



people to do as many acts of happiness, acts of kindness, things to show that making a difference with simple things, smiling, by holding the door open, by posting those Post-It notes, but we have a whole line up of free ideas and strategies that you can implement throughout not only today and this week and this whole period that we're doing this, but throughout every day of your life, because it's all about simple little things you can do.

You know what I'm especially excited about is we have Jeff Olson on the call with us, and you'll hear more about him in a minute. But he wrote the book *The Slight Edge*. I mean if there's anyone that is an expert on how little things, simple little disciplines make a difference, you're listening to the right session this morning as we get into this in more details about all of that.

I also want to remind you, too, if you've not registered already make sure you register for the worldwide 24-hour Happiness Live stream. Now this is taking place March 19<sup>th</sup>. We begin on March the 19<sup>th</sup> at 8:00 p.m. Eastern Standard Time and it runs for 24 hours until the 20<sup>th</sup> at 8:00 p.m. when we cut it off. Really some of the best and brightest in the field of positive psychology, international thought leaders are all participating in the program. Jeff Olson will be on the program. But in one 24-hour

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period if you're only on for five minutes or if you're on this program for a couple of hours, I'm telling you, you're not going to want to miss the incredible line up of experts that we have. And we're delving into every aspect of happiness that you can imagine, so it's really going to be incredible.

All right. With that, I want to make sure you also know to get social with us. We have Brittany here, and she's manning the board, along with Emily, and anything that you Tweet to us we're responding to it, so make sure that you tag us. With Twitter it's @wakeuphappy. With Facebook we're Live Happy. You can also get us through Twitter with Live Happy. Also, make sure you check out our Happy Acts website. I'll tell you this, you can go to happyacts.org, but if all you remember is one website, livehappy.com, you can get everything you need. You can find out all about Happy Acts, you can find out about the 24-hour Happiness live stream; it's all there in one place. All right.

Okay. Well, let's talk about Jeff Olson. Jeff, first and foremost, is the founder of Live Happy. This has been a concept that he's had for years. I remember he and I were talking about this over five years ago when it was called My Ripple Network was the working draft title. But he has led the way and is the founder of Live Happy.

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He is the CEO and Founder of Nerium International, which is a powerful, dynamic skincare organization. The culture that he's created is just incredible. He is a dynamic leader and a visionary in the relationship marketing business. Often referred to as the Millionaire Maker, Jeff has helped thousands of people build successful relationship marketing businesses. He has spokym to more than a thousand audiences throughout the United States and around the world. Over the past 20 years Jeff has helped grow companies into massive successes by creating proven recruiting and training systems that are designed to empower people to succeed.

Now one of the other things that Jeff did, and this is when I first met him and way before his time, he had launched a positive TV network. It was incredible. It was called The People's Network, TPN for short, and it became one of the largest personal development training organizations in the nation. He was the Executive Producer and produced more than 900 television programs on personal excellence in health, family, relationships, finances; it was absolutely unbelievable.

He also authored the best-selling book, *The Slight Edge*, which outlines his key principles that can transform simple daily choices into massive

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success and happiness that everybody desires. He also worked with the SUCCESS Foundation to develop *SUCCESS for Teens*. Real teens talk about using *The Slight Edge*, which is based on the principles from *The Slight Edge*. The book has been distributed to almost 2 million teenagers alone.

So, with that, Jeff, it's so great to have you on *Wake Up Happy* this morning.

Jeff Kym, it's great to be here. Thank you.

Kym Hey, Jeff. Let's delve into *The Slight Edge*. I mean *The Slight Edge* is something that not only you practice, but the whole concept around *The Slight Edge* would you go ahead and break that down for us.

Jeff Yes. It's pretty simple. I've been really blessed to have enjoyed a lot of success and work with a lot of people who have gone from pretty much nothing to a lot of success, and I've always kind of studied the process. And what I've seen is, quite honestly, most people can do the activities to be successful. It's not the hows. I can pretty much teach anybody the hows in just a matter of one day on how to do the business; it's not really the how, it's how you do the hows.

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What people have, or don't have I should say, is a philosophy to do what I say the simple little things. Quite honestly, if you really look at most successful people they don't do big, grandiose things. They do simple little things that just sort of really mean nothing in the moment they do them, but the compound effect that they consistently, persistently over a long period of time creates the energy that's necessary to move from not being successful to successful, but the problem is they don't have a philosophy to drive that. So I kind of merged to try to come up with something that would stick in people's heads that they could use as a tool.

The other thing is, you mentioned it, back when I was still at the TV network I had a big office back then, because we had the best lecturers, New York Times bestsellers, speakers in the room, the who's who of anybody who had content, whether it was about family, finance, health, relationships, whatever it might be, we had and we were producing their shows. So I got to know them on a very, very personal basis, and their content was just brilliant, but the problem was the way that they are having to market their content was I thought, I eventually learned, was to a certain degree it was hurting people.

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What I meant by that is people were being told if I use this information for 90 days or 120 days I'm going to change my health, my finances, my relationships, and I thought at first that was okay, because it got somebody maybe to read a book or listen to some tapes or go to a seminar they might not have done before. But then what I observed is these people who are having their day of decisions or they had discussed or they made the decision to change that part of life and embraced the knowledge and they followed with the knowledge [indiscernible] to do over the period of time they didn't get the success that they were hoping for.

Two things happened. Number one, they started questioning the information, and there was nothing wrong with the information, the information was brilliant. But worse, they started questioning themselves and started to question can I even become healthier or have better finances or relationships, and they'd just go back to the place they were they day they decided to get the book or the tapes. They went back to a worse place, because they lost belief in themselves.

What I saw is people were buying into the wrong philosophy of quantum leap, and so it wasn't the hows, it wasn't the information, it was how they're doing the hows and they had a philosophy of quantum leap to

use the hows. The fact is that's not how it works. It's doing the little things that really seem to make no difference at all in act of doing them, the information in the books and the tapes, and doing them consistently and persistently over a long period of time until the compound affect kicks in and works. It's just the natural harmony of life; you plant seeds, you cultivate your harvest.

So this book was really the anti-quantum leap book, but it really was empowerment book, because now people say hey you can do the activity. It's not the activity, it's how you're doing the activity, a philosophy you have an approach to the activity that's going to determine whether the activities work for you or they don't. That's why I think the book assists you in success and it just resonated with so many people, because it laid how are those people to realize that the information works for them. They just [indiscernible] information [indiscernible], so that's what the book was all about.

Kym

Jeff, how did you discover this for yourself? Were these this just practices that you just implemented yourself as a teenager, as a young adult? I mean how did it happen for you?

Jeff

Well, it's interesting, because I've had that asked a lot, and what it was it was actually when I was looking outwardly from myself. I was sitting and I had these thousands and thousands of people all around the world that I was working with, and I was seeing people who have the ability to be successful not being successful. And I knew it wasn't they had the ability to do the things that they had to do they just were doing them consistently, and so I was looking at that.

At the same time, I was reflecting back on my life and just for whatever reason I was that person, because I really pretty much grew up less than. I was never the great student, never the great athlete, never the great relationship person. You'd call me less than or average growing up. But why I was so successful, and pretty much in my health and in my physicalness and in my relationships and in my businesses, is because I was consistent, I was consistent and persistent. I just kept going, and so I kind of overcame my lack being with my ability to do. Okay.

And so in looking at these people and reflecting backwards it was kind of a Marion batch and realizing that the simple philosophy could empower you, but you have to have that philosophy. So it came from two things, one from self-reflection and one from observations of thousands of people that I thought should be having more success but haven't and

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realized they just didn't have the right philosophy to approach the actions.

Kym

Okay, Jeff. So I'm putting a T, I'm writing a T on a piece of paper. Let's take happiness. Let's just take happiness, all right, and someone who wants to be happy. So you have two people, and there's a line down the center of this for the T, obviously, and both of them want to be happy. One employs *The Slight Edge* philosophy, doing the little things to make it happen. The other one says they want it, too, but they fail. Because I know you've seen this, whether it's in the world of happiness or in business or whatever. Everything's the same: one succeeds, one fails. What is it about the one that they both say they want it, Jeff, but one kicks in and goes and the other one just falters? Is it, first of all, because they're beginning with the wrong philosophy?

Jeff

Well, I think it all begins there. Your philosophy is the driver, is what drives your actions. You see your philosophy is pretty much everything you know, how you uphold, and how it affects what you do. If you have a good philosophy and a finance to the philosophy, you have a good slight edge of philosophy, then that's going to create a good attitude, and all of a sudden you're going to do the actions, and then if you have a good philosophy it turns into a good attitude, turns into good actions, which

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now turns into good results, and that changes your lifestyle. If you don't have the right philosophy you would have a bad attitude, basically, and you approach the actions differently, you don't get the results that you should get, and you don't have the lifestyle you want.

So it's really, again, it's approaching of the action. What I love about it, what drew me into happiness so much, is I had been in this world of personal development for so long and trying to get people to realize the books and the tapes and the seminars and how much they can make a huge difference in your philosophy and attitude, which would shift the actions in your life, and once you just started embracing them the truth is no matter how hard you try or I tried or others tried nobody's going to push the needle on personal development much past 15% of the population, and I find that very sad, but they just knew the power was [indiscernible].

But I saw Live Happy. I saw this thing, if you want to call it that, that was emerging out of parts of psychology and well-being, out of the greatest universities and they have the clinicals and the trials and reports and the greatest universities of the mind, saying that happiness was very similar to personal development. What I mean by that, it was the precursor to success. See most people think about it if I have my finances and my

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health and relationships I'll be happy. Okay. That's not true; it's been proven through researching brain scans, clinicals, everything, that when you become happy your health gets better, your finances get better, relationships get better. That's the same thing with personal relevance. So, number one, I think it's important, because we get that, that you have to put this before success.

Number two, though, and this is what I love about happiness, is that happiness is pretty much easy to attain. Personal development can sometimes be heavy. You're reading the books, going to seminars; it's like going to school, 13<sup>th</sup>, 14<sup>th</sup>, grade. Whereas happiness is easy. It's what you're doing with Happy Acts is doing three gratitude's a day for 30 days. Well, it rewires your brain, change the neurons, firing your brain and the pathways that they follow, and you can take an unhappy person and make him happy.

But the third thing that happens that I love is that it's not about big things that you do. Again, quantum leaps; I don't like quantum leaps. It's not about the big things that happen in your life, it's about little things you do, i.e., *The Slight Edge*.

Me, personally, I just think they marry so well. So when a person is sitting there and has a choice of doing the little things, the little happy gratitude, again, like I said, they don't matter in the moment to a certain degree. They do matter, don't get me wrong, they make you happy in that moment, but to really transform your life it's the collectiveness of them over time that's really going to make a difference as you rewire the programming in your head.

I think the person who's looking at doing Happy Acts, it's a simple doing three gratitude's a day, versus the person who doesn't. One person understands that yes, they're magical in the moment, but really the magic is that it's going to persist over a longer period of time to really get the compounded and the big effect of them. Versus the other person who, again, like I said, the person who has the wrong philosophy about business, and they might do things for a while but then they quit doing them, and they kind of just constantly are going around like putting a foot in the pool and never jumping in. That's what most people they do. It's no different than personal development; only about 50% of people get involved to there.

The same thing with happiness. I think more people get involved with happiness because it's more, just I don't know, it's more palatable to the

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masses versus personal development, happiness is. But again, it is an exercise. It's like exercising your body. It's like a diet. It's something you have to do repetitively and at first consciously. You have to do it consciously. It's something you have to think about doing, but over time it becomes automatic and it shifts from your conscious brain to your subconscious brain and becomes natural to you, and all of a sudden you transform yourself from the state of being where you're at to the state of being of happiness, and it's not that hard to do. I think when you marry *The Slight Edge* with happiness it's just so obvious.

So, again, it's just having the personal philosophy approaching the subject of happiness the same as health, relationship, finances that's going to determine whether you're going to have a happy life, and again it's easy to do. Also easy not to do, especially if they get back to the philosophy, Kym.

Kym Is philosophy something you can develop, Jeff, or do you have to be born with it?

Jeff It is the most easy thing to develop. It is a conscious thing. You're not born with philosophy. You're born with fear and happy and sad and anger and emotions, but you're not born with a philosophy. Philosophy is

driven by knowledge. Okay. It's what you know and how it affects you and what you do with it. You're going to get your knowledge through books and tapes and seminars, you're going to get your knowledge through the activities you do, and you're going to get your knowledge from people that you mentor.

Quite honestly, the greatest gift of knowledge is when you start teaching other people what you know. You got involved in the process of learning things, which shapes your philosophy, but when you go out and start helping other people become happy guess who really gets happier in that moment. You get happier than they do. The teacher is always the biggest student.

So, no, you're not born with it. It's just something— Again, when you wake up every day, Kym, you have to constantly kick out and do it. I'm not trying to be negative here, but the truth is society is hardwired to negativity more than it is to positive; check that with the media, everywhere you look. Pretty much our brains are hardwired and we're attractive to negative. You'll go to a negative story in the newspaper and the news before you go to positive, generally speaking.

What successful people do is they know they have to consciously seek out positive and look for it. Okay. So it's no different than your philosophy. Most people [indiscernible] one with the world; that's not a good thing. What successful people do is they form their philosophy through books and tapes and associations with people and that type of thing, they form those things, they seek them out, and that's a trick to happiness in the health and the relationships and that type of thing.

So it's not something that's given to you, but it's something that's very easy to obtain and it's something you have to do on a continual basis. And again I'm not here to promote *The Slight Edge*, but that's what that was all about. So no, you're not born with it; it's something that you achieve and it's something that— Again, there's a price, there's a price you have to pay on anything. But it's a simple price to pay to form a philosophy, because it's the thing that can change your life more than anything else out there.

Kym

Jeff, you know one of the things that you are absolutely masterful at, and I've watched this myself over the last 20 years, is culture is a huge deal to you. I mean you take it to a whole different level with Live Happy and with Nerium. Can you talk about culture and your philosophy about that?

Jeff

Sure. Again, culture I said it's not the hows. When you have a company it's a company built around hows, it's a mechanism. It's an organism that it builds activities and has fulfillment in finances and customer service and all these hardwired things that it does, but what drives that is people. People are what drive the mechanisms, and so culture is everything. Culture is the DNA of an organization, and I just really believe that you build a great company around a great culture. Culture it kind of attracts who you are, which is important, and it could tell us who you're not.

In my businesses, as you will see, the people there are very, very happy. I really feel like people want to be part of something that matters, they want to think that they make a difference, they want to be part of something that's bigger than them, and they want to be part of something that's giving. I kind of always break the world down to givers and takers, and the takers are people who believe that if you win I lose, if I win you lose; it's the scarcity mentality. I look for people who are givers, who think there's abundance, and I brand my company with things like one company I have right now it's called the whole thing, because we talk about we're going to do everything in a loving, caring, and sharing way. It creates a culture and attracts like-minded people, which creates the energy.

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Now I always just believed in synergy, that a group of people can go to someplace together that they can't go to by themselves, or same thing like in a conversation, two minds make a third more powerful mind and in the conversation you think of things that you can't think of by yourself.

So when you create a positive culture that creates positive synergy, it creates a positive engagement of minds, which synergistically they go to a greater place. Me, personally, it's not something I just say hey, we're going to have some unique core values in our walls and we're going to read some books together. It's something that it's important to me, it's a priority to me, in fact it's as important to me as the operations and finance of the company, it's just as important as anything. It's one of the legs of the stools, the culture is, and it's probably the most important leg, because, again, it's a philosophy, and if you have a great culture that philosophy will create great attitudes in your company, which now the same acts that they did in another company is not as successful in because they haven't focused on culture. We do, and we have huge success.

Again, just like I focus on the philosophy and attitudes in an individual, I focus my philosophy and attitudes of the company. In business they call

that culture. In your personal life they call it your philosophy. In business they call it your culture.

Kym

You had, last year in particular, two extraordinary events that you participated in. One was you were a featured speaker at the United Nations on the International Day of Happiness last year. You gave an incredible talk there. But tell me, what did that mean to you, Jeff? I mean with everything that you're doing that was a once-in-a-lifetime experience. What was that like for you?

Jeff

Well, it was neat to just see that it was getting that day, at least one out of 365 days of the year, it was getting the attention it deserves, okay, on a global basis. It's kind of amazing to me that in this crazy world what gets attention and what doesn't get attention. Okay. To me it was kind of like okay we maybe have arrived to a certain degree and [indiscernible] event that we're now just beginning. We've finally allowed into the game and that's now time to make our mark.

It was neat. It was kind of, to a certain degree, a celebration of the journey to get there, but to me it was more of a marking of the beginning to that now we're in the door and let's go. We have United Nations and

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international organizations looking at this and saying it's significant and it matters, so now we have an opportunity to do something.

So, again, it was a celebration from the standpoint of where we come from, but, more importantly, it's an opportunity of what we can do. Because, God, I watch the news about a half hour a day just to keep up and then I have to turn it off, and most certainly it's obviously what happens in the world. It was just a neat moment in time. Okay. But again, to me it's what do we do with it now that matters when I [indiscernible].

Kym

Well I think the thing that really stood up to me was, first of all, that the things that you do and you touch you really go big with them. I mean in a very short period of time Live Happy has become the dominant player, so to speak, in the happiness movement, I mean the biggest driver with the orange walls, the concept of the orange walls in 47 some odd cities across the country. You were also inducted into the Happiness Hall of Fame at Stanford. I'm just saying these accolades for what you're doing in this movement are just extraordinary. I guess my point that I want to make here or what I'd like you to expand on a little bit is just where do you want to see this go, Jeff, as the work, the energy, everything, the vision of what you see with Live Happy? Sure some of that with us.

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Jeff

Okay. You know Live Happy we have a magazine and we're a huge concept aggregator that makes content and information free on the Internet globally for people to come to to just get their dose of happiness every single day. So we want to do that, but I see ourselves so much bigger as a media company. We have a media component, but actually I see us as a movement. I think there needs to be, I think people want to belong to something, be part of something that matters, and so I see it as more as a movement, an opportunity to come together and collectively come together and drive a cause.

I'll never forget reading the book *The Slight Edge* by Kawasaki over 20 years ago, and he said that to have a cause or a movement you have to have an enemy; it doesn't mean an enemy that you can fight physically. But our enemy is the negativity out there; there's a huge enemy and there needs to be a counterbalance, and, quite honestly, there's not enough of it. But I just hope that we're part of that army. Okay.

We have a huge media component to us, because we have to do that, that's important, and we invest heavily in that. But what I really want to see is the bringing together of people, like-minded people who see it the way we see it that [indiscernible] have their place and realize that it

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begins with them. We like to say individually take a responsibility collectively changing the world. It all begins with us individually at home and taking this information and acting on it, but then collectively sharing it with other people and build a community. Then the synergy kicks in and we have a movement and we have a group of people who are touching their lives, touching other people's lives, and then in turn making the world a better place. For me it's a movement way bigger than a media organization.

Kym

Hey, Jeff, I want to wrap up. In terms of when you go through navigating through challenging times, as well as successful times, what is your philosophy around when you're faced with a challenge or something that sometimes you feel like it can take you down what do you do, how do you approach bouncing back, or how do you move from that place when you're not having a good day and you transition that and you turn that into okay the next day it's going to be a better day, but what is your process?

Jeff

Well, first of all I always know this too shall pass, and it will. Okay. One of the things I try and do as much as possible is to live in the moment. You know you don't have your past, you don't have your future, and I think all too often we live one foot in the past, saying oh if that had been different

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I'd be happy or things would be better in my life or if this changes in my future I'll be better. And those things are all true, but the reality is the only thing I have is the moment. So I try not, even with something bad, I try not to lose, let it destroy my moments. Okay. It's part of the process.

Another thing is it's easy to just step back and take inventory of what you really have. We're all blessed in certain ways, and I try and focus on the blessings I have in my life. We all have the funk, I call it the funk of those days you wake up and it just seems like the world is wrong and it feels heavy. I get it myself. It cracks me up. I financially have whatever I want, I have great successful businesses, a lot of love around me, and great people, and I'm healthy, I work out, and I live a great life, but, Kym, I wake up some days and it's like I had a funk. It's just like a dark cloud settled over me, and I just almost laugh at it now.

What I've learned from it is that it's just part of the process. There's no way that I can be happy if I don't experience sad, or love without hate, or up without down, with good without bad. I just realized it's part of the ebb and flow of life. So what I've learned to do instead of fighting it and getting frustrated is embrace it, to say hey this is part of the process, or the yin and yang of life, and ebb and flow of life. I could not know

happiness if I didn't experience sadness and, God, you're giving my little lesson right now.

So I embrace it knowing it will pass, and then I just start moving forward, just taking baby steps forward doing positive things, because if you dwell in it you sit in it and you go nowhere. So I just start doing positive things again, and I come right back out of it. I just don't let it own me and I don't let it take away my moment, because the only thing I got every day is the moment, and I don't want to give up a moment to bad things.

Kym                      Jeff, I just have to tell you there are people listening to this right now that this has profoundly impacted them what you just said. I'm just going to tell you.

I want to get on one thing about the givers and takers for a second. You've always been big in philanthropic activities, always giving back. Can you just talk just a little bit about your philosophy around the importance of giving back and lifting others?

Jeff                      Well, you always hear the words when you give you receive, and sometimes when you don't have much that's hard to do and understand. But again, if you're giving it's like in knowledge is teaching; you teach the

person who learns the most is a teacher, quite honestly. So what we do in one of my companies is Big Brothers Big Sisters; we're one of the biggest donators to them of not only just money, but of people volunteering to be a Big Brother Big Sister. And what you hear from people over and over is at first they were like well it's easy for me to go in my closet, in my garage, and give up things that I don't use anymore; and it might be not as easy, but I can give up some of the money I have, I'll do that; but when I give up my time, boy that's hard to do. And you come back after doing it and say it was the best thing I've ever done, it changed me more than it change the child I was working with.

So it's hard in this crazy world and there's so much going on sometimes to carve out that time to give, but, quite honestly, when you do it it's the biggest blessing you'll ever have. So I just embrace it, you know try and live it from a personal standpoint, and, more importantly, get up you will see it. Again, back to synergy, if you get a group of people doing it together they kind of draw from each other's stories of success and they motivate each other and keep driving each other forward.

I just believe in givers. Another thing it does is it attracts givers, and what better group of people to be around then a bunch of givers. I don't want to be around a company that has a bunch of takers. So just the act of

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doing it creates a fertile environment that attracts the people, again, which creates the culture.

I always like to say it's not only the right thing to do, but, quite honestly, it's the smart thing to do in business. I mean if you're just bottom-line driven, and okay, that's okay, it's still the smart thing to do. It might not look it up front, because it looks like it affects your bottom line, but it's the best thing you can do and, quite honestly, it's the right thing to do. I always tell people it's not only the right thing to do, but if you can't see it that way it's actually also the smart thing to do, because it's great for your business from the standpoint of creating the culture and creating the right activities, which in turn affects your bottom line also.

Kym                      Jeff, we are at the end of the session, and I just want to give you the opportunity is there anything else that you would like to share with our audience before we wrap up on our time together with you?

Jeff                      Well, you know the thing that just I think is so important for people to understand is, and I said it already, you have to understand I know everybody has dreams of what they want in their future, and there's a lot of dreams, it could be your health and it could be your finances, relationships, it can be success. Okay. But you have to understand, this is

so important to understand, that no matter what you want to achieve the only way you achieve it is in a moment, is in a moment. It's what you do today.

Now the trick here is the things you do in a moment are always insignificant in comparison to what you want to achieve, so you don't think they matter, and they do matter. The difference between doing the activity and achieving this huge goal you have and not doing the activity in the moment is insignificant. Doing it you don't achieve the goal, not doing it you don't fail at the goal; there's really no difference in the doing it and not doing it.

And that is the crux of it right there is that you have to understand the only way you're going to achieve the things you want in your life is in the moment, and the things that you do in the moment are always insignificant. They don't seem to matter in a moment, but successful people understand the moment is only thing you have and they do the little things that seem to make no difference at all in the act of doing them. They just do them over and over with good attitude, happy attitude, for a long enough period of time for it to work. You get that and you start empowering yourself and you realize every day matters in your life. Every

moment matters in your life, every decision matters in your life, and you can start really from wherever you're at. No matter who you are you can start doing the activity to get what you want. Because activities are not a hard thing, it's the philosophy.

If you get the moment matters then you can have everything you want. That is the thing that drives me crazy, people don't get that, because you got it, you can achieve the health, the finances, the relationships, the business, the success you want, but you're not going to do anything grandiose you're going to do it in the moment. Those things are insignificant in comparison to the goal, but they matter.

Kym

Yes. That is, I'm telling you right now, I'm printing that out and putting that up on my wall. I mean I just wrote down, "The moment is the only thing you've got." Powerful. That's just extraordinary.

Jeff, before we say goodbye I just want to tell everybody tomorrow tune in. We have Kym Kragen. You may not know that name. Kym Kragen is the producer of "We Are the World" and Hands Across America, the two biggest philanthropic events in the country. His personal philosophy is the extraordinary is far easier to do than the ordinary, so you can hear that.

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Then the other thing I want to mention to is that leading the well-being event with George Mason, one of our big sponsors with Live Happy. You can learn more about this at [wellbeing.onmason.com](http://wellbeing.onmason.com). That's [wellbeing.onmason.com](http://wellbeing.onmason.com).

And make sure you get to Live Happy, and if you're not already a subscriber I want to invite you to join us, become a subscriber. The content will blow you away. It will do nothing but make you better, make you feel better.

And if you're already a subscriber then be sure to get a gift for someone. We have more people, in fact I've never seen any magazine where people buy five and ten copies to award them to their friends and to give out gifts. I mean who does that. But with Live Happy we're just so excited that we have that kind of activity where people buy gifts for other people really to give them the gift of happiness.

So, Jeff, thank you so, so much. Incredible wisdom. There's never ever enough time while we have you, but thank you for everything.

Jeff

Thank you, Kym. Appreciate it. Have a great day.

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Kym

Everybody have a great day. Bye-bye until tomorrow.

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