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Hello! Welcome back *Living With Intention*. We're pleased you're turning to us for strategies that will help you design a wildly fulfilling and remarkably successful life - on your own terms. Thanks for sharing this free resource with others—we appreciate your efforts to spread the word!

I couldn't be more thrilled to announce the release of my new audio program and book, *Living With Intention: Designing a Wildly Fulfilling and Remarkably Successful Life*. This project has been a labor of love for me and I'm so excited to have the opportunity to share it with you. The program shares over ten years of research-proven and client-tested strategies to help you design a life you love. For more information, see [Resources](#) below.

And by popular request, we've extended our 50% off introductory sale through June 10th, so be sure to order before then! Oh, and thanks so much to all of you who have already placed your orders—we'd love to hear your feedback about how *Living With Intention* has impacted your life.

This issue of *Living With Intention* shares a few simple tips for adding more laughter to your life, as well as some thoughts on the concept of "false failure." And don't forget to take a look at some of the great resources designed to enhance your life in meaningful ways.

Best wishes for a glorious start to your summer!

Enjoy the journey.



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In this week's issue:

- [Ideas for a Wildly Fulfilling Life](#)
- [Ideas for a Remarkably Successful Life](#)
- [Resources That Will Change Your Life](#)
- [Women Making a Difference](#)
- [Contact Info](#)

Ideas for a Wildly Fulfilling Life... Laughs in Strange Places

I couldn't make this story up if I tried. A couple of weeks ago I was plowing through the stacks of paperwork on my desk when I heard the unmistakable sound of a kamikaze bee flitting about my office with apparent disdain for the human race. Now, due to an unfortunate and rather intimate run in with a bee when I was about seven years old (I'll spare you the details but let's just say it had Karmic repercussions for both me and the bee), there's no love lost between me and our fine flighted friends. As such, just the sound of a bee in close

quarters sends me into a rather tense state of being. Even worse, the sight of what can only be described as the mammoth of all bees convinced me that something needed to be done before my clients bore witness to how very irrational and entertaining I can become in situations like these. So I started to strategize.

My office has no open windows through which to shoo unwanted visitors, bees or otherwise, so I decided there were only two options: To gently encourage my little friend to exit from whatever route he entered or, well, the alternative wasn't pleasant for either him or me. So I opted for the shooing alternative. He really seemed to like the light fixtures in my cathedral ceilings, though, and given my towering 5 foot 4 stature, I wasn't having much success luring him from the nosebleed section of my office. In fact, I'm quite certain I heard him buzz "nanny nanny boo boo, you can't catch me" at one point. So I decide to get a bit more creative. I have no ladder or stepstool, no broom to wave him down with, no magic vacuum wand to brandish in an air of superiority. I looked around for anything that might help and suddenly honed in on the five-foot tall Ficus tree sitting next to my desk. It's a fake one...let me re-phrase here...a lovely silk replica of real-life foilage...so I'm thinking "it's light, it's long, it's bee-swatting strong. Let me at him."

I grab hold of the Ficus and start waving it around towards the highest light fixtures in the place. Now, I'm sure you're thinking to yourself "that bee couldn't have liked that very much." Indeed, you're right. He seemed to be ever so slightly agitated. Ok, maybe more like enraged with venomous anger and poised to kill. This incited no less than panic on my part, so I continued the Ficus-wielding in an attempt to encourage him to leave peacefully or at least with all major body parts in tact. Now, I'm blessed to have a lovely office with an entire wall of picture windows that run from floor to ceiling and look out onto both a beautiful treed lot and onto a relatively busy street. That said, I think you probably know where this story is headed.

As I'm doing my best impression of Don Quixote's windmill-jousting escapades, I glance out of one of those huge windows to see several people standing across the street just taking in the show. They were entranced by my Ficus-waving interpretive dance and were wondering, no doubt, when the neighborhood had begun going downhill. Now, I consider myself to be a fairly level-headed professional with a pretty decent reputation in this community. No more, my friends. All of those years of hard work flashed before my eyes as I made eye contact with each person in that group before gingerly lowering my Ficus to the ground, smiling ever so sheepishly, pointing up and mouthing the words "**there's a really big bee up there,**" as if this bit of information would cause them to think "well, *now* I understand. You go right ahead." They gave one last look, shook their heads, and continued walking down the street laughing and offering a running commentary of the incident. After the shock of piercing embarrassment subsided a bit, I looked around and just started to laugh. And laugh. And laugh. I mean, how often do you get that kind of opportunity to stare both a bloodthirsty bee and the incongruities and silliness of life right in the face? I went about my day with a much improved attitude, full of vitality and humor, sharing the story with anyone who would listen. And I was actually able to get through a client appointment with that same kamikaze bee still cruising around the light fixture without having a full on anxiety attack. And now, every time I look at that Ficus I can't help but giggle.

That's what laughter does for us. From moments of stress and discomfort to times of connection and possibility, laughter reframes situations enough to help us get a better perspective to move forward with life in a more productive and relaxed state. Laughter does so much for us. Science has proven that it releases endorphins, the body's natural painkillers, and it boosts our immune function. It decreases our stress levels, offers shared entertainment, and actually improves outcomes in work, school, community, and healthcare settings. Best of all, it's free, available 24 hours a day, requires no prescription, and has no negative side effects. As the old saying goes, laughter truly is the best medicine.

The unfortunate thing is that, even given all of these benefits, people aren't laughing like they could be. There's an often quoted statistic that says children laugh on average 400 times per day and adults laugh on average 15 times per day. WOW that's a sad statistic. As I always tell my clients, just because we grow old doesn't mean we need to grow sullen...or somber...or jaded. If you consciously work to lift your laughter quotient a bit every day, within a couple of weeks you'll notice marked improvements in both your attitude and your energy. Not to mention your ability to deal with the little hassles of life like unwanted visitors taking up residence in your light sockets.

So how do you add more laughter into your days? Here are a few tips to get you started:

1) Create your own "Laughing Stock" of stories, cartoons, jokes, memories, or

anything else that brings a smile to your face and a chuckle to your day. Keep laugh-launchers readily available at work, home, in the car, or even in your mind. Simply remembering a funny story has just as powerful an effect on your physical and emotional health as experiencing it the first time.

One of my favorite guaranteed giggles comes from remembering the story of the time my husband and I traveled to visit our daughter and son-in-law in another city. They were newlyweds so, as with most young couples, our guest bed was an air mattress with a very slow leak in an extremely small room. In fact, we had to take turns going into the room because we couldn't both fit in there upright at the same time.

Now, my husband is a rather big dude and in such close quarters he managed to smash his elbow on the "jutting out" portion of some piece of furniture and began writhing in pain at the other end of the mattress. Compassionate wife that I am, I immediately knelt on the air mattress to comfort him and offer an ice pack. Remember, though, that the air mattress has a slow leak. So, when I displaced the remaining air by kneeling on the mattress so quickly, it effectively catapulted him off the other end at full force directly into the wall behind him, resulting in a concussion or something closely resembling one.

After a three-second check in to make sure that I hadn't broken his neck, we both shared an earth-shattering laughing fit. It took us longer to recover from the laughter than it did for him to recover from both the arm and head injury.

Note to readers: do not attempt this particular stunt at home. Because it hurt. A lot. Even so whenever we recall this story, we can't help but laugh again and it immediately improves whatever situation we're in. Keep those stories, silly activities, movies, websites, and anecdotes handy. Use them well and as often as needed.

2) Have a "Don't Laugh" contest with someone. One sure-fire way to spark shared laughter is to actively try not to laugh. This technique is especially fun with kids, friends, and spouses. Sit in front of your opponent and take turns starting the game. The goal is to hold a straight face—preferably a very neutral, "nothing phases me, I'm apathetic and proud of it" look for as long as possible. Stare each other directly in the eye until someone breaks. Get the laughter only slightly under control and try again. Speed counts and makes the game far more ruthless. It's guaranteed to get you giggling nonstop for at least ten or twenty minutes.

3) When you're really stressed, fake yourself out. Basically, this means to force yourself to laugh. I know this sounds impossible, but research has proven that the simple act of genuinely smiling or forcing a really loud belly laugh can immediately reduce stress hormones in the system and relax both the body and the mind. Even if it doesn't feel genuine, it will before long. Just try it and you'll see. A full minute or two of authentic smiling or laughter will change everything about your outlook and your sense of well being.

So look for those subtle and not so subtle ways to spark more laughter in your life. There are more funny bone ticklers out there than you might guess—you just need to look for them and use them. I certainly didn't anticipate that a five-foot Ficus or a husband-launching episode would be long-term stress reducers for me, but they are. What will be on your list?

Ideas for A Remarkably Successful Life...

False Failures

I've been on this major bandwagon lately about the concept of "perceived failure" and the profound impact it can have on our life satisfaction. So many people avoid trying something new or even trying something again because they're afraid of a negative outcome—they're fearful of looking stupid, not being good enough, or failing to achieve the exact results they're after. I call this the phenomenon of "false failure."

That's because "failure" in its most objective sense is simply a matter of perspective—it's really all about finding out what didn't work this time so you know what you can do differently next time. And trust me...it's the "next time" that makes the difference in achieving what you want. The most successful people in the world have made repeated, sometimes exhaustive efforts to get to where they want to go. It's their persistence and their perspective that

ultimately leads to their accomplishments.

So the next time your fear of failure seems to be holding you back, consider what the world would look like if the following people had seen their early attempts as “failures” rather than learning experiences:

- Michael Jordan was cut from his high school basketball team
- Herman Melville sold only eleven copies of *Moby Dick* during his lifetime
- The world’s best batters miss nearly 70% of the pitches thrown to them
- Thomas Edison had over two-thousand “failures” in the process of inventing the incandescent light bulb
- Abraham Lincoln “failed” at nearly everything (from business to elected office to finance) before he finally led our country during one of the most tumultuous times in history
- Henry Ford filed bankruptcy several times before he built his empire and his fortune

A Chinese proverb reads “fall down seven times, get up eight.” That’s the mark of a truly successful person. What distinguishes the winners from their less successful counterparts is their willingness to get up that one last time. So when the time comes...get up, by all means, and get to it!

Resources That Will Change Your Life ***Living With Intention Audio Program and Book***

There’s an art and a science to living deliberately. *Living With Intention* comes from exploring your priorities and passions and capitalizing on your skills and gifts. Yet busy lives and competing commitments can make it tough to spend time and energy to reflect on what’s really important to you and what you want to do next.

Living With Intention offers a proven solution to help you make purposeful life choices and find meaning in all you do. Using a unique combination of information, inspiration, and reflection, this audio program will guide you in creating a vision for who you want to be and how you want to design your life.

Volume One shares three critical foundations for designing a wildly fulfilling and remarkably successful life:

- *Disk One, Powerful Perspectives*, focuses on creating an attitude of possibility and opportunity using simple ways to reframe your thinking and your life.
- *Disk Two, Get Vivid, Get Busy, and Get Support*, details the best strategies for building a vision and complementary goals that ensure your fulfillment and success.
- *Disk Three, Energy, Focus, Outcomes*, highlights practical ways to direct your time, energy, and expertise to achieve outstanding results.
- *Disk Four, Worksheets and Reminders*, offers a host of great resources for putting your new-found knowledge into action.

Volume Two continues with three additional fundamentals for creating a life of meaning and purpose:

- *Disk One, What You Do Best*, covers proven approaches for identifying your unique strengths and gifts, along with the best ways to use them to create the life you want.
- *Disk Two, Enduring Happiness*, shares the most researched techniques for weaving more joy and contentment into your days and your life.
- *Disk Three, From Stress to Success*, explores how to tap into the power of positive stress while minimizing the impact of negative stress through research-based practices.
- *Disk Four, Worksheets and Reminders*, provides another set of outstanding resources for translating ideas into results.

Living With Intention Book

The softcover book integrates all of this great information in one easy to read, simple to navigate resource.

Order By June 10TH And Save^Up^To 50%!

Package #1, SAVE 40% - SALE PRICE \$29.00 plus shipping

Living With Intention Volume One. A four-disk set that includes three audio cds and one "Worksheets and Reminders" cd in e-book form. This sale gives you a 40% savings off the regular price of \$49.00.

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Living With Intention Volume One and Volume Two, as well as the Living With Intention book. You will receive Volume One (four disk set) immediately. Volume Two (four disk set) and the accompanying book will ship FREE upon their release in July, 2005. This sale gives you a 50% savings off the regular price of \$112.95 and includes FREE shipping for Volume Two and the book.

Four ways to order:

*Order Online | [here](#)

*Fax: 509.533.1966

*Phone: 509.532.1600

*Mail: 104 S. Freya Street, Turquoise #226-B, Spokane, WA 99202

*For fax, phone, and mail orders, go [here](#) to download a PDF order form.

Women Making a Difference... Ideas to Help You Thrive

I can't say enough good things about this month's resource to help women thrive. I am now a big fan and raving supporter of *Imagine Magazine*, an independent publication making a difference for individuals, communities, and the world. I can't get enough of this quarterly publication. Its goal is to help people create a meaningful life and I am constantly amazed by the high quality and variety of articles that impact almost every facet of a vibrant, healthy, and fulfilling life. Just to give you an idea on their philosophy, here's an excerpt from their website:

"If this were the last day of your life, would you say that you had lived it well? If there were some great cosmic ledger sheet keeping tabs on what you had made of your particular gifts, would the record show you had used your time and talents wisely?"

'It's never too late to be what you might have been,' said George Eliot. Well, maybe. But each mortal life also comes with an expiration date attached to it. None of us actually knows the specific date, but it's a safe bet that for many of us, it's later than we think. Later, but not too late — as long as we start now.

Starting now is what *Imagine* is all about. It's about imagining the possibilities of your life and creating, from the inside out, a life of meaning, substance and joy."

So, I encourage all of my readers to start imagining your possibilities today. For more information about *Imagine Magazine* or to subscribe, log on to www.imaginemagazine.net.

Cheers and see you next month!

All the best,



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Published by Deanna Davis, PhD, co-owner of Applied Insight. Deanna is a life and business coach, professional speaker and writer who helps people design wildly fulfilling and remarkably successful lives - on their own terms. Deanna is an admitted laughaholic and a strong proponent of adding chocolate as a key component of the USDA Food Pyramid. For information about her professional speaking and coaching services, contact Deanna at deanna@appliedinsight.net

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