

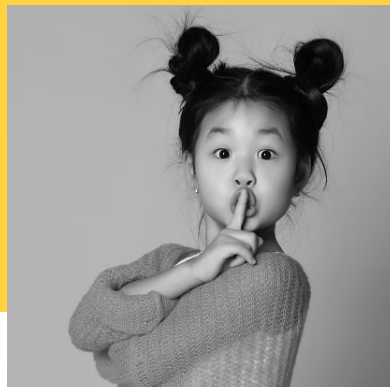
The REAL Reason Why Parenting Has Become an Impossible Job!

Stressed and exhausted parents **COMPLAIN** that parenting is so much more **DIFFICULT** than they expected it to be.



Do you ever wonder why you, and every other parent you know, is not only exhausted, stressed, and overwhelmed, but confused about what to do, and fearful that they're not doing a good job parenting - no matter how hard they try? Many parents today are caught up in popular parenting styles that don't feel right and don't seem to be working. Just remember that **YOU'RE NOT ALONE** and **IT'S NOT YOUR FAULT**. Parenting experts, educators, family therapists, and social media influencers have been pushing these parenting styles and strategies for decades - and for all the wrong reasons.

Not only have parents been brainwashed into thinking we need to be doing everything **WITH** and **FOR** our children, but we are now discovering that these parenting strategies are causing many of our children to be anxious, stressed, self-centered, fragile, or unprepared for life. This is a book's worth of information, condensed into a quick summary, and is worth every minute of your time. Once you understand the **WHY** behind what parents feel compelled to do, the path to raising good kids, with a less stressful and more joyful family life, is easier than you think.



We can't **SOLVE** the parenting problem until we start talking about the **REAL** problem.

The biggest DISASTER in parenting history.

One of the greatest fiascos in the history of child-rearing practices is the infamous self-esteem movement, which began in the late 1960s with a book by Nathaniel Branden called *The Psychology of Self-Esteem*. He wrote many books on the topic and inspired thousands of scholarly articles between 1970 and 2000.

In 1987, California instituted a State Task Force to Promote Self-Esteem. Schools were encouraged to praise and reward students constantly as well as eliminate things like honor rolls that might make some students feel bad. Correcting with red ink became a no-no. Sports organizations stopped keeping score for young children and began systematically giving trophies to everyone on the team — just for showing up. Everyone believed - and wanted parents to believe that...

If we **GIVE** our children
enough trophies, enough
A's, and enough praise,
they will think like
WINNERS!



Winners KNOW that's not how it works.

We all know that's not how it works. Parents joke about the trophies we hand out to everyone, and kids throw them in the back of their closets because they are meaningless. But, as parents, we trust that the experts know what they're talking about and we go along with it, even though it doesn't make sense and it doesn't feel right.

In 2003, Roy Baumeister, a previous supporter of the self-esteem movement, began to question the theory and conducted a review of the 2000+ studies this theory was based on. It turns out that self-esteem, based on feeling good all the time, doesn't appear to lead to better grades, getting into a better college, having a more successful career, or even happiness. It doesn't deliver any of the benefits we were told it would.



NOT ONE STUDY showed
any kind of correlation
between the self-esteem we
were trying to create with
trophies and praise, and
SUCCESS itself.

We trusted the EXPERTS instead of trusting our INSTINCTS.

Helicopter Parenting, Snowplow Parenting, and Gentle Parenting are all results of the self-esteem movement. We neglect our own health and happiness and drive ourselves crazy trying to do everything with and for our children. We're expected to help with homework, drive kids to every imaginable extra-curricular activity, entertain them, praise them constantly, and step in to rescue or solve problems - so that they never feel frustration, disappointment, boredom, embarrassment, failure, fear, rejection, or loss. And now, the Gentle Parenting advocates want us to believe that hearing the word NO is going to traumatize our kids. We've been slowly brainwashed for decades by a variety of experts who led us to believe that:

It's our job to **MAKE** our children happy,
it's our job to **GIVE** our children self-esteem,
and it's our job to **CREATE** success for them.

That's why parenting has become a ridiculously IMPOSSIBLE job.

We are expected to do something that, no matter how hard we try, we can't accomplish. Imagine trying to make someone happy (a sibling, a friend, a partner), give them self-esteem, or create success for them. It's impossible, right? But parents expected to do that for their kids. We can teach our children, and we can guide them and support them, but we can't "live life" for them. We all seem to know this instinctively. When our little ones start to walk, we let them fall, get up, and fall again. We know a child will never learn if we do it for them. But, for some reason, that instinct flies out the window when experts and influencers start telling us what to do.

We're so emotionally attached to our kids' **SUCCESS**, that we can't take anything off the **TO DO** list without feeling like a **BAD PARENT**.



It's not just the SATURDAY GAMES we have to deal with...

It's also the once-a-week practices, the forms we fill out, parent meetings, equipment we have to buy and maintain, uniforms we need to find and wash each week, fundraisers, game snacks, end-of-season team parties, and gifts for coaches and team moms. Multiply that times two or three activities, for two or three kids, and you now have 15 to 20 hours a week of extra work.

...now they want us to believe that HAPPY = self-esteem.

Making kids feel successful with trophies, A's, and lots of praise isn't enough anymore to build self-esteem. Now we need to keep them happy all the time. So, our anxiety goes into overdrive at the very thought of our child feeling any kind of uncomfortable emotion. Before you know it, we are stepping in to do whatever we can to prevent that. We are so concerned about them being happy that we project our anxiety onto them and will do anything to alleviate it. They feel our anxiety and that makes them anxious, which is a topic for another time. Bottom line: What we're doing is not only difficult for parents it's not good for our kids.

We exhaust ourselves trying to be the **PERFECT** parent,
create the **PERFECT** childhood, and lay the
foundation for the **PERFECT** college application.



Parenting has become a **COMPETITIVE** sport.

The never-ending race to perfection is stressful for both parents and kids, but we can't stop. We desperately want to be good parents, and we want our children to succeed in life and be happy. The introduction of social media into our lives has made a very stressful situation much worse. Expectations are out of control, and we are constantly judged by other parents who have jumped on the bandwagon and need to justify everything they do. We feel peer pressure to keep up. Birthday parties have become elaborate events that require months of advance planning, where the end goal is not about everyone having fun, but the photo we need to post on Instagram to show what a great parent we are.



75% of referees are **QUITTING** youth sports
within two years because of rude, disrespectful,
and out-of-control parents.

How FAR will parents go to help their kids SUCCEED?

Parents are so desperate to help their children succeed and protect them from negative emotions and consequences that they are doing all kinds of crazy things. They blame teachers for their child's behavior, pressure them to raise a grade, threaten to get them fired, and then trash them on Facebook. They get into arguments (and fights) with coaches and referees at sports games, embarrassing themselves and their families. Parents throw respect and fairness out the window, expecting special treatment from coaches, teachers and administrators for a child who has misbehaved - thinking it's going to help their child when it really does the opposite.

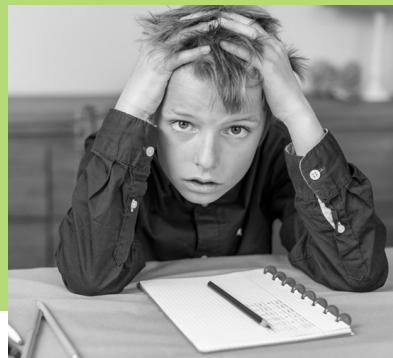


When we step in to snowplow a smooth path for our children, we **PREVENT** them from learning and **GROWING** into competent and confident adults.

We're HANDICAPPING our children, not HELPING them.

Everyone just went along with the self-esteem theory, including teachers, administrators, therapists and parenting experts. Even lawmakers. But the truth is: when we step in to help, protect, rescue, coddle, or solve their problems, we are not helping our children. We are handicapping them. Every child needs a dose of rescuing or protecting from time to time. But when we do it 24/7 to clear the path for our children, we prevent them from experiencing real-life situations that teach them how to be strong, resilient, grateful, hardworking, kind, and responsible. The truth is, we are stealing from them the opportunities they need to build REAL self-esteem.

What **NEGATIVE** messages are we sending our children every time we step in and do things our kids could, and should, be doing for **THEMSELVES**?



What are we **TEACHING** our children every time we step in to help & protect?

We're teaching them that...

We don't believe they're capable of managing their lives or being successful without our help..... They aren't strong enough to handle uncomfortable emotions like disappointment, frustration, embarrassment, rejection, loss, or failure..... They aren't smart enough to solve problems, fix their own mistakes, settle arguments with other kids..... They aren't resourceful enough to figure out how to entertain themselves..... What others want or need is never as important as what they want..... Kids aren't responsible for their choices or behavior..... The world revolves around them..... and REAL life isn't full of REAL consequences.

No parent would intentionally choose to communicate these messages to their children. It's the opposite of what we want for them. But this is exactly what we're saying every time we step in to do things for our kids that they could, and should, be doing for themselves. We're not just stealing from them opportunities to gain self-esteem...

...we're INSULTING our kids in a way that DAMAGES their self-esteem.

What does the
75-year long
HARVARD study say
about how kids earn
SELF-ESTEEM?



Harvard did a 75-year study of 700 high achievers and found that children who do chores from a young age are more successful later in life AND happier. They are more likely to achieve higher levels of education, secure better jobs, and enjoy healthier relationships as adults. It wasn't as much about the hard work or the discipline, as it was the contribution to the family unit, and a sense of shared responsibility, that resulted in higher self-esteem, greater empathy, increased success, and happiness.

When everything is done for children, they tend not to think about anyone else's needs. By being part of what it takes to run a household, children feel a sense of value, and they gain empathy for their parents' responsibilities and effort. Another study of 10,000 children concluded that kids who did chores became more confident and competent adults.

Maybe we should RETHINK how our kids spend their time.

It's no surprise that kids today are "too busy" with their extra-curricular activities to help around the house. Parents have now taken on the chores that children used to do thirty years ago; dishes, laundry, cleaning the house, emptying the trash, mowing the lawn, etc. Much of that happens in the evening after kids have gone to bed, since the weekend is already packed with sports, classes and lessons for the kids.

Sometimes it feels like
parents are doing all
the **WORK** and kids
are having all the **FUN**.



Eliminating chores because of our children's over-scheduled lives is a huge **MISTAKE**. Chores have always been a critical part of good parenting and are still considered essential by most parenting experts. They are great for teaching our children important skills like organization, discipline, problem-solving, time management, perseverance, and most important, doing something you don't want to do now - to get something you want later.

There is no SUBSTITUTE for REAL self-esteem.

Self-esteem means seeing yourself as a worthy or valuable person. You feel valuable because you add value to the world in some way. Self-esteem and confidence come from being competent: learning new skills, taking on challenges, overcoming adversity, and handling difficult emotions. There is no substitute for the real thing. This is what makes us strong and resilient. We feel competent and confident that we can handle whatever comes our way because we've done it before, and we know we can do it again. That's real self-esteem. And that's why we need to give our children every opportunity to experience those difficult situations and uncomfortable emotions. So, they can learn how to handle them.

More than **HALF** of college students are **SUFFERING**
from the negative impact of the self-esteem movement.



It's happening to the SMARTEST parents with the SMARTEST kids.

The American College Health Association asked 100,000 students, from 153 different university and college campuses across the country, how they felt (emotionally) over the previous 12 months. This is what they said:

84% felt overwhelmed
60% felt very sad
57% felt very lonely
51% felt extremely anxious
46% felt hopeless
31% felt so depressed that they could not function

Think about what **THAT** means for you.

Most of you are assuming that this is going to happen to someone else's children, not yours. But it's happening to the smartest kids with the smartest parents who work very hard - following the advice of experts - to help them succeed. More than half of the children that belong to the parents reading this right now will be anxious, sad, lonely and overwhelmed unless parents STOP doing everything for and with their children.



The **SELF-ESTEEM** movement has left us with a nation of young adults who are totally **UNPREPARED** for life.

So, what do kids need to be **HAPPY** and **SUCCESSFUL**?

Children need two important things. Let's call them **ROOTS** and **WINGS**. Parents want to (1) raise good humans who are prepared for life with the skills and mindsets they need to find their own happiness and success (**WINGS**), and (2) they want to create loving relationships and a sense of belonging that brings adult kids back home (**ROOTS**). Most parents have been so focused on building **WINGS** for the last few decades, doing everything they can to help their children succeed, that the importance of **ROOTS** has gotten lost in the shuffle.

Everyone is so busy with extra-curricular activities that they have no time to sit down to dinner and talk. Yet decades of research tell us that kids who have dinner three to four times a week with their parents are three times less likely to get involved in risky behaviors like drugs, alcohol, or smoking. They do better in school, have healthier self-images, and stronger relationships with their parents. It's clearly one of the most important things parents can do for their children's well-being – which is why it's one of the three **HAPPY FAMILY HABITS** you'll read about later in our **REAL Parenting Plan**. It's also the easiest way to establish **ROOTS**. But since **ROOTS** lay the foundation for building **WINGS** – we need to focus on both.

The **QUESTION** is: What parenting style will give your kids **ROOTS & WINGS**?

REAL-LIFE Parenting: The NEW KID on the BLOCK

REAL-LIFE is a new parenting style that's getting a lot of attention from parents who are tired of exhausting and overwhelming parenting strategies that don't feel right, don't seem to be working, or do more damage than good. REAL-LIFE is a balanced way of parenting that respects the needs of parents AND children. It's about being REAL, being REALISTIC, and preparing kids for REAL LIFE. Parents establish ROOTS with 3 HAPPY FAMILY HABITS, and they build WINGS with 12 MINDSETS for SUCCESS. To learn more, close PDF and click on REAL-LIFE PARENT button.

This is what REAL-LIFE Parenting looks like:

