack in the middle of the parade, smiling proudly and waving, “Yep, I did it all right. It was me.” Such a *self*-endorsement tool in your repertoire is much more likely to call forth your emotions than an intellectual, flat, “That was O.K.” Use this image and/or create your own as a regular *self*-endorsement tool.

Some people can use or develop their existing creative imagery and fantasy to initiate enthusiasm. Others find it easier to call forth feelings of joy, inspiration, and enthusiasm from prior experiences. Make a mental scrapbook of times you’ve felt loved, got a pat on the shoulder, experienced joy, happiness, or enthusiasm. Allow yourself to call these “snapshots” forth to re-create similar good feelings. Combine past experience with current creative imagery to develop the results you want.

Experiment by creating your own skills in emotional *self*-endorsement. Try it when you wake up in the morning. What do you say to yourself when you first look in the mirror? “What a hot sketch I am!”? Or do you say something else? If you are like most people who are practiced in the art of emotionally *self*-blaming, but are weak in emotionally endorsing yourself, apply your conscious awareness to nurture *self*-endorsement. Your efforts will be amply rewarded. Practice! Practice! Practice!

**Important tip on creating emotional *self*-endorsement:** When we emotionally endorse others at a musical or athletic event, we express our enthusiasm overtly with lots of energy – we shout, clap, vocalize, stamp feet, and hoot and holler to make sure our endorsement reaches the recipient. We can express the equivalent endorsement energy covertly because we have direct access to our self. We don’t need to physically shout and actually clap, etc. but still mentally endorse yourself **with the same emotion and energy as you would at a pep rally**. You are the star performer and you are the designated cheer leader to pour on the endorsements. Unlike during your childhood, as a mature adult you are responsible to sustain your mental and emotional well-being, not others ... even when the world is unfair!

When you are ready to take charge of your life’s experience do this. Take the 30 day emotional *self*-endorsement challenge. When you get up in the morning, frequently during the day, and when you go to sleep, **emotionally** endorse yourself. This is what it takes to overcome the long-established habit of *self*-putdowns and incorrectly believing love only counts if it comes from someone else.

## Creating Unconditional Love: The Most Powerful Self-taught Stren Part B: Secondary Endorsement

Once you recognize the value of *self*-endorsement and add emotional endorsement to intellectual *self*-endorsement, you can initiate the skill of creating good feelings into an effortless habit. Your task will become much easier if you develop the skill I call “***secondary endorsement.***” **Secondary endorsement is endorsing yourself each time you engage in the very, very worthy act of endorsing yourself!**

If you’re like most individuals, you have either been discouraged from emotionally endorsing yourself or you never received effective education in this powerful skill. Your first experiences with generating emotional *self*-endorsement will be a bit like forging a path through the jungle. Unless regularly cultivated, the new path will soon be overgrown until not even a trace of it remains. The long established habits of *self* put-downs and negligence in taking care of your emotional needs will re-appear and predictably soon overpower the new ones.

When you emotionally endorse yourself, you are engaging in one of the most constructive acts available to you. *Self*-endorsement inspires immediate encouragement for constructive acts whose natural rewards may not come until far in the future. *Self*-endorsement is the secret of creating patience, which is a required ingredient for all sophisticated skills. Therefore, give yourself credit each time you endorse yourself.

***“Hurrah! Congratulations to me for endorsing myself. That’s worthy of a special bonus. I deserve to endorse myself for endorsing myself.”***

Here is one of the most common observations: “***Behavior that is rewarded is repeated.***” Emotional *self*-endorsement is one of the most constructive means to build your mental strength, so regularly practice secondary endorsement until it becomes automatic and effortless. You will be pleasantly surprised to discover that secondary endorsement will rapidly build mental muscles that you will be proud to own.

Secondary endorsement is the opposite of *secondary blaming*. Secondary blaming is blaming yourself for blaming yourself. It’s putting yourself down because you see that you are still putting yourself down and you “shouldn’t do that!” Once you recognize this tendency of “shoulding” on yourself, as therapist Albert Ellis described, self-putdowns will become obvious, like a blinking light bulb. By now, you may be wise enough to label instances of blaming-in. You are working to stop putting yourself down when you make an error, when you “do what you shouldn’t,” or “don’t do what you should have.” But since you, like most people, are a creature of habit, it will be only a matter of time before you recognize you are still blaming yourself. You say, “I’m so stupid; I should have learned that by now!” Secondary blaming is far more persistent than secondary endorsement. This is because most of us get lots more training in *self*-putdowns than pull-ups. “Pull-ups,” i.e. *self*-endorsements, serve you better than putdowns. Pull-ups are not only seldom taught, they are often discouraged.

Here's a bonus tip on secondary blaming. When you recognize that you are engaged in blaming or any variety of negative thinking, instead of the usual put-downs because you're still putting yourself down, remind yourself that the very act of recognizing your negative self-talk is worthy of a *self*-endorsement. With each act of blaming-in that you recognize, endorse yourself for the important act of becoming aware of your negative thinking. Then add a secondary endorsement to reinforce your new behavior. When you endorse yourself for endorsing yourself, you pull yourself up and keep yourself up.

Just as secondary blaming is a variation of blaming yourself, secondary endorsement is a special variation of *self*-endorsement. Teach yourself to become consciously aware of any endorsement you initiate when you do something worthwhile. As soon as you recognize that you're endorsing yourself, enthusiastically call forth images such as blinking lights, musical accolades, and cheers as your signal to automatically trigger the secondary endorsement you deserve for endorsing yourself. This reinforcement can escalate the intensity of the immediate pleasure you experience and create the energy you need to overcome your old, established, negative patterns. Once the common negative patterns of blaming, avoidance, worry, and helplessness/hopelessness are established within you, they cling tenaciously until you substitute the positive pattern of super-charged *self*-endorsement.

**Practice: Endorse yourself again each time you see yourself endorsing yourself.**

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**Once you've get this stren, go on to the second most powerful self-endorsement skill, "The Reasonable Best Test" to become your own best friend, life-long.**

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## **The "Reasonable Best Test" of Self-worth – Part A**

The second most powerful self-endorsement stren

The *reasonable best test of self-worth* is one the most effective and reliable mental skills for becoming our own lifelong best friend and freeing our self from dependency on people or circumstance. In any situation, simply recognize when you're doing your reasonable best; then endorse yourself for doing so. You will create and maintain positive feelings about yourself. The basis of unconditional love is liking our self with an abundance that overflows to enrich the world.

What is the reasonable best test?

**Most people evaluate their self-worth by the “outcome” of what they do. *The reasonable best test* is an “input” measure of *self-worth*. It emphasizes our efforts, not the results of our efforts.**

In every situation where we’re trying to achieve a goal, we only have control of our input. The outcome is usually influenced by factors that we can do little or nothing about. Unless we’re a magician, it’s unrealistic to expect that we can always control the outcome of what we or others do. Yet most people have been taught since childhood to regulate their feelings about themselves by asking themselves the inappropriate outcome question, “Did it work out O.K.?” As a child, we don’t have the mental resources to apply the reasonable best test. We had no choice but to be dependent on others for our *self-worth*.

Do you still depend on the outcome of your efforts as the primary measure of your *self-worth*? Consider these outcome measures that create a positive or negative emotional response:

**I’m OK if:**

I won  
My efforts worked out  
They accept me  
I got an “A”  
He/she loves me  
My salary is increased  
The audience applauds  
You understand  
They think I’m attractive  
I own a \_\_\_\_\_  
The kids do well  
I didn’t make a mistake

We’re utilizing healthy, realistic criteria to create positive feelings about our self whenever we answer, “Yes,” to the question, “Am I doing my reasonable best?” even if we don’t attain the desired outcome! Yes, there may be unavoidable pain and trauma because of the outcome. We can almost never control the consequences of events, but we *can* control how we deal with them. We worsen and sustain the effect of an undesired outcome by attacking our *self-esteem*. In doing this, we can become our own worst enemy. This is worth reviewing a number of times; what follows will help clarify the key aspects of the reasonable best test.

But isn’t it only natural to feel bad when things don’t work out?

Of course! Most people feel appropriately disappointed, sad, or hurt when the outcome of their efforts doesn’t match their hopes. Maybe you didn’t get back the love you so desired

from that special someone. Or you didn't get that raise. In fact, you just lost your job after years of dedication to the same company. Or you recently discovered that your son is involved with drugs and is "hanging out" with friends that you consider undesirable.

It's appropriate to experience discomfort and diminution of our spirits when things don't work out the way we would have liked, especially when we are or perceive we've been treated unfairly. These feelings are normal and healthy, but we are designed to stand the hurt that comes when "the world doesn't cooperate." Applying the reasonable best test balances our pain or disappointment. By creating a sustained level of positive feelings about our *self*, we become confident that we can manage our discomfort while facing the issues and directing our energy to resolving them.

### How do I know what my reasonable best is?

Our reasonable best is the best we can do in a situation considering our limited resources. Our intelligence is far from perfect. We have time restrictions and commitments to other obligations. Note that our reasonable best isn't our absolute best. For instance, suppose you want to win the annual work bonus for the largest number of new accounts. You work at achieving this goal eighteen hours a day, seven days a week for several months. In this situation, you are doing your absolute best – at the expense, by the way, of your spouse, children, friends, and even your health. This is more than most rational people would expect of you and it's more than is wise for you to expect of your *self*.

If you're in doubt about what you're reasonable best is, discuss your efforts and expectations with other people. Seek the views of others to enhance your own critical appraisal. Others' opinions may be helpful in shedding light on your blind spots. Some people, characteristically perfectionists, set such unrealistically high standards for themselves that they think they are never doing enough. They constantly feel inadequate, even though they do far more than their reasonable best. Others feel good about their *self* even though they put forth little effort and accomplish almost nothing. Moderation in all things is usually the wisest course to pursue. Discussing with others what you believe to be your reasonable best can provide valuable guidelines for your use in setting realistic goals.

In part B, I want to answer a commonly asked question:

Suppose I'm not doing my reasonable best? Don't I deserve to feel bad about myself?  
You'll love the answer because it shows how to make the "Reasonable Best Test" of self-worth a win/win skill that is 100% in your control.

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## **The "Reasonable Best Test" of Self-worth – Part B**

In part A of *the reasonable best test of self-worth* you were urged to endorse yourself each time you made your *reasonable best* effort in any endeavor. Because we always have

control over our input, and much less control over the many factors that determine the outcome, we can consistently fulfill our needs for emotional satisfaction by focusing on the former. Now let's consider how to maintain our positive energy when we recognize we aren't doing our reasonable best. The question invariably pops up:

Suppose I'm not doing my reasonable best? Don't I deserve to feel bad about myself?

Certainly not. We'll always be less than perfect at doing our reasonable best. Improvement requires practice and patience; setbacks are to be expected along the way. Each time we recognize we aren't doing our reasonable best, we create an opportunity to improve until we reach the level of our reasonable best. Our appropriate response is to say,

“I didn't do my reasonable best, but I'm recognizing the fact that I could be doing better. Only by recognizing an imperfection can I take the positive step of calling forth more effort and teaching my *self* to do better. I deserve to feel good about my *self* for facing my shortcoming.”

Most people beat on themselves when they discover they aren't the way they “should” be. Such *self*-putdowns lead to avoiding facing faults.

**Becoming aware of shortcomings, imperfections, or mistakes is our reasonable best! It is one of the most productive things we can do because it affords us the opportunity to discover a better way.** Every child learning to walk “knows” that falling signals more tries to find a better way; it isn't a justification for *self*-putdowns. The reasonable best measure of *self*-worth prepares us to apply problem-solving skills and learn from each of our mistakes.

Teach yourself that earning the approval and love from others is one of our most worthwhile endeavors, but it must be a bonus, not as a dependency requirement to sustain our own *self*-worth. We have all that it takes to fulfill our own requirement of love and have plenty that spills over to add to the world. As we consistently endorse our *self* to fulfill our requirements for love and approval, we will genuinely offer love to others without the “giving to get” that is a common source of disappointment.

There is no benefit to putting our *self* down because we are less than perfect, less than we desire to be. This is a negative response that uses our valuable energy without correcting the situation. The most miserable people I know are perfectionists. **The mistakes we make or our occasional poor judgment will probably lead to unpleasant consequences. Why pay twice by attacking our *self*-worth?** Once we pay for something, is it wise to keep going back to pay again and again? Would you pay for your groceries and then get back in line to pay again?

Applying the reasonable best test as a measure of *self*-worth may feel awkward at first, just like mastering any new skill. Learning to walk, talk, write, or play a musical instrument all require practice. Merely understanding the reasonable best test won't provide you with good feelings about yourself. You'll need lots of practice to become adept at using this input measure of *self*-worth. Think how often and how long you have practiced dependency on the outcome of

your actions. Every person spends years, even decades, acquiring sufficient mental strength to assume responsibility for their own *self*-endorsement. In my observation, most people have difficulty getting themselves unstuck from early addiction to others' approval. Instead of becoming our own person we continue to let our mood be dependent on the weather, which team won the game, whether the stock market went up or down, or preoccupation about what others think. We are like heroin addicts – we are love junkies constantly seeking our next fix.

Make the reasonable best test stren a habit by asking frequently during the day, “Am I doing what I reasonably can?” If the answer is “yes,” immediate, enthusiastic *self*-endorsement is in order. If the answer is “no,” congratulate yourself for finding an opportunity to improve in your efforts. Ask yourself, “What can I do to act more wisely now or in the future?” Turn the answer to the question, “Am I doing my reasonable best?” into a *self*-endorsing, problem-solving response. Whether the answer is “yes” or “no,” you will have created a win-win situation for growth and *self*-worth.

As you gain proficiency in this stren, you'll gradually free yourself from depending on others or on outside circumstances to maintain your *self*-worth. You'll consistently feel good about *yourself* because you can learn to do your reasonable best virtually 100% of the time. As you exercise ***the “Reasonable Best Test” of Self-worth*** (this skill) and ***Emotional Self-endorsement***, you empower your *self* to create an abundance of the unconditional *self*-love that will overflow to enrich yourself, your loved ones, and the world.

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If you are not already at [www.lovingmenow.org](http://www.lovingmenow.org), go there for additional self-endorsement skills. You will love loving yourself more and becoming a ***love-creation*** teacher by passing forward your new skills to your loved ones!