

## Self-Generosity Overview and Resources

*“I have found that among its other benefits, giving liberates the soul of the giver.”*  
 – *Maya Angelou*

Being generous with yourself compounds your ability to be generous with others and accelerates your success and impact.

There are limitless ways to be effectively generous with others, and all of them will propel you toward personal success. Being generous with yourself is more complicated.

We define self-generosity as ***any action one takes that moves them closer to becoming the person they aspire to be. Overindulgence is not self-generosity.***

It takes a conscious effort to be effectively self-generous. Staying up late, eating unhealthy food, or lounging on the couch all day may feel luxurious in the moment, but doing these things is not being generous with YOU.

Your subconscious mind responds positively to generosity. Much like you appreciate the generosity of others, your subconscious reacts in a similar way to acts of self-generosity. Every step you take toward becoming the person you aspire to be is a gift to yourself if you believe it to be. You can either demand actions of yourself or you can gift them. Gifting them is the kinder, more positive, more powerful method. By gifting yourself the things that will enhance success, you establish a powerful connection with the portion of your subconscious mind that drives motivation. When you align your passion with your skills and provide effective motivation, success becomes much more attainable.

Below you will find many resources to help you with self-generosity. We all know life is a balance. Being generous with yourself and with others is also a balance. We recommend allocating 50 percent of your available time and energy for generosity to being outwardly generous with others, and 50 percent to being generous with yourself. This balance is essential, but impossible to maintain on a daily basis. There will be days when your time and energy for generosity will be more focused on others, and days when you’ll need to allocate more to yourself. Try to achieve the balance on a weekly or monthly basis. It is important to note that we are not referring to work/life balance. This popular subject is an entirely different issue. Our 50/50 rule of thumb applies only to the time you allocate to generosity in general. If you are generous every day, as we recommend, this guideline becomes important.

Just as there are often physical obstacles to success, there are also emotional obstacles. One big obstacle is self-criticism or negative self-talk. By being critical of ourselves with our words or our thoughts, we undermine our success and erode our

self-esteem. Unrealistic expectations, perfectionism, guilt, and shame are also common obstacles to success. Being effectively generous with yourself will help you navigate around these obstacles.

Self-generosity encourages us to understand who we want to be, effectively manage our emotions, set boundaries, and optimize our physical and emotional well-being. There is no fear or failure, or fear of failure. In gifting actions to yourself, there is only daily opportunity. Self-generosity is a beautiful journey where you live with optimism, reward yourself daily, and appreciate all that is good in life.

Here are some resources we recommend to guide you in your personal journey of self-generosity.

1. Create your [VMVP](#).

To maximize the power of your generosity, it's best to align your strategy and acts of generosity with your Vision, Mission, Values, and Passion. With a documented VMVP (Vision/Mission/Values/Passion) you will be more effective at prioritizing when and where to be generous— both with others and yourself.

- a. Use [our simple guide](#) to build your own VMVP. It's fast, easy, and effective.

2. Understand and manage your subconscious mind.

You may have heard that our subconscious mind is at war with our conscious mind. We believe it to be just the opposite. The relationship between your conscious mind and subconscious mind is perhaps the best partnership ever created. Both your conscious and subconscious mind need your deliberate generosity, kindness, and appreciation. For more about this important connection, see:

- [The Four Agreements: A Toltec Wisdom Book](#) - Don Miguel Ruiz
- [The Power of Your Subconscious Mind: There Are No Limits to the Prosperity, Happiness, and Peace of Mind You Can Achieve Simply by Using the Power of the Subconscious Mind](#) - Joseph Murphy
- [The Power of One More: The Ultimate Guide to Happiness and Success](#) - Ed Mylett
  - [The Ed Mylett Podcast](#)
- [Unlimited Power: The New Science of Personal Achievement](#) - Tony Robbins

3. Understand and manage nutrition.

A healthy diet boosts your mood, improves your memory, increases your energy, contributes to your heart health, and helps prevent diseases like cancer, among a myriad of other benefits. Good nutrition is a highly important aspect of self-generosity, and one that contributes greatly to your ability to be generous with others. Helpful nutrition resources include:

- [Food: What the Heck Should I Eat?](#) - Dr. Mark Hyman

- [\*Nourishing Traditions: The Cookbook that Challenges Politically Correct Nutrition and Diet Dictocrats\*](#) - Sally Fallon & Mary G. Enig, PhD.
  - [\*Nutrition and Physical Degeneration\*](#) - Weston Price, DDS
  - [\*Brain Maker: The Power of Gut Microbes to Heal and Protect your Brain - For Life\*](#) - David Perlmutter, MD
4. Manage your daily movement and strength training.  
 Like good nutrition, daily movement is a huge contributor to your overall well-being. In addition to the health benefits, daily movement is also an effective way to cultivate your discipline. Discipline is an essential piece of self-generosity because it is paramount to moving yourself closer to the person you aspire to be on a daily basis. We recommend:
- [\*Move: How the New Science of Body Movement Can Set Your Mind Free\*](#) - Caroline Williams
  - [\*Exercised: The Science of Physical Activity, Rest, and Health\*](#) - Daniel Lieberman
  - [\*The Joy of Movement: How exercise helps us find happiness, hope, connection, and courage\*](#) - Kelly McGonigal
  - [\*Exercise is Medicine: How Physical Activity Boosts Health and Slows Aging\*](#) - Judy Foreman
5. Understand and manage your sleep.  
 While sleep is one of the most important factors in leading a healthy and balanced life, we often forego getting a full night's worth in favor of our other demands. Staying up late and getting inconsistent and insufficient amounts of sleep hurts your brain, body, and overall well-being. If you learn about the importance of good sleep and how to get more of it, you are likely to implement this form of self-generosity into your day-to-day. For additional insights, consider:
- [\*Why We Sleep: Unlocking the Power of Sleep and Dreams\*](#) - Matthew Walker
  - [\*The Sleep Solution: Why Your Sleep is Broken and How to Fix It\*](#) (book) & [\*Sleep Unplugged\*](#) (Podcast) - W. Chris Winter M.D.
  - [\*Why We Should Sleep Smarter: The Scientific Blueprint to Optimize Your Energy Levels and Supercharge Your Day\*](#) - Matthew Reed
  - [\*The Sleep Revolution: Transforming Your Life, One Night at a Time\*](#) - Arianna Huffington
6. Understand and manage your emotions and emotional state.  
 Optimism is not seeing the world through rose-colored glasses. Optimism occurs naturally through understanding what you can and can't control and focusing a vast majority of your time and actions on what you can control. You have 100 percent control of being generous and self-generous. The more generous you are the more optimistic you will become. Learn more from:
- [\*The Daily Stoic: 366 Meditations on Wisdom, Perseverance, and the Art of Wisdom\*](#) - Ryan Holiday
  - [Headspace Meditation App](#)

- [\*The Miracle of Mindfulness: An Introduction to the Practice of Meditation\*](#) - Thich Nhat Hanh
  - [\*The Mountain is You: Transforming Self-Sabotage into Self-Mastery\*](#) - Brianna West
  - [Rishad Tobaccowala's Blog](#)
7. Understand money and how to manage it. Odds are that somewhere in your mental picture of your ideal self, you're financially independent, philanthropic, have the means to support your loved ones, or have some other attribute that depends on financial stability. It is impossible to reach financial security without understanding money and having the discipline to maintain control over your wealth. Making smart financial decisions is one of the best gifts you can give yourself, and it also affords you the opportunity to practice financial generosity with others. Find a wealth of good advice in:
- [\*Rich Dad Poor Dad: What the Rich Teach Their Kids About Money that the Poor and Middle Class Do Not!\*](#) - Robert T. Kiyosaki
  - [\*The Richest Man in Babylon\*](#) - George Samuel Clason
  - [\*Think and Grow Rich\*](#) - Napoleon Hill
  - [\*The Psychology of Money: Timeless Lessons on Wealth, Greed and Happiness\*](#) - Morgan Housel

Finally, an important question: Is it selfish to be generous with yourself?

And a definitive answer: Absolutely *not*!

This dangerous misconception creates tremendous emotional distress for millions of people. Being effectively generous with yourself fuels your desire and ability to be generous with others, and vice versa. Understanding this compounding effect will change your life. Say goodbye to guilt and confusion; say hello to focus, control, motivation, confidence, joy, and success. When you are effectively generous with yourself, you gift yourself the ability to be more generous with others. This exponential return is where the power of generosity intensifies. If you are a happier, healthier person, research shows you are much more likely to help others. It is not selfish to strive to be a better person. It is perhaps one of the most generous things you can do.