



The Women Masters Interview with Marci Shimoff

AMY: Welcome, welcome everyone to the Women Masters Teleseminar Series expert call with the fantastic Marci Shimoff. I hope that everyone on this call is ready to get inspired—I sure am. My name is Amy Ahlers and I'm the creator of the Women Masters Teleseminar Series, and I'm also the CEO of Wake Up Call. My vision when I created the series was to allow people from all over the world access to the most respected women experts of our time, so they can stay inspired and get inspired, and stay motivated and get motivated in this tough time, in this challenging time right now. I want all of you on today's call to use this call as a wake up call to step up into your power and your genius, and to that end I am absolutely delighted to welcome Marci Shimoff to today's expert call.

Let me tell everybody a few things about Marci; she has such an incredible résumé. I'm just thrilled to have her kick off our series. Marci Shimoff is the author of the runaway bestseller Happy For No Reason: Seven Steps to Being Happy From the Inside Out and her book, which offers a evolutionary approach to lasting happiness, soared to number one on Amazon and many other national bestseller lists, including the *New York Times* bestseller list and the *Wall Street Journal*. It's now been translated into 28 languages and the paperback has just been released and is making another splash on the bestseller list. Marci is also the host of the Happy For No Reason PBS special that is aired nationwide, and is a featured teacher in that amazing hit film The Secret. She is also the woman's face of the biggest self help book phenomena in history. Her books, including Chicken Soup for the Woman's Soul and Chicken Soup for the Mother's Soul, have met stunning success, selling more than thirteen million copies. She's actually one of the bestselling female nonfiction authors of all time—wow! Marci is a professional speaker and she's one of the nation's leading experts on happiness, success and the law of attraction, and she has inspired millions of people around the world, and is dedicated to helping people live more empowered and joyful lives. Please join me in welcoming to our show today the amazing Marci Shimoff. Welcome, Marci!

MARCI: Wow Amy, thank you so much, and I am just happy for all great reasons to be here with you today. I love what you're doing with this program and I am honored to be able to be a part of it, so thank you.

AMY: My absolute pleasure. What a way to kick off the call. Obviously, as we can tell from this amazing bio, Happy For No Reason is an international bestseller. Why do you believe that people are so interested in it?

MARCI: What a great question and actually, I think there are two reasons why happiness is hot these days and why Happy For No Reason is on the *New York Times* bestseller list this week. Two reasons, one is that we have an epidemic of unhappiness in our society right now. It is just rampant. In fact one out of five women in America is on antidepressants, which is really staggering.

AMY: Wow. That's staggering.



MARCI: It really is and you know, we are, with all that's going on, with the economy and all of that, I think we are craving this information more now than ever. It's needed more now than never. The other reason why I think it's so hot is that for the first time in human history science is cracking the code on happiness. We actually know what it takes to make people happier. Now as far as I'm concerned that should be headline news. Here it is: the reason we do anything in life is because we think it will make us happy, right? If I ask you why do you want a better home or why do you want a better relationship or a better anything, the answer will always come back to because I think it will make me happy. Well we can just cut to the chase and go for the happy first, and what happens is the rest seems to follow, the happier we are. So that's why I'm really thrilled to be able to share all the information in Happy For No Reason today, with people here.

AMY: That's so right on. I love it and I'm sure that people on the call might be thinking, well what do you mean by happy for no reason? Does that mean that you're just supposed to be happy all the time? Is this the Pollyanna syndrome, so to speak?

MARCI: Right. Yes, I do get that a lot, of people going, well so what am I going to do, just walk around with a silly grin on my face, 24/7, and have my head buried in the sand? No that is not what I mean by happy for no reason, so let me explain what I mean.

AMY: Great.

MARCI: Most people are trying to gather up all the right circumstances in their lives to make them happy. They live in what I call the I'll-be-happy-when syndrome. I'll be happy when I get a better husband, or I'll be happy when I get a better job, or I'll be happy when I lose 20 pounds; that's a popular one. Those kinds of things, when we have reasons for being happy—I call it happy for good reasons—there's nothing wrong with it. There's nothing wrong with having wonderful things in your life, but as long as you base your happiness on those things it's a very shaky foundation for happiness, and what we see these days, of course, is that people are really struggling—a lot of worry and a lot of anxiety over the economy—but what I'm talking about is a deeper state. Happy for no reason means that you have an inner state of peace and well being that doesn't depend on your outside circumstances. It doesn't mean that you don't have ups and downs, that you won't feel sad or angry or perhaps grief at times, but what it does mean is that you bring with you a backdrop of peace and wellbeing that you carry with you throughout these experiences, and the research is showing that it makes you more resilient. You bounce back better. It's actually something that helps you through challenging times, to be happy for no reason, or to have this inner state of peace and wellbeing. The phrase I like to use to sort of sum it up is you're not trying to control the world around you, so instead of trying to extract your happiness from your life experiences, you are bringing your happiness to your life experiences.

AMY: I love that. Beautifully said, and I love that vision of happiness being the backdrop of your life.

MARCI: Well and you know, what I'm finding is that this time that we're in is actually a great blessing because it's a wake up call. As you're saying this wake up call coaching, this is our wake up call. It's our wake up call to really realize that having all those things didn't actually bring us



happiness anyway, and now what we need to do is move from money to meaning, and people are searching more deeply inside for how they find that meaning and that inner happiness.

AMY: That's great and yes, I was talking just the other day with someone. We were talking about how people are losing their stuff or cutting back on their stuff, and when we shed those layers of stuff, what do we have left, and if you have this unconditional happiness, this backdrop of happiness, you have a lot left when all the stuff goes away, so that's beautiful.

MARCI: You know ultimately that is freedom because as long as you're tied to needing the stuff to be happy, then you're just in bondage. Truthfully we all know people who have all the stuff in the world, and they can be some of the most miserable people out there. The research shows that the Forbes wealthiest list, 40% of the people on the Forbes wealthiest list are more depressed than the average American.

AMY: Wow.

MARCI: I am not against having great stuff, there's nothing wrong with that, but I'm saying go for the inner happiness first and watch your life turn into miracles.

AMY: Excellent, and I think we've touched on this a little bit. Obviously there's challenging times going on right now, there's a tough economy going on right now, lord knows we're getting bombarded with that day in and day out right now, so I know many people are wondering how they can be happy when they're faced with economic challenges. What can you tell them about that?

MARCI: First of all to get perspective, this perspective that lasting happiness really is not based on finances. Another piece of research has shown that once you're over the poverty line, no amount of money makes you happier. One of the things that I learned from . . . I interviewed 100 unconditionally happy people for Happy For No Reason, the happy hundred, and I found that the only difference between them and everybody else, and unhappy people, is that they have different habits and beliefs, and I distilled those down to 21 core happiness habits that anyone can practice to raise their happiness level, and let me just share with you one, as you're asking this question about the economy, because I think it relates to it. That similarity that I found amongst my happy hundred was that they tended to feel as though the universe was out to support them. Now most people think oh, the world is out to get me, or if something bad happens, poor me. They had a reverse psychology. They believed that the world was always out to support them. Einstein's words were: this is a friendly universe. One of my favorite quotes of Einstein's was he said, the most important question you can ask yourself is: is this a friendly universe, and my happy hundred always answered yes. What that means is if this is a friendly universe, or if the universe is always out to support you for your best good, and if something is happening in your life that you may not think you wanted, instead of bemoaning the situation and feeling like a victim, ask yourself this question: if this were happening for a higher purpose, what would that purpose be. It's a simple question: if this were happening for a higher purpose, what would what purpose be? Look for the lesson and the gift in whatever challenge you've got, and I will guarantee you something. I have spoken all over the world for a number of years and I often ask audiences, how many of you have ever had a challenge or a



crisis in your life, and almost everybody raises their hand. Then I ask, for how many of you, was that one of the best things that's ever happened, and almost everybody raises their hand. Generally it's these difficult, challenging times that draws something out in us or causes us to make changes in our lives that will make our whole life better, so ask yourself if this were happening for a higher purpose, what would that purpose be?

AMY: Great, great question. I hope everybody really takes that question home with them tonight and really asks that, if they are facing any challenges right now. I'm wondering, were you just born happy, Marci; is that something that comes really naturally to you? Is that what drew you to the material and inspired you to write Happy For No Reason?

MARCI: Oh god, no. I did not win the happiness jackpot at birth. I came out of the womb with unhappy written all over my forehead and I didn't have any reason for it. I had a really wonderful family and really great upbringing, but I just had sort of a dark cloud around me, and as a child and as a teenager. But I was very fortunate because I had a father who was the happiest person that I have ever met in my life. He passed away at age 91 but every morning of his life he woke up with a smile on his face. I remember one day, I was about 19, he and I were driving down the road together and I looked at him and said, so Dad, what's your best advice for life? He looked at me and he said four words, he said honey, just be happy. Well I threw my arms up into the air in frustration, I said oh Dad, that's so easy for you to say, you were just born that way; but I wasn't, what do I do? He looked at me and he said four more words. He said, honey, I don't know. That was when I decided there was a man who was just naturally happy. He didn't know why he was. I wasn't; I wanted to know the answer, and I've devoted the rest of my life since then. I was 19, I'm now 51, so that was 32 years ago, and I've really, really searched for the answer to that and I'm honestly thrilled that there are answers, to what I can do to be happier, what you can do, what anyone listening can do to be happier, and I know from my own life that it works. I would say that as a teenager I would give myself a D+ in happiness. Now I would give myself an A to an A- and honestly, I'm getting letters from people from around the world, emails, saying everything from Marci, I was really depressed, I was even considering suicide and I did the things that you suggested in Happy For No Reason and my life is completely transformed, all the way to the extreme of letters I'm getting from people saying Marci, I was already happy for no reason but I just read your book out of curiosity and I did some of the things you said, and I'm even happier. The great news is it doesn't matter where you start, wherever you start you can raise your happiness.

AMY: Wonderful, so obviously, knowing that you've dedicated the majority of your life to doing this research on happiness, tell us a little bit about what you've learned about the research on happiness.

MARCI: Great. Well there is a new field, fortunately. In the last eleven years there's a new science that's developed, called the field of positive psychology that studies what's right about people, what makes us happy.

AMY: Great.



MARCI: Isn't that cool? Do you know that the Journal of Psychiatry has 500,000 lines in it and there are thousands of lines about fear and worry and anxiety and anger and there are five lines about hope, one line about joy and no lines about love, happiness or optimism?

AMY: Wow.

MARCI: We were kind of focusing on all the things that go wrong and there's a place for that, but there's really a need for focusing on what causes people to be right. Here is the most exciting piece of the research that I've found, and that is that we all have what's called a happiness set point.

AMY: A happiness set point?

MARCI: Yes, let me tell you what that set point is all about because this was where I got oh my god, there is hope for everybody.

AMY: Great.

MARCI: Many people are familiar with the idea of a weight set point, that we kind of hover around the same weight range unless we do something consciously to change it. The same is true for happiness. No matter what happens to us, whether good or bad, we will almost always return to our original happiness set point level, unless we do something consciously to change it, and here are two examples of that.

AMY: Okay.

MARCI: People who've won the lottery—and a lot of people think oh, I win the lottery, that's it, I'd really be happy—within a year of winning the lottery they have returned to their original happiness set point.

AMY: Fascinating.

MARCI: So they're happier for a little while, within a year they're back to square one. Now shockingly—this really surprised me—the same is also true of people who become paraplegic. Within a year they've also returned to their original happiness set point. It doesn't matter what side, whether it's good or bad happening; it's the set point that determines it all. How do we change the set point?

AMY: Right. Of course that's the next question.

MARCI: That's the next question. The set point is half genetic; that's the part you're born with. The other half is based on your habits. You change the habits . . .

AMY: That's great. We have nature and nurture at play here.

MARCI: Yes and interestingly there are some progressive scientists out there right now who, like Bruce Lipton is one of them—he wrote a wonderful book called The Biology of Belief—and they're



saying when we change our habits and our beliefs, that we actually do also change our DNA, so I think we can change both the genetic component and the other 50% that's based on habits, but we know that at least we can change 50%. That is a huge amount and I determined that there are . . . I uncovered 21 main happiness habits that anyone can practice, and people when they hear 21, go oh my god, that's too many, I can't do all that. Well I'm not asking that people do it all at once. I'm suggesting that you do one habit a week and you can do it for a week or two weeks, and then you move on to a different habit. Just use your life as an experiment and see if things don't change in a very short period of time, like I'm seeing. You know it doesn't take a lot of time. These habits take, maybe, five, ten minutes a day; that's it.

AMY: Great. Can you give us an example of one or two of your favorite habits that help people raise their happiness set points?

MARCI: Great, I would love to, and the habits fall into seven main areas of life. It's a holistic approach and the seven main areas are your mind, meaning your thoughts; your heart, meaning your feelings; your body, meaning what are you doing to make happiness in the cells of your body; your spirit, your soul; your relationships; your purpose in life and your ability to take responsibility for your happiness. Those are the seven main areas and why don't I do maybe a habit for the mind, a habit for the heart and a habit for the body. How's that?

AMY: That sounds fantastic. Oh my gosh, hope everyone's taking notes on this call.

MARCI: Okay here we go: a habit for the mind. Now most people are familiar or have heard this piece before but I have a new twist on it. On average we have 60,000 thoughts a day. For the average person 80% of those are negative. It's what psychologists call a negativity bias. Now just because you have a thought doesn't mean that it's true, so we've got to learn ways to question our thoughts. Not fight them, because fighting your thoughts never works, but simple ways to question them and dissolve them. In Happy For No Reason I give three different tools that I love using. Different people resonate with different tools, so I reference the Sedona Method and the work of Byron Katie, and another tool called the Emotional Freedom Technique, which is a simple technique of tapping various places along acupuncture meridian. But here's a simple thing. The way I like to look at it, I call this the Velcro/Teflon syndrome; here's what I mean. Most of us take the negatives that come in and we Velcro them to us, they just stick right to us, but the positives slide off like Teflon.

AMY: Boy do I know this one, yes.

MARCI: Let me give you an example, Amy. If you get ten compliments in a day and one criticism, what do you tend to remember at the end?

AMY: The criticism every single time.

MARCI: Isn't it amazing? The criticism was just Velcroed to you and those compliments just slid right off.

AMY: Yes.



MARCI: What I've found is that happy people reverse that. They have made a habit of registering the positive. That means taking them in and savoring them. That means really, and they say it takes 20 seconds to really deeply register something, a positive. That's why gratitude or keeping a gratitude journal, or expressing gratitude works, because what you're doing is you're taking the energy to actually register that, so it will tend to stick more like Velcro to you.

AMY: Wonderful. I know one of the assignments I often give my coaching clients is when they receive a compliment, the only thing they get to say back is thank you and then internally they can say that's true.

MARCI: You know what? I will even add another step to that. I would love for them to say thank you and in some way, acknowledge how that compliment is true. So they're saying it out loud and taking more time to acknowledge it. If somebody says god, you did just a great job on that project. Now our normal tendency is to go oh yeah, but I didn't do this, this and this.

AMY: Exactly, yes.

MARCI: Instead of saying that you say thank you and you add on thank you, you know, I was really happy with the way that XYZ turned out. I think that really worked the way that I was looking for it to work. Something like that. Now that's not bragging, that's actually being honest and registering the compliment yourself, taking it in, and that tends to have it land more deeply.

AMY: Wonderful, I love it. We're highlighting it and underlining it, and acknowledging it.

MARCI: Yes and noticing. I'm standing in my office right now and the sun is shining in on my face, it feels fabulous, I'm registering the feel of that right now, just having our attention. I'm really enjoying getting to be with you and talking, registering that more deeply. I'll tell you one quick, little technique I learned from one of the people I interviewed named Brother David. They call him Brother David; his name is David Steindl-Rast and he's a Benedictine monk who's in his 80s and he's fabulous. I got to interview him in person for Happy For No Reason. He actually has had a very difficult childhood, lived in Austria during World War II; very challenging circumstances. He was just a boy and his mother taught him to appreciate whatever they had. Some days they would just have grass to make soup out of and he would have grass soup. They learned early on to appreciate things and he created a little technique that he uses every day, he's been doing it for 20 years, and that is he picks a theme for the day and every time he encounters that theme that he picked, he uses at his trigger to stop in the moment and just savor and take in that moment. For example one day his trigger might be—his theme might be water. Every time during the day that he experiences water, you know, if he's washing his hands or if he's drinking water, or if it starts to rain outside, or if he passes a fire hydrant and thinks of water, just uses that as his cue to stop in the moment, become present, and savor and take in and appreciate whatever's happening in that moment.

Then the next day his theme might be leaves, and then the next day it might be flowers, or whatever it is. I asked him, I said have you ever had a theme two days in a row? He said no I don't think so. I've been doing this for 20 years and I don't think so.



AMY: It's always something new to appreciate, my goodness.

MARCI: Always something and you know, if you have kids, do this with your kids. Make it a game and remember it's not that you need to appreciate whatever that theme was, so if it's leaves you don't have to appreciate the leaves, it's any time you think of or see leaves, it's your reminder that day to just stop and be grateful for whatever is going on.

AMY: Great, excellent.

MARCI: So that would be for the mind. Shall we do the heart now?

AMY: Let's do the heart.

MARCI: Let's do the heart—our feeling.

AMY: Let's go for it.

MARCI: Okay. Love is the highest energetic vibration on the planet. When we align ourselves with the energy of love, with feeling in our heart, feeling our hearts open, we can't help but feel happier. It's the natural product of love. Let me share with you a story from Happy For No Reason about a woman named CJ, and CJ had been very depressed. She had had Lupus for fifteen years, which is an autoimmune disorder, had a lot of symptoms, and she was in a lot of pain, often got around in a wheelchair, and she was basically miserable. She heard about simple exercise or practice of wishing other people happiness and health. At first she thought I can't possibly do that, I'm so miserable myself, but she figured she had nothing to lose, so she'd give it a try. Here's how the exercise went: every day she would silently send from her heart, or feel in her heart a wish of happiness and health for other people, everybody she'd see, and her wish went like this: may you be safe, may you be happy, may you be healthy, may you live with ease; may you be safe, may you be happy, may you be healthy, may you live with ease. All day long, throughout her day, whenever she'd see anybody—her friend, a coworker, or even a stranger she'd pass along the street—she would feel into her heart and send them that wish. Now she did this every day for a year and I can't tell you what happened to the people that she sent the wish to, but here's what happened to her. Her happiness level skyrocketed, she's out of the wheelchair, she's exercising three times a week, she is completely symptom free, and the doctors tell her that it's a medical miracle. The only thing that she did differently was to wish other people happiness and health. By the way she would start her morning wishing that for herself as well, and I believe why that works so well is that in order to do that you are getting in touch with love. It's connecting you in with your heart and with love, and with wishing other people well and she got it back many fold because she put herself in the energetic vibration of love. I suggest that you don't take my word for it or her word for it, that you just try it out for yourself for a week or two, because it doesn't cost any extra money and just actually doesn't take any extra time. You're standing in line at the grocery store anyway; you might as well spend your time beaming love to people.

AMY: Great. I love that and I feel like we'll put the body tips and that category on hold for a moment because I feel like we're really touching on something that was obviously a highlight in the



mega phenomenon The Secret, which is all about the Law of Attraction. You mentioned the vibration of love, so I'm curious about the connection between happiness and the Law of Attraction, and your specific formula for applying the Law of Attraction.

MARCI: Great and I think you're absolutely right, that what we've just been talking about really does have to do with the Law of Attraction.

AMY: Yes, it really does.

MARCI: Yes, and you know, of course the Law of Attraction became very, very popular and very well known through the film The Secret, that I was happy to be a part of, and here's what I have believed and have found, that happiness is really the basis or the foundation for the Law of Attraction. The Law of Attraction merely states that everything in the universe is made up of energy and that we attract to us based on the energetic vibration of our thoughts, our words, our feelings and our actions. When we are putting ourselves, when we are happier, when we are experiencing more love and joy and happiness, we are raising our own vibration and then we can manifest, or attract to us much more easily. I'll just read to you a little quote from Rhonda Byrne, who's the writer of The Secret, creator of The Secret. She says: "I want to let you in on a secret to The Secret: the shortcut to anything that you want in your life is to be and feel happy now. It's the fastest way to bring money and anything else that you want, into your life. Set your thoughts and frequency on happiness." I think that's really true. I said it in The Secret; I'll say it here because I think it's really important: we think that success is the basis of happiness or the key to happiness. We have it backwards; happiness is the key to success and here's proof of this: research has shown that people who are happier are more successful, they make on average \$1 million more over the course of their life, they have better relationships, they're healthier; they're 1/3 less likely to get sick, and they live, on average, nine years longer. Lots of good fringe benefits to being happier and I have found that . . . oh, you asked me about my secret formula. In the film The Secret there was a three step process that they talked about, called Ask, Believe and Receive, which is a wonderful process and I like it very much. I tend to like the one that I've used since I learned it many, many years, ago, and similar steps, same idea, but mine's easy to remember because it rhymes. Three steps and they are intention, attention and no tension. Let me explain what those mean.

AMY: Yes, please.

MARCI: Intention: be really clear on what you want. Attention: put your thoughts, your words, your feelings and your actions behind it. Then this third step is the one that most of us miss: no tension. No tension means you relax, you let go, you live in a state of happiness, no matter what, because you're not attached. When you're not attached, then miracles can float in. When we're too attached, when we're holding on too tightly, you notice things just don't happen. When we let go and we allow and we live . . . the real secret is when you're living in this state of happy for no reason, you're living in a state of no tension, and that's when miracles happen.

AMY: Great, and you can really see that with your example of the woman who decided to send love to people, every morning waking up with that intention, putting her attention on all the people



around her, which of course took her out of that space of putting her attention on what she didn't want, this physical pain that she was in, and then no tension and then miracle.

MARCI: Miracles and you know I've got to tell you in my own life, everything great that has happened has happened because of these three steps, and I'll give you an example, and it has to do with the Chicken Soup for the Soul books. Many people wonder why I got to be a coauthor with Jack Canfield and Mark Victor Hansen on the Chicken Soup for the Soul books and I was the first coauthor with them. The reason it happened was because of these intention, attention and no tension, and here's the story. I had always known that my intention was to inspire millions of people around the world. I saw my first professional speaker when I was thirteen years old. It was Zig Ziglar, who, I don't know if you all have heard of him; as a matter of fact he's still speaking. I don't know how old the guy is but I'm going to go hear him speak next week in San Francisco, so yes, this was 1971 and I was thirteen, and I saw him doing his thing and I said that's what I'm supposed to do for my life. I just knew it, I had this calling, it was crystal clear, and I set my intention to inspire millions of people around the world.

I spent the next many, many years putting my attention on it. I was a corporate trainer and I taught seminars on self esteem, and I did a lot of things. I worked at the time with Jack Canfield a lot, it was well before Chicken Soup For the Soul, and then Chicken Soup For the Soul came out and I will still speaking and doing my little thing, and I kind of felt I was up against a wall because I felt like I'd reached my limit and I was kind of not going anywhere. I know a lot of people feel that way. They're pushing, pushing, pushing and persisting, which is a wonderful quality, persisting, but they're finding that they're hitting up against a wall. That had happened to me. I was burned out, it was January of 1994 and the first Chicken Soup for the Soul book had just come out, and I decided to take a break, and I did something I'd never done before. I went on a seven day silent meditation retreat. I hadn't been silent for more than two hours before this in my life, so to think that I was going to be silent for seven days was almost impossible, but I knew that I needed to go into a state of no tension, and that's what I did. In the middle of the fourth day, in the middle of the meditation, a light bulb went off in my head and I saw the words Chicken Soup For the Woman's Soul, and as soon as I saw it, I knew that it was an amazing idea, no one had ever thought of these specialty books, not even Jack or Mark, and I knew that it was like—I felt that it was a gift, it was a gift from the universe. There was only one problem: I still had three more days of silence. I had just had the greatest epiphany and I couldn't share it with anybody! As soon as the silence was over I ran to the payphone and I called up Jack. I said Jack, I've got it: Chicken Soup for the Woman's Soul and he said my god, what a great idea. He called up the publisher, my publisher said what a great idea, and a week later I had a contract in the mail, and a couple of years later the book came out and it number one on the New York Times that week. Now I guarantee you I know that that would not have happened to me if it had not been for all three steps, intention, attention and no tension.

AMY: What an inspiring story for everybody on this call. Thank you so much for sharing that. That's really phenomenal.

MARCI: Well thank you. I honestly know it's happened every other time. With Happy For No Reason it was a similar kind of a story. It's intention, attention, no tension, so please, if you're listening,



all of you who are listening to this, please look in your life—what is your heart's desire? What is your intention? What attention have you been putting on it, which means thoughts, words, feelings and actions? Don't forget about the actions piece. It doesn't mean you're going to sit in your living room and just visualize all day long; you've got to take the action.

Finally, how are you letting go? How are you opening up to receiving? How are you letting it come to you, in some ways being in a state of receptivity and surrender?

AMY: So great and I know so many clients and so many people in my life, the minute they go on vacation is when all the business comes in for them.

MARCI: Isn't that amazing?

AMY: Like clockwork.

MARCI: It's true. You know, if you think that you can't take a vacation, you can't *not* take a vacation.

AMY: That's right.

MARCI: I'll tell you, it's challenging for me. Happy For No Reason came out in paperback, as you've mentioned, just a couple of weeks ago. Well a month before that I had been on a two week vacation to Thailand, and it was the craziest time to go to Thailand; absolutely nuts. Here I am, a month before my book launch, and I'm going to Thailand, but it was a particular trip with a particular group of people that I really wanted to be with, and I didn't want to miss it, and I just said you know what, every time I've taken a break it's always served me, and in fact I went, had a great vacation, came back, was able to really hit the ground running with the launch of the paperback, and amazing things came to me while I was on vacation. I can't always stay on vacation. Of course it's great when life feels always like a vacation, but to always be, as much as possible, in this state of no tension is a great thing.

AMY: That's great and for those of you on the call that are thinking well I can't go to Thailand for two weeks right now, you don't have to. You can take a vacation to your bathtub after you put the kids to bed; I did that just the other night. You can take a vacation, you know, by going in the back yard and setting up a tent. It doesn't take a ton of money and a huge, exotic trip to get that feeling in your body and in your soul of a vacation.

MARCI: Thank you for saying that because you're absolutely right. I mean taking, on a Sunday, an hour long hike, or I mean taking every day, five to ten minutes at least a day, where you are taking an inner vacation, where you are having some time of silence, of connecting within, whether it be through prayer, through meditation, through walking in nature, just some time where you are taking the outside world away and moving to your inner world. That's a daily vacation that we all need.

AMY: Let's loop back around now to the body.

MARCI: Great.



AMY: Talk a little bit about that because it seems like we're there anyway. Tell us a couple of tips that you have about raising that happiness set point that you've spoken about, through the use of our body.

MARCI: Great, great. What we're talking about in terms of being happier and your happiness set point isn't just some airy fairy idea. It is actually registered in the body. The cells in your body become happier. They actually start—the feeling that I have is that they vibrate in more joy, and part of it is the biochemicals of happiness, when you have more serotonin and oxytocin and endorphins, and in Happy For No Reason I have an assessment in there that helps you determine whether you have enough serotonin and catecholamines and endorphins. If not I give you some of the things you can do to raise those levels, some foods that you can eat, some amino acids that you can take, some natural things that you can do for creating that happiness in yourself. Sleep is another example of something that you can do for your body to bring you happiness, and I'll just share this, this was a shocking piece of research that I read. The quality of sleep that you got last night has more to do with your happiness today than your marital status or your income. Sleep is really important and yet we live in a really sleep deprives culture. We go around bragging about the fact that hey, I got by on five hours last night, and then somebody else will say well I got by on four, like it's a good thing. Well it's not and here's a little tip about sleep that a lot of people don't know, and that is that we have circadian cycles, we have cycles in the body and in the acupuncture system we have organ times, times of the day when various organs are functioning. In both the system of acupuncture and also the Ayurvedic system of medicine, the system of medicine from India, they both say that if you go to sleep before 10:00 at night, every hour of sleep before midnight is worth twice as much as after midnight. The suggestion is to go to sleep sometime around 9:30 or 10:00, when your body is in a particular circadian cycle and the value of sleep that you get will be much more powerful than the sleep that you get after midnight.

AMY: That is fascinating.

MARCI: Isn't that amazing?

AMY: That's really fascinating. I'm sure my husband's smiling right now as he listens in on the call because we've been going to sleep really early since we had our baby girl, who's a year and a half now, and she conks out around 7:00, so we've been going to sleep at 9:30, and it's amazing.

MARCI: Tell me what you're noticing. What are you noticing? Do you notice that there's a difference?

AMY: I notice that A, I wake up earlier naturally, which was not happening before. Before it was either the baby in the monitor or the alarm clock, and I've also noticed that we got room darkening shades and that made a huge difference because with the time changes and everything, when it's light out and we're trying to go to bed when it's a little bit lighter out in the summer, and so on and so forth, that dark state in the room and going to bed a little earlier is making a big difference in our energy levels during the day.



MARCI: Yes and even they say that if people are trying to lose weight, that the proper quality of sleep that you get, including when you go to sleep, will also help with weight loss, so I've noticed there's a big energy shift for people and so if somebody's feeling a little bit down, if you're feeling a little bit down, trying to go to bed three nights in a row at 9:30 and wake up on the fourth morning and tell me how you feel.

AMY: What a great tip; wonderful.

MARCI: I'll tell you another quick story. I just heard this recently, probably a month ago. I was attending a lecture by a woman named Angeles Arrien, who I absolutely love. She's a cultural anthropologist and she studies cultures from around the world, indigenous cultures, and she said that there's some wisdom that all of these cultures share, and that is that if somebody in the community is unhappy, is feeling the blues, they will send them to the local medicine man or woman, also referred to as a shaman, and the shaman will ask that person four questions, and these are the four questions: when did you stop singing; when did you stop dancing, or moving your body; when did you stop sharing your story, or connecting with other people and when did you stop taking silence. I think those four things—I'm going to repeat them . . .

AMY: Please, yes, I just got goose bumps.

MARCI: Yes, I love these, so singing, and I mean literally singing. That means once a day and I want you to do each of these things once a day. That means in the shower, in the car, take a little bit of time and vocalize and sing. Second thing: moving your body. I don't care what kind of movement it is, just getting the energy going, dancing, moving, walking, playing basketball, whatever is your thing. Third thing: sharing, telling your story, connecting with others. Then the fourth, which we've already talked about: taking some time every day for silence.

AMY: Beautiful. I'm noticing the time and I have so many questions, of course, Marci, that I could ask you. Let me ask you this because I think this is a really great flip side to what we've been speaking about and I want us to . . . knowing the tough times going on and so much of the media attention is about job losses and there's just a lot of anxiety about the future going on. I'd love to hear your techniques for unplugging from the fear.

MARCI: Great, great question. There's so much talk right now about the power of now and it's so true. We cannot base our happiness in the future, nor can we base our unhappiness in the future. There's some fabulous research done by a guy named Daniel Gilbert. He's a professor at Harvard and he's written a book called Stumbling on Happiness, and I reference him in Happy For No Reason. He has found that we have a very bad ability to assess what will make us happy in the future, but also what will make us unhappy. We're out there thinking oh my god, if XYZ happens then I'll really be miserable. It's not true. Whatever happens to you in the future you're probably going to just carry with you whatever level of happiness you have right now. It's not going to affect you the way you think it is, so that in itself helps us a little bit unwind, but the other thing is, I love that we live in these times because I think in these times we have access to tools out there that really help. There are brilliant tools in energy psychology; I've mentioned the Emotional Freedom Technique, which is a technique that you tap on various acupressure points. That's a really great tool for helping with fear. There's another one called



TAT that is a very simple technique of holding a certain spot around the bridge of your nose and your third eye with one hand, in a particular way, and holding the back of your head with the other hand, and just breathing, just breathing deeply. Bringing your attention to your breath is one way to unhook your mind from its fear spinning out and by doing these little techniques, you can find these, I can't describe them on the phone very well, but you can find the diagrams for them and all on my website, which is HappyForNoReason.com, simple tools for unplugging. As a matter of fact by the way, right now on that site, this is great, a friend of mine, Morty Lefkoe, who has created something called the Lefkoe Method, he has an online program that's free. You can go to HappyForNoReason.com and it walks you through the way to eliminate the number one belief you have that's blocking your happiness right now. It takes about ten to fifteen minutes to do, but it's very effective at helping you just eliminate. I did it recently, I'm doing it on a regular basis now, and I had an amazing result happen. I did it one night about a month and a half ago and the next morning, 8:00 in the morning, my publisher calls and tells me that they're buying my next book proposal and it was just like an instant—who knows that those two are related, that I sort of let go of this belief or fear that I'd had, and then the next morning I get this phone call that my next book, which by the way is called Love For No Reason and will come out next year. I think when we do these little, simple tools, but we do them consistently, that we really experience a difference in our lives.

AMY: This is great. I love that one of the things that you're gifting all of our callers on the call right now is that if you're in that negativity, fear spin, log on to Marci's website, HappyForNoReason.com and you're going to have instant access to free tools to help you get out of that cycle. That is just so inspiring, which is obviously the goal of the series, and talk about unplugging from the fear and allowing you to plug back in to the state of being happy for no reason. Thank you so much for supplying things like that on your website.

MARCI: You're welcome and you know what I've really found? I've found that it's one thing to know this stuff but you've got to apply it, and that's why I'm all about what are the best tools that are out there for applying it, that take very little time, that you can do in five or ten minutes a day. I suggest that everybody gets a happiness buddy. You have exercise buddies, well, find a happiness buddy, and ideally if you've got children, do this with your kids; this is fantastic. Pick one technique, one thing a week that you're going to do, one happiness habit a week that you're going to focus on. Practice it every day that week and then pick another one the following week, and check in on a regular basis with your happiness buddy. That's why I created, in addition to the book, we've got a Happy For No Reason personal learning course that has about ten hours of information from me on a CD, and a workbook to do with it, to really make it like a whole program, and it's really effective.

AMY: Let me ask you one final question and then we're going to actually do a giveaway at the end of the call.

MARCI: Yay, I love giveaways!

AMY: Let me just ask you this before we wrap up our question and answer period with you. A lot of people feel like it's selfish to focus on our own happiness and I'm curious about your thoughts



of that. How can we shift toward greater happiness so that it improves the lives of those around us and the world? Talk a little bit about selfishness and that.

MARCI: I love that question because I think that the opposite is true. Instead of being selfish to focus on your happiness, it's actually the least selfish thing that you can do. It's the biggest gift you can give your children, is to focus on your own happiness and help them with establishing happiness habits themselves, because we are literally, I believe, changing the DNA of happiness in our lives, and the DNA on the planet. There's really a happiness revolution going on on the planet right now, and let me just share with you a Chinese proverb that I think really speaks very much to this point, about how when we focus on our own happiness we affect everyone else. It goes like this, it says when there is light in the soul there will be beauty in the person; when there is beauty in the person there will be harmony in the house; when there is harmony in the house there will be order in the nation; where there is order in the nation there will be peace in the world. My prayer and my wish for every single one of us here on this call is that we feel the light and the love and the joy in our own lives, and through that we help create peace here on this planet of ours. I just invite everyone to join the happiness revolution that's going on and really work on creating another world, which is what we're all doing.

AMY: Great. These next two questions are something that I'm going to be asking all of the experts and the women masters at the end of each expert call. The question for you is: what do you most want listeners to take away from the call today?

MARCI: What I absolutely want everyone to take away from this call is that we all are able to raise our happiness set point and become happy for no reason, that in fact Happy For No Reason is the essence of who we all are and it is our birthright, and it is absolutely available for all of us to experience this joy inside. There's a beautiful quote that starts the book. It says: this joy that I have the world didn't give it; the world can't take it away. That's what I mean by happy for no reason and it is available for everyone.

AMY: Great. I'll just ask our listeners, whether you're listening to the recording or listening live right now with us, to just take a moment. You've heard a lot of amazing, remarkable information from Marci, from science based to heart based to mind based to body based. Just take a moment right now and think about what you most want to take away from this call. What is it that you most want to put into practice? Then I'm doing to ask Marci to go ahead and give our listeners an inspiring homework assignment.

MARCI: Oh wow. Well I often like to tell people to really listen to what most called to them out of what I said, but I think that if I had to say any one thing I would say do the little practice of every day, the four things that the shaman said: singing, moving your body, sharing with someone and being silent. Do a little bit of that each day for the next few weeks and see how you feel.

AMY: Great; thank you. That's a great assignment. I'm on it!

MARCI: We'll all be singing in the showers and hearing each other from afar.



AMY: Exactly. I have a little song that I sing to my daughter every morning and I had a little period of time where I stopped singing it for various reasons, just because it kind of went out the window with other things; she started talking more. I just started re-singing it and it's so joyful to sing this little song to her every morning, so that's really fun. I'm going to do that every day.

I have really great news for everybody that's on the live call today. As a special thank you Marci's actually giving away a copy of her book, Happy For No Reason and so the way that we're going to do this giveaway is for you to email info@WakeUpCallCoaching.com with Happy For No Reason in the subject line and the seventh email, lucky number seven, will be the winner of that. If you're listening live right now email info@WakeUpCallCoaching.com and the seventh email we receive will be our winner. Go ahead and do that and I just really want to encourage everybody on this call to log on to Marci's website. She has an amazing, free newsletter, all these free tools for you, and to go ahead and purchase her book, Happy For No Reason. It just came out in paperback. I've read the book cover to cover and it is chock full of some of the best tools around. It was just a fantastic read and it's one of those things that you can pick up and read a chapter every night and within a few weeks you've gone through the entire book and your life is changed. Definitely take time, buy a copy for yourself, a copy for someone you love, and then surprise someone with a copy. I always encourage three buys when it comes to books because you'll want it with this book; it's such a great book. Make sure to do that and just thank you so much, Marci, for being with us today and sharing your incredible wisdom and insight. I really appreciate it.

MARCI: I absolutely loved it. It was a total joy to be with you and do this, and congratulations to you on this wonderful, wonderful series that you've put together.

AMY: Thank you and just thank you all, all of you who have called in today. Thank you for being with us today on the Women Masters Teleseminar Series. Stay tuned for our caller next week, the amazing Chellie Campbell, who's going to be talking to us about finances, specifically; she's an amazing expert. I know that you know Chellie, Marci.

MARCI: Actually Chellie is one of my happy hundred and her story appears in Happy For No Reason, so I love Chellie, you'll all love her as well.

AMY: She is great and she's going to give us some really specific tools around empowering yourself around your finances and gaining a really great perspective about your finances, so make sure to tune in for next week's call, and I just wish everybody on this call a happy, joyful, prosperous day and thank you so much, Marci, for your time.

MARCI: Thank you Amy and thank you everyone.

AMY: Alright. Bye-bye to everybody. Un-mute the lines and we can hear a really quick bye-bye. Bye-bye everybody. Thank you so much everybody; have fun.