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The Happiness Factor

Author outlines eight simple steps for a happier, healthier life

MESA, Ariz. – We’ve learned a lot about happiness in 2008. Thanks to a wealth of new scientific studies and public opinion polls examining mental well-being in America, we now know the United States ranks 16th in world happiness [World Values Survey], Americans grow happier as they grow older [University of Chicago study] and overall happiness and life-satisfaction can lead to a healthier future [University of Nebraska study]. But when it comes to where to look for happiness, the instructions are less clear.

For more than 20 years, Kirk Wilkinson has been a life coach and mentor helping people find lifelong satisfaction and happiness. As a two-time cancer survivor who has faced his fair share of personal and professional setbacks, Wilkinson has a unique perspective on how to be happy regardless of circumstance.

“Being happy is a choice, not a consequence or reaction to circumstance,” says Wilkinson, who shares his prescription to a brighter future in his new book, *The Happiness Factor: How to be Happy No Matter What!* (Ovation Books, October 2008). “Many people live a fantasy thinking their next job, their next promotion, a bigger house, or a new car will bring them happiness, but this is just a never-ending pursuit. The key is to understand that happiness comes from within, and my goal is to help people learn to harness that emotion.”

In *The Happiness Factor*, Wilkinson introduces a practical guide to overcoming adversity and finding complete, lasting happiness. His P-E-A-S-E-F-U-L approach to life demonstrates how to conquer the day-to-day barriers to happiness through perception, emotional generosity, acceptance, surrender, empowerment, forgiveness, under-reaction and love.

Written in language relatable to the everyday person, *The Happiness Factor* shows readers how to improve their relationships, eliminate stress and anxiety, overcome depression, break free from the past and learn to better handle difficult situations. It also helps happy people find even more joy in their lives. Wilkinson relives some of his darkest moments from battling cancer to marital strife, to illustrate how he ultimately found happiness despite his circumstance.

In an interview, Wilkinson can discuss topics that include:

- Why happiness is a choice, not a product of your circumstances
- How to incorporate the P-E-A-S-E-F-U-L approach to happiness into everyday life
- Overcoming obstacles to find true happiness
- Mid-life crisis: How to pull yourself out of a rut
- Tips for battling depression
- Coping with cancer: How to find happiness even in the darkest times
- Job satisfaction: Ways to maintain a positive attitude and outlook during the economic slump

As a life coach, mentor and workshop leader, Kirk Wilkinson advises on personal development, relationships, spirituality, parenting and career-related issues. He is a graduate of California State University with a degree in computer science, and also attended The Whittier College School of Law. For 25 years, Wilkinson has worked at Hewlett Packard where he specializes in international partnerships and alliances. He currently resides in Mesa, Ariz., with his wife and four children. For more information, visit www.thehappinessfactor.com.

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To request a review copy of *The Happiness Factor* or to set up an interview with Kirk Wilkinson, please contact Amber Childres at (512) 478-2028 ext. 224 or achildres@phenixpublicity.com