

THE  
SCIENCE  
OF



HAPPINESS

Ask most people what you think would  
make them happy,

Ask most people what you think would  
make them happy,  
and the answer would undoubtedly involve  
**“earning more money”**



My name is Akash and I'm a  
professional speaker & author of  
eight bestselling books

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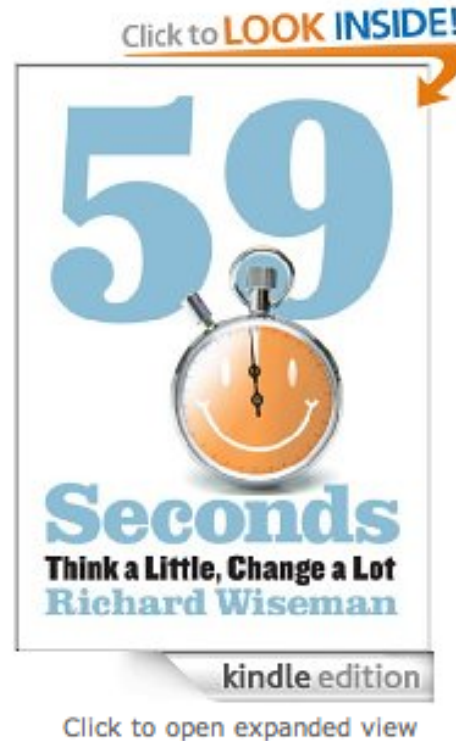
FROM THE BEST TED TALKS

THE POWER OF "NO" GOALS

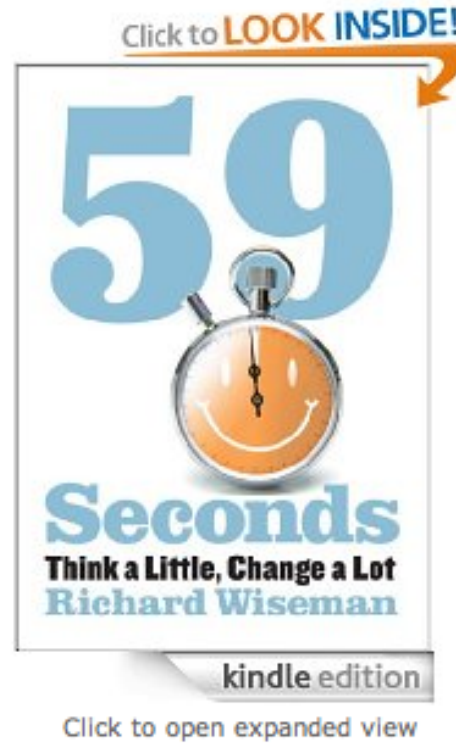
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Most people think money will make them happier, but according to research presented in the book “59 Seconds”,



**more money does not  
necessarily make you happier**

**“Contrary to popular belief,  
those who had won the  
lottery**

• - Via 59 Seconds



**“Contrary to popular belief,  
those who had won the  
lottery **were no more or less  
happy** than those in the  
control group.”**

What about the super wealthy folks in the  
Forbes 100 list?

What about the super wealthy folks in the Forbes 100 list?

**Surely they must be much happier than the average person, right?**





**“those on the Forbes 100  
list of the wealthiest people**

- Via 59 Seconds



**“those on the Forbes 100  
list of the wealthiest people  
are **only slightly happier**  
than the average American”**

- Via 59 Seconds

This also hold true nationally:

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“although people in very poor nations are not as happy as those in wealthier countries, this

This also hold true nationally:

“although people in very poor nations are not as happy as those in wealthier countries, this **disparity vanishes once a country has achieved a relatively modest GNP**”



So, is **money** important to  
**happiness?**

“when people can afford  
the necessities in life,

“when people can afford  
the necessities in life,  
**an increase in income  
does not result in a  
significantly happier  
life.”**

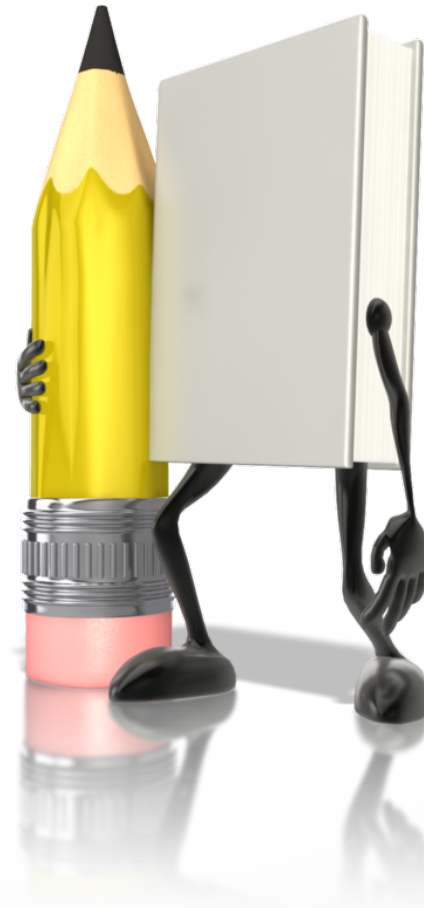
So, if it's not earning more money that will make you **happier**, what will?



1

# SENSE OF CONTROL

In the book, “59 Seconds”, the author quotes a study by Ellen Langer:



In one classic study conducted by Ellen Langer at Harvard University, **half of the residents in a nursing home were given a houseplant and asked to look after it,**



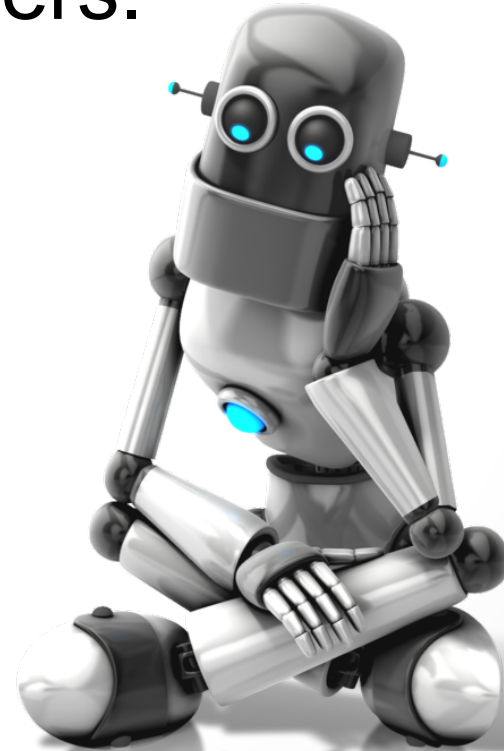
In one classic study conducted by Ellen Langer at Harvard University, half of the residents in a nursing home were given a houseplant and asked to look after it, **while the other residents were given an identical plant but told that the staff would take responsibility for it.**



Six months later,



Six months later, **the residents who had been robbed of even this small amount of control over their lives were significantly less happy**, healthy, and active than the others.



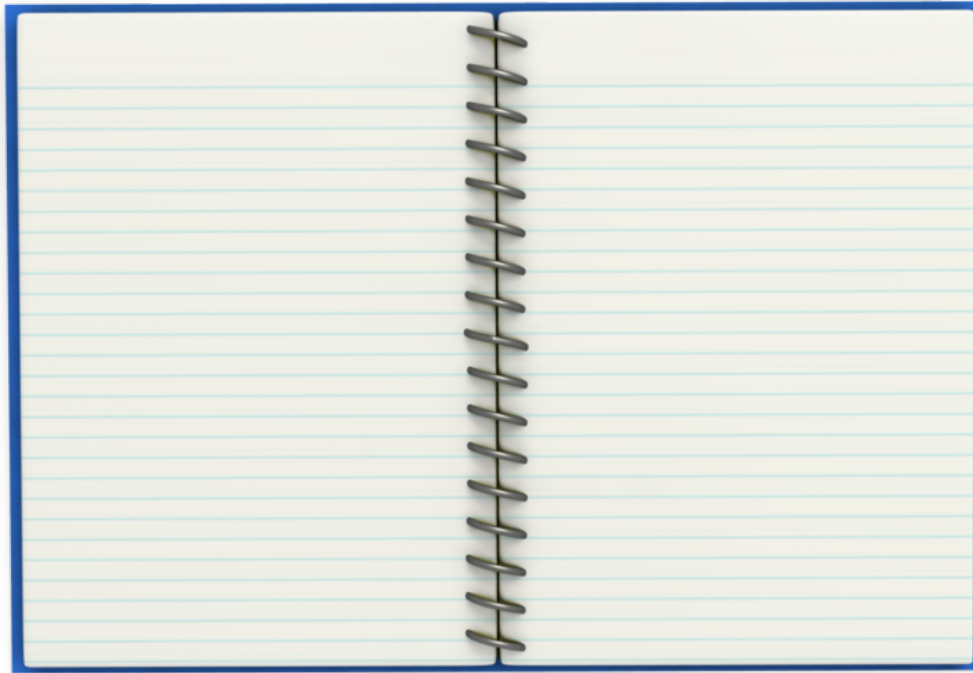
**Having a sense of control  
over your life is very  
important!**



Tip: Get a pet (or plant) so that you can look after it – that will give you some sense of control in your life.

2

# ATTITUDE OF GRATITUDE



Keep a journal in which  
you write down the  
**things for which you  
are thankful**

“In one study, **those expressing gratitude ended up happier**, much more optimistic about the future, and physically healthier—and they even exercised more”



- Via 59 Seconds

3

**BUY**  
**\$**  
**EXPERIENCES**





As discussed earlier in the post, having more **money isn't necessarily going to make you happier**; however, lack of money will lead to stress and anxiety.

So, once you have enough money to live a moderately good lifestyle, **where you should you spend your money?**



“The results from both studies clearly indicated that in terms of short- and long-term happiness,

“The results from both studies clearly indicated that in terms of short- and long-term happiness, **buying experiences made people feel better than buying products.**”



- Via 59 Seconds

# 1- SENSE OF CONTROL

**1- SENSE OF  
CONTROL**

**2- ATTITUDE OF  
GRATITUDE**

**1- SENSE OF  
CONTROL**

**2- ATTITUDE OF  
GRATITUDE**

**3- NEW  
EXPERIENCES**

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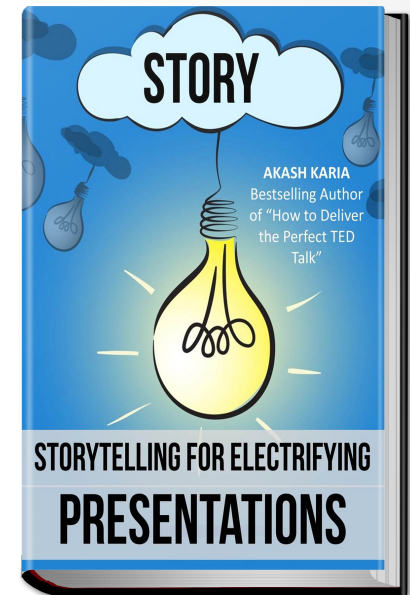
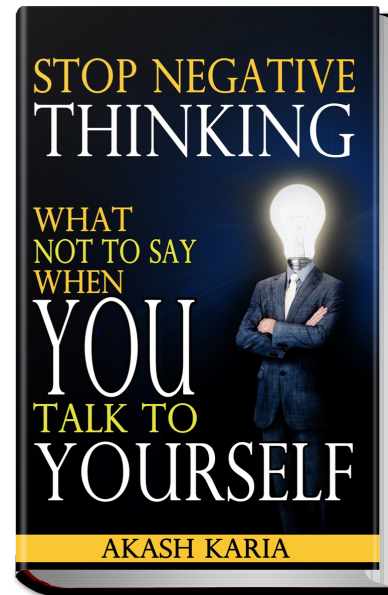
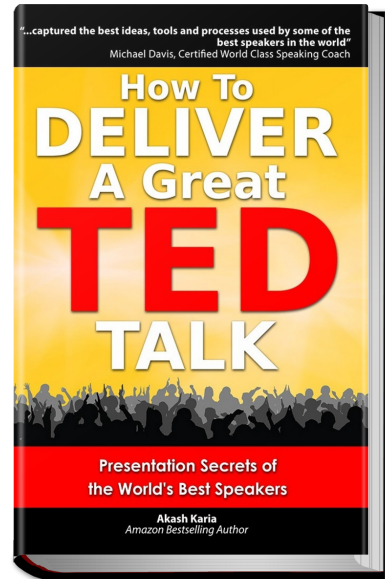
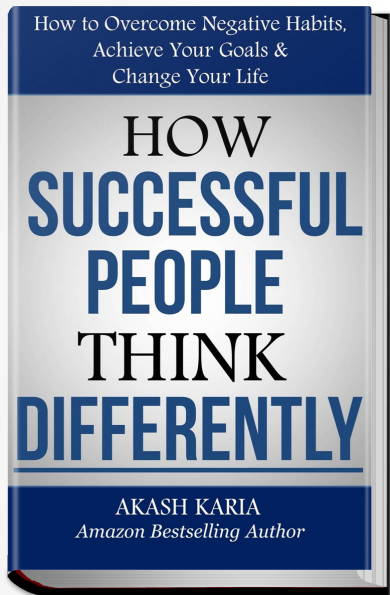
Author, Speaker, Trainer

**Productivity | Persuasion | Presentation Skills**

[Akash@AkashKaria.com](mailto:akash@akashkaria.com)

[akash.speaker@gmail.com](mailto:akash.speaker@gmail.com)

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