

FREE INTRODUCTORY CHAPTER



The
Self-love
PROJECT

Guidebook

by Eloise King

Meet *The Self-Love Project* author

Eloise King is the author and facilitator of *The Self-Love Project*, a highly esteemed six-week online program supporting individuals, from all walks of life, to demystify and live Self-Love every day with a simple, research-based practical framework.

As the founder of The Souluversity since 2010, Eloise has worked with Deepak Chopra, Wayne Dyer, Anita Moorjani, Dr Joe Dispenza, Neale Donald Walsch, Marianne Williamson, David Avocado Wolfe and many other world-class thinkers.



Eloise King

Eloise majored in psychology at The University of Sydney, has written for *body+soul*, *Well Being Magazine*, *The Daily Telegraph* and *The Sunday Telegraph*, and is currently studying to complete further post-graduate qualifications in counselling and psychotherapy.

After healing herself from her own debilitating first-world burnout in 2015, Eloise became motivated to produce a reliable, inspired and proven framework to help combat modern day stresses and achieve healthy levels of physical, mental and emotional wellness. *The Self-Love Project* is now a six-week online program facilitated live each week.

Eloise believes Self-Love is ultimately an altruistic pursuit. "When a person understands and commits to the art of Self-Love, the positive effects are felt by the practitioner of course, but soon ripple out to impact all significant others in their world as well," she says. *The Self-Love Project* is proudly presented by The Souluversity, an online organisation supporting people to live happier, authentic and more meaningful lives. Online programs start regularly throughout the year.

**This book is dedicated to
brave souls everywhere who know
that the time to choose love
is now.**



Oli Oulsnam Architect, Sydney

I'd recommend *The Self-Love Project* online program to anybody, no matter how confident, smart, funny, charming, or physically fit they may be. I'd recommend it to my dad, my sister, my girlfriend, my best friend (my worst friend), and my boss. If everybody I knew did this course, my world would be an even more amazing place.

Entering into this program I believed I had most things figured out and appreciated myself and things around me. If I'm honest, at first it seemed like *The Self-Love Project* wasn't for me. I now know it is for me. Halfway through this course something inside me changed; I began to see certain things in a different light.

The Self-Love Project has given me the following:

- I used to hate the idea of walking home from work. Now I love it; I savour the fact I'm able to, and notice how beautiful things I used to take for granted are.
- I'm thankful for who I am, the opportunities I'm given and those in my life who love me for me.
- I practice new experiences daily, from walking a different path on the way to work, to getting coffee at a different cafe, to striking a conversation with a stranger. They all give me a sense of enjoyment and the opportunity to gain something new.
- Every day, I'm finding myself to be more empathetic, particularly at work. My patience and understanding for people and their uniqueness has allowed me to appreciate them and give empathy when needed.
- During the weekly group calls, I felt part of a group of people that, like myself, are on a journey to better appreciate or understand things in their lives. I felt connected, included, that my input into the group

This Guidebook is a good solid read, but results only come with application. Sign up for the Six-Week Online Program so we can do our job to ensure you make Self-Love a habit for real life change. Share your journey and get results, just like the participants you'll meet in these pages.

was valued. I felt love through acceptance of not being perfect.

I'm recommending *The Self-Love Project* to anybody seeking a better understanding of themselves, and others. Seriously, do the program. Just do it.



Heather Bray Psychologist, Manly

I recommend *The Self-Love Project* to everyone, including all my clients. I love how the guidebook is so accessible. In the readings there was a good portion of excellent content, and then references to things such as video or another article made it interactive, easy and very attainable for adult learning styles.

The whole idea of self-talk and how we manage our thinking is an enormously valuable tool for all human beings. As a psychologist, I think there are so many ways to complicate those processes, but the way *The Self-Love Project* put those concepts together makes it really clear, really simple, and really attainable.



Neil Harrison HR Director, Sydney

The Self-Love Project pulls together the fundamental elements of wellbeing in a clear and engaging way. It provides insights and techniques with which we should all be equipped. There's no "rah-rah"!

It's centered around practices you can bring to life every day. Regardless of where you're at, it provides a really positive foundation for personal growth.



CHECK ONLINE:

JOIN PROGRAM HERE

<http://theselfloveproject.com>



Wendy Colaco
Corporate Executive, Bondi

I really liked the book because I found it really fresh. I felt it was very clear, it had very clear guidelines as to what needed to be done, but also what to be flexible on. A key benefit for me was that it's transportable.

I can take *The Self-Love Project* into any work environment, any personal environment, I can take it when I travel and it's something I can give myself every day. I think it should be mandatory for not only every workplace but also every human being.



Tracie Julian
Naturopath and mum, Melbourne

After reading *The Self-Love Project Guidebook* and completing the Six-Week Online Program I've found that I feel more balanced, settled and feel an improved kindness and compassion for myself and others.

The most powerful learning I found from *The SLP*, is the concept of self-kindness and acceptance. The guidebook is well set out, easy to read and has assisted me in setting new daily habits that have helped give me more direction, value and empowerment for myself. The online sessions and community really brought it all to life.

I would recommend this course to anyone looking to find a greater meaning to life, more connection to self and others, and anyone who finds that they need to find the "off" switch to their negative bias to promote more self-love and compassion.

This Guidebook is a good solid read, but results only come with application. Sign up for the Six-Week Online Program so we can do our job to ensure you make Self-Love a habit for real life change. Share your journey and get results, just like the participants you'll meet in these pages.



Olivia De Vere Model & Presenter, Chile

Completing *The Self-Love Project* online program has given me a sense of stability, security and groundedness that I have never known before now. It's very hard to explain in words what this course has to offer, because it literally changes you from the inside out in the most subtle yet powerful ways.

The guidebook is impeccable. It's inviting. It's full of complex information that's easy to work through with the *Workbook* activities and I felt inspired to work through them. It covers everything from diet, mindfulness, movement and meditation so you can reprogram your mind for a different experience of yourself in the world.

As you log in for the weekly meet-ups, you can literally feel the change taking place in yourself between each session as you witness the change taking place in the people who are doing the program with you, too.

I can't recommend this program enough, no matter who you are. It works and my gratitude is eternal.



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Introduction

Welcome



Welcome to *The Self-Love Project*

The science is in, the know-how is out and our six weeks together will go a long way to creating strong pathways for you to be able to embody Self-Love.

The Self-Love Project is not a quick-fix program. It's an opportunity to meet yourself with a whole new energy and intention, the foundation of which is Self-Love. Some refer to this as the Holy Grail.

Think about it for a moment: the only constant in your life, as you move between work, home, hobbies, friends, family and life, is you. YOU go everywhere, with you. This is why cultivating a genuine practice of love, kindness and acceptance of who you truly are is the only strategy for improving the way you feel across literally every area of your life.

To support you on your journey towards Self-Love, we ask you to become the Chief Scientist in your own life, adopt a framework of four positive lifestyle habits, and pay attention to how they impact your experience of being in the world.

A healthy Self-Love practice may sound indulgent, but when cultivated properly it fuels a healthy amount of self-discipline, increases understanding and inner-peace, is a binder for more genuine and warmer relationships, builds greater confidence in your personal abilities and allows you to be a more productive force for good in your community.

The most important thing you'll need to know while participating in *The Self-Love Project* is that Self-Love in this context is a verb. It's a doing word, a long-term gentle and active practice (often just cognitive) that requires you to be more mindful as you navigate your daily choices and life experiences.

Self-Love requires an inner-commitment, a regular re-commitment, and constant mindful adjustments as you begin to replace old thinking patterns, behavioural habits and automatic (mindless) ways of being.

There is a good chance you'll trip up along the way. Not because you're weak, but because you're human; that's how we roll. It's in your conditioning and neural wiring. The same goes for Oprah, John Lennon, Arianna Huffington, Gandhi, Maya Angelou, Brene Brown, Nelson Mandela, Mother Teresa and all of the other boys and girls next door because they're human, too.

So it's important to learn to love your life process, and make Self-Love an experiential journey for which to be present, not simply a destination.

The Self-Love Project has been designed to support you in the untangling of old wiring for self-judgment, unworthiness and even self-loathing for some.

It provides a science-based framework for increasing your Self-Love Quotient that focuses on four key pillars:

Mindfulness. Happiness. Movement. Food.

Together, we'll spend the next six weeks applying simple, practical, scientifically-tested strategies that work to cultivate a more loving relationship between you and yourself (the only constant) for an improved quality of life. All of it.

The Self-Love Project offers: the opportunity to learn; daily inspirations; an accountability framework; and community, all of which are important factors in staying engaged and committed to your Self-Love practice.

We will provide the A-class program, but you'll need to bring your A-game, too. Thinking and doing differently for more love in every moment will require you to show up for you. Every. Day.

The Self-Love Project and *The SLP* community will be with you every step of the way, but the commitment must lie within you to meet us halfway.

Are you ready for some Self-Lovin'?

Let's begin.

The Self-Love Project Team

Be the scientist



The Self-Love Project invites you to become the Chief Scientist in your own life, for at least six weeks.

In its most basic definition, a scientist is a person with a hypothesis (if I do A, B will happen), who engages in systematic activity to observe and record what happens as data. That data is then analysed to form knowledge, which is then used to design future strategies for optimal results.

The Chief Scientist of Australia, for example, provides advice to the Prime Minister on matters relating to science, technology and national innovations. This then informs future strategies for the betterment of the country.

As the Chief Scientist in your life, you'll collect data about your daily activity, turn it into knowledge about yourself, and so be able to advise yourself intelligently about best strategy to experience more love and live your best life.

You will need to embrace the following:

Your hypothesis: If I create good habits in mindfulness, happiness, movement and food, my Self-Love Quotient will grow.

Systematic activity: Practice mindfulness, activate happiness, move daily and eat your food mindfully.

Data collection: Spend two minutes every night logging your daily activity in your membership portal. We'll send you an 8pm reminder email every night inviting you to log your activity online. We recommend doing this as you hop into bed. If it's the last thing you do each day, there's a good chance it will become a habit and you'll remember to do it, without fail.

Knowledge: Analyse your data to understand the impact your Self-Love habits are having on your daily life and relationships.

Strategy: Use your knowledge to revise best strategy for continuing to improve your Self-Love Quotient. Keep going with what works, and ditch what doesn't.

Non-judgmental objectivity

The central tenet of scientific inquiry is that it's objective in nature. *The Stanford Encyclopedia of Philosophy* states: "Scientific objectivity... expresses the idea that the claims, methods and results of science are not, or should not be influenced by particular perspectives, value commitments, community bias or personal interests."

In other words, we need to put our emotional and personal bias aside for the next six weeks as we cultivate new habits, record data and gather results.

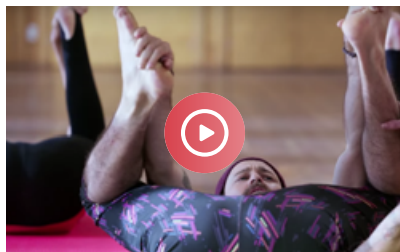
In defining the word non-judgmental, *The Cambridge English Dictionary* states: "If a person or thing is non-judgmental, they do not judge or criticise."

Applying this to yourself is perhaps one of the most important qualities to cultivate during your six-week experiment. Your mindfulness activities will help you with this, too.

If you want lasting change in your Self-Love Quotient, it's important that you can look at yourself honestly and be OK with the good, the bad and the ugly. You don't have to like what you see, and it's OK to want to change parts of yourself, but learning to embrace ALL of you compassionately and without judgment is one of the most Self-Loving acts on earth.

We humans are highly reactive creatures, triggered by words, sounds, smells, body language and more. We're also capable of huge amounts of denial, positive and negative bias, and ridiculously harsh levels of self-appraisal at times.

For a classic case of denial, check out Dom from Bondi Hipsters as he deals with an embarrassing, and somewhat vulnerable, moment on the mat.



WATCH NOW

Yoga Farts

Bondi Hipster

Duration: 2:1

To watch this video click [here](#), or log into your Members Area and view in online version of this guidebook.

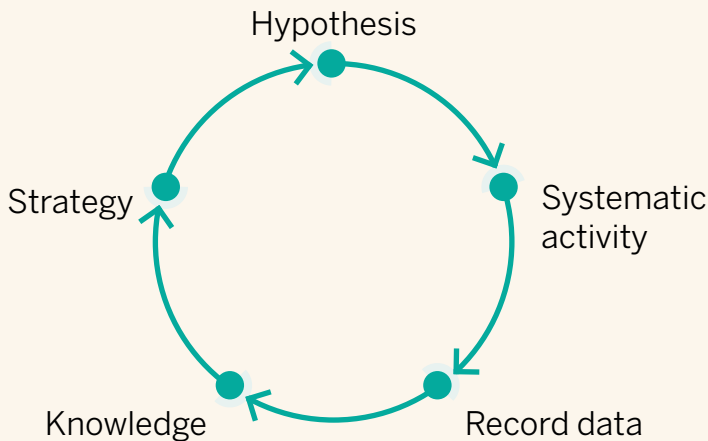
“It was compressed air under my shoulder blades,” Dom says. We chuckle.

Despite his denial, the truth is point-blank obvious to everyone around him. Dom farted! No doubt about it. It’s usually the case in real life, too. So if you suspect you may have been hiding from some important home truths, try talking it through with people who know you best.

The other perhaps even more important thing to understand, is that if you’re unable to acknowledge your faults, to be real about your weaknesses and accept your failings, you’ll end up reaching for sugar, sex, drugs, alcohol, social media, or other quick fixes to take you out of your body. You split off from you, deny parts of you exist, and run from yourself. But here’s an important home truth. You can never, ever, run far or fast enough to escape from the truth of who you are.

Sometimes your experiences and results are good, sometimes they’re bad. It’s the same for every single one of us. Weaknesses and negative results don’t make you a bad person. They do, however, give you information that can be used as Chief Scientist.

If you’re not happy with your current reality, don’t beat yourself up. Simply adopt a new strategy for life, do your best to act on it, pay attention to your results, and if you’re still not getting what you want, recommit or start over.



"Insanity is doing the same thing over and over and expecting a different result."

– Albert Einstein

Austin's Butterfly: Building excellence in students' work

The *Self-Love Project* team is interested in your results. We want you to be excellent students of Self-Love, so that your transformation during our six weeks together will be tangible. For this to happen, it's critical that you learn how to be a great student of your own experience.

The story of Austin's Butterfly will help you define the type of relationship and feedback loop you want to develop within you for your *Self-Love Project*. It will be especially powerful for those who have an inner critic who's mean.

You'll need to watch this video all the way through. Once you've watched it from beginning to end, head to your *SLP Workbook* to complete the Austin's Butterfly activity.

Feel into the energy of Austin, the kids as they provide feedback, and the teacher guiding them. All these characters are within you.



WATCH NOW

Austin's Butterfly: Building Excellence in Students' Work

Ron Berger, Expeditionary Learning

Duration: 6:18

To watch this video click [here](#), or log into your Members Area and view in online version of this guidebook.

Workbook

Activity Intro A Go to your *Self-Love Workbook* and complete the *Austin's Butterfly* activity.

Your brain and change



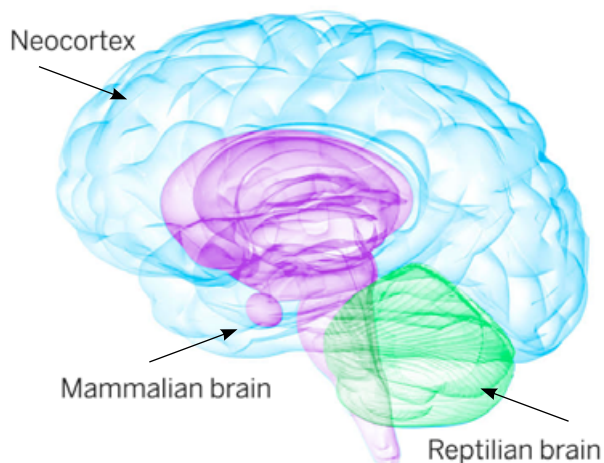
Now that you've looked at what it means to be a good Chief Scientist and a great student of your own experience, we're going to take a quick look at what's happening inside your brain as you make change and cultivate new habits.

Neuroscience is an exciting field of study that focuses on anything to do with the brain and the nervous system. Understanding the basic anatomy of your brain and how it works can be powerful.

Instead of setting your brain on autopilot to run your life for you (which is so last year), learn how to take control of your system. Be the driver of your vehicle; become the operator of your anatomy; direct your *My Life* movie with presence, passion and purpose.

So, what's happening in your brain as you begin to consciously make change?

In terms of the structure and function of your brain, neuroscientists often divide the brain into three main parts. All three parts exist inside your head right now, yet the different parts have evolved over time to meet our new and developing needs as evolving human beings. They all have a different function or role to play for us.



1. The reptilian brain

This part of the brain is also known as the cerebellum. It's the seat of the subconscious.

This part regulates your body systems without you having to think. It's responsible for the fight, flight or freeze response; it's reactive.

The reptilian part of your brain is the most primitive in its function, and has the same level of sophistication as a snake, a crocodile or any other reptile. Its language is visual imagery (as it's not sophisticated enough for words).

As Dr Joe Dispenza says in his TEDx Tacoma Talk (which you can watch ahead) it is the seat of the subconscious mind and the place where majority of our automatic and habitual behavioural programming resides.

2. The mammalian brain

This part is also known as the limbic brain. The emotional brain.

The mammalian part of your brain is responsible for the release of chemicals that you experience as emotion. These emotions are critical in our ability to bond with others and strengthen relationships.

They're also required for memories to form, in that they heighten your awareness of experiences so that they stand out, become more intense and therefore, more memorable. The mammalian brain is typical in cats and dogs.

3. The neocortex

This part is your muscle for mindfulness. It's the thinking brain.

Your brain's most sophisticated part is called the neocortex. It's the seat of your conscious mind and where conscious decision making takes place. It is critical for any practise of mindfulness.

The cortex developed when we became mammals, but the front part developed when we became upstanding primates. It's called the prefrontal cortex (or the frontal lobe) and it's most developed in human beings.

The prefrontal cortex gives you the ability to pause before you react to emotional triggers in your environment – traffic jams, rudeness, etc. It is the most highly functioning part of your brain, often referred to as the CEO, as it regulates the other two brains, helping them both to calm down.

In *The Self-Love Project*, you'll be using your frontal lobe a lot as you work to pause mindfully, think about the way you talk to yourself, make more loving choices than you're used to, and cultivate new daily habits for mindfulness, happiness, movement and food.

To get a physical sense of where this part of your brain is, place your hand over your forehead now (palm facing in). Go on. Do it now. The frontal lobe is the part of your brain that sits directly behind it. Take a minute to really feel it. Connect with it. Get to know it. Make it your friend and heck, send it some love. It's going to serve you brilliantly over the course of your *Self-Love Project*.

The three brains working together

When new information is gathered and processed in the neocortex, you develop new neural synaptic connections. This is called learning. Remembering is what happens when you maintain and sustain those connections through repetition of thought, which leads to action. With enough repetition, the neural pathways deepen so that you no longer

have to think very hard about the activity that was initially very challenging. It moves into the automatic zone and becomes part of your being.

A great example of this is learning to drive a car. In the early days, you have to concentrate on all the individual car components and tasks required to move it around safely – accelerator, brake, blinkers, gearstick, steering, blind spots, etc. Over time, however, with enough repetition, you're able to drive great distances without having to think about it much at all. The act of driving becomes habitual; it's automatic.

If we apply this to learning to prepare new healthy meals, you'll use the neocortex to process information about the new ingredients required, which triggers fresh synaptic connections and neural pathways to form.

When you buy the ingredients, combine them as per the healthy recipe, consume the final product in the flesh with all of your senses – sight, smell, touch, taste – your internal chemistry changes with the new experience, making it memorable, so you can repeat the steps to do it again. Repetition strengthens the neural pathways further, and each time you act, you have to think a little less.

Once the behaviour is automatic (like preparing a favourite dish often becomes), it's subconsciously driven and the information resides in your reptilian brain. You have moved from consciously thinking about a new experience, to consciously doing the behaviour, which eventually becomes hard-wired to become part of your being so you no longer have to think about how to do it. You just do it.

Throughout *The Self-Love Project* we will provide opportunities to learn (think), support you to practise new lifestyle habits (do) and to hard-wire those habits in your brain with daily repetition for improved Self-Love (be).



WATCH NOW

Three Brains: Thinking to Doing to Being

Dr Joe Dispenza, TEDx Tacoma

Duration: 17:50

To watch this video click [here](#), or log into your Members Area and view in online version of this guidebook.

Change your thinking, change your world



“Everybody in the world is seeking happiness – and there is one sure way to find it. That is by controlling your thoughts. Happiness doesn’t depend on outward conditions. It depends on inner conditions. It isn’t what you have or who you are or what you are doing that makes you happy or unhappy. It is what you think about it.”

– Dale Carnegie

This quote is from a book called *How to Win Friends and Influence People* (1936). It was written by Dale Carnegie, an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills.

And he is spot on. *Change your thinking, change your world.*

The growth of Olympic swimmer Liesel Jones

It is widely agreed Olympic medalists are our world’s most brilliant athletes. It’s a global stage very few could even imagine being on, let alone dominate.

When Australian Olympic swimmer Liesel Jones returned from Athens Olympics, she’d won gold in the medley relay and a bronze in the 100m breaststroke. Onlookers would see her as elite, successful, competitive and brilliant, but Jones was miserable because she hadn’t won the individual gold.

The only thing standing between her connecting to an inner sense of pride for her achievements was the way she thought about what happened. In her mind, her failure to win individual gold meant she was worthless.

A small shift in thinking would allow her to have a whole different experience of her success. But she was not yet a master practitioner of Self-Love.

Change your thinking, change your world.

Pessimistic Thinking

When **bad** things happen

It is **permanent** and unable to be changed.

It is **global** and everything is bad.

It is **because of me** and everything goes wrong for me.

When **good** things happen

It is **temporary**, so it won't last long.

There is a **specific reason** for it, so it can't be repeated.

It is **because of other factors**, and nothing I do makes a difference.

Optimistic Thinking

When **bad** things happen

It is **temporary**, so it will get better.

It is **specific**, so I can learn from this.

It is **because of other factors**, so I can keep trying to make a difference.

When **good** things happen

It is **permanent** and therefore I can depend on it.

It is **global**, so it indicates everything is going well.

It is **because of me**, so I will continue to make a difference.

Soon after, Jones started training with a new coach Stephen Widmer, who saw her problem as one of self-esteem. With support from Widmer and coach Rohan Taylor (as well as her mother Rosemary and fiance Matty Pask), she learned to shift her thinking and became an athlete who no longer equated self-worth with success in the pool.

She began owning the fact that she was worthy of her love, whether she won gold or not. She was on the Self-Love path.

In the 2008 Beijing Olympics, Jones won silver in the 200m breaststroke, and was a member of the winning 4 x 100m medley relay team. She later qualified for 2012 London Olympics and became the first ever Australian swimmer to compete at four Olympic Games. She won a silver medal in the 4 x 100m medley relay final.

This medley silver became her ninth Olympic medal, which put her equal to Ian Thorpe as having won the most Olympic medals by an Australian.

She never won individual gold, but she did learn to own her success, think kind thoughts and cultivate her innate self-worth.

Your thoughts create your emotions

Science now tells us that our thoughts create our emotions. Literally every time you think a thought, chemicals flood your body with either positive or negative molecules of emotion. Positive thought leads to a positive emotional experience. Negative thought leads to a negative emotional experience. It's true. Be the scientist. Test it for yourself right now.

Testing a positive thought

Think about relaxing in a hammock, gently swinging between two trees in a lush, thick, tropical rainforest. There's a warm, beautiful sunset floating above you, glowing vibrant gold, pure orange and candy pink. You love the way it pops beautifully off the majestic canopy green.

Stop now and tune in to how this makes you feel.

Testing a negative thought

Now, think about preparing to take a deep inhalation breath full of clean, fresh and pure oxygen. You begin to fill your lungs up with goodness, but are

stopped dead in your tracks as a strange, pungent thickness hits the back of your throat. You look to your right and see an open sewerage tank, full of brown sludgy poo, wee and chunks of vomit.

Stop now to tune in to how this makes you feel.

Now, a question: Did the simple act of connecting with a positive and then a negative thought create different feelings within your body? Of course it did. So, orientate your thinking towards the positive and watch your world change around you.

In its most simplistic form, we all have a hard-wired, habitual thinking style that falls predominantly in one of two camps, either positive and optimistic, or negative and pessimistic. (Seligman 1973, as cited in Worsley 2006). Read the table now on page 26 for more detail.

As a Self-Love Practitioner, we're going to ask you to explore and better understand your current thinking style so that, bit by bit, you can begin to shift it further towards the optimistic end of the scale. If you're used to being hard on yourself (and those around you), this will feel very unnatural at first. But stick with it. Please, stick with it. It has incredible power.

In fact, if the only thing you do after reading this book is begin to consciously choose your thoughts to be more supportive, positive and optimistic – genuinely – you'll make great progress towards your Self-Love goal. *Change your thinking, change your world. For reals.*



Workbook

Activity Intro B Go to your *Self-Love Workbook* and complete the *Optimistic Versus Pessimistic* activity.

Introducing the Self-Love Halo

Your highest priority during *The Self-Love Project* Six-Week Online Program is to develop a kind, loving, supportive and compassionate relationship with yourself. Research tells us that having your goals written down AND looking at them every day dramatically increases your chances of achieving them.

The Self-Love Halo (see page 31) is a research-based tool that ties together all that you'll learn in *The Self-Love Project Guidebook*. It's a visual representation of the research, the data, the daily habits you are committing to cultivate as part of your *Self-Love Project*. You can print it out and stick it on your fridge, your computer or your bedside table. You can take a photo of it and carry it with you as a snapshot on your phone. Having it easily accessible will allow you to see it daily and refer to as often as you'd like.

The Self-Love Halo has been designed specifically to help you to:

- a) Remember *The Self-Love Project* learnings;
- b) Turn *The Self-Love Project* data into a practical daily habit;
- c) Support yourself to increase your Self-Love Quotient.

Each *SLP* Pillar is represented on the Self-Love Halo, with simple words that reflect the habits you're committed to cultivating over your six-week life experiment.

- Movement: Move every day.
- Mindfulness: Journal and/or meditate.
- Food and mindful eating: Tune in. Eat. Record.
- Happiness: Be seen. Display supportive thinking. Be empathetic. Savour. Express thanks. Be kind. Make meaningful goals. Have new experiences.

Using the Self-Love Halo

Referring to the Self-Love Halo often will help you keep the Four Pillars in focus so you can activate each of them in a way that suits your lifestyle and feels achievable for you. Every. Day.

Some might look at it at meal times to remind themselves to slow down and eat mindfully. Others like to look at it as they hop into bed and plan their next day, and again when they wake up. Do whatever works for you.

The Self-Love Halo



Use The Self-Love Halo to activate more love and happiness in your world. Every. Day.

- Activate three factors daily
- Practise every day



Practising all Four Pillars will amplify your true nature, flood you with positive emotion and enrich your inner world. As you use the Self-Love Halo to create a more loving, supportive and kinder relationship with yourself, you'll find that the relationships you have with others – friends, family, partner and community – will naturally improve as well.

Now, however, it's time to explore the Four Pillars in more detail.

Let us begin with mindfulness ...

What happens next?



We hope you enjoyed this free introductory chapter. To read more of *The Self-Love Project Guidebook*, and turn the research into empowering daily habits, sign up to participate in a six-week *Self-Love Project* today!

[JOIN PROGRAM HERE](http://theselfloveproject.com)

<http://theselfloveproject.com>

What you get on The Self-Love Project

Education

Knowledge is essential. Dive deeper into the science of Self-Love at online weekly meet-ups. Keeping information front of mind is key to cultivating positive daily habits over a personalised six-week *Self-Love Project*.

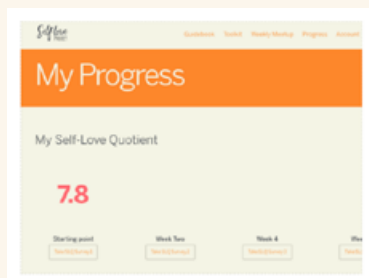


Weekly online meetings

Meet-ups are delivered live through our password-protected membership platform. They're an opportunity to connect with like-minded people and use the group energy to stay motivated, engaged and to keep increasing their Self-Love Quotient, together.

The Self-Love Quotient

Take the guesswork out of Self-Love with this evidence-based framework and robust measurement tool. The Self-Love Quotient is formulated fortnightly from a simple 10-question check-box survey. Measure personal change against their actual daily activity.

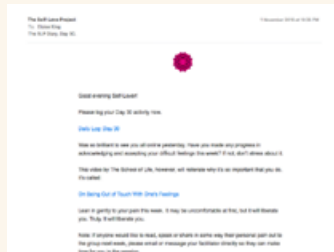


A qualified facilitator

Your *Self-Love Project* facilitator will teach new content and host weekly meetings so participants can discuss their wins, challenges, learnings with the opportunity for live feedback.

Evening email & online diary

The goal of *The Self-Love Project* is to turn research-based knowledge into a practical daily habit. An evening email invites participants to log their day's activity in their online diary using online check boxes. It only takes two minutes!



Morning Love Bombs

These punchy little Daily Love-Bombs (and other regular messages) help keep participants inspired, uplifted and on track to achieve their *Self-Love Project* goals.

Private membership platform PLUS toolkit

The membership platform allows for online community sharing between weekly meetings. The toolkit gives you everything you need for success in an easy-to-access location.



Knowledge is wonderful, but application is power. Don't miss your opportunity to make Self-Love your primary fuel for life. See next Project start dates and register below:

JOIN PROGRAM HERE

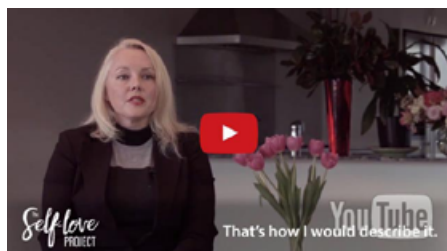
<http://theselfloveproject.com>

Watch online program graduates talk about *The Self-Love Project* weekly meet-ups, and more...

TAP
VIDEOS TO
WATCH

What did you think about
The Self-Love Project Guidebook?

(1:32)



www.youtube.com/watch?v=LRTMYzjGwM8

Tell us about *The Self Love Project*
online Weekly Meet-up sessions...

(1:45)



www.youtube.com/watch?v=mHUrd340sXo

What are three words to describe *The
Self-Love Project* online program?

(0:38)



www.youtube.com/watch?v=A3EJ65oPcts

Did *The Self-Love Project* speak to you
personally? Could it serve you forever?

(2:28)



www.youtube.com/watch?v=qmkUoSIFFFI

Do you think *The Self-Love Project* represents good value for money?

(1:29)



www.youtube.com/watch?v=Jf3IOVn1T8Y

What benefits did you experience from doing *The Self-Love Project*?

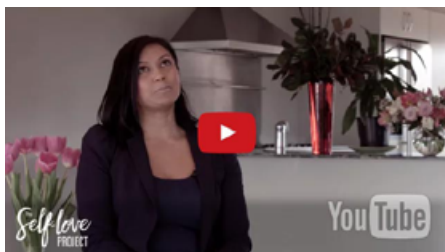
(3:11)



www.youtube.com/watch?v=Jf3IOVn1T8Y

Which *The Self-Love Project* Pillar did you resonate with the most?

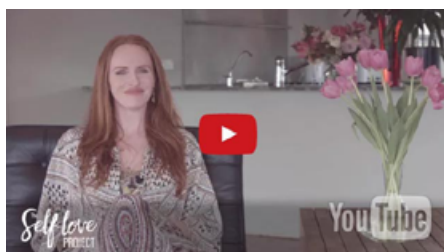
(2:38)



www.youtube.com/watch?v=q19j4bwH1eA

Would you recommend *The Self-Love Project*? If so, to whom?

(2:45)



www.youtube.com/watch?v=9BD2Hp58vJU

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<http://theselfloveproject.com>



Kerrie Collins
Beauty Therapist, Freshwater, Sydney

I was in a place where I felt that life was just ticking by and I was on autopilot, going through the motions when I bumped into Eloise again and she chatted about her course. I was a bit sceptical at first, as I'm not the "meditation/in-tune with yourself" kinda person, but knew I had to do something to change my autopilot way of life and be more mindful.

I can DEFINITELY say this course has made me "wake up" – wake up to both what's around me and in me! I'm more mindful of everything around me – nature, things that are happening in the world and people! I've slowed down and am "smelling the roses"; not every day but I'm getting there and I know it's a process.

I never had issues with Self-Love (not that I am a bragger or full of myself), but what this course has taught me is mindfulness; I think more deeply about things, I look at things differently, I'm open to more things, and I listen to me! I move more, I enjoy my food more and I've learnt to meditate and absolutely love it!

Thanks Eloise and the great team for being with us every step of the way, for not judging but encouraging and for your support. I have loved *The Self-Love Project*.

This Guidebook is a good solid read, but results only come with application. Sign up for the Six-Week Online Program so we can do our job to ensure you make Self-Love a habit for real life change. Share your journey and get results, just like the participants you'll meet in these pages.

The
Self-love
PROJECT

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