

**WHAT DO YOU LIKE MOST
ABOUT YOURSELF?**

**IF YOU'RE HAVING A HARD TIME
ANSWERING THAT QUESTION,
IT'S TIME YOU ADOPT THE
GE'ULAH MINDSET, WHICH
SHIFTS THE LENSES TO YOUR
VERY CORE.**

**ON THE DAY YOU WERE BORN,
G-D BROADCASTED TO THE
WORLD THAT YOU—YOU!—
MATTER. NOT FOR ANYTHING
YOU DO OR REPRESENT; JUST
YOU. NOTHING CAN EVER
TARNISH THAT.**



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ESSENCE
I am,
therefore
I'm free

**HAPPY BIRTHDAY!
 BUT WAIT, WHAT ARE WE
 CELEBRATING?
 AFTER ALL, YOU DIDN'T DO
 ANYTHING YET THE DAY YOU
 WERE BORN.
 BAR MITZVAH, WEDDING,
 RETIREMENT—THOSE ALL
 MAKE SENSE.**

**BUT WHAT'S REALLY SO
 SPECIAL ABOUT A BIRTHDAY?
 DISCOVER THE BEAUTY OF
 THE BIRTHDAY.**



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therefore
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“ETZEM.”

**IT’S A MAGICAL WORD,
AND IF YOU’VE NEVER
HEARD IT BEFORE, IT MEANS
“ESSENCE.”**

**IN THIS FASCINATING STUDY,
THE REBBE GIVES US THE
ULTIMATE GIFT: A PATHWAY
TO VIEW OURSELVES AND
OTHERS NOT FOR WHAT
ANYTHING WE DO, BUT FOR
THE CORE “ESSENCE” OF
WHO WE ARE.**



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**TRY THIS WHEN YOU WAKE
UP TOMORROW MORNING:
BEFORE DOING OR
THINKING ANYTHING,
FREEZE AND SAVOR THE
MOMENT.**

**YOU ARE.
THAT'S IT.
YOU ARE, AND FOR THAT
ALONE, YOU'RE VALUABLE.
WELCOME TO YOUR
"ETZEM."**



**THE REBBE FAMOUSLY
ENCOURAGED CHASIDIM
TO LOVE AND HELP
EVERY JEW—NOT ONLY
SPIRITUALLY, BUT
MATERIALLY AS WELL.**

**WHY? WE DIDN'T ALL OF A
SUDDEN JOIN THE PEACE
CORPS, SO WHAT'S THE
DEAL?**

**THERE'S A PROFUNDITY
TO THE PROSAIC, AND IT'S
YOURS TO PONDER.**



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