The Self-Esteem Handbook: 12 Secrets
to Building Emotionally Strong and Resilient Children
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Introduction

Many parents express concern about their child’s self-esteem. In our culture, we are (unfortunately) a society that tends to reward those children (and adults) who are outstanding. This alone is not a problem.

By the very definition however, outstanding means that only a few select children become recognized as exceptional, and are thus showered with the attention and esteem of others. This may allow them to develop high self-esteem, but where does it leave the average to below average child (roughly 90% of your children)!

Actually the problem is much worse. External sources of esteem, which are often the way that we try to build esteem in children, only end up teaching children to be dependent upon others in order to feel good themselves.

In this special report, I will reveal 12 simple keys to building healthy self-esteem. After reading this report, I encourage you to read the articles that I have referenced on my website, including *The 1% Solution* and *The 7 Key Principles*. These articles will give you a sense of how to begin developing your parental power.
DON’T BE FOOLED!

This is not some huge dissertation on self-esteem. This is a practical, down-to-earth, nitty-gritty, JUST DO IT…kind of guidebook. It’s like my NO BS Self-Esteem Training Manual. I don’t waste your time, and there is not a lot of word filler here.

What is here is real information that will make a difference.

But just because it’s not 200 pages of psychobabble, I don’t want you to think that you should apply anything less than your absolute best effort to complete these simple steps. When you do follow through, you will not have to take my word for it…you will see the results. So dig in now, and resolve to review this manual every day for the next 30 days, and I guarantee that you will see a positive and lasting difference in your children.

While most of this manual is focused on what I want you to do, I want you to first consider the things you must avoid…so let’s get started right there.
What to Avoid: Mistakes That Squash Your Child’s Self-Esteem!

When parents become concerned about their child's self-esteem they often begin to promote and encourage their son or daughter by attempting to focus on positive or pro-active qualities. The more concern, the more energy that tends to get focused on consistently addressing any negative comments made by their kids.

Children might say, “Oh, I can’t do that.” Or perhaps it sounds more like, “I’m too stupid. Nobody cares about me. I will never get it.”

In response, we make comments like, "No, you can do it." Or, "That's not true! You are good at ______." Or, "Stop saying that! You are a very beautiful girl (handsome boy).” Or, "You can do math. You just need to try harder.” These are all just samples of how it begins.

Often, in response, the child simply seems to focus more and more on their shortcomings and will make statements such as "I hate myself," or "I stink," or "I wish I was somebody else," or "I'm no good at anything," or "I can't do it".

Such comments clearly do reflect a lack of confidence in self. Rather than positively esteeming themselves, children with such thoughts and
expressions are esteeming themselves with unhealthy, negative comments.

You are likely asking, “Well, don’t I want to correct these statements, and make sure my child understands that I don’t agree with their comments?”

Actually…no. No you don’t.

If these ideas really worked, there would be no need for this type of manual. You would correct your son or daughter, and then they would get it. But if you noticed…they don’t seem to get it. They just keep falling back on those negative statements…over and over again.

WHY? It’s because our well-intentioned efforts actually make things worse—not better.

As your child appears to get more negative, we are trying to make things better, by doing things like…

- We show more and more concern
- We offer more positive comments
- We repeatedly tell them how they really are good at something, or that they are attractive, or that they can really do it.
- We prescribe things that they should do in order to feel better.
- We set up activities and try to force them to go along.
- We talk to neighbors, and coach them to have their kids spend more time with our children.
- We repeatedly have “discussions” about what good kids they are and what they can do to feel better.
We show our disappointment and react when they complain about themselves.

We work harder at building their self-esteem than they do.

We become hypersensitive to their potential failure, and go to extraordinary lengths to protect them from failing.

We encourage teachers to pay special attention to them, and to respond to their negative comments, insisting that they really can do it.

We read book about learning the perfectly "right" things to say.

We ask too many questions, pulling for every possible success, in order to accentuate the positive.

We wonder why they pull away as they get older, and become angry and sad as a teenager, yet we push more!

You get the picture. I could go on.

All these efforts are well intentioned, yet as many of you have found they tend to lead in the opposite direction that you want to go. The more intensely you engage in such actions, the more your child's self-esteem seems to suffer.

Some of you might be saying to yourself, "But why? That would be the same thing I would do as a concerned parent."

And I agree. Most parents take a similar approach. Does it work? Do kids actually get more self-esteem from this?

NO!
If you don't believe me, that's okay. Just ask around and find others who have been through this. For those of you in the middle of it, I would say, just pay attention and notice if what you are doing is working. I'll bet that it's not.

So let's get on with it! By the way, if you complete reading this article, you will be rewarded in two ways. Not only will you begin to understand how to make a life-changing difference in your child's self-esteem, you will receive a one-time only offer for new subscribers (at the bottom of this report).
Discover the Right Mind Set

It is essential to understand that all kids are different.

Some are more social and some are less social, and some are brighter and others aren't. Some are athletic, and some are not. Some are artistic and some are not.

It is essential to relax about the nature of your child's personality, and to allow children to find their place. This does not mean that you do nothing, but it does mean that you approach this with a more relaxed, accepting perspective.

We tend to want our children to fit within certain boundaries that make us feel good. We may not like to admit it, but it really seems to be that way. Generally, we like smart children, who do well in school, get along well with others, have lots of good friends, and are responsible and reasonably compliant at home. We like them to be respectful, motivated, and easy to manage.

This however, is not the reality I deal with. I work with children who have many different and varied traits. Some are useful traits, and some appear to get in the way of success and happiness.
If we can begin this process by acknowledging the differences within children, and relinquish our vision of what we want our kids to be, then we are more open to seeing the beauty of their different assets and abilities. My reserved son who has only two good friends is viewed without judgment, and not compared to my daughter with dozens of phone calls weekly from her many and varied friendships.

Despite the fact that I would love for my son to love sports, I revel in his passion for music and the arts.

This opening of appreciation for differences is the starting point for stepping into my power, as a parent, to nurture and expand how my children esteem themselves.

And that is the goal of this program...to open your children to the beauty of who they are, so that they can esteem themselves...and not be dependent upon others to boost some fragile sense of externally based self-esteem.

But first, it is essential to....
REALIZE IT'S NOT YOUR JOB TO BUILD THEM UP!

The more effort that you put into it, the more that you affirm their very feeling that something is wrong.

While well intentioned, your repeated efforts to encourage, build-up, and support your child being "ok" actually communicates that there is a problem and that something is wrong with them.

While this sounds counter-intuitive, I encourage you to simply notice what happens. When your children complain against themselves in some negative and self-denigrating manner, you and I easily recognize that it’s not true. We see the lie.

But yet, if I keep correcting it over and over, I am the one who is working harder at their esteeming themselves…than they are. Over time, if I am paying attention, I see that things just get worse. We must stop trying to give something to them…that they must give to themselves. I have seen it unfold hundreds of times, and you will as well if you don't change your behavior. So please…
UNDERSTAND

Your children don’t have low self-esteem. Self-esteem is not a thing!

Unfortunately, self-esteem is talked about as if it is a "thing" that resides inside of us. It is not something that can be extracted or implanted.

Rather it is a way of thinking and believing. It is a way of esteeming ourselves with our thoughts and words.

When kids are esteeming themselves with negative thoughts, we tend to conclude that they have low self-esteem. Their behaviors reflect their way of thinking about themselves.

To have high self-esteem, our children need to be esteeming themselves with healthy, positive thoughts and actions.

In other words, self-esteem is not something that exists like your child’s liver. It is a thinking process, and as such, it can be altered with better thinking.

It is not a big, dark thing inside them that you have to extract in some way. Instead, it is a pattern of thinking that is shaped by how you respond to it.
Let me repeat that again…because it is absolutely essential to get this.

**Your child’s self-esteem is a pattern of thinking that is shaped by how you respond to it.**

So, the good news is that you can shape and mold this thinking process. I have seen these patterns of thinking shift in dramatically positive ways, so that the child is hardly seen as the same. They drop the negative stories, and embrace healthy thoughts that empower them to expand their choices and enhance their skills and abilities.

The bad news…if you can call it that…is that you must…
This transformation will take time.

There is no magic pill, book, or therapy that will make it all better.

Changing your child’s pattern of thinking requires a change in you, and it requires that you consistently adjust your response for several weeks…until you begin to see the results unfold.

It’s not like a switch you can just flip. It is something your child learns from how you respond.

Notices that I use the word “learn.” Learning requires time, and it requires practice.

For parents who are committed to this, there is always an extraordinary result. Why?

Because your power to shape your children’s thinking and emotions is more robust than you imagine.
However, it is essential to fully appreciate that the learning process requires your child to struggle with letting go of their old thinking, and learning to embrace the healthy and more accurate way of thinking. As the weeks unfold, it can initially be a struggle for you to remain patient while your children drop their “old stories” of who they are…and embrace the new “truth” of who they really are. To begin this change process, you must…
Encouraging, nagging, pushing, prodding, reinforcing, questioning, lecturing, and all the other "stuff" that you might be doing to "pump up" their self-esteem.

Okay pause right now. Because this is the single most important point for you to really absorb.

When you encourage your children in the face of their repeatedly discouraged comments, or when you challenge your child’s negative comments, you throw your energy into the moments of their negativity.

This is actually one of the most damaging actions that you can take, because it almost always occurs while kids are esteeming themselves in negative ways. If repeated, negative comments consistently pull you in to engage your son or daughter, you (inadvertently) reward and promote the very comments you want to see disappear!

Please accept for now this truth. (You can test it for yourself, and see what you discover in the weeks ahead…but for now…please accept
this.) Any behavior or comment that you repeatedly give your energy and attention to…will expand and become stronger…if you keep correcting it. This, of course, includes all of those negative “low self-esteem” comments your child may be making.

Your words just will not overcome the power of where you are repeatedly investing your life energy and attention.

I cannot go into all of the reasons of why this happens. Again I would just remind you to notice what happens over time.

Stop investing in these self-defeating comments. Stop it. Stop it. Stop it.

However, when you do this, you will have to learn to…
DON'T FEED INTO YOUR CHILD’S COMPLAINTS... WHEN THEY COMPLAIN ABOUT THEMSELVES

For many of you who are worried about low self-esteem, your child is complaining…but the complaints are self-directed. In this way, they are repeating a thinking process that involves complaints about their own behavior, appearance, performance or personality.

It is extremely important to note that these complaints are not offered in a way that they are seeking to have you help solve a problem. (That would be something you could deal with!)

Instead, these negative, self-focused complaints are offered as comments without any way for you to contradict…unless you offer a contrary opinion (e.g., "No, that's not true. You can so do that.").
Your job is now clear. What you must do is learn to ignore these repeated negative comments and complaints.

This means you walk away. You turn away from these. You no longer correct these. You are no longer interested in these comments…because if you keep being interested…your children will remain interested.

Can you get this?

If they keep hooking you…they will keep hooking your child. When you can walk away from this old story, your child will learn to walk away.

Before you do this however, it is extremely helpful to---
“Sweetheart, I have made a mistake in the past.”

Let your kids know that you have tried to build up their self-esteem and that this has not worked. Tell them that you realize that they are OK and that you know this. Now it is time for them to learn it and that they have to learn it on their own. You have tried to help them, but it hasn’t worked! You have tried very hard! But it doesn't work and now you realize this…and you won't do it again.

Also let them know they are free to complain all they want. In fact, invite them to complain! It is just that you are not going to engage them in any way during these complaints.

Tell them, “I know these complaints you make against yourself are lies…and I'm not giving any more attention to the lies you make up about yourself. I suggest you do the same.”
From that point forward, please walk away from any of these negative, self-focused comments. Don’t make a sound. Don’t correct. Don’t sigh. Do nothing…but show disinterest.

However, you will notice that this is not the same as ignoring a legitimate question. If they have a problem that you can help with…it will sound like a question when it comes out of their mouth. It will not sound like a complaint.

Therefore, if they have a problem and they want you to help them solve it, you will certainly be glad to assist them with this. Teach them to understand the difference between complaining (which you will ignore completely), and having a problem that you can actually help them solve.

You can most effectively teach this by responding when they ask a real question, where you can direct them to an answer. On the other hand, continue to ignore their repeated complaints, or comments of helplessness.

Once you do this---
**NOTICE**

*Whenever healthy, positive behavior and comments emerge.*

Okay, so now you are walking away from the negative comments. They continue...for days...and maybe even a few weeks. You keep walking away.

But soon...on occasion...more positive behavior emerges spontaneously. When you notice these moments, simply engage your child in a low-key and lighthearted manner. Don't get overly excited or comment on how you knew they could do it or how much better they are doing.

If you haven't yet read the articles on the website, where I emphasize the critical importance of mastering what gets your energy, I suggest you begin by reading "The 1% Solution." It's a good starting point, and you will find it at www.TerrificParenting.com.

The key point to realize here is that you play a crucial role in how your child's self-esteem develops... by what type of moments you invest your energy in!
So, starting today, just engage your kids in some low-key manner WHILE they are being reasonably happy, responsible, or cooperative. Just make a very simple comment about any aspect of their world, including their current behavior. Don't do a lot of praise, or sound superficial. Don't sound like an excited parent. Just notice with a smile, thumbs up, a touch on the shoulder...WHILE...good stuff is happening.

Make it a point to do this in a subtle fashion, almost stealth-like. If you over-do it, you discount the energy you just invested.

And most importantly, don't question! Don't prod. Don't nag about how they are doing. Instead---
PATIENTLY WAIT...

For a normal conversation where you are not questioning your kids, checking on how they are doing, or encouraging them.

In other words, you are not probing. You are not trying to get information from them. You are not pushing for more.

You are just calmly, patiently waiting for the moment to emerge where you can just chat about good stuff that happened that day...without concern about how they did on their math test, whether they had a good day, or how their friends treated them.

(I know this sounds counter-intuitive, but remember, "Was it working the other way?") Treat them as if they were (because they are) really, completely okay. Let this be reflected in a more relaxed and confident position on your part, where your very demeanor conveys that you are comfortable with them...even if they are struggling.
Timing is everything here! Be patient, and wait for those moments when your child comes out of their room and is smiling. Wait for a time when they are laughing with their brother or sister. Notice when they are working on a project, and talk to them about the project, or something you have seen or read or heard about. In other words, offer comments and allow it to be a conversation, instead of a probing session or an effort to "encourage them".

Throughout all of this, communicate with a sense of confidence, not trepidation and worry. Remember, your worried voice tells them something is wrong! These steps are all essential and yet it is also important to---
LIMIT EXPOSURE TO NEGATIVE, ESTEEM ROBBING EXPERIENCES

What are those ESTEEM ROBBING experiences?

Many children with low self-esteem spend an excessive amount of time in front of a "box" (i.e., computer, TV, or video game). Their lives often, but not always, come to revolve around watching a box, playing with a box, talking to a box, or being hypnotized by the box. In this manner, they escape the discomfort they feel when interacting with the real world.

Escape never produces success.

Escape never produces joy.

Escape never builds resilience and strength.
Be comfortable, regardless of your child's age, setting limits on a child's exposure to "the box". They may not like it. They may throw a fit. They may be unhappy with you for several days. And they will get over it!

Just don't let "the box" contribute to their feelings of low self-esteem.

This is one place where you can make an immediate, and powerful difference in how your children learn to build personal strength. It's difficult, if not impossible, to build a strong sense of self when only engaged in passive activity that puts no requirement on us to stretch out of our discomfort.

Set limits. Say “NO” to excessive amounts of time in front of the box.

Then, allow them to experience life, which will include the fact that you MUST---
LET THEM FAIL!

That's right. Let them fail! Life will give them lots of opportunity to experience failure. It can't be avoided.

When do they learn how to cope with failure? Certainly not as an adult! It just doesn't work that way.

They actually need these opportunities to learn to handle, and get better, from their failures.

So when they do have minor childhood failures, let them know that they will likely feel a bit bad. And that is normal. Don't make such a big deal about it...even if they want to wallow in their disappointment. Let them have these moments from early in life. They will get over it...I promise.

Unless of course we, as parents, get in the way. How do we do this?

We do this with our good intentions most of the time. When they have a struggle, and get upset with their failures or setbacks, we try to help
them out of it. We start working harder than they are at getting out of the negative moment.

We, with our good intentions, give them lots of energy and attention. Instead of treating this disappointment as a normal moment that will simply pass, we devote huge amounts of time to trying to pull them out.

Not good. Not good at all.

Because…by doing so, we encourage them to get stuck in the bad feelings. We don’t mean to do this, but their brains get stuck there because of all the energy and attention we give to that moment.

WHEN you show them that you can move on easily, and not be overly concerned about their failure, your behavior communicates more than your words. You are, in essence, proclaiming to them, "I KNOW YOU WILL BE OKAY WITH THIS. I KNOW YOU WILL GET THROUGH THIS SWEETHEART."

Of course, I assume that you are modeling this in your own life. You show them that failure is not something to dread, but rather it is just part of playing the game of life. The only people who don't fail are the ones who never get in the game. And in this game of life, sooner or later you're going to have to get in the game!

Remember too, that the opportunity to fail brings with it the opportunity to succeed. And they will learn to succeed! On my new program, The Confident Child, I explain how important this process is to building a strong and resilient sense of self. You may want to check it out later. And finally...

Randy L. Cale, PhD
Be more concerned about their effort than the outcome of their effort!

What do I mean? I have referred to this concept in other articles, and the principle is simple.

Since the majority of kids will not be in the top 10 in their class, or be the star of the basketball team, it is important that they not be encouraged from a young age to get their esteem from the outcome of their efforts (e.g., grades, or scoring the winning goal, etc.).

Instead, what if they learn to "esteem" themselves based upon their efforts? *When they work hard, and do their best...they learn to feel their best.*

Focus upon their efforts, and reward their hard work. Make this your obsession...and they will learn to attach good feelings to working their hardest, and doing their best.

This seems un-American...almost...doesn't it?
We are a country obsessed with the star athlete, and it’s easy to be blinded by this cultural obsession.

But it’s not reasonable to think that most children should build self-esteem thoughts based upon being the best in the class or the best athlete.

Why?

Because reality says that there will only be one or two stars on each team. There will only be a few top students, and the rest will be average…to maybe above or a bit below average.

So how do these kids feel good if they we only focus on the results of their efforts…rather than the effort itself? THEY CAN’T FIND A WAY TO FEEL GOOD. IT JUST DOESN’T WORK.

Instead, we want to focus, and become acutely aware, of effort. We want to pay attention to effort. We want to applaud effort. We want to invest our energy in noticing their efforts. When watching events, we can discuss the effort that goes into that moment.

Last night, I was watching this program where Oprah was opening her school for girls in South Africa. My comment is not about Oprah. It’s about the girls she interviewed. Girls that watched their parents get killed. Little girls who held their mothers when they died of AIDS. Girls who got up at 4am to walk to school, through sections of poverty stricken neighborhoods, where they were victims of rape and constant abuse…with no protection.
It was extraordinarily moving...the amount of effort that these girls were putting into their lives. Most of us know little of the resolve demonstrated by these children, and yet...they are there as such powerful teachers for our children and us.

This is the type of moment that we can bring to our children’s attention...to make sure that they see how much we cherish the courage and strength it takes to do our absolute best. They can see how touching it is to be exposed to someone who may never be famous, but yet their commitment to their own excellence is impeccable.

So...become obsessed with effort...and trust that the results will take care of themselves.

They will produce the best grades and results possible (for them). And you DO want them to feel great about doing their best, don't you? This protects them from the inevitable struggles that occur when we attach our sense of esteeming ourselves to how well we perform.

The best insurance you can provide for your children is to teach them to esteem themselves for their hard work and effort. Therefore, they can always have control over whether or not they feel good, depending on how much effort they put into their work. They cannot always control how well they will do, or how many gifts God gave them to compete in this very driven, results oriented world. But they can control how hard they work for what they want!
Why does this work?

There is more going on in these 12 principles than appears. There are several core changes that your child will experience with these shifts in your behavior.

As with all my suggestions, I strongly encourage you to be skeptical. Try it. But don't just do it for a week or two. That will not work.

Stay with this plan for eight weeks, and then email me and tell me your results. I think you will be delighted with the changes you discover. More importantly, notice how your child's future is brightened by these shifts in your behavior.

And by the way, if you want the absolute best guidance on nurturing healthy behavior and a strong self-esteem, you will want to order the “Subscriber Only” time-limited Complete Self-Esteem Parenting package. Don't delay, because the clock is ticking. Keep reading...if you are interested.
The Complete Self-Esteem Parenting Package: You can order this package within 72 hours of downloading The Self-Esteem Handbook: 12 Secrets to Building Emotionally Strong and Resilient Children. After that, I will not honor this offer.

Here’s why I do this. Since writing this Handbook, I have received tons of great emails from parents who report that life at home has changed dramatically. And yet, some families have more challenging children…I understand this.

Recently, I received an email from a divorcing mom who was worried about her two children. She said money was tight, and yet she had several serious parenting challenges. I tried to answer her questions by email, but she wanted more and could not afford parent coaching. So, I put together a package for her that would bring together:

- A comprehensive parenting program to address many concerns
- Guidance on building her children’s self-esteem
- Gradual change processes at home that everyone could handle
- Specific tools for eliminating negative patterns
- Cost effective, but comprehensive tools

I make this offer for those of you who are highly motivated, and want to take action now. In other words, I like to reward those who show up with resolve. I will continue to offer this for a while, and you will only find the link here…and nowhere else on my website. This offer includes my Comprehensive Home Study Program (valued at $119.00), to guide you through a sequential training process over the next 6-8 weeks. Also included is one of my newest programs, entitled “The Confident Child”
(valued at $49.00). This program gives you the exact details for building and maintaining a remarkably strong sense of self-confidence. In addition, I include my Introduction to Terrific Parenting (valued at $29.95), and my “Think Positive” audio program for parents (valued at $49.00.)

This brings the total value of this package up to $246.95. But you can get all of this now, for the next 72 hours, for $99.95 OFF the retail price on my website (a savings of 40%).

You pay a total of only $147.00.

Click Here To Get Complete Package

For the less than the cost of a single hour of individual guidance with me, you get my complete 8 week Home Study Program, the comprehensive audio program, The Confident Child, my life changing “Think Positive” program and the DVD Introduction to my Terrific Parenting principles. Click on the blue link below to Order Now.

I’m ready to invest in changing things now!

Click Here to Nurture Well-Behaved Children With Unstoppable Self-esteem!
And just one closing thought…

If it were as simple as encouraging kids and telling them that they are really okay, there would be no books or newsletters or concerns by parents about self-esteem. The problem would not exist.

It exists because conventional wisdom doesn't work. You must take a counter-intuitive approach, if you want to make a positive difference! So just test it, and see what happens!

As I write this, I am aware that these steps are very difficult for many parents.

Recently, I sat with a couple that just began this process. They both acknowledged how hard they worked to build their son's self-esteem, and yet he only complained more and more. His complaints had spread from his own appearance and performance to those of his friends and family. He had become extremely negative. And while they initially sought treatment for their teen, both parents were amazed at the results after just one month of changing their approach. He has begun to come out of his room, speak more positively about his friends and seems to be more light-hearted. He is learning! AND…almost no complaints!

But this doesn't change the fact some parts of this program is hard for parents. If you find it is too hard, then keep doing it the way you are doing it. As you do so, pay attention to
whether or not it is working. If you notice things getting worse, then you have to decide whether or not it is time to change.

Again, I know that this seems counter-intuitive, but I have watched it work many, many times. The strategies here are built on the Terrific Parenting principles, which have a proven track record. But don't trust me...test the system and see what happens! As always, be patient and give this 6-8 weeks and you will likely see significant changes...if you stick with the program.

And check out other valuable articles and products at my website at [www.TerrificParenting.com](http://www.TerrificParenting.com). I am constantly adding new material. Please visit regularly, and stay in touch by reading the newsletters! You are now signed up. I look forward to touching base with you soon.

Until then, be very well.

Randy L. Cale, Ph.D.
Licensed Psychologist

PS: I want to make certain you are given the best tools available to change your home for the better, and The Complete Self-Esteem Parenting Package is the best package I can offer you at this time. I do hope you will consider investing in this program. Remember...if you buy anything from me at Terrific Parenting, your satisfaction is 100% guaranteed, or your money back. I unconditionally stand behind everything I offer.

If you really want to do everything you can to boost your child's self-esteem, and create a home with well-behaved children who learn to
listen without complaint...**you can get help now.** Click on the blue link below to be taken to our secure server where you can buy these programs, with this special offer. **Save $99.95 today! Click below.**

**Click Here For 100 Bucks Off Special Package!**