

# **The Purple Tick for Positive Thinking Campaign**

**NZ's Self Esteem Day**  
(the last Wednesday in June every year)

(Based on New Zealand's Red Tick for Healthy Heart)

# **Ebook on Self Esteem**

[www.attitudespecialist.com/self-esteem.htm](http://www.attitudespecialist.com/self-esteem.htm)

**Create positive, healthy thinking  
on your way  
to overcoming obstacles  
and achieving success in your life.**

**Janice Davies – the lady with ‘nice’ in her name ATTITUDE SPECIALIST**

Tel +64 09 424 8400 Mobile 021 514 511

P O BOX 83218 Edmonton Auckland New Zealand

Email: [Janice@attitudespecialist.co.nz](mailto:Janice@attitudespecialist.co.nz).



Webpage: [www.attitudespecialist.com/self-esteem.htm](http://www.attitudespecialist.com/self-esteem.htm)

## **Contact Information**

Published by:  
Attitude Specialist  
P O Box 83218 Edmonton  
Auckland  
New Zealand

Phone 09 424 8400 (International +64 9 424 8400)

Email: [janice@attitudespecialist.co.nz](mailto:janice@attitudespecialist.co.nz)

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# Introduction

Janice – the lady with *nice* in her name, works with motivating and inspiring peoples thinking and attitude to spring load to success. She’s an expert she says, because she had to do it for herself. She thought happiness, fulfilment and success would just happen. She didn’t realise that she had to create it. She learnt the hard way by changing her self-belief from a person with low self-esteem, to a person with high self-esteem believing that ‘the world is her oyster’.

Her greatest journey, after many stumbles along the way was discovering her real self, re-aligning her dreams and then enjoying working towards creating them

A few of her major successes are: Surviving 15 years as a single parent and raising two daughters... “the greatest learning curve out” she says “and the most rewarding!” Volunteering to work in the patrol boats for the 2000 Americas Cup. Self-publishing her first book *Sailing a Different Course*.

Her business is called Attitude Specialist and she works with corporates, groups, and individuals steering them towards success. Her presentation topics for conferences include Attitude, Stress, Work Life Balance, Communication, Personalities, Goals, Tricky people and more. Her second book *Successful Single Parenting* will be published late 2004.

She is adamant that self-esteem is the key to success and shares a little of her knowledge in this book. Her goal is to expand The Purple Tick for Healthy Thinking into an annual event promoted here in New Zealand and then overseas. Some one has to be on the Oprah Winfrey show she says, other New Zealanders have done it, so ‘why can’t I.’ It’s all about Humanity!



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# The Purple Tick for Positive Thinking Campaign

AN ARTICLE

## A SELF-ESTEEM DAY FOR NEW ZEALAND

Do New Zealanders lack self-esteem? Are our suicide rates too high? Are social problems consequences of bad attitudes? Attitude specialist Janice Davies thinks so and is organising an annual national self-esteem day to address the problem.

Everyone knows the red tick for a healthy heart, she says, and would like to see the purple tick for healthy thinking on newspaper articles, television advertisements, television items, and spread on other items throughout the community.

‘I think it’s going to be the worlds first self-esteem day,’ says Janice who styles herself as ‘The lady with “nice” in her name’ and runs a small company, training personnel and helping other companies find commercial success. She’s also a professional speaker, a member of the National Speakers Association of NZ.

The National Self-Esteem day is a ‘feel good’ day, she says, whose purpose is to unite New Zealanders by getting them to think about who they are and help them feel better about themselves. She lays out the programme for the day under three headings,

*Ideas to boost your own self-esteem*  
*Ideas to boost another person’s self-esteem*  
*Activities for work, home or school to have fun and achieve in NZ*

‘It’s an idea whose time has come’ she enthuses. ‘A day for people to boost their own self-esteem, and spread it to others.

‘A low self-esteem affects a broad spectrum of society, from professional people to beneficiaries. It can have a short term effect on a person when a crisis occurs in their life, or a long term affect on people where they are affected throughout their lives. Low self-esteem affects a person’s self-responsibility, dependency and achievements in life.

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‘Prevention is better than cure’, says Janice, emphasising that it’s a minority group who have never been affected by low self-esteem at some time.

‘It’s learning to believe in oneself and understanding that life is a personal journey to success. However, many people get hampered along the way by their own and others thoughts in some form of put-downs. Then they physically and mentally withdraw and don’t contribute to society.

‘We want people to have a positive attitude and be a success for themselves and others.’ Nelson Mandela says, “Your playing small does not serve the world.”

Self-esteem day will be non-profit, organised by New Zealanders for New Zealanders and will become an annual even, in July each year. Sponsorship, ideas and assistance is welcome.

### **The Six Vital Ingredients of Self-Esteem**

Self-Esteem is a composite of six vital ingredients that can empower or detract from the vitality of our lives:

The six are:

- 1 **PHYSICAL SAFETY**  
Freedom from physical harm.
- 2 **EMOTIONAL SECURITY**  
The absence of intimidations and fears.
- 3 **IDENTITY**  
The “Who am I?” question.
- 4 **AFFILIATION**  
A sense of belonging
- 5 **COMPETENCE**  
A Sense of feeling capable.
- 6 **MISSION**  
The feeling that one’s life has meaning and direction.

BETTIE B YOUNGS  
The 6 Vital ingredients of self esteem  
How to develop them in your students  
Printed courtesy of Gordon Dryden – The Learning Revolution  
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**Self**

**Emotion**

**Love**

**Fulfilment**

**Enthusiasm**

**Safety**

**Thinking**

**Energy**

**Expertise**

**Magic**

### Self

It's important for you to look after and love yourself. It is YOUR life and you have the choice about what you want to achieve. It's important to discover and learn about yourself. As a child you are influenced by your parents, however once you become an independent person, working, supporting and living by yourself you have the opportunity to learn more about you. You are with yourself from the moment you're born to when you leave the planet, you owe it to yourself to begin your path of self-discovery and be important to yourself.

### Emotions

Your emotions are your feelings. Angry, sad, happy, scared or excited. Often we don't understand them and not taught how to express them and so confusion develops. It's okay to be angry, but it's how you express it that's important. Punching a punch bag or pillow is great. It's okay for both males and females to cry when you're sad. Happy and excited are great feelings, it's you being joyous and enjoying life. It's important you learn to understand your feelings and express them in a positive manner.

### Love

The most important person to love is you. However, often it's the last person you chose to love. We were born to give love not seek it. However, many people search for love in another person and when they can't find it, wonder why it's elusive. If you can't love yourself, it's more difficult to love other people. There are many different kinds of love, including parents, children, family, friends and partners. Sharing and experiencing love and friendship gives you a sense of belonging in a family group, a group of work friends, a community group or a sports group. It's important to feel wanted and needed, but we must learn to give to ourselves first.

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### **Fulfilment**

Many people have dreams and think they're just going to happen. Winning Lotto is a common dream and many people try each week to create their dreams that way. However, feeling fulfilled, needs to be more realistic. When you're involved in activities, which you enjoy, your feeling of fulfilment in life escalates. The more you include in your life the better you feel. It could be coaching the local netball team to starring in the All Blacks, to passing your exams or drives licence. Fulfilment gives you a feeling of being a winner!

## **ESTEEM**

### **Enthusiasm**

When you're achieving goals, enjoying life, working on a project or towards something you've dreamed about, you feel enthusiastic. It's a hard emotion to describe. It's mostly seen in young children when they're learning to walk, talk, swim, paint or involved in something new. Unfortunately as children grow older and become teenagers and adults, their enthusiasm about life disappears. They may have been put down because of their enthusiasm or excitement about something. If you're missing this 'sparkle' in your life, search for activities that you enjoy and your enthusiasm will return.

### **Safety**

Personal safety is important to everyone. It's an aspect of life that makes you feel secure, confident and enthusiastic about life. It's applies in your home, school, your work and public areas. Situations where this doesn't happen are particularly difficult for children. As an adult you make the choices about your life. You are in control of yourself and it's important for you to feel safe in life, and if not take action.

### **Thinking**

Every second you have a choice whether your thinking is negative or positive. If it's negative, you'll find it difficult to feel good about yourself and achieve what you want in life. You have control over your thoughts, even though at times there's a 'voice in your head' that appears to think whatever it wants. When you think a negative thought you need to think NO I don't want to think that and reverse your thought to say YES I am a winner. Learning to control your thoughts is important on your road to success.

### **Energy**

Every thing you eat affects your energy levels. For you to be successful your energy needs to be high. You need to be eating food that sustains your body. The food must give you a slow release of energy rather than a quick fix like chocolate. Your body also needs regular

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exercise. Walking 30 minutes day or 3 or 4 times a week is a good start. Swimming, rowing, dancing or any sport where you move your body is good for you. Being a couch potato and lying watching television does nothing for your body, energy levels or self-esteem. It just makes you feel tired and sleepy which is non productive for you.

### Expertise

Learning a new skill is invigorating. It makes you feel good. The more you learn and the wider range of skills, the better you feel about yourself. You can be a good cook, mechanic, parent, computer technician, musician or anything. It doesn't matter as long as you're enthusiastic about it and it gives you a sense of fulfilment. It may be your passion or just something you're interested in. Being capable in different areas of life is great for you but you also need to acknowledge and congratulate yourself for your expertise as well.

### Magic

The most wonderful thing about you is that there's no one else on the planet exactly like you. You are unique! You have a right as a human being to be you. Your thoughts and feelings belong to you and you can express them by using words like "I think" or "I feel". No one can say they are right or wrong because they are your thoughts and feelings. However, often when low self-esteem is experienced, people allow themselves to be led by others. They become submissive and do what other people want them to, not what they want. Using the word "no" gives you back the power in your life. Living your life as you want is empowering stimulating and exciting. That gives you the 'magic' you want in your life.

## 5 Activities to Boost your OWN Self-Esteem

- 1 Pamper yourself – buy yourself a morning tea on Fridays.
- 2 Write 5 things you do well and congratulate yourself.
- 3 Meditate or visualise - get in touch with nature, enjoy a beach or bush walk
- 4 Write 5 goals and 5 action steps. E.g. tidy desk – clean top drawer
- 5 Express your feelings say 'I' think or feel statements & say 'No' to something you don't want to do and 'YES' to you.

## 5 Activities to Boost ANOTHER PERSON'S Self-Esteem

- 1 Spend time with the people you love – tell them they're important to you
- 2 Do things to surprise people at work – send flowers, an e-card, a letter
- 3 Say thank you to someone who's helped you and help others back in return
- 4 Plan an activity for others or outing to help someone relax and de-stress
- 5 In a group circulate a piece of paper with a person's name on it, everyone write a positive statement about the person and give it back to the person.



## 5 Activities/Goals to Enjoy & Achieve for New Zealand

- 1 Donate or give away something to charity, community group or friends
- 2 Source positive quotes and stories that motivate you and share with others
- 3 Achieve a goal you've wanted to complete or start achieving a new one
- 4 Organise something fun at work – morning tea, best photos, display this notice.
- 5 Do something to help make NZ a better place to live, smile, say hello, help someone, or pick up a piece of rubbish

## 5 Activities to Boost Children's Self-Esteem

1. Praise them for positive thinking, decisions and behaviour.
2. Make your home a learning centre where there are resources and reasons to read, write and develop a lifelong love of learning.
3. Hug your child when she is most unlovable the most prickly and negative.
4. Allow your child to prepare a meal for you.
5. Have photos of them in your purse or wallet, or on your desk and tell them you occasionally look at it and think nice thoughts about them.

## 5 Activities to Boost Teenagers Self-Esteem

1. Listen to their opinions and value their differences.
2. Engage in adult to adult conversation.
3. Have faith in their ability to complete tasks, even though it may involve a learning curve for them.
4. Show them affection without making them feel sub-conscious.
5. Let your teenager know their presence makes a difference, that you value their input on matters of importance by putting into practice one of their creative ideas to solve a problem.

## 5 Activities to Boost Parents & Grand-Parents Self-Esteem

1. Remind them of something you enjoyed doing together when you were younger
2. Tell them you appreciate them attending any events you were in when you were young.
3. Visit them, phone them, email or send them letters to keep communicating with them.
4. Keep them updated with new photos.
5. Tell them you love them.



# I LOVE MYSELF

I love myself – the way I am  
There's nothing I have to change  
I'll always be – the perfect me  
There's nothing to re-arrange  
I'm beautiful and capable of being the best me I can  
And I love myself – just the way I am

I love you just – the way you are  
There's nothing you have to do  
When I feel the love- inside myself  
It's so easy to love you  
Behind your tears, your raging fears I see your shining star  
And I love you – just the way you are

I love the world – the way it is  
Cos I can clearly see  
That all the things – I judge are done  
By people just like me  
So till the birth of peace on earth  
That only love can bring  
I'll help it grow by loving everything

I love myself – the way I am  
And still I want to grow  
The change outside – can only come – when deep inside I know  
I'm beautiful – and capable – of being the best me I can  
And I love myself – just the way I am

*Inspired by Louise Hay*



# Conclusion

## *Action Steps to do now:*

- 1 Maintaining healthy and positive thinking is a daily event. Sometimes it's a minute and hourly event when challenges are occurring in your life. Change your thinking from negative to positive. Carry quotes with you. Get books from libraries or bookshops with quotes. Register online for my regular weekly motivational quote on [www.attitudespecialist.com](http://www.attitudespecialist.com)
- 2 Rid negativity from your life. Turn off the TV when it's negative and refrain from discussing negativity. Some people love it and thrive on it. Change your view. Invest in my book *Say Yes to a Positive Attitude*.
- 3 Use affirmations to reinforce the great things you feel about yourself. Search the library or bookshops for books and ideas using affirmations. Invest in the book *Beating the Monday Blues on my website*. It has 100 affirmations in 5 areas of life.
- 4 Setting a goal and take action steps towards achieving it. You feel better and it gives you the 'buzz' in life you're looking for. Invest in my book *How to get what you want in life and achieve success*.
- 5 Keep positive by investing in my book *200 PowerTips to keep your Attitude Positive*.
- 6 Get a coach, or join a group of people who want to achieve goals and be successful. Register for online for my free coaching e-course.
- 7 Discover your dreams and work towards achieving them. Invest in my online coaching course and take action to be come your best!
- 8 Learn to believe in yourself and invest in my book *Be a Winner by boosting your esteem*. Its has additional information to this book
- 9 Invest in my ebooks in my Attitude & Esteem Training Programme. Available from resources page on [www.attitudespecialist.com](http://www.attitudespecialist.com).