

HOW TO TAME YOUR COVID STRESS MONSTER!

A REVOLUTIONARY NEW
APPROACH TO REDUCING AND
MANAGING STRESS



Carol L Rickard, LCSW

AMERICA'S ULTIMATE STRESS EXPERT

How to Tame Your Covid Stress Monster!

A Revolutionary New Approach to
Reducing and Managing Stress

by

Carol L Rickard, LCSW

America's Ultimate Stress Expert

As Featured:



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What will you get out of this book?

- ♦ Understanding WHY you must take action to deal with your daily stress.
- ♦ Learn why stress management is not enough and how STRESSOMETRY® can put you in charge of stress
- ♦ The 3 simple step process you MUST take to have success with stress.
- ♦ A simple & practical system that can reduce STRESS levels in just 60 seconds or less!

Join Us For...



Carol will be hosting this virtual discussion session every Thursday at 4:00 pm EST where you can get answers to your questions and talk all things stress!

An EMAIL will be sent out every Tuesday with the LINK to the discussion and the opportunity to ask any questions you have.

Sign Up Now!

StressTalk.live

Table of Contents

A Life Changing Moment	1
The Danger Zones	3
Welcome	9
Getting Started	12
About this Book	18
What's The Impact	23
Why Stress Management Doesn't Work	27
What Is Stressometry®?	29
It's In the Cards	31
Tracking Progress	37
Step 1: Stop Using the <i>WRONG</i> Tools	51
Step 2: Become A Stress Detective	65
What Is Stress?	67
Making Stress Visible	57
Step 3: <i>START</i> Using the Right Tools!	79

My Secret System	81
What To Do	87
Bonus Tool	127
Do60 System™ <i>Mini Poster</i>	131
Keys to Success <i>Mini Poster</i>	133
The Stressometer™ <i>Mini Poster</i>	135
Carol's Other Resources	139

A Life Changing Moment

October 9th, 2019...

The day my life changed when I heard
those words **no one wants to hear:**

“Carol, you have cancer.”


But instead of feeling fear...



I immediately felt grateful.

Now, I know this is not the
usual response the doctor gets!

After teaching about stress for **30** years,

I have trained my brain to 

HOW things could be much worse.

In this case...

I could have had this cancer inside me
AND NEVER KNOWN IT WAS THERE

until it was **too late.**



I was & still am **grateful** because

I can now *do something* about it.

However...

As soon as my surgery date was set,

I struggled for the next few days.



I couldn't

these negative

thoughts from trying to *hijack my brain.*

IMPORTANT: *We cannot stop our thoughts,
we can only **manage them!***

The Danger Zones

There were 2 directions these thoughts
would try to take me...

#1

The “Why Me” Detour

#2

"What If" Alley

The problem is...

when we are in one of those places,

We are **not** in the *one place*

we can DO SOMETHING about stress...

the PRESENT!

The “WHY Me” Detour

This is the **first** dangerous place
to get lost in.

Some of my **Why Me's...**

- *Why did this happen to me?*
- *It's not fair... I keep myself healthy.*
- *Why is my family curse haunting me.*

I would get lost in a “Pity Party” –



feeling **sorry** for myself & **angry**.

What are some “Why Me’s” haunting you?

“What If” Alley

The **other** dangerous place
to get lost in is “what if” alley.

Some of my **What If's...**

- *What if I don't survive the surgery?*
- *What if I can't work again?*
- *What if the treatment doesn't work?*

And on & on & on it can go until we end



up so **lost & overwhelmed.**

What are some “What if’s” haunting you?

TOOL #1



NOW Stone

- 1)** Find a stone that will fit easily in your pocket.
- 2)** Write the word “NOW” on it with a marker that won’t come off.
- 3)** When you go down “what if” alley hold the stone & say these

Notice

Only

What-is

TOOL #2

Start paying attention to your:

Thoughts

Feelings

Behaviors

These will be the indicators you're
heading towards **“What If” Alley.**

When you notice you're getting lost,
say the following phrase to yourself:

'Feel your feet!'

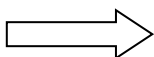


Both tools help ANCHOR you
in the present moment & pull you out of

“What If” Alley.

Everything you are about to

LEARN



I used

to keep what could have been

overwhelming and *unrelenting* stress

under control during

my entire cancer treatment!

My **promise** to you:

When you are done *reading* this

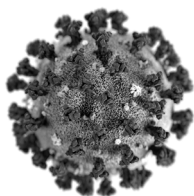


You'll have a **system** and the “**tools**”

to take control of your stress!


Welcome

Today we face one of the most
challenging times of our lives due to:



CORONAVIRUS (COVID-19)

This virus has **closed down** life
as the world knows it, creating
these **MOST stressful** times.

If you are reading this  , there is

one thing I know for sure about you...

You are **either...**
at a breaking point
OR
heading in that direction.

Whichever it is –
I am glad you are here!

There is **NO** *shortage* of stress
when it comes to ***life these days!***

From social distancing & virtual life
to grieving friends & family members
we've lost and to jobs no longer there.

There's plenty of stress to go around...

The problem...

when **stress** is not managed,

it has the *power to ruin* a lot of things...

health

relationships

hopes

dreams

&... lives.

It is my sincere hope you will take &

use what you learn in this book!

You will either manage your stress

or

IT CONTINUES TO MANAGE YOU!

Getting Started

Let me ask you a



What if you could learn how to



RELIEVE stress in just ***60 seconds?***

Would you want to know?

If the answer is

“yes”

than just keep on reading!

You are about to learn a **revolutionary approach** to dealing with your stress.

This approach will put **you** in



control of stress once & for all.

It may seem like it is too good to be true –

But it isn't!

I'm going to share with you the



secret system I've been
teaching my patients since **1991**

Equally as important,

it is the **same system** I use every day...

I LIVE WHAT I TEACH!

That wasn't always the case...

When I started 18 years ago at the



where I still currently work –

STRESS had *control* of me!

Only...

I didn't *realize* it...

It wasn't until I landed
in my doctor's office



3 weeks in a row

with *horrible migraines* & he asked

“Carol, what’s got you so stressed?”

Now, the most **embarrassing** part:

Here I was *teaching my patients*

the



to manage their stress...

BUT I wasn't *using them myself!*

Since that day,

I have **kept** my commitment to

I LIVE WHAT I TEACH every day!

Everything I share  here with you –



My Biggest Excuse

I'd been in my new job at the
hospital for about 8 months.

I LOVED IT!

In fact, I remember thinking to myself:

*'I can't believe I am
getting paid to do this!'*



It was a busy place – so busy I didn't...

Get to stop & eat lunch

Get to take my breaks

Even step outside for 1 minute!

BUT...



When the migraines hit me so
HARD I knew I had to make a

Big change.

Leaving my job was not an option.

Besides —



I knew from having worked at
other hospitals, it would be the
same *STRESS everywhere.*

What had to **change** was **ME!**

I had to start using the tools I was
teaching even if I only had **60** seconds.

That's how I *discovered my system works!*

About This Book

I doubt you have read a



like this!

I like to use a lot of pictures,



analogies, & word art which help
information stick in the brain!

I call my approach:

***SMART*Theory™**

(It's what makes my books and services

different from all others!)

KNOWLEDGE is the *left brain* at work.

This is where YOU ***know*** what to do!



Since I use “pictures” & “images”, I end up
tapping into the other side of the brain –

the right side!

With both sides working

on the same page,

the end result is getting people to



Move knowledge into ACTION!

You'll find this book is broken in to 3 parts:

Step 1: Stop Using the WRONG Tools

Step 2: Become A Stress Detective

Step 3: Start Using the RIGHT Tools!

Step #1:

Here we look at how people are fooled

in to thinking they are **DOING**

something about their **stress....**



Only to find out when it's too
late they just made
more stress.

You'll also learn...

WHY we do that!

Did you know...

Studies show 34% of people

USE FOOD as a way of

dealing with their high stress levels.



Step #2:

Here I introduce you to a concept

that will **CHANGE**

your life **forever**....



You'll never think about stress
the same way **again!**

You also learn *WHY we must*

DO something about it.

Did you know...

Studies show over 80% of people

DO NOTHING about

their record high stress levels.



Step #3:

This section will ***give*** YOU the tools
to get the job done!



You'll learn **A LOT** of
different “tools”!

The secret I learned a long time ago...

Having the *right tool*
for the *right job* makes
the difference between
Success and failure.

Also,
1 TOOL *won't work* the
same for everyone!

What's The Impact?

BEFORE COVID - stress could be found *all around the world* & already at **epidemic** levels -



Stress hindering the UK economy



Work-related stress in Britain has reached epidemic level

Xinhua | Updated: 2018-10-31 23:34



THE HUFFINGTON POST
TOP NEWS AND OPINION



Gina Solell, Contributor
Author, Speaker and Workplace Mindfulness Coach

Workplace Stress: The Health Epidemic of the 21st Century

01/07/2016 03:16 pm ET | Updated Dec 06, 2017

In the US the following results: (APA / AIS 7/28/14)

77%

Regularly experience physical symptoms caused by stress

54%

Say stress has caused them to fight with those they love.

76%

Identify money and work as the leading cause of stress

48%

Say stress has had a negative impact on their lives

\$300 Billion

Estimated annual cost to US businesses / employers

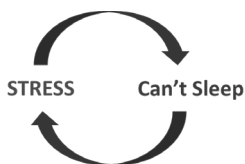
So, what does this mean?

Stress *has been* a **HUGE** problem



What is stress **COSTING YOU?**

Are you so stressed out you can't sleep?



Is stress spilling out on the wrong people?



Are you having anxiety or depression??



Are you starting to have health issues?



A “yes” to any of these is a sure sign
stress has *taken CONTROL* of your life.

Chances are...

no matter what you’ve tried it still

DOESN’T HELP.

That’s because what *we’ve been taught* is

ALL WRONG!

Let Me Explain -

I used to get stressed out at work by



10:00 am

Stress management

meant going to the gym to exercise at



or

6:00 pm

Getting a massage at

7:00 pm



The **problem** is...

MIGRAINES

would come at

2:00 pm!

I discovered that having to wait
to do a “stress management” activity
did NOT work...
for me or my patients!

This led me to develop a new approach
to dealing with stress called:

Stressometry[®]

So, what is it?

Stressometry®

It's when you get stressed out...

at 10:00 am



Being able to take
ACTION ON THE SPOT
to reduce stress!

This is how I got control of my migraines!

Now instead...



10:00 am



60 secs.

**MIGRAINE
AVOIDED!**



60 secs.

***Punching
Bag***

10:02 am

There's another way to understand it:

Just like a



-

STRESS has two sides.

Don't get me wrong!

Stress management has its place in
our lives as a great prevention tool.

However, that's only **1** side.

We need to work on the other side too!

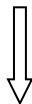
PREVENTION



**Stress
Management**



INTERVENTION

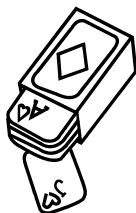


Stressometry®

WE MUST DO & LEARN BOTH!!!!

It's In the Cards!

When you'd come to my live seminars,
as you took your seat, you'd be handed
a playing card!



It may be a king, or it may be a three....

The

key point

is:

You **DON'T** get to **CHOOSE**

what card you get!

This applies so wonderfully **to LIFE** –
where we'll face many situations that

WE DON'T GET TO CHOOSE!

This is particularly the case
with this CORONAVIRUS pandemic.

You may have had many plans for how
your life was going to go... and now
it goes the other way.

There are so many factors
you don't get to control.....

Certain Places Closed

Kids with Virtual School

Becoming Unemployed

Can't Get Thru to Unemployment

Financial Worries

So,

what are you supposed to do



All that you *can* do...

Play the cards you're dealt that day

the **BEST** that you can!

Here's a couple of the tools I use:

IT'S NOT
WHAT HAPPENS
TO YOU,
BUT
HOW YOU REACT
TO IT
THAT MATTERS

EPICTETUS

Another way to think about it....

We don't get to control the events,

We do get to control

our response to them!

We are **100%** responsible for our **choice:**

Controlling

How

Our

Intentions

Create

Experiences

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Taken from the *WordTools Series*

This is my favorite &

the ***MOST POWERFUL:***

WHEN WE FACE A SITUATION
THAT ***CANNOT*** BE CHANGED
WE ARE **CHALLENGED**
TO
CHANGE OURSELVES

VICTOR FRANKL

Are you trying to change things
you **CAN'T CONTROL?**

Do the exercise on the next page to see!

Write down as many things you can think
of having to do with your life right now:

(Use another piece of paper if you need more room!)

A large, empty rectangular box with a black border, intended for the user to write down their thoughts.

Now go back & circle

ONLY the things **you can** control!

Tracking Your Progress

Monitoring

I developed a **tool** to help my patients
be able to track their progress.



The Stressometer™

It's pretty **simple** to use!

1st - Read each question & select the
answer that ***best describes you.***

2nd - When you get to the end, ***total
up***
all the numbers for a score

3rd - ***Check your score*** on the key.
Repeat to see how you progress!



How Stressed Are You?

5–10 **Great news!**

You have no stress!

11–15 **Good news!**

You have just a little bit of stress!

16–20 **Not bad!**

You seem to still have a handle on it!

21–25 **WATCH OUT!**

STRESS is *starting to cause trouble!*

26–30 **WARNING...**

STRESS is *greatly impacting* your life.

31–35 **DANGER Zone!**

Your level has you at extreme risk.

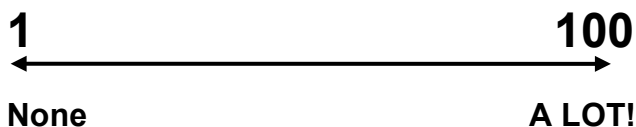
Your score ***will come down*** when
you use the system!!!

Another Tracking Tool

How to tell if this  is helping!

There are 2 more ways to track -

Both use a score of 1 to 100



#1

Track your **daily** stress level
(do this every evening)

#2

Track your level **before & after** you use the tools!

******Since this is new for you
it may take a little time for you to
get used to the tools!******

For this system to WORK...

YOU must *take* **ACTION!**

Here are a couple of my **WordTools** to help:

A
C_{ritical}
T_{ask}
I_{implemented}
O_{nly}
N_{ow!}

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Taken from the *WordTools Series*

No “tool” will work...

if you don't **pick it up**

&

DO something with it!!

Here's my WordTool:

Direct

Opportunity

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Taken from the *WordTools Series*

And,

When we ***DON'T*** use the “tools”

This is what happens!

D_{enied}

O_{ppportunity}

N_{ot}

,

T_{rying}

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Taken from the *WordTools Series*

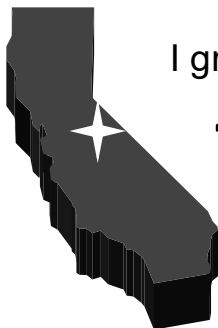
Here's one last important point...

“Whether you
think you can
or think you can't
you're right”

Henry Ford

I'd like to share an example of
this quote in ***ACTION!***

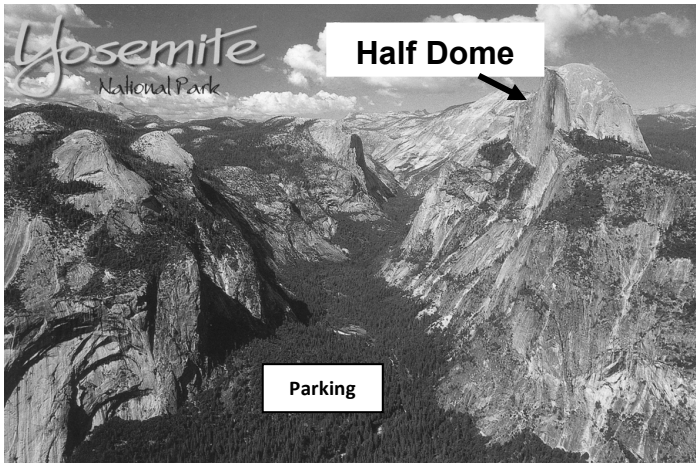
Ever heard of Yosemite National Park?



I grew up right next to it!

10 years ago, I went
back to visit & decided
to climb **Half Dome.**

(See on next page!)



We left the parking lot at 6:00 am &
didn't get to **The Climb** until 3:00 pm!





You pull yourself
up using cables!

It's
REALLY STEEP!

My brother & got **separated**
from our nieces early in the day...
(They are 20 years younger than us!)

When we reached the climbing part,
I told my brother *"I'm good just waiting at
the bottom for the girls to return."*

I was thinking **I CAN'T**

Suddenly my nieces showed up

from BEHIND US

& started encouraging us to climb!

That got me thinking...

I CAN

And I did!



This is the view from the top!

By the way,

My brother was *super happy* to finally
make it back down to the bottom!



Now,

The ONLY thing that *changed?*

My thinking!

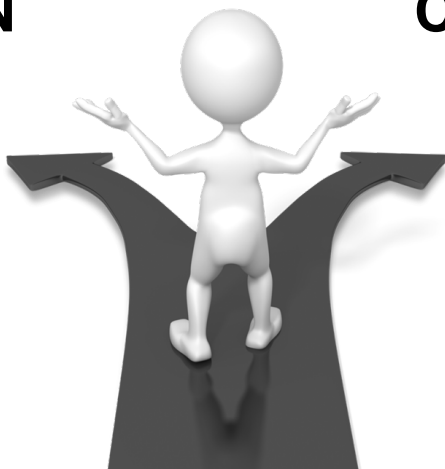
From - **I CAN'T**

To - **I CAN**

Every day we face a **CHOICE:**

CAN

CAN'T



Our Success

depends on which one we choose!

To *take control* of **STRESS -**

it requires you *choose / CAN!*

Want to Speed Up Your Progress?



StressMastery

Learn To Take Control Of Stress

Join Carol for this

FREE

Fast Start Training!

(Sells For \$297.00)

You know the **DO60TM System** –

Now it's time to learn the 5 keys to
being an unstoppable Stress Master!

Sign Up Now!

StressYOUiversity.com/Fast-Start

Join Us For...



Carol will be hosting this virtual discussion session every Thursday at 4:00 pm EST where you can get answers to your questions and talk all things stress!

An EMAIL will be sent out every Tuesday with the LINK to the discussion and the opportunity to ask any questions you have.

Sign Up Now!

StressTalk.live

Carol's Other Resources

A Nationally Syndicated Wellness Series:

The WELL YOU Show

Mondays @ 6pm, Sundays @ 8am

Watch at: www.PrincetonTV.org

Catch past episodes at
www.TheWellYouShow.com

Want More Tools?!

Carol has written more “tool” books!

If you need help:

- ✓ Losing weight
- ✓ Dealing with anger
- ✓ Managing health issues

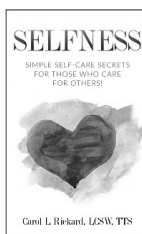
Take a look at the next few pages...



Chronic illness doesn't exclude you from having wellness. Get a blueprint to follow for taking back control of your health!



Are you sick & tired of feeling sick & tired? This is a step by step system for reclaiming your life from depression.

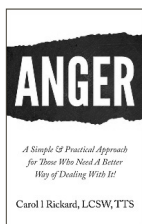


Self-care is often forgotten in this busy world. Carol offers simple and practical strategies to fit in to your busy life!

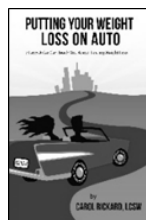


No – this is not promoting smoking! Instead, it provides the knowledge & the ‘tools’ to finally “Kick Cigarettes Butts”!

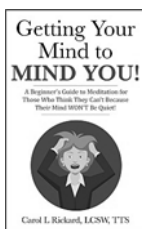
Available: amazon.com/author/carolrickard



ANGER - one of the most powerful emotions there is. Learn how to manage it instead of it managing you!



Losing weight doesn't have to be complicated! Learn the 7 *Laws of Lasting Weight Loss* a car can teach us. Guaranteed to work!

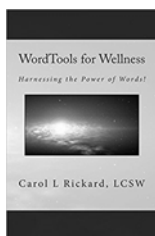


Your mind *is not* supposed to be quiet! Learn how meditation really works & change your life forever!



Do you find yourself struggling with what to say or how to help someone you care about? Learn how to say it & what to

Available: amazon.com/author/carolrickard



WordTools

What are words tools?

They are acronyms with purpose & meaning!

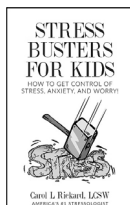
They are officially called *Artinym*™, which is Sanskrit for “describe”.

On the back of each wordtool is a question for you to answer should you choose to!

We have **4 different versions**:

Wellness Vol. 1 & 2, **Self-Esteem** Vol. 1 & 2
Business Vol. 1 & 2, **Athletes** Vol. 1

Examples:		
T he		D aringly
O nly		R ecognize
D ay	A	E xperiences
A fforded	D eliberate	A s
Y ou!	A adjustment	M ine
	P roviding	
	T ransformation	



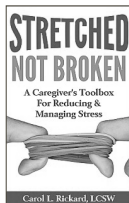
NEW RELEASE!!!!

Kid these days have to deal with so much stress. This makes sure they have the tools to succeed!!

We have three different versions of adult stress books because life circumstances can be different for each.

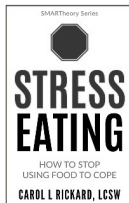
Choose the one that **best fits** your situation!

Caregiver



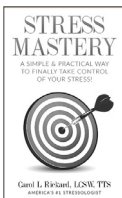
Research has shown caregivers are the MOST vulnerable. Learn quick, simple, practical tools for reducing and managing it.

Stress Eater



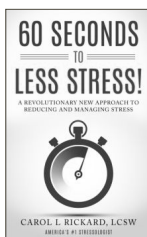
Do you find yourself eating when under stress? Get the tools & knowledge needed to break away from any old habits.

General



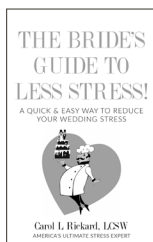
STRESS... It's all around us and NOT getting any less! Get the system Carol has taught to 1,000's & finally take control!

This series of books introduces Carol's proprietary **DO 60 System™** that you learned about in this book! Each version has added chapters geared towards that **specific audience**.

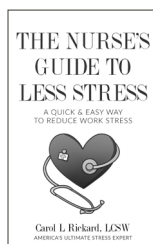


General Audience - This is the book that started the series! You'll learn the system that lets you finally take control of stress!

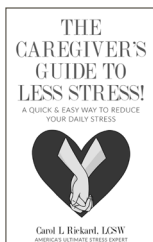
Brides



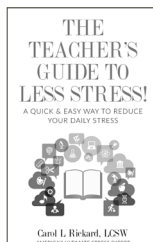
Nurses



Caregivers



Teachers



Available: amazon.com/author/carolrickard

To Contact Carol:

Please feel free to reach out if you
have questions or comments!

Email:

Carol@StressYOUiversity.com

Phone:

888 LifeTools

(543-3866)

Sign Up for Stress Talk:

CarolRickard.Tools/StressTalk

Join Us For...



Carol will be hosting this virtual discussion session every Thursday at 4:00 pm EST where you can get answers to your questions and talk all things stress!

An EMAIL will be sent out every Tuesday with the LINK to the discussion and the opportunity to ask any questions you have.

Sign Up Now!

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