

HOW TO FEEL *REALLY* AWFUL

Lots of people feel awful, but most of us are not well-organized in our approach. We offer an easy-to-follow 16-point plan to develop your full potential. Proficiency will come with practice; and we guarantee that after only 21 days on our plan, “feeling awful” will come naturally. So get started today! Don’t settle for ‘somewhat grumpy’ – go for the gusto of feel *really* awful!

ALWAYS “SHOULD” ON YOURSELF: Never miss a chance to lay a “should” or “shouldn’t” on yourself. Specific “shoulds” can be tailored to all aspects of your character, appearance, thoughts, feelings, actions, and ideas.

Double bonus: Using this technique will make you appear to be conscientious, while at the same time reminding you that you are not quite OK just as you are. It is a very subtle and effective way to ensure continuing low self-esteem, which is probably the number one misery maker.

DO EVERYTHING PERFECTLY OR NOT AT ALL: “Anything worth doing is worth doing well.” “If you can’t do something well, don’t do it at all.” “Strive for perfection.” “Make no mistakes” – come on, you know the drill! Just keep these teachings from childhood in mind and never question them. Can’t do it perfectly – just don’t do it!

Bonus time saver: When everything we can’t do perfectly is eliminated, we are left with very little to do *and* the bonus byproduct of unfulfilling boredom!

CONSTANTLY CRITICIZE YOURSELF: In order to force yourself to improve, constantly criticize yourself. Assume that you are inadequate and will always be that way unless you constantly nag at yourself. Keep your standards high!

CONSTANTLY CRITICIZE OTHERS: To save others from your fate, have high standards for others, too. Be consistent in your criticism. Nag others so they, too, will improve. This will make the world better, you have to do it!

Yes – it *is* for their own good.

KNOW THAT OTHERS CAUSE YOUR FEELINGS: If others hadn’t done what they did, you wouldn’t feel as you do. That proves it! **THEY** are responsible for your feelings. Blame them, resent, them. Assume that they **KENW** that their action would hurt you, therefore they intended to hurt you. This makes them terrible people and justifies your anger. Teach them a lesson. Straighten them out. Improve society.

Advanced principle: Once you have mastered this technique you can advance to actually getting others to feel **GUILTY** for causing your hurt and anger)

APOLOGIZE, APOLOGIZE: If someone gets upset, or things don't go well, ASSUME that you are to blame. You either said the wrong thing, did, the wrong thing – or something! At the very least, there is a flaw in your character. Feel ashamed for causing all the trouble. Make sure everyone knows it was your fault by apologizing.

Update: Watch for our “Apologizing with Power” training seminar in your area!

PLAY “IF ONLY”: When anything bad happens, find something which you might have done that would have changed the scenario, “if only” you have done it. Remind yourself and others that you didn't do it, and take full responsibility. This is a good place to practice those very basic, but important, blaming techniques.

Advanced principle: Higher certification in this area is needed to move to the next level. At level 2 you will actually learn to effectively play “IF ONLY” on positive events and outcomes.

RESPONSIBILITY ADDICTION: Responsibility, the more the better. It is good to be responsible, so be responsible for yourself and for those you care about. Be responsible for their actions, character, appearance, manners, debts, homework, laundry, etc. Steal all responsibility from them – for their own good. Make them realize they are not capable of being responsible, or at least as responsible as you!

Bonus Reaction Technique: If they don't appreciate all you have done, feel resentment, used, abused, over-worked, and stressed.

PUBLIC AND PRIVATE MISTAKES: If you ever make a private mistake call yourself “stupid” and mean it. To enhance this technique, practice using the complimentary feelings of worry and guilt while calling yourself “stupid.”

If mistakes are pointed out to you by others, always take it as an attack upon you *personally*. Be offended and move immediately into a defensive mode. Also, be angry you weren't told sooner, and look around for mistakes made by others. It is always good to try to make whoever pointed out the mistake, sorry they every brought it up.

HAVE A PEOPLE PLEASING PERSONALITY: Always try to please others. Be polite at all times, no matter what. Put yourself last, or people won't like you. Always remember that others are more important than you are. Be modest or silent about your good qualities; claim that you don't have any. See how many ways you can put yourself down – “Feel the low!”

Higher Order Bonus: Realize that life is all connected, and that there is really no need for you to mention your good qualities. Others will “just know” about them, and give you credit if you ever deserve it. Of course you never will.

GOAL SETTING: Make your goals dependent on someone else' judgment. Do not, under any circumstances, set and assess your own goals. Goals must pass muster, and if they don't meet the full expectations of others – you have failed. Hint – use this opportunity to trigger feelings of

inadequacy banked in other situations for an even more dynamic feeling of true, debilitating failure. Feel remorseful and ashamed for letting everyone down.

MULTIPLE BY FOREVER: When things are bad, believe that they will ALWAYS be that way, and that they will NEVER change. Feel hopeless, helpless and depressed. Use these feelings to do anything you want, because it is all so useless. Use this feeling the get out of doing anything you want, too!

Hint: During this technique, terms like EVERYBODY and NOBODY have also proved to be effective multipliers.

MOTIVATION: Motivate yourself with scary stories about the awful things that might happen if you don't do what you should. Frighten yourself into getting on the ball. Create high levels of stress, fear, and tension and resentment. Worry a lot. Complain about how stressful life is for you. Perfect your "Yes but" responses to any suggestions of motivation from others.

Note: Many people have asked us about including "motivation" on our list; they suggest it might denote something positive. Be assured, once you master this technique, the stress, resentment, and worry levels you generate will easily drown out any possible "feeling motivated" outcome.

INTERPRETATION: Whatever happens, whatever is said – interpret it to mean that you are incompetent, inadequate, stupid, or unlovable. Be creative – after all, it's all about you!

Body Bonus: Use effective body language to drive home your points. Stoop, breath in a shallow manner, etc. And let's not forget the power of voice – we suggest beginners start out with Whining 101.

RESENTMENT/FORGIVENESS: If people "hurt" you -- be angry, bury the anger, resent them, and never forgive them. Keep reminders on file. Review all your hurts on a regular basis, update and enhance as needed. Give these hurts the power to upset you. Re-live past grievance. Ask others to join in reenactments. Let all this "eat" at you; and above all, never be caught without something to feel angry about.

ALWAYS SAY "I CAN'T" This simple phrase is your multi-purpose mantra! It is socially accepted, and creates immediate disability. The results are immediate! You will be powerless, with no control over you life. It will not be your fault, and you can easily bridge over into a variety of other techniques – anger, depression, shoulds, etc. (see below)

Multi-leveling Misery: For example – Be angry about being helpless, bury the anger and don't express it. Now – move right into resentment and presto -- depression will follow naturally! Such symmetry!