For the first time ever, we’ve mapped out, described, and clearly illustrated the **BE Level of Life** (NOT what we know, have or do). But a description of...

How and why we **BE** the way we **BE**
both positive (+) happy and negative (-) unhappy

And with that “**BE** Level breakthrough” we can now understand these incredibly beneficial and life enhancing insights:

- Exactly what Happiness and Unhappiness is (and be able to detect our own degree of Happiness and Unhappiness)
- How Happiness and Unhappiness originate within us (the inner process of how we generate Happiness & Unhappiness)
- How inner Happiness and Unhappiness express outwardly as our behavioral choices both positive & negative (why we DO the (+) or (-) things we DO)
- How our Spiritual / Higher Nature actually “works / operates” to directly support our efforts to generate inner Happiness (most beneficial insight)
- How any of us can develop and apply our powerful Higher Nature to **BE** Happy and therefore HAVE a wonderful, meaningful life (turning insights into how-to actions)

**Russ Lawrence - Founder, Author, Composer, Musician**

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**Brief Bio** – Along with the new book *Happiness is a BE Thing*, Russ previously authored, composed and recorded the book and 15 songs that make up *Assembling the Happiness Puzzle*. Russ’ life has been defined by an unyielding belief in people’s innate goodness and vast potential. That belief has expressed as a creative, spiritually-active, truth-seeking life mode with an emphasis on maximizing individual and collective potential.

*Having cracked the code on the BE Level of Life - where potential is both maximized and minimized - and how we can apply our human nature (mind, body, spirit) to BE Happy and have a wonderful, meaningful life*, Russ is highly motivated to share these ideas and their life-enhancing benefits.

Professional background includes business owner, entrepreneur, musician, along with a career in manufacturing and current role as Director of Innovation with a non-profit working with manufacturing companies on Continuous Improvement and Innovation practices. Russ is a graduate of Duquesne University, a Lean / Six Sigma Black Belt and Innovation Engineering Black Belt.