







The Self-Love Letter Project

A simple way to spark self-esteem and connection at home

The Self-Love Letter Project from BrightLife Kids is a creative way to help kids notice what makes them special — building confidence, self-kindness, and emotional strength along the way.

Kids don't need anything fancy to make it meaningful, just a few minutes, a quiet space, and your encouragement.

Here's how to guide the moment

-  Let children answer questions and draw on the Self-Love Letter Project cards.
-  Offer guidance by asking, "What do you love about yourself?"
-  Validate their answers and encourage them to trust their feelings.
-  Ensure they share all the good stuff about who they are.



Keep the conversation going:

- Ask them to share their card with you. What did they write or draw?
- Reflect together: "What's something you love about who you are?"
- Make it a weekly ritual: "What's one thing you liked about yourself today?"
- Hang up the fridge or somewhere prominent as a daily reminder of their strengths.
- Let them see you doing it too — kids learn from what we do!
- BrightLife Kids members can find more tips on confidence and self-esteem in the content library in our app.



Want more tools like this?

BrightLife Kids is a free behavioral health program for California families with children ages 0-12. We offer 1-on-1 virtual coaching, secure chat, videos, and helpful tips for things like big feelings, friendships, bedtime struggles, and more. Register for free at brightlife.kids/love or scan the QR code.