



[The Esteem Engine](#)

Wednesday, July 17, 2013

Story by Sherry Mazzocchi



Johnson at a reading at the Harlem YMCA.

Photo: Courtesy of Ron Johnson

.The story started with Sage

In 2003, Ron Johnson, a credit analyst, adopted a one-year-old daughter from Ethiopia and wondered how to raise a child who will grow up to be a good person

.He realized self-esteem was key

.Before Sage, now 11, even learned to read, Johnson taught her 101 different phrases of praise and self-respect

.He began to see that the whole world operates on how people feel about themselves and others

.So he wrote *The Esteem Engine*, a book showing both children and adults how to tackle self-esteem issues



Sage, on right, teaches Donald Cash Jr. 101 words of praise.

Photo: Courtesy of Ron Johnson

It's populated with a big cast of lovable characters—including Señor Rivera, Professor Etc., Benny Be-Bop, Mood Ring and even a dog named Sabrina—who ride the Esteem Engine and transform themselves

While on a mini-book tour of northern Manhattan—including Sister's Uptown Bookstore and the Harlem YMCA—Johnson told *The Manhattan Times* that he believes good self-esteem is the antidote to poverty, crime and poor academic performance

.It seems that other people think so too

.He's in talks to create a television show around the book and its characters

.To find out more, please visit EsteemEngine.org

[< Next](#)

[Prev >](#)