

A
FOCUS
ON THE **40**[®]
E-BOOK

TOOLS TO SURVIVE TODAY AND THRIVE TOMORROW¹

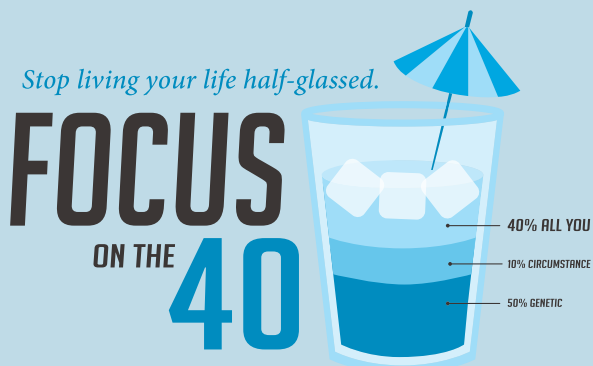
GET HAPPY NOW![©]



**A FAST-PACED AND FUNNY ACTION GUIDE FOR
A STRESSED-FILLED WORLD**

CREATED BY ANTHONY POPONI
AUTHOR OF THE FOCUS ON THE 40[®] PROGRAM

¹AND THE DAY AFTER AND THE DAY AFTER AND THE DAY AFTER AND THE DAY AFTER.



MEET ANTHONY



Welcome! I'm professional speaker and author Anthony Poponi, and I love talking about happiness! Happiness is complex and our path to improving our happiness in a lasting way is unique to each of us.

What surprises many people about happiness is what truly provides us with lasting benefits. We focus often on the wrong things and ignore the simpler and powerful opportunities in our lives. My programs are called *Focus on the 40* because our focus is on the 40% of tools and actions we can employ in our lives with enduring positive effects.

I work with groups and professionals who want to have more positive, fulfilling and happier lives! My programs bring out the best in clients and the result is happier people at home, at work and in life.

Let's talk a little about stress because stress can interfere with living the happier life we want. And let's honor the chaos of this year. Life is a little weirder than usual. Chaotic is the word. Like riding a roller coaster without a safety belt on a cruise ship in a hurricane kind of chaotic. You're anxious, bouncing all over the place, stressed out and rightfully so. The purpose of this book is to give you tools to handle stress now and replace stress with more happiness.

MY PROMISE TO YOU

OUR 100% MONEY-BACK GUARANTEE promises you will navigate stress now and will be measurably happier in 7 Days! You might be thinking, Can you offer a money-back guarantee on a free e-book?

Well...

WE.

JUST.

DID!

In fact, we'll double your investment of \$0.00 in a full refund if you're not measurably happier in 7 days. We are that sure of this e-book's impact.

We're confident.

We're bad at understanding basic math. ($\$0 \times 2 = \0)

We're not sure how money-back guarantees work.

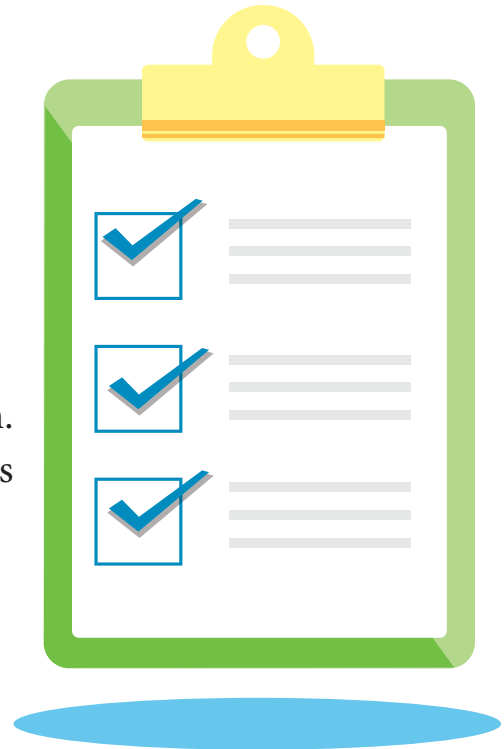
We're good at happiness though! And we know you'll see changes in 7 days.



A QUICK “CHECK” IN

Enough with the legally unenforceable jargon. Let’s start with why you’re here before we focus on happiness in Part 2.

Check all the boxes that apply...



- | | |
|---------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> I’m stressed | <input type="checkbox"/> I’m dealing with uncertainty |
| <input type="checkbox"/> I’m anxious | <input type="checkbox"/> I’m having a hard time taking action |
| <input type="checkbox"/> I’m suffering | <input type="checkbox"/> I want to be happier |
| <input type="checkbox"/> I’m overreacting | <input type="checkbox"/> I want things to be normal again |
| <input type="checkbox"/> I’m faced with many changes | <input type="checkbox"/> I’m checking too many of these checkboxes and that worries me even more! HELP! |
| <input type="checkbox"/> I’m dealing with negative thought patterns | |
| <input type="checkbox"/> I’m apathetic | |

Ok. Enough with the checkboxes! I won’t bring them up again.

Super-Anxious Girl



PART 1

SURVIVING THE CHAOS OF TODAY

You probably checked a few of those checkboxes. Ok, sorry I lied about not bringing the checkboxes up again. I won't lie to you again. Ok, I might lie again, but that's not the point. You checked a few checkboxes, and that's normal. So you're experiencing stress. Stress is normal. Stress is part of life for almost all of us. But is stress bad, or is stress good? BOTH! You've likely heard about stress being bad for our health, and it can be—but not if we see stress in a positive light. Here's an insight to flip the script on stress...

Stress is your brain trying to communicate with you via emotions. Bad emotions like stress, anxiety, and fear are our brain's way of emailing us with a subject line of "Take Action Please" because our brain perceives the action or situation as bad for us, and our brains want us to do something.

When we take action to resolve the issue at hand, our brain gives us a dose of neurochemicals resulting in good feelings. What's hard right now is the continued swirling of uncertainty in our lives makes finding a clear course of action darn near impossible.

Let me add another layer of complexity here. Our brain doesn't always correctly assess the "bad" or "good" things happening in our lives, and understanding the messages from our brain can alleviate stress.

Decrypting your brain is a whole 'nother e-book for another time when we can dive deeper into neurochemistry, but you can learn more about creating more positive emotions even in trying times [HERE](#) for free. But do that later—stay here now.

BEFORE WE GO ANY FURTHER

Let's get a baseline on your happiness. Do this assessment and set a reminder in your phone, use a sticky note, mail yourself a postcard...whatever it takes. Remind yourself to revisit this in 7 days. A score of 10 is the highest, and 1 is the lowest. There are quick definitions for each category in the circle.

CATEGORY	WHAT IT MEANS	ME TODAY	ME IN 7 DAYS
HEALTH AND FITNESS	Are you active, fit, and feeling healthy?		
FINANCIAL SECURITY	Do you feel financially secure and able to handle downturns?		
CAREER FULFILLMENT	Is your job just a job, or is it a career or even a calling?		
COMMUNITY	Do you love your community and surroundings?		
FUN AND PLAY	Do you have fun and enjoyable activities in your life?		
PERSONAL DEVELOPMENT	Are you growing emotionally, spiritually, and intellectually?		
LOVE LIFE	Do you have a stable and positive romantic relationship?		
FAMILY AND SOCIAL	Do you have strong, positive relationships with family and friends?		



STRESS, WE ARE COMING FOR YOU, BRO

Let's deal with what's stressing you out first and get stress and anxiety out of the way before we jump into the tools behind lasting happiness. Read OPTIONS 1 and 2 below, and choose at least one. Choosing more than one is great, but either one of these options will serve you. You should choose something that you're excited to try out.

PRO TIP: Doing activities of this type doesn't have to be hard, unpleasant, or unnatural. You should choose one that will result in (1) being energized, (2) being excited to try and/or (3) feeling good while doing it. Choose the activity below that can hit on as many of those three things as possible because you'll be more inclined to continue with the activity.

ACTIVITY 1

CUT THE CATASTROPHIZING!

Are you thinking everything is going to result in a catastrophe? Are you focused on the **potential** worst-possible scenario? See how I made the word **potential** in bold and underlined it too? Your brain loves to simulate through scenarios and does it to help you survive. Here's what to do with a situation that you're worried will result in the worst-case scenario.

Write out the **WORST** potential scenario or outcome:

Write out the **BEST** potential scenario or outcome:

Write out the **MOST LIKELY** potential scenario or outcome:

Now, which of these is **Most Likely** to happen? I did that thing again with bold and underline to get you to realize the **Most Likely** scenario is the one **Most Likely** to happen and also the one where you have control. Make a plan around how you're going to make the **Most Likely** possibility come to fruition.

ACTIVITY 2

STOP THE CHATTER!

Do you have an internal voice in your head? We all do, but if you have more than one, there might be a problem. I digress. The internal voice in your head is often simulating scenarios, conversations, and interactions. Thinking through those scenarios is good for you, to a point. When thinking becomes **over**thinking and starts generating fearful thoughts or heightening negative emotions, your brain stops thinking. Say what? Yeah, your brain stops using its cognitive and analytical parts and triggers the survival-focused, self-centered thinking we know as *fight-or-flight*. The term fight-or-flight says it all—your brain works through only two options: do we fight, or do we flee? As you can imagine, fight-or-flight is not great for moments when you really need critical-thinking skills. So what to do? **Stop the Chatter!** The tool is simple enough.



STEP 1

Say **STOP!** When you get into a pattern of overthinking, just say to yourself, out loud or internally to your brain: **STOP!** Recognizing overthinking is a great first step of awareness and a start toward stopping the chatter. Persistent negative thinking is likely to live up to its name and will be “persistent” and “negative.” So saying “**STOP!**” can interrupt the pattern, then you can focus on something else—that’s Step 2.



STEP 2

Get distracted: Now, there is a difference between distracting yourself in the short term and trying to ignore the long-standing problem causing the chatter. Like a dog turning their head into a corner when they get in trouble, ignoring the problem won't make it go away. Ok, so for a distraction, look to things you can get immersed in that your brain has to focus on intensely.

Challenging and fun activities like making music, playing a sport, or getting into deep conversations are all great examples. Jot a few ideas down that will work right now!

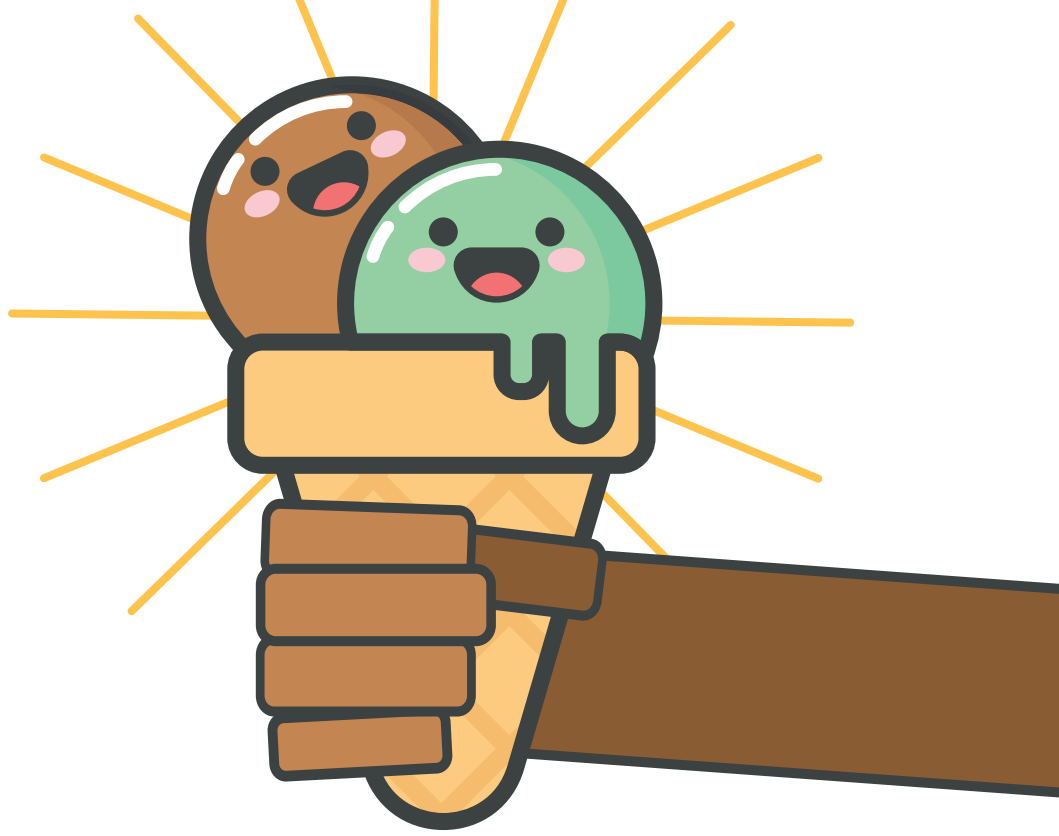
1

2

3

4

5



PART 2

A DOUBLE-DIP OF HAPPINESS

We gave you a couple of tools to deal with stress and anxiety. Let's move on to happiness tools to get you happier today! Want more happiness? Ok, good! Let's get you more resilient. You might be thinking, *I don't want resilience, Anthony. I want happiness, kind sir.*

Well tough turkey, you're getting resilient, and you'll like it! #toughlove

I promise you'll love resilience when you give it a chance. Resilience supports happiness with lasting positive impacts, and if you found your way to this document, it's likely because you went looking for a cure to stress or anxiety. Resilient people deal with stress and anxiety better than less resilient people. In this e-book, we'll explore two parts of resilience: optimism and social support.

Again, choose one of the activities that resonates with you and seems enjoyable. Do both activities if you so choose, you Little Lebowski Overachiever.

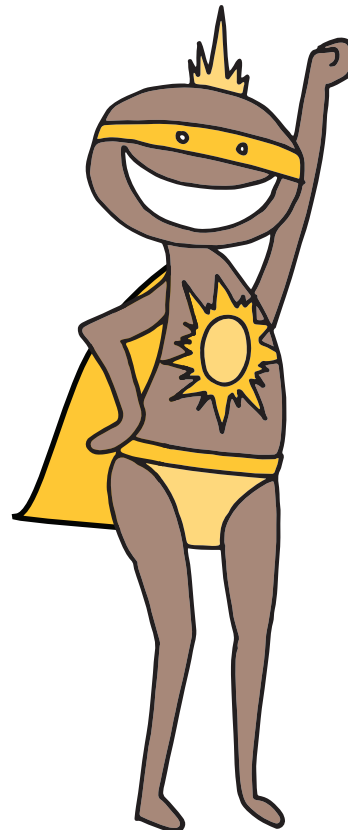
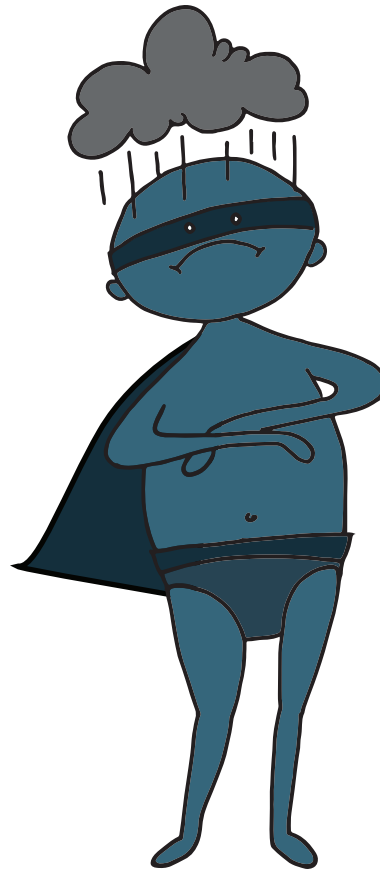
ACTIVITY 1

GET OPTIMISTIC, MAN

Have you ever met the not-so-superhero Pessimism Guy? He enters not with a flash but with a thud. Pessimism Guy is a superhero, like Eeyore in human form, able to see the black lining on a not-black cloud, able to kill the positive in anything! I don't know if that metaphor works, but I think you get the idea. Pessimism Guy is a drag. Seeing the worst in life is somewhat of a natural tendency for human beings. If a tendency becomes a pervasive mind-set, it's deflating, de-motivating, and contagious. Stay away from Pessimism Guy!

How can we defeat Pessimism Guy? Well, it's easy since Pessimism Guy likely expects to lose. Optimism is the "kryptonite" to pessimistic mind-sets and a core attribute of resilient people.

Here's how to bring more optimism into your life. Don the cape of Optimism with this tool! If you need a laugh and a taste of optimism, give the blog post on my stolen truck a read, and I'll use the example of my truck getting stolen (yes, it really happened!) for each step on the following page.



STEP 1

Write down, in detail, something not-so-positive that happened. Pick something recent enough to recall the details.

STEP 2

Challenge your thinking on permanence. Explain this situation optimistically as temporary, specific to a period of time, or impermanent. Example: Having my truck stolen is a weird occurrence but not indicative of any trend or pattern in my life.

STEP 3

Challenge your thinking on pervasiveness. Explain this situation optimistically as specific to the context of this situation or setting. Example: Things get stolen sometimes, and I can be more attentive to protecting my things. This rarely happens to me.

STEP 4

Challenge if this situation was caused by internal personal attributes. What external circumstances or conditions contributed to the situation? Example: Desperate people do desperate things sometimes, and this was not due to my lack of vigilance in protecting my things.

Lam! Boom! Wham! You now can harness the superpower of optimism! And you'll need optimism in your valiant fight against Pessimism Man and other nefarious coworkers, family members, and evildoers, like people who don't use their turn signals or don't pick up after their dogs. Here's activity #2...

ACTIVITY 2

CHEERS TO BEING SOCIAL

“Norm!” Did you ever watch the TV show *Cheers* back in the '80s? During this thing called COVID, I had some extra time on my hands, so I randomly tuned back into the reruns of *Cheers*. Almost each episode features Norm entering the bar to a chorus of “Norm!” from the rest of the patrons, followed by a quippie one-liner from Norm. Social support is our focus for activity #2. Norm had a few close friends on the show, and when times got tough, the characters in the show relied on each other. A friend of mine, Cliff Clavin, shared a little-known fact that “other people matter.” Ok, busted. Cliff wasn't the real author of that simple phrase. The late Chris Peterson was, and his work in the field of Positive Psychology is met with a chorus of honorifics by others in the field. Chris often distilled his complex work into simple-but-pointed phrases like “other people matter,” which is simple but really important. Humans are wired to be social. We're not all wired to need 100 best friends, but we do thrive when we have social support.



CAN YOU ANSWER “YES” TO THESE QUESTIONS...?

Question #1

Do you have 2 to 3 people in your life whom you trust and can share your struggles and challenges without judgment?

Yes No

Question #2

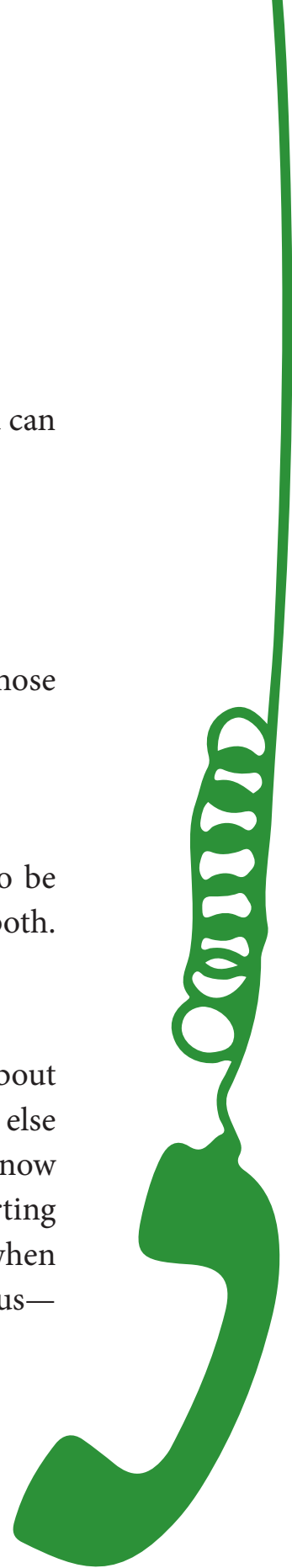
Can you reciprocate and offer judgment-free support to those same people?

Yes No

If you answered “yes” to both questions, you are likely to be measurably happier than those who answer “no” to one or both.

For a dose of happiness, do this!

Get social and “others focused,” and instead of worrying about you, let’s show social support for others. Find someone else who needs help or support. Reach out to someone you know is suffering, or find a way to volunteer. The science supporting compassionate behaviors shows that focusing on others when we are struggling is a powerful source of happiness for us—even when we are suffering ourselves. Pretty cool, right?





A kind act of support goes a long way in making YOU happier. So get social and try these...

- Do an anonymous small act of kindness for a friend or a stranger**
- Tell someone in your life how much they mean to you**
- Have a deep and caring conversation with someone close to you**
- Offer support to a nonprofit in the form of volunteerism or a gift**

CHECKING BACK IN ON YOUR HAPPINESS SCORE

There are your activities for a happier you.

But...you have homework! Focus on using the activities throughout the rest of today and the next 6 days and look to apply them in your life in one category or more if you so choose. If I had a suggestion: focus on people. Positive relationships are **EVERYTHING.**

After 7 days, come back to the image at right. Write your initial scores in the table below, and give yourself new scores after 7 days.

CATEGORY	ME TODAY	ME IN 7 DAYS
HEALTH AND FITNESS		
FINANCIAL SECURITY		
CAREER FULFILLMENT		
COMMUNITY		
FUN AND PLAY		
PERSONAL DEVELOPMENT		
LOVE LIFE		
FAMILY AND SOCIAL		



Look back on your scores...

Where did your score(s) improve?

What's the one thing you can do to improve a score in one facet of life?

What's your biggest struggle?

Do you have a solution in mind for your biggest struggle?

If you want more tools, let's talk. Otherwise...**TA-DA! You're done!**

CONTINUE TO THE FINAL PAGE!

OK, YOU'RE NOT REALLY DONE. WE'RE NEVER REALLY DONE.

Happiness isn't a destination. Happiness is a journey.

You don't need a passport on this journey. But wouldn't it be nice to have a travel guide as a companion? A companion who knows the sites, has travel tips, and knows all the shortcuts?

Let me be your shortcut and companion on this journey.

Visit my website to access *additional virtual trainings*, my deeper-diving *Head-to-Toe workbook* or *book me for a workplace training*. Your first *coaching session is always free!*

Thanks for your time and attention!



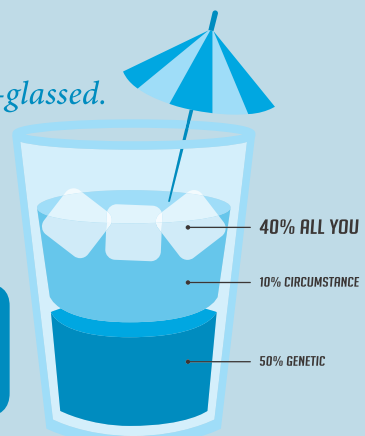
ANTHONY POPONI
SPEAKER · TRAINER · COACH

Personal Coaching • Workplace Trainings • Inspiring Presentations

**AND REMEMBER
TO STAY FOCUSED...**

Stop living your life half-glassed.

**FOCUS
ON THE
40**



**THIS PAGE WAS
INTENTIONALLY LEFT BLANK.**

UNTIL I WROTE THIS TEXT ON IT.

**NOW THIS PAGE IS INTENTIONALLY
FILLED WITH POINTLESS TEXT.**