

PARENTING GUIDE E-BOOK

ILU – THE POWER OF LOVE

A powerful practical toolkit for new
moms to build love & connection with
their Toddlers

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Author's Note



Parenting is one of the most beautiful yet demanding roles we take on in life. As a busy mom myself, I know how overwhelming it can feel to balance work, home, and the precious moments with your little ones. This booklet, centered around the ILU Technique, is my way of sharing a simple, heartfelt approach to parenting that fits into even the busiest of schedules.

It's not about being a perfect parent—because none of us are. It's about creating small, meaningful moments that leave a lifelong impact on your child. I hope this guide inspires you to pause, connect, and remind your little one just how deeply they are loved.

With love & Gratitude,

RISHA SHEIKH

Prologue

Parenting is a journey filled with love, joy, and countless moments of connection. Yet, in the hustle and bustle of life, even the most devoted parents can find themselves struggling to express their love consistently. As a busy mom juggling responsibilities, you may often feel like time slips away, and those precious words, “I love you,” don’t get said as often—or as meaningfully—as you’d like.

This is where the ILU Technique comes in. It’s not just about saying the words; it’s about creating intentional, heartfelt moments that your child will carry in their heart forever. It’s a simple yet profound way to strengthen the bond with your child, even on the busiest days.

Imagine this: your child, years from now, recalling how you sat with them, looked into their eyes, and reminded them of your unconditional love. These small, intentional acts become the foundation of their confidence, happiness, and sense of security. The ILU Technique is designed for moms like you—moms who love deeply but sometimes feel stretched too thin to express it the way they want to.

This booklet is your guide to weaving these beautiful moments into your daily life. It’s not about adding more to your to-do list; it’s about making the most of the time you already have.

Through simple, actionable steps, you’ll learn how to communicate your love in a way that’s meaningful, memorable, and effortless.

Let this be your reminder: your love is already enough. The ILU Technique is just a way to make sure your child feels it every single day.

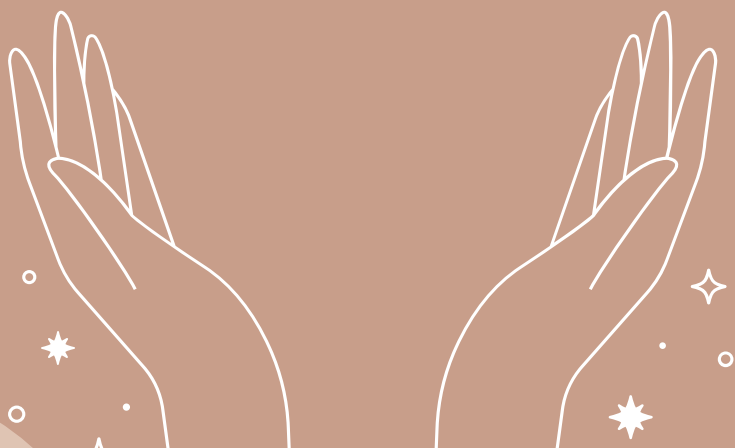
Welcome to the journey of creating lasting love moments. Your child—and your future self—will thank you for it.

Best Regards,
RISHA SHEIKH



ILU ILU EVERYWHERE

Risha Sheikh



ILU TECHNIQUE

WHAT IS ILU APPROACH



The ILU Method is a simple yet powerful way to connect with your child and remind them of your unconditional love, no matter how hectic life gets. “ILU” stands for I Love You, but it goes beyond just saying those three words—it’s about creating intentional, heartfelt moments that deepen your bond and leave a lasting impression on your child’s heart.

In today’s fast-paced world, it’s easy to get caught up in the demands of work, household chores, and countless responsibilities. The ILU Method is designed to fit seamlessly into the life of a busy mom, helping you nurture your relationship with your child without requiring hours of extra effort.

WHAT IS ILU APPROACH

At its core, the ILU Method involves three simple steps:

1. **Intentional Presence** – Taking a few uninterrupted moments to focus entirely on your child.
2. **Loving Words** – Speaking from the heart to reassure them of your love and their importance.
3. **Meaningful Actions** – Adding a small gesture, like a hug, kiss, or warm smile, to reinforce your words.

It's not about being perfect or doing grand gestures. Instead, it's about consistently showing your love in ways that your child can feel and understand, even during life's busiest days.

The ILU Method is your shortcut to creating lasting memories and a deep, unshakable connection with your child. It's proof that love doesn't need a lot of time—it just needs intention.





HOW TO USE THE ILU APPROACH

BEFORE DIVING INTO THE ILU TECHNIQUE, LET'S TAKE A MOMENT TO UNDERSTAND HOW TO USE THIS METHOD EFFECTIVELY. THIS TECHNIQUE ISN'T ABOUT GRAND GESTURES OR COMPLICATED STEPS—IT'S ABOUT INFUSING SIMPLE MOMENTS WITH LOVE AND INTENTION. FOLLOW THESE INSTRUCTIONS TO GET THE MOST OUT OF THE ILU TECHNIQUE:

1. Consistency Over Perfection

Life is busy, and no parent is perfect. The ILU Technique works best when practiced regularly, not perfectly. Even if you have just a minute or two, using this method can create meaningful connections that build a strong emotional foundation for your child.

2. Follow the Three-Part Pattern

Each time you use the ILU Technique, follow the pattern of Pre-requisite, Main Part, and Post Action to ensure the interaction is impactful. Prepare the moment, express your love intentionally, and reinforce it with a meaningful gesture.



HOW TO USE THE ILU APPROACH

3. Stick to the Script

The wording and structure of the ILU Technique are intentionally crafted to deliver the maximum emotional impact. Personal ego or the urge to tweak the words should never overshadow the purpose of the method. Altering the phrases or structure can dilute the effect and may not achieve the desired result. Trust the process, stay true to the words, and focus on the connection, not personal preferences.

4. Make It a Routine

Incorporate the ILU Technique into daily routines, like bedtime, after playtime, or during quiet moments. This consistency helps your child feel loved and reassured every single day.

5. Stay Present

When practicing the ILU Technique, give your undivided attention to your child. Even a short moment of full presence can have a profound impact on their emotional well-being.

Why This Matters

The ILU Technique is more than just a parenting tip—it's a way to nurture a lifelong connection with your child. These small moments of intentional love create memories that shape their sense of security, happiness, and self-worth.

Take this technique as a gift to yourself and your child, and let it remind you that love doesn't have to be extravagant to be extraordinary.



ILU – THE 3 PART THEORY

1. Pre-requisite: Setting the Stage for Love

The pre-requisite phase is all about creating the right environment for connection. Toddlers, like all of us, respond best when they feel safe, calm, and valued. Preparing the space and moment is key to ensuring they are fully present and receptive to your love.

- Why It's Vital:
- Without setting the stage, your child may be distracted or disengaged, and the impact of your words might be diluted. This phase ensures they are emotionally and mentally available to connect.
- How to Do It:
 - Choose a quiet moment when your child is calm (e.g., after playtime, before bed).
 - Minimize distractions like phones, TV, or noisy environments.
 - Approach with a calm, loving demeanor, ensuring your tone and posture communicate care.



ILU – THE 3 PART THEORY

2. Main Part: The Heart of the ILU Method

This is where the magic happens—the moment you express your love intentionally and meaningfully. The Main Part involves getting to your child's level, making eye contact, and sharing heartfelt words that affirm your love and connection.

- Why It's Vital:
- This is the core of the ILU Method. It's your opportunity to be fully present and deliver a message of love that will resonate with your child's heart.
- How to Do It:
 - Sit at their level to foster equality and connection.
 - Use loving words like, "Mama loves you no matter what," or, "You make my heart so happy!"
 - Keep your tone warm and gentle, and use simple phrases they can understand.



ILU – THE 3 PART THEORY

3. Post Action: Reinforcing the Moment

The Post Action phase is about closing the interaction in a way that reinforces the love and security you've just communicated. It solidifies the connection and leaves your child feeling cherished.

- Why It's Vital:
- Without this step, the moment might feel incomplete. The post action adds a layer of physical or emotional reassurance that deepens the impact of your words.
- How to Do It:
 - End with a warm gesture, like a hug, kiss, or holding hands.
 - Reaffirm your love with a short phrase like, "Mama is always here for you."
 - Allow your child to respond or simply bask in the moment.



ILU – THE 3 PART THEORY

Why Follow This Pattern?

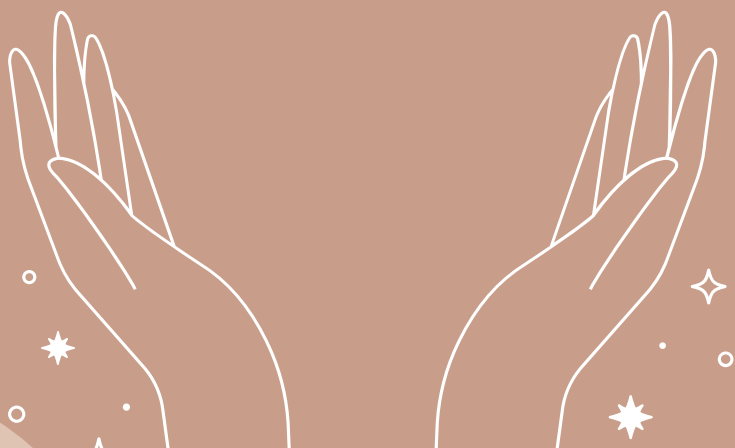
Using the Pre-requisite, Main Part, and Post Action pattern ensures the ILU Method is more than just an occasional sentiment—it becomes a meaningful ritual in your relationship. Each step builds upon the other, making your child feel secure, valued, and deeply loved.

By repeating this pattern consistently, you'll not only strengthen your bond with your child but also teach them the language of love, care, and connection—a gift they'll carry with them for a lifetime.



The 21 day ILU Challenge

Risha Sheikh





Why Follow This Pattern?

Building strong, loving bonds with your child doesn't happen overnight—it's a journey of consistent, heartfelt moments. The 21-Day ILU Challenge is designed to guide you through this journey, one day at a time, by practicing the ILU Technique daily.

For 21 days, you'll intentionally focus on one specific aspect of expressing love to your child. Whether it's a simple affirmation, a meaningful gesture, or a moment of connection, each day will give you a chance to deepen your relationship. By the end of the challenge, you'll notice a transformation—not just in your child, but in yourself.



Why 21 Days?

It's often said that it takes 21 days to form a habit. This challenge is about creating a lasting habit of expressing love with intention and consistency. Over these three weeks, you'll shift your mindset, prioritize connection, and discover how small moments can make a big impact.



What to Expect:

- Week 1: Breaking the Ice
- For parents who feel disconnected, the first week focuses on simple steps to initiate bonding. You'll see small but noticeable changes as your child begins to respond to your love.
- Week 2: Building Momentum
- By the second week, your efforts will feel more natural, and the bond will deepen as your child starts looking forward to these moments.
- Week 3: Transforming the Bond
- In the final week, the ILU Technique will feel like second nature, and you'll see lasting changes in how you and your child connect and communicate



Who Is This For?

This challenge is perfect for:

- Parents who struggle to express love consistently.
- Moms who feel too busy but want to prioritize connection.
- Those looking to rebuild or strengthen their bond with their child.



The Impact

By the end of the 21 days, saying “I love you” will no longer feel like just words—it will become a meaningful, intentional act that strengthens your relationship. Even for those who’ve struggled to bond, this challenge offers hope and tangible results within a week.

Take the 21-Day ILU Challenge and watch how small, consistent acts of love can create a lifetime of connection and joy.

Let’s explore the ILU Techniques and discover how small moments can create lifelong bonds with your little one.

The "I Love You" Whisper

Pre-requisites:

- A calm environment (bedtime, after bath, or while cuddling).
- Ensure your tone is soft and soothing.

Main Part:

- Whisper into your toddler's ear: "Do you know a secret? I love you so, so much, and I feel so happy when I see your smile."
- Add something specific about them, like: "You're so kind when you share your toys, and it makes Mama proud."

Post Action:

- Hug them gently and say, "Let's always keep this our little secret of love."

The "Love Surprise"

Pre-requisites:

- Small surprise notes or pictures of hearts.
- Plan a specific moment, like when you pick them up from daycare.

Main Part:

- Hand them the note and say, "This is a love surprise from Mama! It says how much I think about you even when I'm not with you."
- Read it out loud if they can't read yet.

Post Action:

- Celebrate their reaction with a playful kiss or a giggle.

The "Love Drawing"

Pre-requisites:

- Paper and crayons or markers.
- A little time to sit together.

Main Part:

- Draw a picture of a heart or your family and say, "This is my heart, and you're in it! Can you draw something you love too?"

Post Action:

- Display their drawing proudly on the fridge or wall.

The "Love Jar"

Pre-requisites:

- A small jar and colorful pieces of paper.
- A few minutes to prepare notes like "You make Mama happy" or "You are special."

Main Part:

- Sit with them and say, "This is our Love Jar. Every time we feel loved, we'll add a note."
- Write or draw something together and place it in the jar.

Post Action:

- Revisit the jar occasionally to read the notes aloud.

The "Heart Hug Ritual"

Pre-requisites:

- A quiet moment like bedtime or before leaving for work.

Main Part:

- Hug them while saying, "When I hug you, I send all my love to your heart. Feel it?"
- Hold the hug for 10 seconds, making eye contact.

Post Action:

- Say, "Carry this love with you all day!"

The "Proud Moment Share"

Pre-requisites:

- Recall something they did that made you proud.

Main Part:

- Say, "Do you remember when you helped put your toys away yesterday? That made me so happy. I love you for being so thoughtful."

Post Action:

- Give a high-five or cheer, "You're amazing!"

The "Peek-a-Love Game"

Pre-requisites:

- A playful mood or downtime.

Main Part:

- Play peek-a-boo but say, "Peek-a... I LOVE YOU!" every time you reveal your face.

Post Action:

- Tickle them lightly and laugh together.

The "Yes Day Mini Edition"

Pre-requisites:

- A free 15-minute window where you can follow their lead.

Main Part:

- Tell them, "For the next 15 minutes, we'll do whatever you want because Mama loves spending time with you."
- Engage fully in their chosen activity.

Post Action:

- Conclude with, "That was the best time ever! Mama loves having fun with you."

The "Special Dance"

Pre-requisites:

- Play a favorite upbeat or calming song.
- Have a space where you can dance together.

Main Part:

- Dance with your toddler, making funny or dramatic moves.
- Say, "This is Mama's happy dance because I love you so much!"

Post Action:

- End the dance with a big hug or a spin, saying, "Dancing with you makes Mama's heart so full!"

The "Story of Us"

Pre-requisites:

- A quiet evening or bedtime.

Main Part:

- Tell them a story starting with: "Once upon a time, a magical baby was born, and Mama loved them more than anything..."
- Highlight moments that show how much they are cherished.

Post Action:

- End with, "And the best part? The story of our love never ends."

Morning Hug Love

Pre-requisites:

- Choose a calm moment in the morning (after waking up).
- Ensure you have a few uninterrupted minutes.

Main Part:

- Sit at their level and give them a warm hug.
- Say: “Good morning, sweetheart. Did you know Mama loves you so much? Let’s make today amazing together!”

Post Action:

- Smile and share a quick cuddle or kiss before starting the day.

Praise and Love

Main Part:

- Say: “Aarav, Mama loves you not just for who you are but for all the wonderful things you do, like helping with toys. You’re my superstar!”

Pre-requisites:

- Observe something they’ve done recently (like sharing or completing a small task).
- A peaceful environment to have their full attention.

Post Action:

- Give a high-five or hug and let them feel appreciated.

Surprise Note Love

Main Part:

- When they find it, explain:
“That’s Mama’s little love note for you. I think about you even when I’m busy!”

Pre-requisites:

- Prepare a note with a simple “I Love You” message or a drawing.
- Leave it somewhere they’ll notice (e.g., lunchbox, pillow).

Post Action:

- Smile and share a quick laugh or hug when they react to the surprise.

Playtime Love

Pre-requisites:

- Dedicate 10–15 minutes for play without interruptions.
- Choose an activity they enjoy (e.g., blocks, coloring).

Main Part:

- While playing, say: “I love spending time with you like this. It makes Mama so happy. Do you love it too?”

Post Action:

- Seal the moment with a playful kiss or cheer for their creativity.

Love in the Mirror

Pre-requisites:

- Stand together in front of a mirror.
- Ensure they are calm and focused.

Main Part:

- Point to their reflection and say: “Do you see this amazing person? Mama loves this little one so much, just the way they are!”

Post Action:

- Share a laugh or make silly faces together in the mirror.

Snacktime Love

Pre-requisites:

- Prepare their favorite snack.
- Have a few minutes to sit together.

Main Part:

- While they eat, say:
“Mama made this snack because I love taking care of you. You’re my favorite little munchkin!”

Post Action:

- Add a playful gesture, like a light tickle or feeding them a bite.

Busy Day Assurance

Pre-requisites:

- Plan for a brief check-in during a hectic day (like a quick phone call or while cooking).

Main Part:

- Say: “Mama’s very busy right now, but I want you to know I love you so much, and I can’t wait to spend time with you soon.”

Post Action:

- Follow through with a special moment later in the day (e.g., a hug or a short story).

Bedtime Bond

Pre-requisites:

- A quiet bedtime routine (after bath or story).
- Ensure your phone and distractions are set aside.

Main Part:

- Gently hold their hand and say:
- “Before you close your eyes, remember this: Mama loves you no matter what. You’re my favorite part of every day!”

Post Action:

- Kiss them on the forehead and say, “Sweet dreams, my love.”

Picture Perfect Love

Main Part:

- Show them the picture and say: “Look! This is us. Mama loves you so much, I always want to keep these memories.”

Pre-requisites:

- Choose a family picture or draw a quick doodle of you two together.

Post Action:

- Let them hold or display the picture in their room.



ILU
APPROACH

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Weekend Love Adventure

Pre-requisites:

- Plan a small outing or home activity (like baking cookies or a walk).
- Choose something manageable for your schedule.

Main Part:

- During the activity, say:
“Mama planned this because I love spending time with you. You make my days so special.”

Post Action:

- Wrap it up by saying, “I had so much fun today. Did you?” and share a big hug.

The "Love You" Ritual

Pre-requisites:

- Choose a calm time when your child is relaxed and not engaged in an activity.
- Create a distraction-free environment (turn off phones, TV, or other interruptions).
- Approach with a calm and loving demeanor, ensuring you're not rushed or stressed.

The "Love You" Ritual

Main Part:

- Make them sit comfortably: Invite your child to sit in a cozy spot without forcing them. Ensure it's a natural, warm interaction.
- Go to their level: Sit at their eye level to establish a sense of connection and equality.
- Speak from the heart: Say these words (or similar, adapted for your child):
 - "Aarav, you know Mama loves you no matter what."
 - "Mama can see your love shining like a star. It makes my heart so happy!"
 - "I feel so joyful when we're together, and I know you feel the same with Mama."
- Maintain eye contact, smile gently, and keep your tone soft and affectionate.

Post Action:

- Conclude with, "That was the best time ever! Mama loves having fun with you."

MOTIVATION FOR MOMS

ONE RIGHT APPROACH



YOU CAN BOND

RISHA SHEIKH

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