

*I slept and I dreamed that life is all joy.
I woke and I saw that life is all service.
I served and I saw that service is joy.
—Based on a poem by Ellen Sturgis Hooper (1812–1848)*



Change the World, for the Better. Starting Now. It's easier than you might think!

The Happiness Cure: Save Yourself, Save the World.SM What's the idea behind this slogan? More importantly, why does it matter and why should you care?

Countless people the world over, including many who are relatively privileged, desperately crave happiness. Through the simple act of being helpful to others, even in the smallest of ways, greater happiness can be easily and instantly attained. The helpful individual benefits immediately, through a greater sense of happiness. The collective, "ripple effect" of these acts of helpfulness eventually benefits society at large, enhancing mutual understanding while reducing conflict and hostility. In the process of people "saving" themselves individually by attaining greater happiness, the world becomes a better place, for everyone.

A better world: one in which more people feel a sense of purpose, fulfillment and happiness. A better world: one in which more of the needs of those who are most in need are attended to. Simply stated, that is why "The Happiness Cure" matters and that is why you should care.

You can help to change the world for the better, starting now, simply by spreading awareness of The Happiness Cure and the new movement behind it. At the same time, how about engaging in some "random acts of helpfulness" yourself (setting the chain of events in motion)?

Phrased in direct, personal terms, we could ask: "Are you happy? Would you like to be? Or, at least, would you like to be happier than you are now?" That is the challenge implied in this call to action and perhaps a major reason why you might care: to enhance your own personal sense of purpose, fulfillment and happiness.

Underlying the call to action is something big: more than just a slogan but an idea for a **social movement**, the brief manifesto for which is presented here in the form of a five-item FAQ (answers to questions that may most frequently be asked about the movement and its supporting ideas).

Let us first list the questions, after which we will answer each one of them, in turn:

1. What about this is new or different and what's the value of having a slogan/catchphrase?
2. What is the fit between The Happiness Cure and the times we live in?
3. Are we equating a life of (individual) happiness with a life that is meaningful?
4. Does being "helpful" necessarily require formal participation as a volunteer?
5. How will The Happiness Cure be promoted?

1a. What about this is new or different? Hasn't the idea at the core of the slogan existed for centuries, if not millennia?

Pairing the influential “personal growth & development” movement with the concept of service and volunteerism—while showing the link between helpfulness to others, personal happiness and the greater good—as obvious as it may seem, is not something that has ever been done before, explicitly and systematically, as far as we know. This, in effect, is what The Happiness Cure accomplishes and why it is so unique and so potentially powerful.

1b. What's the value of having a slogan?

Modern history has certainly shown that a social movement can be successful without a concise, memorable phrase that clearly encapsulates the mission or vision in the form of a pithy slogan that can be marshaled to serve it. “The Happiness Cure: Save Yourself, Save the World”—and its underlying dynamic of “Be Helpful, Be Happy” (otherwise known as BH², pronounced “BH squared”)—clearly and concisely encapsulate both the basic process and the desired outcome. Certainly, the ability to convey a big idea in a pithy and positive manner can serve to advance the cause, the proliferation of the idea.

2. What is the fit between this idea and the times we live in?

The Happiness Cure is ideally suited for our day and age because it addresses major issues of our era: e.g., the search for meaning and spirituality in a time of excessive materialism, the problem of extreme wealth inequality (and related phenomena) and the urgent need for consensus over conflict during a time of extreme divisions in so many countries, including of course the US.

Think of the way that previous Democratic and Republican US presidents have in the past teamed up over the years for humanitarian relief efforts (consistent with George H.W. Bush's “thousand points of light” expression). This speaks to the potential and power of concentrating efforts in strictly humanitarian, non-political directions.

3. Are we equating a life of (individual) happiness with a life that is meaningful?

In a word, no. Pleasureful feelings are fleeting, while meaning is enduring.* To popularize an idea, it must be kept simple. Ultimately, this particular pursuit of happiness will point people in the direction of a life that is truly meaningful.

4. Does being “helpful” necessarily require formal participation as a volunteer?

No. Opportunities to be helpful exist everywhere, every day. This is the spirit behind the exhortation to “practice random acts of helpfulness,” apart from “random acts of kindness.” Here, too, we acknowledge a distinction, in this case between being kind and being helpful. Being helpful is generally an act of kindness but an act of kindness does not necessarily involve helpfulness.

5. How will The Happiness Cure be promoted?

Just as Rachel Carson's *Silent Spring* (1962) inspired the environmental movement, Frances Moore Lappé's *Diet for a Small Planet* (1971) prompted the plant-based eating movement and E.F. Schumacher's *Small is Beautiful* (1973) helped launch the simple living (voluntary simplicity) movement, a book is envisioned as part of the springboard for this movement. A website with blog will be a main part of the platform that drives readers to the book.

Do you yourself have a personal story about how you achieved greater happiness—and perhaps meaning—in life by being helpful in some way to others? Do you know of anyone else who does, who might be willing to share that story with us? Do you have any ideas with regard to obtaining such stories? If you do, we'd love to hear from you.

At this time, we are also in search of marketing and social media companies to assist with promotion—specifically, to plan campaigns that drive traffic to the main website that will serve as the major platform for the movement. Grants from philanthropic organizations and donations received from crowdfunding campaigns, along with micro donations from readers, will provide the financial support needed to sustain these efforts.

Does a simple yet powerful idea have the potential to change the world, for the better? We believe it does—and we urge you to give this your serious consideration. It will take time, to be sure, and it will not solve all the world's problems. But whatever develops from this idea can only be for the better. And the size of its contribution may end up surprising the skeptics.

Your comments and ideas are welcome. Feel free to submit these at any time by email, to Feedback@HappCure.com. Or add yourself to our list if you would like to be updated on developments: List@HappCure.com (you may of course unsubscribe yourself at any time and the list will not be used for any other purpose or made available to anyone else). You are also encouraged to **share this page with anyone who might be interested**. We want to reach out to as many people as possible, **especially “influencers.”**

Thank you for your interest!

*For an excellent in-depth treatment of the distinction between happiness and meaning, see [Emily Esfahani Smith's January 2013 article in *The Atlantic*](#).

About the creator behind “The Happiness Cure”: [Daniel K. Berman](#) is a writer whose interest in this idea began at a basic level decades ago, as a fascination with the concept of enlightened self-interest. Over the years, through observation and thinking, the idea evolved into its current form, as described above. (The distinction between enlightened self-interest and The Happiness Cure will be explained in some detail in an upcoming blog but simply stated, the Cure is deemed more realistic because it involves *instant* gratification, as opposed to *deferred* gratification.)