

THE BIG IDEAS

Study Love

How else to master it?

Love Yourself

Rule #1.

Jump In!

Immerse yourself!

Say YES!!

And, yes! And, yes!

Grow in Love

To your highest self.

Change!

Just flow with it.

Cuddle

We “need” touch!

Be You

All of you.

Real Love

Leads you to you.

Abhor Waste

Of time, etc.

Underestimations

Of the power of love.

Live for Something

Give to the world!!

*“We are all so much
together, but we are
all dying of loneliness.”*

~ Dr. Albert Schweitzer

Love

What life is all about...

BY LEO BUSCAGLIA · BALLANTINE BOOKS © 1996 · 160 PAGES

“If he desired to know about automobiles, he would, without question, study diligently about automobiles. If his wife desired to be a gourmet cook, she’d certainly study the art of cooking, perhaps even attending a cooking class. Yet, it never seems as obvious to him that if he wants to live in love, he must spend at least as much time as the auto mechanic or the gourmet in studying love.”

~ Leo Buscaglia from *Love*

I smile as I type these words—just having Buscaglia’s book, *Love*, open in front of me is enough to make me happy. :)

Seriously. This is hands down one of my favorite books. I’ve purchased at least 250 copies of it. We used to give it away to all of our partners at my last business (Zaadz.com) and I used to bring a copy with me to nearly every business lunch I had. (I’m a little wacky like that. :)

My hunch is you’ll fall in Love with *Love* as well. By the end of reading it, you’ll wish you could give Leo Buscaglia—a former Professor of Love at USC—a big ol’ hug.

For now?

Let’s jump straight in, shall we?!?

STUDY LOVE

“If he desired to know about automobiles, he would, without question, study diligently about automobiles. If his wife desired to be a gourmet cook, she’d certainly study the art of cooking, perhaps even attending a cooking class. Yet, it never seems as obvious to him that if he wants to live in love, he must spend at least as much time as the auto mechanic or the gourmet in studying love.”

I’m deliberately repeating the intro quote here because I want to make sure you read it. :)

Isn’t it kind of BIZARRE that we easily spend years and tens of thousands of dollars on our educations and often don’t spend a minute or a dollar studying what is arguably *the* most important subject of our lives: LOVE?!?

I think so, too.

Thankfully, we’ve got Buscaglia to help us out!

Go buy your books on Love and take some workshops! Become a master!

As Leo says: “I would not want to form a partnership with an architect who has only a little knowledge of building or a broker who has a limited knowledge of the stock market. Still, we form what we hope to be permanent relationships in love with people who have hardly any knowledge of what love is.”

"What we think is less than what we know: What we know is less than what we love: What we love is so much less than what there is; and to this precise extent, we are much less than what we are."

~ R.D. Laing from "The Politics of Experience"

"Change and growth take place when a person has risked himself and dares to become involved with experimenting with his own life."

~ Herbert Otto

"First you jump off the cliff and you build your wings on the way down."

~ Ray Bradbury

And, remember: "It's never too late to learn anything for which you have a potential. If you want to learn to love, then you must start the process of finding out what it is, what qualities make up a loving person and see how these are developed. Each person has the potential for love. But potential is never realized without work. This does not mean pain. Love, especially, is learned best in wonder, in joy, in peace, in living."

...

(Where to start? Well, if you're feelin' it, DEFINITELY start by picking up this book, read it, mark it all up. Start practicing what you're learning. And, I *highly* recommend Gay & Katie Hendricks' work on Conscious Living & Loving. I've spent 5 days in their workshops with my love and the experience was absolutely transformative. Read the Note I wrote on their work, learn more about what they're up at hendricks.com and check out their book [Conscious Living](#)!)

Let's start with Rule #1: You must...

LOVE YOURSELF

"To love others you must love yourself... You can only give to others what you have yourself."

That's a very powerful rule: We can only give to others what we have ourselves.

Reminds me of Ayn Rand's comment ([see Notes](#) on *The Fountainhead*): "To say 'I love you,' one must first be able to say the 'I.'"

More Buscaglia on this them: "To the extent to which you know yourself, and we are all more alike than different, you can know others. When you love yourself, you will love others. And to the depth and extent to which you can love yourself, only to that depth and extent will you be able to love others."

And: "To love oneself is to struggle to rediscover and maintain your uniqueness."

JUMP IN!

"A total immersion in life offers the best classroom for learning to love."

OK.

You've climbed up the (precarious!) stairs on your way up to the high dive.

You've walked to the edge.

You peer over.

* voice in head *

"OMG!! That's far down there!! Gaaahhhhhh!"

Now...

Jump!

Immerse yourself in life!! :)

And, remember [Joseph Campbell](#)'s wisdom: "A bit of advice given to a young Native American at the time of his initiation: 'As you go the way of life, you will see a great chasm. Jump. It's not as wide as you think.'"

...

The easiest way to practice jumping in?

"We are all functioning at a small fraction of our capacity to live fully in its total meaning of loving, caring, creating and adventuring. Consequently, the actualizing of our potential can become the most exciting adventure of our lifetime."

~ Herbert Otto

SAY YES!!

"Perhaps the most positive word in the English language and the most conducive to continued growth in love is 'Yes.' ... A lover says 'Yes' to life, 'Yes' to joy, 'Yes' to knowledge, 'Yes' to people, 'Yes' to differences."

Another one of my favorite teachers, Wayne Dyer, talks about the power of "YES!" in his must-read book *The Power of Intention* ([see Notes](#)).

He says: "One of the most effective means for transcending ordinary and moving into the realm of extraordinary is saying yes more frequently and eliminating no almost completely. I call it saying yes to life. Say yes to yourself, to your family, your children, your coworkers, and your business."

Dyer continues by urging his readers to adopt the attitude of the Sufi poet and mystic, Hafez:

*"I rarely let the word No escape
From my mouth
Because it is so plain to my soul
That God has shouted, Yes! Yes! Yes!
To every luminous movement in Existence
Say 'Yes!'"*

...

And, from another Sufi poet, Rumi:

*"You were born with potential.
You were born with goodness and trust.
You were born with ideals and dreams.
You were born with greatness.
You were born with wings.
You are not meant for crawling, so don't.
You have wings.
Learn to use them and fly."*

...

So, say "YES!!" and remember to:

GROW IN LOVE

"One does not fall 'in' or 'out' of love. One grows in love."

I love that.

That one sentence probably sums up my philosophy of love better than any other.

"One does not fall 'in' or 'out' of love. One grows in love."

How about you?

Are you falling "in" and "out" of love?

Or are you growing in love?

CHANGE!

"A great deterrent to love is found in anyone who fears change, for ... growing, learning, experiencing is change. Change is inevitable. There is only one thing of which you can be certain and that is change. To deny change is to deny the only single reality. Attitudes change, feelings

"I hug everybody-just come close to me, you're more than likely to get hugged, certainly touched."

~ Leo Buscaglia

"Scientists are discovering at this very moment that to live as if to live and love were one is the only way of life for human beings, because, indeed, this is the way of life which the innate nature of man demands."

~ Ashley Montagu

change, desires change, especially love changes. There is no stopping it, no holding it back; there is only going with it."

Powerful.

Do you fight change?

Think of ways that you may cling to how things are...

Can you see how this is an obstacle to fully opening to love?

Life is change. We need to learn to open to the experience of the natural unfolding of life and flow with rule #1: Things change. :)

CUDDLE

"We need others. We need others to love and we need to be loved by them. There is no doubt that without it, we too, like the infant left alone, would cease to grow, cease to develop, choose madness and even death."

Let's appreciate others today.

Today's questions: Who do you love and who loves you?

I love: _____

I'm blessed to be loved by: _____

BE YOU

"Love is patient and kind; love is not jealous, or conceited, or proud; love is not ill-mannered, or selfish, or irritable; love does not keep a record of wrongs; love is not happy with evil, but is happy with the truth. Love never gives up: its faith, hope and patience never fail. Love is eternal... There are faith, hope and love, these three; but the greatest of these is love."

~ 1 Corinthians 13

"We need not be afraid to touch, to feel, to show emotion. The easiest thing in the world is to be what you are, what you feel. The hardest thing to be is what other people want you to be."

Wow.

Isn't it amazing how much energy we expend *trying* to be someone we *think* others want us to be?

You might have noticed that that's incredibly hard work. :)

How about this: Just be yourself for a day. All of you! See how that feels.

And, remember: "You can only be 'real' on your path. The hardest thing in the world is to be something you're not."

And, check this out from Carlos Castaneda ([see Notes](#) on *The Wheel of Time*). It's one of the most powerful passages I've ever read. In fact, I've read it dozens of times and have found guidance from it during some of the most important decision-making moments in my life: "Each path is only one of a million paths. Therefore, you must always keep in mind that a path is only a path. If you feel that you must not follow it, you need not stay with it under any

"You are the best you. You will always be the second best anyone else."

~ Leo Buscaglia

circumstances. Any path is only a path. There is no affront to yourself or others in dropping it if that is what your heart tells you to do. But your decision to keep on the path or to leave it must be free of fear or ambition. I warn you: look at every path closely and deliberately. Try it as many times as you think necessary. Then ask yourself and yourself alone one question: 'Does this path have a heart?' All paths are the same. They lead nowhere. They are paths going through the brush or into the brush or under the brush. Does this path have a heart is the only question. If it does, then the path is good. If it doesn't, it's of no use."

Be you.

Choose the path with heart.

REAL LOVE

"As soon as the love relationship does not lead me to me, as soon as I in a love relationship do not lead another person to himself, this love, even if it seems to be the most secure and ecstatic attachment I have ever experienced, is not true love. For real love is dedicated to continual becoming."

That's definitely worth a re-read.

I love to envision love as the dynamic between two independent, creative individuals consciously choosing to support one another in the process of their own actualization. THAT is the ideal to which the relationship is committed. NOT primarily to the other individual "no matter what."

For true love we need to maintain our commitment to continual becoming—NOT to the attachment we may feel to the other.

Fun!

And, in the process, we:

ABHOR WASTE

"This loving person is a person who abhors waste—waste of time, waste of human potential. How much time we waste. As if we were going to live forever."

Pssstttt...

Just a friendly reminder:

We're not going to live forever!

This isn't a dress rehearsal!

Wake up!!!

Live. Love. Be. Dance. Smile. Laugh. Hug. Create.

(And all that good stuff! :)

UNDERESTIMATIONS

"Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around."

Wow. Who do you know that could use a touch, a smile, a kind word, a listening ear, an honest compliment or the smallest act of caring?

Yourself? Some friends and loved ones?

Let's not underestimate the power of love and remember to:

"If one wishes to know love, one must live love, in action."

~ Leo Buscaglia

"Birds never sing in caves."

~ Henry David Thoreau

"There is a land of the living and a land of the dead. The bridge is love; the only truth, the only survival."

~ Thornton Wilder

LIVE FOR SOMETHING

"It's not enough to have lived. We should be determined to live for something. May I suggest that it be creating joy for others, sharing what we have for the betterment of personkind, bringing hope to the lost and love to the lonely."

So...

What're you living for?!?

May I echo Buscaglia's recommendation and suggest that we live for creating joy for others and sharing our greatest gifts in the greatest service to the world?!?

B

Brian Johnson,
Heroic Philosopher CEO

"Again and again I therefore admonish my students in Europe and America: Don't aim at success—the more you aim at it and make it a target, the more you are going to miss it. For success, like happiness, cannot be pursued; it must ensue, and it only does so as the unintended side effect of one's personal dedication to a cause greater than oneself or as the by-product of one's surrender to a person other than oneself. Happiness must happen, and the same holds for success: you have to let it happen by not caring about it. I want you to listen to what your conscience commands you to do and go on to carry it out to the best of your knowledge. Then you will live to see that in the long-run—in the long-run, I say!—success will follow you precisely because you had forgotten to think about it."

~ Viktor Frankl from *Man's Search for Meaning*

**If you liked this Note,
you'll probably like...**

[Gay & Katie Hendricks](#)

[The Wheel of Time](#)

[The Power of Intention](#)

[A Joseph Campbell
Companion](#)

About the Author of This Note

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Brian Johnson is the Founder + CEO of Heroic. He's spent half of the last 25 years as a Founder/CEO and the other half as a Philosopher. Brian loves integrating ancient wisdom and modern science to help YOU become the best, most heroic version of yourself so we can create a world in which 51% of humanity is flourishing by 2051. Learn more at heroic.us.