



E BOOK 4 STEPS

TO KICKSTART YOUR SELF LOVE JOURNEY



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WHAT IS SELF LOVE

THE BASICS

Before you can actually practice Self Love, it would a good idea to know exactly what it is. Self Love is the practice of accepting and appreciating one's self completely and unconditionally. It is actively participating in a lifestyle that is good for your mind, body, and spirit. Loving yourself means that you put yourself first and never accept less than you deserve. It is making choices that have only a positive effect on your life situation and not partaking in activities that could harm us physically or negatively effect our overall well being.

Choosing to start a Self Love practice will have a very positive effect on your life, your life situation, and how others view and interact with you. It will allow you to have a more pleasant life experience and will raise your overall vibration. In the next few pages, I will offer a handful of suggestions that you can begin implementing in your daily routine to help you begin a Self Love practice of your own.



*Make yourself a priority, it's
not selfish, it's necessity!*



JAY DEUTSCH
SELF LOVE & MINDSET COACH

TALKING ABOUT ME

Hey, I am Jay. I am a solo father of two and a self-love and mindset coach. My parents hated each other for as long as I could remember and at the age of 8 they finally separated. As a child of divorce, I suffered from abandonment issues and rejection issues all my life. These issues affected me, my self esteem, and the relationships with others I had throughout my life.

I met my children's mother, Larissa, in college, freshman year and we were together for 26 years. She suffered from depression and other undiagnosed mental health issues most of her life. Although she was on medication for her depression, the drugs they prescribed her did not work. She still suffered. In June of 2015 she ended her life, leaving me with our 3 year old daughter and 13 year old son. We were devastated.

I was consumed with grief but I struggled on as a solo parent, my children meant more to me than life. I smiled on the outside but was broken and dead on the inside. I didn't date, I went to the bar 7 nights a week to try and numb the pain, I smoked a lot of weed, and I kept on going, for my kids. I made sure that my children had the best of everything including parenting. But I had completely lost all hope for myself ever being happy or loved again.

After 4 and a half years of living with guilt and grief, hating myself and my life, I came to a crossroad in my journey. I had enough of hating myself and my life. I needed change, I needed more, I needed to live, but I had no idea how to make the changes I wanted.


That is what triggered my awakening. So I began my new chapter, my new journey in life, I needed to find myself and learn to love myself and my life. I read self help and spirituality books, I started to do research on Neuroscience, Neurobiology, thoughts, emotions, and feelings, and how to change our mindset and see the good in life. By learning to change my mindset and be more positive, my life was transformed. I learned to be more accepting of life and the things I experienced and I learned to be present. I believe that everything happens for a reason, exactly as it should, and if we learn to accept that, nothing can ever disappoint us again.

Once this change in mindset took place, I was able to have a completely different outlook on life in general. I now choose happiness and love, all the time. I discovered that my calling in life is to help others see that life is as amazing as you choose to believe it to be. So I got certified as a Coach, an NLP practitioner, and a Reiki healer. Now I help others with the gifts I have received from this wonderful life that I am grateful for every day.

4 STEPS


TO SELF LOVE

Self-Esteem, the root of all of our self love issues.



The bottom line for most of us who have self love issues begins with a diminished self worth, generally, what we think about ourselves. The inner voice tends to tell us that we are undeserving or unworthy and for some reason we chose to believe it. The actual struggle we face is merely a symptom of our low self esteem. So why do we have a low self esteem? For most of us it began when we were children. Someone told us something or we experienced some event or behavior that essentially “scarred us for life” or created a strong “limiting belief”. We now as adults, think this limiting belief is truth. So how do we deal with these limiting beliefs and create positive beliefs to increase our self esteem?

Self esteem is dynamic, it changes regularly based on what we think of ourselves and the situation we face. On some days we feel like we are on top of the world. On other days we feel like we are down in a hole. It is all based on our perception of ourselves at the given moment. Our self esteem goes up when we do something good or get complimented or praised from others. Our self esteem could go down if we feel judged or receive negative feedback. One of the problems we face with our self esteem is that it is not usually based on reality. It is merely based on our perception of reality. Our thoughts and fears. It could also be based on the accumulation of experiences that we hold on to since childhood. We have built an image of who we think we are and what we are capable of achieving. Sometimes having faith in our abilities is not based in reality, but instead based on fear of the unknown or fear of failure.





STEP 1

POSITIVE SELF TALK

While we are thinking, we analyze things based on our perception. Our perception is sometimes based on our fears and not actual facts. So while we are thinking about things we tend to repeat negative statements and engage in negative self talk without even realizing it. This empty chatter in our heads, the monkey mind, can and will be a huge influence on our future perception and beliefs.

As we think about things, we are sometimes affirming our fears and believing them to be true or fact. Sometimes the unconscious mind chatter could be negative affirmations that we believe to be true.

These new beliefs will have a huge influence on the reality we create in our lives, in the choices we make every day, in how we allow others to interact with us, and in the boundaries we create for ourselves.

So what do we do?

By repeating positive affirmations throughout the day, we are essentially reprogramming our negative limiting beliefs. A great way to use positive affirmations is by using the NLP technique of Anchoring.

How can we use positive affirmations to change our perception?

Basically what we are doing is creating a safety net for our thought process. If we can catch ourselves engaging in the negative self talk, we can use a positive affirmation as an anchor to stop us from repeating the negative affirmations.

So what I like to do is... When I catch myself thinking a scenario in my head that is completely based in fears and not reality, I simply say "stop thinking that" and choose a positive affirmation to repeat instead. My favorite positive affirmation is "I love myself, I love my life, and I choose to be happy and grateful for all I have."

Give it a try. Increase your awareness. Be present. Next time you catch yourself thinking the old "What ifs" pick a positive affirmation and repeat it instead.



STEP 2

CHANGE BAD HABITS

Habits work through what is known as the HABIT LOOP

1. **The Trigger/Cue:** something internal or external that causes a reaction, feeling, or emotion.
2. **Routine:** the action you CHOOSE as your reaction: getting angry, smoking, fighting, eating, crying, drinking...
3. **Reward:** the pleasure chemicals are released in the brain for successfully completing a routine. Because the habit loop is rewarded, it is reinforced and becomes stronger.

Once you realize this process, you can CHOOSE a different reaction, or ROUTINE to respond to a trigger. Instead of yelling, take a deep breath and decide how you CHOOSE to react. That new routine will then be rewarded and strengthened.

GOOD HABITS VS. BAD HABITS

Unconscious habits allow us to free up thinking time and energy that can be used on conscious tasks. This works to our advantage. Like walking and talking on the phone. Walking is an unconscious habit. Something that we can do without thinking about it.

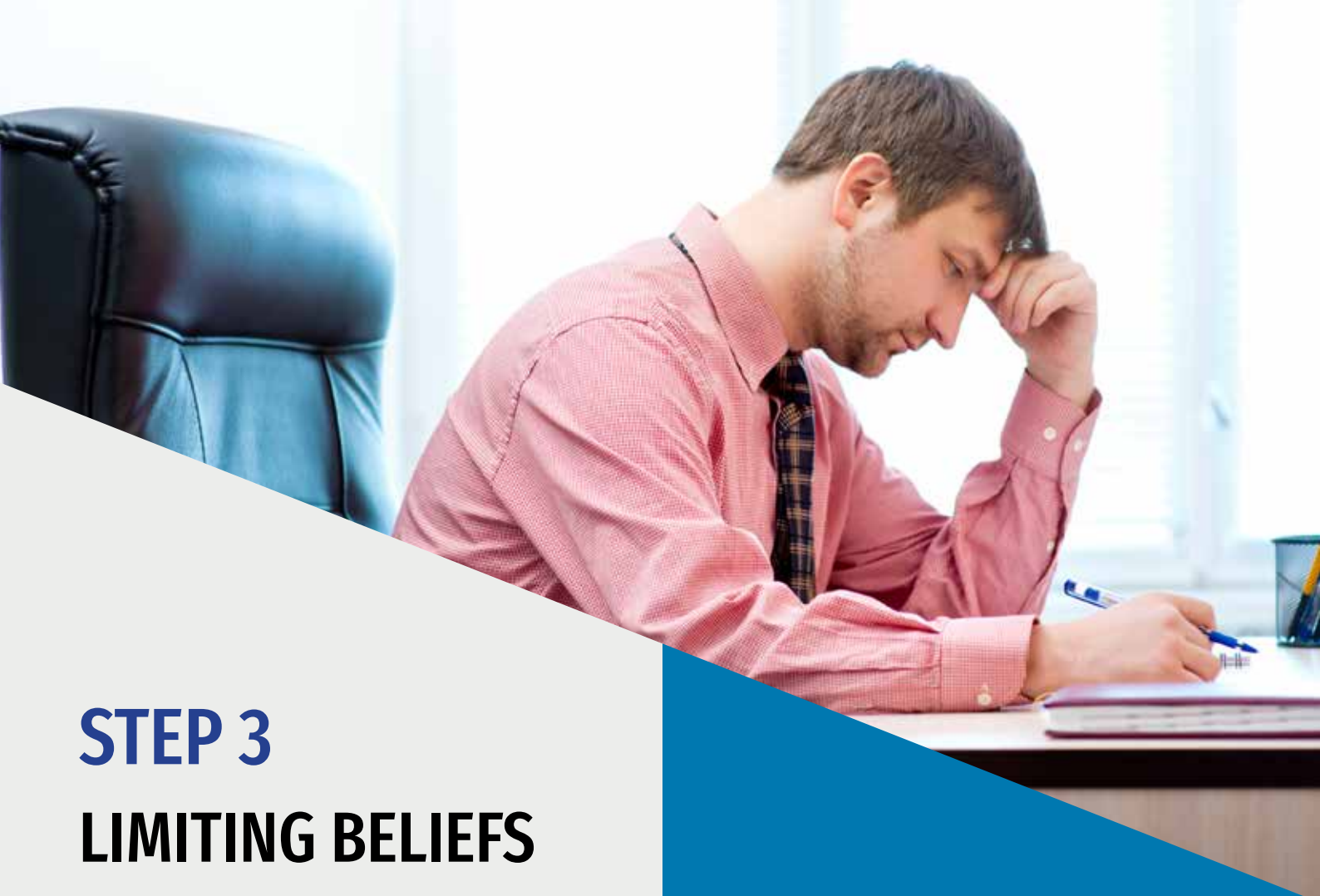
Unless we intentionally change a bad habit and replace it with a new routine, the bad habit will continue to repeat over and over again every time the habit is activated by the trigger/cue.

HOW TO CHANGE A BAD HABIT

Step 1: Recognize the trigger that causes or initiates the bad habit.

Step 2: Recognize what the reward is that you receive after the habit completes.

Step 3: Decide what positive habit you would like to replace it with and intentionally perform it over and over until it becomes the new routine.



STEP 3

LIMITING BELIEFS

Limiting beliefs are negative thoughts we have about ourselves that we have created from things that happened to us in the past. If you have limiting beliefs, you have consciously or subconsciously decided to believe something negative about yourself.

Limiting beliefs tells us that we can't do certain things based on a fear of what might happen or what has happened in the past.

No matter what it is we say about ourselves, the brain believes them to be true, why else would we be telling ourselves?

The key to changing limiting beliefs is to create new identity statements that reinforce a positive self image. Make negative statements about yourself in the past tense. Speaking to ourselves in the past tense opens new opportunities for the future, it stops us from remaining stuck where we are because it tricks our brain into believing that you no longer have that problem.

Close your eyes and try to imagine the time in your past where the limiting belief was created.

SIMPLE FACT: WE TALK TO OURSELVES

Where were you, what were you doing? Who were you with? Try to observe this memory as if you were watching it on TV. Try to remember the exact moment that you made the decision to accept this limiting belief as truth. Then imagine a better decision you could have made at that time to create a positive belief instead. Imagine how the event could have turned out differently if you made a positive decision instead of the negative one. What new empowering belief can you make now that you should have made then? Imagine how your life would be different now if you made that empowering decision instead. Now repeat that new empowering decision until it becomes a belief.



STEP 4

CHOOSE YOUR THOUGHTS

Why Do We Choose To Be Grumpy? Good question, why? Being grumpy or being in a bad mood is a CHOICE. How? Because YOU control your thoughts. You are CHOOSING to overthink a situation that happened already or something that you are fearing that will happen in the future. You are choosing to place your nervous system into FIGHT or FLIGHT MODE.

WHY?

How will this benefit you? Can you really change the past? Can you really predict the future? What if it doesn't really matter? What if it doesn't happen the way you think it will? What if everything is really fine and you are just imagining the negative?

WHAT IF?

Probably the worst 2 words in our language. WHAT IF? These 2 words are the basis for ALL ANXIETY. ALL FEARS. ALL BAD MOODS. All because we CHOOSE to entertain our imaginations and believe that the fears are REAL and bad things WILL HAPPEN.

SO HOW DO YOU STOP IT?

Simply put, let go of your fears. When we watch a cartoon we know it is not real because it is animated and not real people. Once we learn to look at our thoughts the same way, it becomes a bit easier. Most of our thoughts are a series of imaginary situations that don't exist in real life. Unfortunately, we believe these thoughts to be real threats and will go so far as to remain miserable out of fear of imaginary consequences. Or we believe that our imaginary responses are real conversations with people. We allow our own fear and negativity play out imaginary fights with people in our minds. Thus making our mood worse and our fears more probable. TAKE CONTROL OF YOUR THOUGHTS NOW!

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