

The following chapters provide brief discussions on both the ego energies/points of attraction and the corresponding energies of spirit. By putting your attention on one spirit energy each day, for the next 25 days, you will shift your points of attraction and develop new attitudes and behavioral habits. Enjoy the journey and be aware of what shows up in your life as a result of refocusing your attention and points of attraction.

Today I Serve Others Unconditionally

Selfish or Selfless?

These are two contrasting energies and points of attraction at the bottom of the scale. On the ego side the first word or concept is selfishness. So what is selfish? Selfish is an energy that has to do with a focus totally on “me, myself and I.” From the ego perspective, the individual is the only thing that is important and the only thing that exists. The mind of ego is always and foremost concerned with itself. We see this in human experience as people have thoughts and use words such as: “What’s in it for me?” “How is it going to make me look?” “What do I get from it?” “Why would you do this to me?” “This always happens to me?” “I deserve better than this?” I, I, I and me, me, me. And those ideas of selfishness and “I”ness and “Me”ness then focus on what “I” want to get, what “I” need to get in order to feel better about this perception of little “me.” “I’m not good enough yet.” “I am incomplete.” “I need more.” At the bottom of the scale of contrasting energies, there is no place else to go but up, to begin to feel better. Or one can choose to stay in the lower ego view of selfishness.

Selfishness perpetuates more selfishness. When this perspective is put forth, one can never feel complete because the focus is too narrow. Ego operates as if it’s the only thing that exists in the world. And because it’s the only thing that exists in the world, then it becomes the center of the world; the center of attention; the center of one’s self view and world view.

This translates into selfishness, self-centeredness, self-absorption, and self-consumption.

There is a part of us, a part of being human, that requires some selfishness to a degree. You are here to accomplish certain things. You are here for a certain purpose that's known only to you. Up to a point selfishness requires that you take care of yourself before you can take care of others. However, what we're examining is how selfishness takes on a life of its own and grows. Eventually, it overpowers the human being and becomes so dominant in the life view that nothing else exists except the perspective of "I" and "Me." "I must be right." "I am the only thing that exists and if you don't fall in my view of the world, then there is obviously something wrong with you." This is the selfish perspective.

The other side that we call spirit focuses on others and "We." The spirit focuses on how can we give service to others? So we use a term selfless, although it's not totally selfless or soulless, but it is less focused on the "I" and the "me" and more focused on the "you" and "others." It's about being willing, focused and having your thoughts, images, and emotions on how you can serve other people. So questions like: How can I help? How can I serve? Certainly "I" is in the statements, but it's really, if we understand, it's really a question of how can we serve? How can we help? How can we make things better? How can we, what can we do? What can we be that works toward the good and perpetuates the good? And this notion of selflessness, this notion of otherness expands into a focus on ONENESS. Awareness that everything is part of the ONE and there is no separation. This is a spirit perspective.

So when you give service to other people, then you are really serving yourself. When you help someone else, then you are really helping yourself. And this viewpoint becomes expansive because it includes everything; every living creature. It includes things that we can't see and hear. It's all part of the service. It includes inspiration. It includes motivation. It includes a number of attitudes. Service becomes all-inclusive.

For example, when you are involved with others you have a sense of accountability. You are committed to some type of service. Then you are motivated to do more, often times, to keep that commitment of service to others. Many of the great teachers and great leaders throughout history have demonstrated selfless service – Mahatma Gandhi, Dr. Martin Luther King, Jr., Mother Theresa, and countless others whose names are unknown. They focused on others in their service, in their contribution to human kind and toward the good in this physical life. This we call selfless service: a focus on others, a focus on contribution as opposed to the ego perspective that's only focused on the I and me and what the I and me will get. You could also say this I and me energy, is all about getting, receiving, taking, procuring in any form or fashion. On the other side, spirit is focused on giving, sharing, partnering, and collaborating towards the good.

The ego selfishness is also, in its view, working toward the good but the good is limited. Because the good only exists within the mind of ego and it's a selfish, limited, narrow view. What it wants is the only good that exists in the moment. Whereas there is a larger good, a universal good that spirit tends to serve when our focus is on others.

Experiences in Spirit

Zayd's notes: "After writing the affirmation 15 times, the words seemed etched into my mind. Throughout the day I found my mind repeating those words inside. When interacting with people I seemed to be consciously looking for opportunities to give some service such as holding the door open; giving a dollar; and allowing others to go first while walking or driving. I feel good as my behavior matches the affirmation. There is a positive energy in knowing I am doing what I declared I'd do for the day."

One participant reported: "The reading, especially this one was such a high. It was a very high energy. Today, I got a call from my sister in Atlanta. She is having problems with her son who is diagnosed with A.D.D. At the moment she called, I really wasn't ready to take a call. But, my reading kicked in. I shut down all that I was thinking about and had to do. I said: 'let me consciously listen and really serve her at this point.' I felt good that I got that practice in and it just came naturally. I didn't have to seek it. Today's lesson heightened my awareness, consciousness of really focusing in on service. What helped the conversation was listening and only responding when she asked for a response."

Another research participant wrote: "I feel like this exercise had lots of potential. I also feel like I was seriously challenged to be true to the affirmation. It didn't turn out as expected, but I was constantly reminding myself mentally and emotionally that I was at their (my family's) service. I just made myself available. I felt a difference in the way my mother responded to me. She was a lot more calm than usual probably because she didn't have to ask me to do things, I was just doing them."

Actions for Today

- ☺ Write this affirmation 15 times:
I am service unconditionally.
- ☺ With every person you meet today ask them:
How can I help you?
- ☺ When you answer your telephone today say: "Thank you for calling. This is your name. How can I help you today?"
- ☺ Identify at least three people you can serve today (spouse, child, relative, coworker, friend, etc.). Contact them and ask: "How may I help you today?" Then follow through to give them the service they want.
- ☺ At the end of the day, reflect on any lessons that you learned.
- ☺ Write down your thoughts and feelings about your experience in a journal.