



## Transcript: Wake Up Happy with Jeff Olson

### SPEAKERS

Host: Kym Yancey  
Expert: Jeff Olson

### PRESENTATION

Kym        Good morning. I love these mornings. I have to tell you, if you're just now tuning in and this is your first opportunity to be a part of *Wake Up Happy*, we want to say welcome on board. We are so thrilled that you're here, and for our repeat listeners that have been coming back every single day, I want to say isn't this fun? Isn't this great? I know all you can do is kind of tip your phone because there's no way you can really—Now that I think about it, we've got our chat, so you can add some comments there and we love those. It's really exciting.

I want to acknowledge some people that I know are just out there participating. Kelly in Washington, we see you. Marja in Florida, Laura in Plano, Amanda in the United Kingdom, welcome on board. Hey, Kitt from Vermont, glad to have you here. Cher, Southern California. Hey, John in Phoenix, we see you. Christopher in Mexico, Melody in Oklahoma, Liz, Oakville, Ontario. How about you, Sue, Montana? Mark in Maine. You hear your name, you know what to do, just snap your fingers and say, "I'm here."

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My name is Kym Yancey. I am the CEO of Live Happy and we are an organization that is dedicated to making our world a happier place. That's what we do. We're all about making a difference and increasing the level of happiness. If this is your first time again hearing about us, I want to tell you that Livehappy.com is the place to go for everything you need to know about being happier, more fulfillment, more emotional richness in your life, and the best part is, is everything we do is based on science.

We have an incredible scientific board that works with us, contributing authors that are all bestselling authors, experts, academics in the field of happiness, but what's so nice about this is the way we package it is it's all lifestyle. All the information, everything that we create, is based around your lifestyle and how you can apply it to your life.

Get social with us, tag us, *Wake Up Happy, Wake Up Happy*. Follow us on Twitter @Mylivehappy and Facebook is Mylivehappy. Let's get that dialogue going. We want to hear what you're feeling. We want to know what you're thinking. One of the things for especially our new listeners, those veterans that we have that have been on the last four calls you know this already, but as you hear something that is a tweetable moment, I'm going to be calling some of them out, but you can have them and share that information. That's the power of happiness. Happiness spreads and that's what we want to do here with you.

The other thing I want to tell you is that in addition to our website we really get involved in the community. We were a major sponsor of the International Day of Happiness. That is

March the 20<sup>th</sup>. Most people aren't aware that the United Nations has sanctioned March 20<sup>th</sup> as the International Day Event. We were the biggest sponsor of that this past March.

It was so cool because we created these walls, these big orange walls. They were 10-feet wide, 7-feet tall, and we wanted people to post on our wall how they share happiness, how happiness comes into their life, how they share it, and what it means to them. Just the mere discussion around this topic elevated everyone who came near these walls. Anybody that was into contributing and making the world a happier place, just thinking about it.

One of the things I love about these calls and what I hear from you is that plugging into these *Wake Up Happy* segments just sets your whole day. It just puts you in a completely different frame of mind and it brings awareness in a completely refreshing new way.

I want to also talk what's happened here. On Monday, we talked with Shawn Achor, *New York Times* bestselling author of *The Happiness Advantage*, and he shared with us happiness is a choice. Happiness spreads and happiness is an advantage in your life. On Tuesday, we discussed inner peace with Hyrum W. Smith. This is the cofounder and chairman and former CEO of The Franklin Covey Company and Hyrum told us if there's a gap between what you value and what you're doing, you won't find peace. If there's a gap between what you value and what you're doing, you will not find peace.

On Wednesday, we had the incredible Gretchen Rubin, *New York Times* bestselling author of *The Happiness Project*, and her message was develop strong, intimate bonds with other

people. Her other message was you can't change someone else, you can only change yourself. Third was when your life reflects your values, that's when you'll be happiest. When your life reflects your values, that's when you'll be happiest.

Then yesterday, we had the incredible Michelle Gielan on positive communication and her message was the level of positivity we express can override the negativity and reset the social script. Number two, when we broadcast a happier and positive mindset, it unlocks the brain for higher potential. Number three, she says don't let the negative people win. We cannot let the negative people win and drown out all of us happy people, all of us that want to see positive things happen.

Rehka [ph], not her, I'm sorry. I'm going to get to her in just a second. The other item that Michelle had was what I call her call to action and this was really great. Write 3 gratitudes every day for 21 days and let me give you an example. Like Beth Talmadge said, "I'm grateful for my family, my dog, Bailey, and my health." Rehka Pearl said, "I'm grateful for dedication to research, happiness, and sharing."

The information, and all of you know about this, we've been getting lots and lots of calls and e-mails about how can you get the recordings of all the shows. We're going to go one better for all of you. I'm going to tell you about how you can get your hands on all of the recordings and actual transcripts, written transcripts, of everything we talk about here and some more. I've got some great, great surprises for you I'm going to share.

Our incredible guest this morning is someone that's really near and dear to me. I live in Dallas and I came here 20 years ago and I came here because of Jeff Olson. That's why I'm here. He has been an incredibly influential influence in my life. He is someone that has inspired me, motivated me, and it's just a thrill to bring him here.

Let me tell you a little bit about Jeff. He is often referred to as the "Millionaire Maker" and I'm telling you I'm living proof of it from the standpoint of what he's done for me and what I've learned from him and how I've applied that to my own personal business because he's helped thousands of people build successful businesses. He is an extremely in-demand speaker and speaks to audiences throughout the United States and around the world.

Jeff founded a powerhouse organization three years ago. Three years ago, he went from zero to \$400 million in three years and that organization is called Nerium International. Prior to this, Jeff founded The People's Network, which is what brought me to Dallas, Texas. He launched a company all around personal development. He created the largest personal development training organization in the nation, and as the CEO, Jeff blazed a trail in the personal development arena and is considered one of the foremost experts and leaders in the field of achievement, creating over 900 customized television programs on personal excellence and health, family, relationships, finances, and more.

This has been a reoccurring theme throughout all of Jeff's life, is creating opportunities and creating systems and products that enhance the wellbeing of other people. Everything he does is based on that. He is also the author of the bestselling book *The Slight Edge*, which

stems from his passion for helping individuals achieve higher levels of financial freedom and personal excellence. He also partnered with Success Foundation to create the book, *Success for Teens: Real Teens Talk About Using The Slight Edge*, which is based on principles from *The Slight Edge* and has been distributed to almost 2 million teenagers.

Now this October, at Stanford University, along with Guy Kawasaki and several others, top achievers in the world, Jeff is being inducted into the Happiness Hall of Fame because of his extraordinary passion for helping others and for leading a movement to create happiness on our planet. Jeff is the founder of Live Happy and was a featured speaker at the United Nations this past March. He is committed to philanthropy. Giving back is major, major. He is a major contributor to Big Brothers and Big Sisters.

So, with that, my dear friend, Jeff, welcome to *Wake Up Happy*. Okay, we're just checking here. Jeff, we're doing a double check here.

Jeff I'm sorry. I was on mute. I'm not that smart. (Laughter) I was taken aback by the introduction. I was so excited about that person, but it's great to be here and I've had a very busy week and I've had a hard time getting in on your calls, but I've been watching my social media and there's so much excitement. I've gotten a lot of text messages and e-mails from people excited about the messages they're getting from people. It just tells me there's a lot of good people out there looking for good information. I applaud you. I'm excited to be here.

Kym Jeff, the thing is and we won't just belabor this, but none of this could happen without you. You've created the platform and that's something I marvel about you and I want to talk about this, but your insight in how you bring people, bring teams together and let them just do what they do and it takes off. Jeff, let's talk about *The Slight Edge*. Explain the concept of *The Slight Edge* and also how you came to this.

Jeff One thing to understand *The Slight Edge* and I'll do that gladly right now. It kind of ties into the happy space pretty well. I've just been real fortunate in life to be successful, but actually I've been more fortunate to be around a lot of people who've had success and I've kind of studied the process and what I learned along the way is that quite honestly we're influenced by so many people to do what I call quantum leap things and it doesn't work.

Matter of fact, you mentioned, Kym, The People's Network. When we produced those shows, the best lectures, authors, the people who had the information, the *New York Times* bestsellers, and everything, one thing I saw was the information was great that they were producing, but the philosophy behind with which they were processing information was wrong. What I mean by that is what everybody has to do. It was kind of sad, but what everybody has to do is they have to tell you if you read my book, listen to my CD's, come to my seminar, you're going to fix whatever you're trying to fix, your health, your finances, relationships, your career, whatever. It's going to change in 90 days dramatically and people have to do that to draw you in.

At first, I didn't have a problem with that. I thought it's a neat thing, but then I saw people get involved and then 90 days later they weren't getting that results expected and two things happened. Number one, they quit believing in the information and there was nothing wrong with the information. It was brilliant information. Number two, they started not believing in themselves and they didn't go back to a place 90 days ago where they started; they went back to a worse place because all of a sudden they lost belief.

I realized that what's happening is the information wasn't failing people. It's kind of the processor they were using to make that information work for them that was wrong and that what they need to do—the information was perfect, but it was a matter of doing those little things they are asking you to do and doing them over and over and over and over consistently, persistently, for a long enough period of time to be successful.

I wrote the book, *The Slight Edge*, and *The Slight Edge* is about the things that you do in the moment. We all have these big dreams and aspirations of things we want to become or do or happen in our life and those are the things you're drawn towards, but the only thing you have is the moment and that's one thing *The Slight Edge* is all about. It's really about the moment. One second ago it doesn't exist and one second in front of does not exist. The only thing that exists is the moment and most of the things you do in the moment are insignificant. They're small, but it's cumulative, a compounding effect of things you do in the moment, achieve big goals, and most of the things you do in the moment you do when nobody else is watching you. It's kind of a lonely path. You're out there.



The book, *The Slight Edge*, was a book to try to reaffirm to people that you can achieve pretty much anything you want, but the only way you're going to get that is not through quantum leaps. It's by doing little things that really seem to make no difference at all after doing them and doing them over, and over, and over, and over, and over consistently, persistently, with good [indiscernible] for a long period of time and it compounds [audio skipping]. It's a great book about that and it's just really an empowering book.

It doesn't have anything to do about diets, but you know how many people have lost 50 or 100 pounds because of the book because it changed their philosophy? It had nothing really to do about relationships, but do you know how many families it's changed and relationships changed? It has nothing do about finances, but I've seen people turn around their complete finances because they quit doing the quantum leap things and they started doing the little things and they just did them consistently, persistently, long enough that the compound effect kicked in. That's what the whole book is about, is those little things that matter in the moment that you do every single day.

Kym      Jeff, I want you to be like a personal coach for a second and I just want you to imagine there is Suzy and there is Ralph and they're both sitting in front of you and they say to you, "I am just really struggling." You know they're sharp. You know they've got their act together, but they're saying, "I'm not having the success that I want to have in my life." They're both business owners. Let's just keep it simple. They're both business owners. How would you break it down to them? What kind of things would you say to them to help them get on track applying *The Slight Edge* principles?

Jeff Well, first of all, I go back to something I learned from listening to Jim Roland [ph] once and he talked about how people come to him with issues in their life and his question to them every single time was, "Well name the last three books that you read about that subject." Most of the time the answer would be none and his answer was, "Well, that's really a bad number." The fact is there's not anything that any of us are challenged with that somebody else hasn't figured out.

What I mean by that is something I always say to people. If somebody spent their entire lifetime learning something, through their trials and tribulations and ups and downs and all the things they've done, the successes and failures and they spent a lifetime learning something and they wrote a book about it, why don't you just take a few days and read the book instead of wasting your life going through all of that stuff? First of all, what I'm asking people all the time is what is the learned knowledge? What have you done to study that information? Now, some have and some haven't.

Then, the second question is real simple. What have you done to apply that information? Quite honestly, that is really where the big gap is. I know a lot of people who go down the path of learned knowledge, but they fail miserably in the path of activity knowledge because you've got to go and do the activities and the fact is that anything you're doing that's new when you do it the first time it's the worst you'll ever do and that's kind of an invitation for failure.

I don't care what you're doing, no matter what it is, when you start out, you're at your highest level of anxiety and lowest level of knowledge. I'd ask you, number one, tell me what is the problem. Number two is what have you done from a learned knowledge standpoint? Number three, how have you applied that activity?

What you'll find is most people spend the vast majority of the time worrying about something and very little time about doing something about it. You have to close that gap and let them know it's okay to not be good at first. Every single person who achieved anything sat in the exact same seats that you're in right now. The only difference is what they did in the next step, and the next step, and the next step.

Again, that's what the *The Slight Edge* is all about. It's about realizing when you go and read that first book, do you succeed? No. If, you don't read the first book, do you fail? No. The difference between doing the right activity and not doing the right activity in the moment insignificant.

But the person who—and I always tell people to read ten pages of a good book a day. Now, when you read ten pages of a good book on finances or health, relationships today, do you succeed in your finances, relationships, or health today? No, you don't. If you don't read those ten pages today, do you fail? No, you don't. The difference between doing the proper activity and not doing the proper activity is insignificant in the moment, but the person who does it consistently over the time, say for a year, that's 3,650 pages, that's 12

books, those 12 books can change everything you know about what you're having problems with.

If you start applying those activities, you can change things dramatically. What you need to understand is you can work your way out and it starts with what do you learn, applying those activities, and doing consistent things over time. It's not that complicated quite honestly, and again, that's why I wrote the book, *The Slight Edge*, and applied it to that same concept.

I'm just trying to go back to *The Slight Edge*, but I can't help it because I can sit with anybody, I don't care what their issue is, and we can go down their learned knowledge, what have you done to learn about this issue. Number two, now how are you applying that activity? Usually, they don't apply that activity because they have the wrong philosophy. Now I can apply the philosophy doing the little things consistently and make it start working for them. It's that simple.

Kym Yes. I love—Jeff, here's the thing is, is that you deliver these real simple concepts and I know and you say these are very simple. They're massive. Matter of fact, I want to put this in perspective for everybody for a minute, as Jeff is sharing this and you're saying learned knowledge, activity knowledge. Listen, the biggest hit records in the world are simple. They're easy, but not everybody does them. They just don't practice it. What he's giving you is the formula for a hit record, a hit performance in your life. Learned knowledge, activity knowledge, these are great things to tweet about, as well.

Jeff, tell me about the role of happiness because you made, I don't want to call it a shift because it's always been there, but you really repositioned the message and you've taken happiness to a whole other level. Talk about that because I know it's very personal to you and how happiness plays a role in everything you're doing.

Jeff It goes back to the personal development days. I've always thought personal development, the books you read, the tapes you listen to, the seminars you attend, and equally important the people you associate with. You can't be positive if you hang out with not positive people. The books you read, the tapes you listen to, the seminars you attend, the people you associate with, that's going to be the thing that's going to drive your philosophies and attitude, which is going to affect your how's. I never thought the how's were as important; it's how you do the how's. I've always saw them as a precursor to success.

The people who engaged in the right books, the right tapes, the right seminars, and the right associations would become successful because they would get the right philosophies and attitude and that would affect how they did the how's and the how's would work. I can tell anybody how to be successful. It's not the how. It's how you do them.

I always saw personal development as a precursor, and then years ago, I started seeing this happiness thing and really happiness came out of positive psychology and wellbeing. It really didn't exist, the state of positive psychology, until 1998 when Dr. Marty Seligman did a speech at the American Psychology Association and he was the head of psychology at

University of Penn, U. Penn., and he's the godfather of happiness. From there, it started growing. Back then, there was 50 books that had been written on happiness. In the last year, there's been a 1,000 books written on it. Back then, there was less than 100 articles written about happiness. This last year, I think it was 20,000 articles that were written about happiness.

This journey started in happiness and I started studying it. What's going on here? What I saw, what I loved is that happiness is the same thing. If you go and study positive psychology and wellbeing, it's proven through academia, some of the best universities in the world. It's proven through brain scans and clinicals and research and data. It's just proven beyond a shadow of a doubt that happiness is the precursor to being successful, to having your finances, to having your relationships, to having your health. It's the precursor to it.

I thought well happiness is very similar to personal development. It's a precursor to being successful. The second thing I saw though, and this is where it kind of starts to separate, is that happiness is easy to obtain. You can just start doing 3 gratitudes a day and in 21 days or 30 days you can literally change the way your neurons in your brain fire and the way you see things. And literally, you can take anybody, regardless of who they are, regardless of circumstances, and they can become happier in 30 days.

That's where it started separating itself from personal development because personal development, it's almost like going back to school; 13<sup>th</sup> and 14<sup>th</sup> grade. I've got to read

books; I've got to listen to tapes. Happiness is about these little tiny, weeny things that you can do. The third thing is that anybody can do it. It's not a quantum leap thing, and that's one thing they say about happiness; it's not about big things that you do, it's about little things that you do, not big things that happen to you, quantum leap. It's about little things you do; i.e., *The Slight Edge*.

All of a sudden I thought, wow, this is like the new age or the new horizon of personal development, it's going to be more attainable to the masses, it's going to be easier for the masses, it's about doing little things versus big things happen to you; i.e., *The Slight Edge*. It just resonated with me, and I just got excited about, this is the next way of personal development.

I felt like I could get to more people with it because, quite honestly, we talk personal development with a lot of people; they just put their hands up no, no, no, not me. I'm not going to read the books, listen to the tapes, and it kind of drives you crazy. Why won't you? When we talk to you about happiness it's hard to say no, no, no I don't want to be happy.

Kym Right. Right.

Jeff That's why I got excited about it is I just thought it was a better, new improved, bigger, larger version of the personal development space.

Kym Jeff, let's focus on you right now in terms of, how do you find the application of happiness in you and what that's doing to you and how that's spilling over into your organization. Talk to us about that; the personal journey that you're experiencing through happiness.

Jeff Well, for me, happiness—if you really studied happiness, if you study happy people what you'll find in our—you study people who are personally developed. It always begins with your solo journey, going down that path, but when you really become a great student, or when you really become happy or you become successful in life is when you start sharing. When you start giving, when you start sharing, not only it's just becoming a better version of yourself, but helping other people become a better version of themselves; not only becoming happy, but helping other people become happy. Then, it just compounds itself.

For me, I try and live my journey; I do my thing to be a better person. I really get excited, and what turns me on is when I see other people being successful. I've become immersed in just trying to put together systems and content and processes and organizations and people coming together around happiness. I, personally, believe that information is important. I really believe in environment associational support, I really believe when people come together it'll say too much creates a third more powerful mind, or too happy people creates a third more happy person.

I love that, so I guess the first thing I'd say is I've tried to live it myself. I just try to live a positive, personal developed happy life. But, more importantly, I try and create things around me like the *Live Happy* magazine and our website and events that we have and



things that we do to not only give people access to their information, but more importantly, to bring the people together. It's in the dialogue, it's in the associations, it's in relationships, it's in the environment when people start to change. One, it's a personal journey, but more important on that, I think when you start helping other people embrace it and grow from it that's when you really get the satisfaction, the love, and the rejoice that comes from that process.

Kym Jeff, Nerium is just astonishing growth—really world-breaking growth. Companies don't grow like this, zero to four-hundred million in three years. Is that the effects empowered of how happiness and the culture you've created? Can you just speak to that for a minute, because you've been in business a long time, but this is magical for you? It just happens to coincide with everything you're doing around happiness at the same time and this massive growth. Am I right, or am I wrong about this?

Jeff You couldn't be more right. It's so funny because everybody's watching us right now because our success is historical; nobody's ever done it in our space and our category, nobody's ever done their first, second or third year what we've done. They sit there and they dissect us; they're looking at our products. They're looking at our compensation; they're looking at our systems, but they step right over it. It's like stepping over dollars to pick up pennies. What they step right over is our culture. It's hard for a person to say that that subjective thing, that culture thing, can give you objective quantifiable results.

What we have done here is we've really built the company around purpose and meaning as much, if not more, than product and compensations and systems and marketing. I really believe that. I think when you do that, you create a culture. Culture is everything, to me, culture's the DNA of a company. The company is no different than a person; it has a philosophy and an attitude, and that's my job as the owner/CEO is to create the right philosophy and attitude. When we do that we create a culture.

A culture does two things: The first thing, which is really neat, it attracts like-minded people; it attracts people like yourself. Anybody that really understands life knows that everything happens in synergy. People come together—a group of people can go to a place together that you can't go to by yourself; synergy. People get that, but will focus on culture and creating an environment that attracts the right people.

The neat thing about it also, on the other side, it repels those you don't want. You have to weed your garden. Everything in life, there's a natural harmony; we plant seeds, then we cultivate, then we harvest. Cultivating is not just about planting and nurturing, it's about weeding. Sometimes we have to weed people out of our lives, and some people we don't want certain things in our life; the culture does that.

We have an officer of culture in our company. We spend as much time working on purpose and meaning as we do about the product, the company, the opportunity. That really is our secret weapon, and because of that, we've drawn the most beautiful people to this company. It blows my mind everywhere I go, all the people I meet, every single time it's

almost like I can predict the quality of these people that show up. The people that I don't want, they just haven't come, and it's something that's almost like they feel like they don't belong here.

Kym Right.

Jeff Culture's a cool thing, it really is.

Kym Jeff, you know the thing that astounds me, and if you could just speak to this just for a moment. Out of all the different businesses and things you have created, and they've been successful, would you say that the big shift was the incorporating the principles, the values, happiness being the precursors to the success? But how it was applied with Nerium just catapulted it at a level that the other businesses you've created could never match. Can you speak to that? Does that make sense?

Jeff Yes. Just like a person, a company has a personality and a philosophy. I've always believed that the mistakes that people make is they focus on how do I become successful. Tell me what to do and I'll be successful. What are the actions I've got to do?

I agree you have to know those things, but the fact is that I could take the same people and put them in the same situations with the same park; the same environment; the same everything, and one person succeeds and the other person doesn't. The only variable there is the person, and really the difference between the person who will take the exact same

scenario and have success versus the person who takes the exact same scenario and doesn't have success can't be the product or the environment or the opportunity; it has to be the person.

Kym Yes.

Jeff But the person is—is their philosophy and attitude. When things aren't working, you've got to back up and look at what is your philosophy. Philosophy is everything you know, how you hold it and how it affects what you do.

You're going to create your philosophy through the books you read, the tapes you listen to, the seminars you attend and the people you associate. It's just content, it's knowledge. If you have great philosophies, it creates a great attitude; you have a great attitude, it makes great actions, and all of a sudden the actions turn into results, turns into lifestyle.

I have just been fanatical. I was in Fortune 100 America when I came out of college, out of graduate school with Texas Instruments. I went to the very top of Texas Instruments at a very, very young age. I didn't do it because I was the smartest guy about technology, actually I'm probably the worst person about technology, but I really focused on my personal philosophy and attitude and I drew people around me who have great philosophy and attitudes. Because of that, we became very successful, and I climbed the corporate ladder at a very stringent company; Texas Instruments. They don't get tougher than that company, Fortune 100 company.

I didn't do it because I was the smartest guy in the room, I did it because I had a philosophy that attracted the right people, and got people to do the right things. I've embraced working on the person as much as working on the business is—since my coming out of college and Texas Instruments all through everything I've done since then.

Kym Yes. Isn't he fantastic? Jeff, here's the thing, obviously we've got to get you back because I want you to share your penny story and how to avoid the myth of quantum leaps, I've got a—but here's the thing, we start this and I know everybody on the phone wants to hear more; they wanted to hear more, but everyone—we're just getting started with you, just getting warmed up.

I want to mention to everybody that here are some great tweetable moments for you. It's all about the moment. It's all about the moment. Number two, do the little things consistently and persistently. Do the little things consistently and persistently. Number three, stop worrying, just do it. Stop worrying, just do it. Number four, happiness is the precursor to being successful. Number five, when you truly become happy you start helping other people become happier. When you truly become happy you start helping other people become happier.

Jeff, I want you to think for a minute, because I'm going to ask Jeff to give you all, for the day, what's your charge. When you hang up this line, and you begin—we've come to the end of our *Wake up Happy* series for this month. When you're done with this phone call, Jeff's going to give you some simple things that he wants you to do, and let's see if we can't

create a happiness sonic boom across the land with all of us doing something based on what Jeff's going to tell us to do.

Now, before that, I had mentioned at the beginning of this that lots of people asking about, how can I get recordings of the call? First thing I want to ask you to do before we get into that is I want you to join our movement; I want you to be a part of what Jeff has been the pioneer to make happen, what our whole team is doing, and I want to ask you to join our movement. Here's the simple part, joining the movement is really subscribing to *Live Happy*.

If you subscribe to *Live Happy*, now you're plugged in. Just having this magazine, this content at your home, at your office, I've got to tell you, I'm working on a project right now called, The Impact of Live Happy, and it will bring you to tears. What I'm hearing across the country and from Canada, people who are getting the magazine, taking it into work, sharing it with people, sharing it with their boss, their boss reads it, gets inspired. All of a sudden the culture and the company is changing. You won't believe the things that people are doing and putting up how they share happiness walls inside the corporations. It's phenomenal what's happening, how people are getting the magazine.

I have to tell you, there are a lot of magazines that I get and I read; I've never wanted to get a magazine and then order one for someone else. People are ordering 10, 15, 20 at a time sharing them with their friends because of the content. You know what? That makes us really excited for what it's going to mean for all of us, and how we're touching people and

connecting with them with stuff that's really, really going to matter to them. It is the ultimate gift.

I just want to ask you, please be a part of us. Simply go to [livehappy.com](http://livehappy.com), you'll see the button there where you can just hit subscribe, and you're in. That's the one side.

All right. Also, Jeff's got a fantastic quote. Let's pull that up; I want everybody to see this quote out of the book. "The truth is, what you do matters; what you do today matters; what you do every day matters. Successful people just do the things that seem to make no difference in the act of doing them, and they do them over and over and over until the compound effect kicks in." That's from *The Slight Edge*.

Jeff, I want to wrap up with you. What would you, in parting and ending—you're ending our series for the week. By the way, if you love this series, if you love what we're doing here, let us know. We want to focus on serving you and giving to you and providing opportunities and insight for you, but let us know what you're thinking and how you feel about this.

Jeff, I'm going to turn it over to you. What's your vision for the day of what you'd like everybody to do?

Jeff Quickly, before I go right into that, I just want to applaud you for putting together an event like that. You realize in that weekend there will be no place on this entire planet, this world,

where there'll be a group of people who are in an environment of happiness like that. It's a once in the world spot in that moment.

Number two, the magazine—all of you, I'm fanatic about the magazine. I don't think there are better, bigger gifts you can give to somebody than the gift of happiness. When you give somebody the gift of happiness, that's what that is all about. You're giving the gift of life, you're giving the gift of health and finances and relationships and career, and whatever. What better gift can you give somebody?

What I'd share with you is, you've been given a lot of information this week; a lot of great gems, jewels. Every one of them, you need to do them and just understand, do these things consistently, but don't judge it. Do them in the moment, because the only thing you have at the moment, everything has been given to you. Everything they've asked you to do whether it's Shawn Achor, whoever gave you—do your gratitudes. Every one of those things, when you do them, you don't have this huge race to happiness in that moment. If you don't do them you don't have this huge race to sadness. The difference between doing them and not doing them is insignificant.

What I ask you to do is do the things that have been given to you in the moment, but don't judge them in the moment. That's the problem people do, they do things and they expect immediate gratification. These things that you do, there is a natural harmony of planting seeds, cultivating then harvesting.



What I ask you to do is, can you, for 30 days, just do things in the moment, but don't judge them in the moment and see what happens at the end of the 30 days and the compound effect kicks in. Quit judging things in the moment. Live in the moment, but don't judge in the moment. If you'll do that—you've been given just tons of golden nuggets this week, just tons of them.

Pick the ones that speak to who you are, and do them; do them in the moment, do them consistently and persistently over a long period of time, but don't judge them in the moment and see what happens 30 days from now. I guarantee you it'll be eye opening. All of a sudden you realize you've got a tool that can change every part of your life when you get that. When you live it once, in one area of your life, you see it work.

All of a sudden you go, oh my, gosh. I can fix anything, I can make anything. I can make any part of my health, my relationships, my finances, my career, anything work. Pick one, pick one of the jewels this weekend from which you learned here, do them consistently over 30 days, do every one of them in the moment; they're insignificant in the moment when you do them, understand that. Don't judge them in the moment. Wait 30 days and see what happens once the compound effect kicks in. It'll be an eye opener for you, and all of a sudden you'll have a tool in your hand that can allow you to do anything you want in this life that you desire.

That would be my gift back to you all. I appreciate you so much, Kym.

Kym Oh, gosh, that is so good. Jeff, there are thousands of people on this call giving you an applause right now. It's great. Hey, listen, everybody, I'm sending you love, appreciation and tremendous gratitude. In this moment, there's no place I'd rather be than to be here with you. Have a fantastic day. Wake up happy, not only today, every day; wake up happy. Bye, bye for now.