



Feel bad? Do this.

A five-minute tool for the moments when nothing else helps

When to use this

There are situations where you know you shouldn't feel this bad — but the emotion is too intense, and nothing helps. Thinking about it doesn't help. Trying to calm down doesn't help. Your chest or throat is tight, you can't think clearly, and one or two sentences keep repeating in your head.

Feelings don't obey arguments — you cannot think your way out of one. It has to be worked with directly. Almost nobody ever teaches you how. That is what this page is for.

What the KUGEL™ is

The KUGEL™ is a guided five-minute exercise. You close your eyes, find where the feeling sits in your body — the tight chest, the knot in the stomach — and then you work with it in a very specific, step-by-step way, until the charge is out.

It is not meditation. You are not calming yourself down. You are not repeating positive sentences. You take one specific bad feeling and process it — so it is dealt with, not managed.

It was developed by coach Orlando Owen and has been used for over twenty years with more than 10,000 people. The complete guided version — someone walks you through every step — is free. No sign-up. Nobody sees anything you do.

Sounds too simple? Good. Stay skeptical.

You don't have to believe any of this. The exercise comes with a built-in test: you measure the feeling before and after, on a scale of 1–10. The number tells you whether it worked — not us.

How to use it — four steps

1 Step out.

Take a break. Go somewhere private for five minutes — the restroom, your car, a walk around the block. Nobody has to know.

2 Find the two things.

Ask yourself: What am I thinking? — there are usually one or two sentences on repeat. And: What am I feeling, and where? — tight throat, heavy chest, knot in the stomach, heat in the face. The place in your body matters: that is what you will work on.

3 Do the guided KUGEL™.

Open the link below. Choose video, audio, or text. It guides you through every step — you just follow along. About five minutes. First time, use the video or audio: it is easier when someone walks you through it.

4 Measure. Then go back in.

Before you start, rate the feeling: how bad, 1–10? Maybe a 7. Afterwards, rate it again. Maybe now it's a 3 — or gone. Then return to the situation and notice how you handle it now. That difference is the proof. Yours, not ours.

buildselfesteem.com/kugel

What people ask

“When should I do this?”

Exactly when a negative emotion comes up — when it's intense, when it counts. Don't wait until two hours after the bad thing happened. If you're in a meeting, stressed, about to blow up or make a mistake: excuse yourself, go to the bathroom, do it right there.

“What if the feeling comes back?”

Usually you can't bring all of it back — it comes back weaker than before. And even if it's just 10% better, that is 10% improvement. You can repeat the exercise as often as you need. Feelings tend to improve drastically after a few KUGELS.

“Do I have to understand why I feel this way?”

No. That is the point. Understanding is head-work, and you have probably done plenty of it. This works on the feeling itself. Understanding can come later — if you still want it.

Next time it hits: step out, find the feeling, do the KUGEL™, measure.

Print page 3 and keep it where the hard moments happen.

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Feel bad? Do this.

1 Step out 2 Find the thought + the feeling 3 Do the KUGEL™ 4 Measure, go back in

WHAT AM I THINKING? (the one or two sentences on repeat)

WHAT AM I FEELING — AND WHERE? (throat, chest, stomach, face?)

HOW BAD IS IT RIGHT NOW? (circle one)

1 2 3 4 5 6 7 8 9 10

Now do the KUGEL™ → buildselfesteem.com/kugel (about 5 minutes, guided)

AND NOW? (circle again — the difference is your proof)

1 2 3 4 5 6 7 8 9 10

Better — even 10%? That is real improvement. Repeat as often as you need; feelings tend to improve drastically after a few KUGELs. This sheet is yours alone. Nothing is submitted or saved.