DO YOU MEASURE UP?

No! No! No! It's not what you *might* be thinking.

I enjoy spending time at my local bookstore. It's a great place to hang out. I can always get good coffee and engage in great conversations. I particularly enjoy browsing the magazine section. Lately, not only have I been somewhat intimidated by the covers but also appalled by the topics presented by many of the "popular" periodicals. I'm obviously missing most of the qualities or personal assets featured in their articles.

One magazine offered "one week to peak." It gave advice on how to tweek my body in one week. I've lived for over six decades and never realized or mastered the art of tweeking in a week. Another publication had an alluring picture of a Dallas Cowboy Cheerleader on its cover. She invited me to get an entirely new body in a week's time. Do you think she cares? Sounds absurd, wouldn't you agree? Another magazine showed me how to grow my legs. Actually, that caught my attention. Could I grow from five feet six to six foot one? Unfortunately, the advice wasn't going to make me taller but rather push my thighs from puny to powerful.

Who really cares? The magazines' claims go on and on. "More Sex-Better Sex." Its wisdom claimed men are like microwaves and women are like slow cookers. It further suggested that men have a crock pot reality check. Here are two other examples. In one publication I was offered "a beach ready body in 14 days." The other promised I could go "from a chiseled chest to eye-popping pecs." It seems to me that image makers measure us in terms of the way we look, what we wear, and how we stack up against the standards they've established.

Can we *really* measure up to what the "image makers" claim should be our goal? Of course not! It's not realistic and in most cases not possible.
Set yourself free from the expectations of others and begin to follow the expectations you establish for yourself.

I'm not suggesting we eliminate those choices that help us look and feel better. In fact, ***New You*** magazine is committed to sharing stories and experiences that have significantly altered the lives of ordinary people who faced challenges due to pre-existing conditions or unusual circumstances.

Life is not about comparing yourself to others. It's about deciding what is best for you and being happy with your choices.

The next time you browse the magazine section of your local bookstore, avoid the hype and promises of becoming a better you. You are great the way you are. So, simply smile, pat yourself on the back and tell yourself…**I already measure up!**

I welcome your comments.
Phil

Phil Parker, a former CEO and successful businessman, is a speaker and author. His book, Kiss *Yourself Hello! A Journey From A Life Of Business To The Business Of Life,* encourages his readers to discover the possibilities before them and the potential within them. His new book, *The Gift of* Perspective~*Let my Hindsight Be Your Foresight* shares his lessons learned. Visit Phil online: www.philparker.com or email him at: phil@philparker.com.

Permission to reprint granted. Must include my contact information