

## Secrets of the Masters: Jack Canfield



### Jack Canfield on Jack Canfield:

*"I grew up what might be termed "an abused child." I grew up with what you might call low self-esteem. I didn't think I was worthy of having all the success that I would like to have in life.*

*Fortunately for me, I met a man named W. Clement Stone. He recognized something in me and took me under his wing. He started teaching me about how to become more successful...."*

### The Rest is History

Jack has studied what makes successful people different. He knows what motivates them, what drives them, and what inspires them. He brings this critical insight to countless audiences internationally --- sharing his success strategies in the media, with companies, universities and professional associations in over 20 countries around the world.

### Jack's Poker Chip Theory of Success

In Las Vegas, you see people at the table who are making \$20,000 bets and others making \$5 bets. If I'm making \$5 bets, I don't lose as much but I can never win as much as higher betters do.

Our self-esteem is like poker chips. If you have a lot of poker chips, you're going to play much more freely than me if I only have 5 and you have 100. I'm going to lose one bet of 5 and I'm out of the game forever. You lose two bets of 5 and you've still got 90 chips left.

To be successful, it's important for people to build up their self-esteem and their confidence, partially by having successes – which build up your confidence – but also by taking care of your psychological functions. Most people don't even realize they have these functions and that they're responsible for controlling and maintaining them.

### The 5 Psychological Functions that Affect Self-Esteem

1. **Your thoughts.** A lot of self-esteem work is really about our self concepts – how we think about ourselves.
2. **Your emotions.** We've locked down parts of ourselves that are not safe to express; we have to re-own that – that's where our passion comes forward, our enthusiasm, our aliveness. You see so many people that are walking around like they're pretty dead – we need to regain that.
3. The images we hold in our heads – our self-image. We have pictures of ourselves, and we have to learn to control those images, because images are the main way we talk to our unconscious.
4. **Your body.** To have high self-esteem, you have to accept your body. We have to learn to nurture our body, love our body, and take care of our body – get massages, exercise, and get hugs, and to love our body in many, many different ways.
5. **Your High Self.** This is the spiritual dimension, and where the qualities of love and joy and compassion and peace and harmony and all those come through. That's why meditation is so important – having some spiritual practice.

To build self-esteem and take responsibility for our self-esteem, we realize that no one else controls our thoughts, no one else controls the pictures in our head, no one else controls our emotions, etc.

Then we can become intentional about the thoughts we think, the pictures we create, how we express our feelings, and so forth. We take care of our body, trust our high self, learn to surrender to our higher purpose, and then you get this outrageous sense of success, fulfillment, inner peace, joy, health, wealth – all the things everyone says they want.

## Strategies to Build Self Esteem

### The Mirror Exercise

Look yourself in the eye. Start by saying your name. Then, appreciate yourself in 3 categories for the day:

1. Achievements
2. Disciplines you kept
3. Temptations you didn't give into

Then, you end with "I love you."

For example, I might say out loud: "Jack, I appreciate you for the following things..."

1. You finished the slideshow for your client, you gave a great interview on Jim Bunch's conference call, you spent some quality time with the kids.
2. You did your yoga, you went through your chi-gong, you went for a run.
3. They offered you dessert and you said no, that woman looked really good and you decided you're married and you're not going to go there.

When you do that, it is like planting really strong plants in the garden; they will crowd out the weeds, even if you don't pull the weeds.

Instead of trying to go in and get rid of something, you're simply adding positive self-talk every day, making eye contact with yourself in the mirror, and you always end with the words "I love you."

### 30-Day Exercise

Put a big sign on your bathroom mirror that says *Do the mirror exercise.*

Write the steps down: 1) Start with your name; 2) Appreciate yourself for accomplishments, disciplines kept, and temptations overcome; 3) End with "I love you."

If you put it on your mirror, you' will see it before you go to bed. If you get into bed and realize you haven't done it, get out of bed.

Do this for 30 days, and you will have acquired it as a habit.

## Other Strategies for Self Esteem Building

- ✓ Make a list of 100 successes you've had in your life.
- ✓ Keep a victory log to log your successes every day.
- ✓ The Hour of Power: Every day, for 20 minutes each: Exercise; Read; Meditate/Visualize.