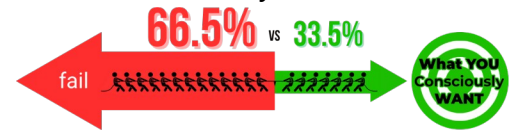


Discover how nonconscious (subconscious, unconscious) programming controls our lives and learn a simple practice to regain conscious control and achieve the growth in life you want.

The PROBLEM: Nonconscious Negative Programming on Autopilot

Understanding the Issue:

- **Nonconscious Mind Dominance:** on average 95% of our Actions, Behaviors, Emotions & Decisions (ABED) come from our Nonconscious mind, leaving only 5% from our Conscious Mind. This means most of your life is driven by unconscious programming.
- **Resistance to Change:** Our minds are wired to reject new ideas that conflict with our existing beliefs and programs, making change incredibly difficult.
- **Early Programming:** From the 3rd trimester in utero to age 7, we're in a deep state of hypnosis, recording everything from the people around you. This early programming significantly shapes our nonconscious (subconscious, unconscious) minds.
- **Inherited Beliefs:** Much of our programming comes from previous generations, passed on, person by person. On average, 70% of this works against what we consciously want.
- **The Hard Truth:** If we desire something different from our programming, 66.5% of our Actions, Behaviors, Emotions, and Decisions (ABED) work against us. This means that despite our best intentions, we're often undermined by your own mind.



Why This Matters:

- **Impact on Life:** The dominance of nonconscious programming explains why making lasting changes in our lives can be so challenging. Our deeply ingrained beliefs and behaviors often sabotage our conscious efforts – holding us back from living the lives we truly want to live.
- **Barrier to Happiness:** This negative autopilot can keep us from living our fullest, happiest life. It's often the root of many personal and professional struggles in life.

The SOLUTION: The Happy NOW Practice

Transforming Your Mind: Empower Yourself



- **Increased Conscious Awareness:** By practicing focused breathing and attention, we can increase our conscious mind's influence from 5% up to 80%, as suggested by Dr. Bruce Lipton. This 1,500% increase in conscious awareness helps you override negative programming.

(Continues on page 2)

Basic HAPPY NOW Practice Overview:

- **Duration:** 60 seconds (approx.)
- **Frequency:** Repeat every 15 minutes for 4 hours (16 times a day) to achieve a 51% tipping point for becoming more conscious.

Step-by-Step Guide: Posture, Focus, 3 Breaths, and 3 Questions

1. Preparation:

- **Posture:** Sit up straight, elongate your spine from your tailbone to the top of your head.
- **Focus:** Fix your gaze on a single spot in front of you, soften your gaze, and expand your awareness.

2. Three (3) Diaphragmatic Belly Breaths:

- **Breath In:** Inhale through your nose for 6 seconds, pushing your belly out while keeping your shoulders still.
- **Hold:** Hold your breath for 3 seconds.
- **Exhale:** Exhale slowly for 9 seconds. Repeat this cycle two more times.

3. Three (3) Happiness Focused Questions: Get curious and ask yourself

- **What do I see that I am happy about?** Identify something in your immediate surroundings, right now, that you are happy about (grateful for, like, and/or love).
- **What do I hear that I am happy about?** Notice and appreciate any pleasant sounds around you.
- **What do I feel that I am happy about?** Focus on a tactile or kinesthetic sensation, that you are experiencing right now – that brings you happiness or comfort.

Benefits:

- **Increased Conscious Control:** This practice helps shift your ABEDs from autopilot to conscious control, enabling you to make more deliberate and positive choices – increasing awareness.
- **Immediate Improvement:** By regularly practicing HAPPY NOW, you can significantly enhance your overall well-being and begin to reprogram your nonconscious mind with positive inputs.

Conclusion: The HAPPY NOW practice is a powerful tool to reclaim control over your mind and your life. By increasing your conscious awareness and focusing on positive aspects of your present moment, you can break free from negative programming and create lasting, positive change. Embrace this practice to start living a more conscious, happy, and fulfilling life—right NOW!

(See testimonials and the proven science behind Happy NOW on pages 3-4)

time	00	15	30	45
10				
11	✓	✓	✓	✓
12	✓	✓	✓	✓
1	✓	✓	✓	✓
2	✓	✓	✓	✓
3				

**Track Your Progress:
 16+ times per day,
 every 15 minutes for a
 4 hour block of time, to
 achieve 51% tipping
 point. (example shown)*

Testimonials for Happy NOW

“The happy now practice **ingenious and cutting-edge**; and so extraordinarily simple, **anyone can do it!** It has helped me stay aware of my unconscious patterns and beliefs, so they don't run me or my life. It also raises my vibration to a level where I can feel joyful and at peace. I am a nurse and at work it's a total life saver; **I am able to slow down so I can critically think** for my patients and make decisions that positively impact them. During times where I used to “freak out” at work, I can now slow my breathing and focus on the task at hand. There are times in life where I would have previously allowed my emotions to take over, I now have the happy now practice so this doesn't happen. **I am now in control.** It is a practice that is so simple, yet life changing.” – Emma Nice, RN

“The happy now breathing technique has been apart of my everyday life. It is grounding and intentionally thinking about things I like and love and am grateful for has **really begun to make me happy.**” – Christian Scannavino Greer, HVAC Technician

“**The happy now practice is absolutely phenomenal.** I can't tell you how many times in just the last three weeks alone that this happy now practice has brought me to an area of peace and in the now moment, especially lately.” – Katie

The Proven Science Behind Happy NOW

Happy NOW is rooted in well-established scientific principles that help you regain control over your mind and achieve lasting happiness. This practice leverages key concepts such as body posture, diaphragmatic belly breathing, and the functions of the Parasympathetic Nervous System and Reticular Activating System to transform your mental state.

Body Posture and Confidence: Insights from Amy Cuddy

Harvard social psychologist Amy Cuddy's research on body posture demonstrates that "power posing" can significantly impact your mind. According to Cuddy, adopting expansive, upright postures for just two minutes can increase testosterone levels by 20% and decrease cortisol levels by 25% . This hormonal shift boosts confidence and reduces stress, aligning with the Happy NOW practice of sitting up and elongating the spine to enhance conscious awareness and positive mental states.

Diaphragmatic Belly Breathing: Activating the Parasympathetic Nervous System

Diaphragmatic belly breathing, a core component of Happy NOW, involves deep, slow breaths that engage the diaphragm. This type of breathing stimulates the Parasympathetic Nervous System (PNS), which is responsible for promoting relaxation and counteracting the "fight or flight" response driven by the Sympathetic Nervous System (SNS) . By inhaling for 6 seconds, holding for 3 seconds, and

exhaling for 9 seconds, you activate the PNS, which lowers heart rate, reduces blood pressure, and fosters a state of calm. This physiological response is crucial for shifting from nonconscious, stress-driven behaviors to conscious, intentional actions.

The Role of the Reticular Activating System (RAS)

The Reticular Activating System (RAS) is a network of neurons in the brainstem that plays a vital role in regulating wakefulness and attention. It acts as a gatekeeper for sensory information, filtering out irrelevant data and highlighting what is important. By focusing your attention on specific positive aspects of your current environment—such as what you see, hear, and feel—the Happy NOW practice effectively engages the RAS to enhance your awareness and reinforce positive experiences. This focused attention helps reprogram the nonconscious mind by repeatedly directing it towards constructive and uplifting thoughts.

Scientific Studies Supporting Happy NOW

1. **Body Posture and Hormones:** Amy Cuddy's studies on power posing illustrate how body posture can influence hormonal balance and stress levels, providing a scientific basis for the posture elements of Happy NOW.
2. **Diaphragmatic Breathing and the PNS:** Research has shown that diaphragmatic breathing activates the PNS, which promotes relaxation and stress reduction, aligning with the breathing techniques used in Happy NOW.
3. **RAS and Attention:** Studies on the RAS highlight its role in attention and consciousness, supporting the idea that focused attention on positive stimuli can enhance mental well-being.

The Happy NOW practice is grounded in scientific principles that enhance your conscious awareness and promote positive mental states. By incorporating body posture, diaphragmatic breathing, and focused attention, you can activate your Parasympathetic Nervous System and engage your Reticular Activating System to reprogram your nonconscious mind. This practice not only helps you overcome negative programming but also fosters a more conscious, happy, and fulfilling life.

References:

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3. Moruzzi, G., & Magoun, H. W. (1949). Brain stem reticular formation and activation of the EEG. *Electroencephalography and Clinical Neurophysiology*, 1(4), 455-473.