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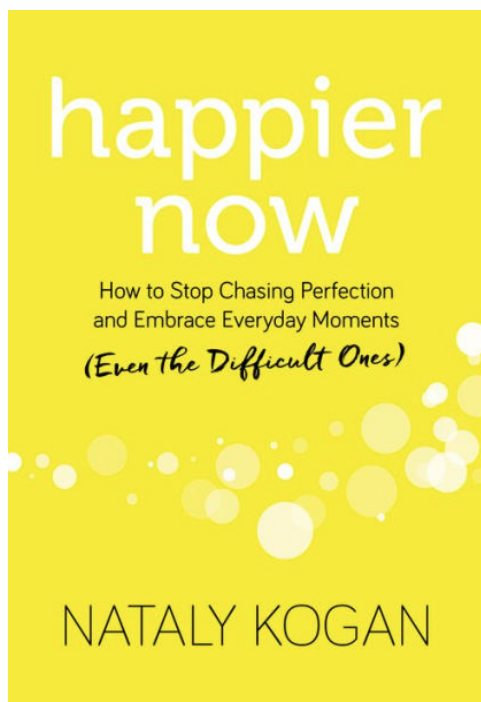
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**From Russian Refugee to Business Powerhouse to Happiness Entrepreneur:  
A Cynic of Self-Help-Turned Ambassador of Joy Offers an Illuminating Guide on the  
Practice of Happiness**



"In **HAPPIER NOW**, Nataly Kogan discovers that chasing one big goal rarely brings an end to self-doubt, fear, and unhappiness. Instead, true satisfaction is more often found in facing our negative emotions, cultivating self-care, and finding purpose in life. This book can be your guide to a life of genuine happiness." -- **Daniel H. Pink, bestselling author of *Drive* and *A Whole New Mind***

"Through doable, accessible practices Nataly teaches us how to find joy in everyday moments rather than hanging our happiness on the next big milestone and how to avoid being guided by our ego and remember that we're a being, not a doing. As a mom, my biggest takeaway was the importance of teaching my kids that it's okay to not be happy sometimes instead of giving them a distraction to make them happy." -- **Fran Hauser, Startup investor, former President of Digital, Time Inc. and author of *The Myth of the Nice Girl***

After escaping the Soviet Union at 13 years old, being a refugee in Europe, and then settling in the projects outside Detroit, Nataly Kogan knows what it's like to experience displacement, darkness, and uncertainty. Kogan, like most immigrants, believed that the American dream was to become happy by achieving a lot and making a lot of money, which she did. For 20 years she chased her "Big

Happy.” She learned to speak flawless English, graduated top of her class at Wesleyan University, worked at McKinsey & Company, Microsoft, and became one of the youngest female venture capitalists in New York. She was married to a man who loved and respected her and had a beautiful daughter. And yet, she was far from finding the happiness she kept waiting for. She was burned out and guilty about not feeling happy after overcoming so many obstacles. She wasn’t alone; only 33% of Americans say they’re happy.

Kogan believed that her suffering was too deeply rooted for anything to make a difference. As she says, “Russians are good at three things: suffering, making others suffer, and complaining about suffering.” She also thought anything related to religion or spirituality was “woo woo and a crutch to make life easier” and she didn’t do or trust easy. So how did she come to embrace everything from spirituality to research on happiness?

Through a lot of struggle, skepticism, and science. As someone who always applied herself to learning, Nataly was diligent when it came to problem-solving, and saw her unhappiness as something she could solve with research and practice. But when she first encountered research showing the benefits of gratitude, she immediately rejected it. It seemed too simplistic and too New Agey. Desperate to feel better she decided, albeit reluctantly, to give it a try. Nataly’s 30-day gratitude experiment didn’t fail, as she had expected, but had a profound effect on her. For the first time in her life she truly experienced the little moments of joy, meaning, love, kindness, and beauty—the moments she never paused long enough to appreciate because she was chasing this non-existent state of perfect happiness. Her powerful experience inspired Nataly to found Happier, Inc. in 2012, and create an award-winning mobile app that has helped more than a million people around the world capture and share more than 8 million moments of gratitude.

But—as she reveals for the first time—even gratitude couldn’t save Nataly from descending into what she calls the darkest time in her life. While the company she launched was helping so many, Nataly was struggling to function, seeing her relationships deteriorate and her ability to be a successful CEO falter. With the help of an unexpected spiritual teacher and her tenacity of doing more research, diving into the practices of yoga and Buddhism, and creating a set of daily anchors that she practiced consistently, she emerged with greater resilience and hope. As she shares in her new book, she realized that she, as many of us, had been missing a critical skill without which it is not possible to feel genuinely happier: The ability to be okay when not everything is okay (as it never is.)

Having previously feared being honest about her struggles because she felt it would make her look weak—as a CEO, mom, wife, friend, person—Nataly has learned the power of accepting difficult emotions rather than trying to run from them or fight with them, and how doing this boosts our emotional immune system and gives us the resilience to get through challenging times. This, together with learning how to pause and truly appreciate the small moments of joy in our everyday lives, are the key lessons Nataly shares in her powerful and honest book.

With **HAPPIER NOW: How to Stop Chasing Perfection and Embrace Everyday Moments: Even the Difficult Ones (Sounds True | On Sale May 1, 2018)**, Nataly Kogan shares her compelling and inspiring personal story and guides readers with actionable advice rooted in scientific research to help them strengthen their happier skills and experience greater joy and meaning. She offers her most important lesson: You can't wait for everything to be perfect to feel good—you have to learn how to find joy in small everyday moments and to boost your emotional immune system so you can get through tough times with compassion and resilience. Nataly adds humor and texture to her story and says she learned from an eclectic group that included Ram Daas, Viktor Frankl, Martin Seligman, and even Alyssa Milano's character on *Who's the Boss*.

Some insights from her lively and illuminating book:

- Why it's important to stop saying "I'll be happy when" and start saying, "I'll be happier now because..."
- Why learning how to be unhappy is crucial to being happier.
- Getting the help of your invisible ally: the emotional immune system.
- How to counter the Curse of the Moving Baseline.
- The way out of the Valley of Suffering and into the Valley of Joy.
- How embracing our "negative" emotions actually helps us to feel them less intensely.
- Becoming happier isn't a feeling, but a skill we can all improve through practice.
- How self-compassion increases motivation to improve.
- The bridge of resilience and how to lighten our to-do lists with our Bigger Why.

At a time when Americans report higher stress levels for the first time in a decade, HAPPIER NOW offers a refreshingly practical, unique and hopeful approach to improving your emotional health without waiting until you've done everything perfectly to earn the right to feel good.

## **Happier Now: How to Stop Chasing Perfection and Embrace Everyday Moments (Even the Difficult Ones)**

**By Nataly Kogan**

**On Sale May 1, 2018**

**Hardcover | Sounds True | ISBN-10: 1683641108 | \$22.95**

## ABOUT NATALY KOGAN



Nataly Kogan is an entrepreneur, speaker, and author on a mission to help millions of people cultivate their happier skills by making simple, scientifically-backed practices part of their daily life. She founded Happier, Inc. after her chase of happiness based on achievement and success failed, and after turning to science to understand what truly leads to a happier life. Happier's award-winning mobile app, online courses and Happier

at Work™ workshops, she's helped nearly a million people improve their emotional health and find more joy and meaning in their daily lives.

Before Happier Nataly was a digital media executive, a venture investor, and an analyst with McKinsey & Co. in NYC. When Nataly was 13 years old, her family came as refugees from Russia to the United States. This experience of struggle and triumph and more struggle came to shape a great deal of what and who she is, and—Nataly says—was in many ways the foundation for everything she's done since. Nataly's work has been featured in *Time*, *The New York Times*, *Forbes*, *The Boston Globe*, and *The Wall Street Journal*, among other outlets and she is an in-demand keynote speaker, who has also given a TEDx Talk on the power of capturing and sharing small moments of gratitude and kindness.

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Nataly in second grade



Nataly in Vienna with her parents

## QUESTIONS FOR NATALY KOGAN

**Q:** In 1989, you and your family escaped the Soviet Union, became refugees in Europe, and then made your way to the U.S., where you settled in the projects outside Detroit. How did this experience shape your outlook on life?

**Q:** You say “It would be funnier if it weren’t so true, but in my experience, Russians are good at three things: suffering, making others suffer, and complaining about suffering.” How do our cultural inheritance and upbringing impact our mindset and how do you break the cycle?

**Q:** Growing up, religion and spirituality were not part of your life. In fact, you viewed them as a crutch, believing that “only those who couldn’t hack ‘real’ life used it to make life easier.” You were very cynical about anything having to do with spirituality and self-help. What changed your mind about it and what would you say to someone who is as cynical as you were, believing that the only way to live is to suffer through the pain, work harder, persevere, and pretend that everything is okay?

**Q:** Your American dream was to become happy by doing a lot, achieving a lot, making a lot of money and taking great care of your family. For 20 years you chased what you called your “Big Happy,” but what you ultimately realized was that you were exhausted. What was the pivotal moment that made you change course and commit to understanding what happiness really is?

**Q:** Even after you founded Happier, made gratitude a regular practice and were sharing it with the world, you descended into what you call your darkest moments. Your company was at risk; you were hardly functioning, your relationships with people you loved most, including your marriage, were in trouble. So does this mean gratitude doesn’t actually work?

**Q:** One of the practices you write about is learning how to be more honest about not always being okay with others. You hid your burnout for as long as you could because you felt that as an entrepreneur, as a CEO, you couldn’t share with anyone that you were struggling because it would make you seem weak. What finally led you to open up and what did you experience as the result of being honest and vulnerable?

**Q:** You write that to learn to be happy we have to learn to be unhappy. This sounds like strange advice. What do you mean?

**Q:** In your book, you share a story about how when you lived in the refugee settlement in Vienna, your father took you and your mom on a free tour of the Vienna Opera House. You refused even to try to enjoy it because you thought that to find joy in something while life was pretty desperate—you had no money and no idea when and if you would make it to America—was like cheating on reality. What has changed in your thinking?

**Q:** In your quest for happiness you did a lot of research. What are some of the most important things we need to know about how to alleviate sadness, anxiety, and doom?

**Q:** You say that the worst thing to do for an unhappy person is to try to cheer them up. What do you mean?

**Q:** What are some of the biggest roadblocks when it comes to being happier?

**Q:** What are some of the most important things we can do right now to be happier?

**Q:** As you threw yourself into studying the science and philosophy of happiness, who were some of the people who had the biggest impact? Could you share some of the wisdom you gleaned from them?

**Q:** You allowed yourself to try painting when you turned 40 and became a self-taught abstract artist. What does creativity have to do with happiness?

**Q:** In our current political climate, many refugees and immigrants are struggling to cope with the fear of being deported or not being given the opportunity to enter the United States. Any guidance/advice you can share that would help them be happier now?

**Q:** You dedicated *Happier Now* to your daughter, Mia, and you finish the book with a letter to her sharing some of the important things you've learned about living happier and more fully. What would be three things parents can do now to help their children be happier in a complex and difficult world?

**Q:** In 2012, you began a sudden obsession with the color orange. Is there a significance to this particular color? Has orange made you happier?

**Q:** Doesn't trying to be happy make us more miserable? Some prominent thinkers and researchers have come forward to argue this. What is your response?

**Q:** Tell us about our natural negativity bias and what negativity does to us physically and emotionally?

## The 10 Commandments of Happier-ness

1. **Happiness doesn't arise from making everything in our lives perfect.** It comes from embracing life as it is and finding small moments of gratitude, joy, kindness, beauty, and human connection within it. By truly being present for those moments and being grateful for them, we find the resilience to weather life's storms.
2. **Happiness isn't something you feel, but something you do.** It's a skill every one of us has and can improve by regularly practicing the scientifically-proven habits of acceptance, gratitude, kindness, the bigger why, and self-care.
3. **It's OK to be not OK.** True emotional well-being is not the absence of negative emotions. It's the practice of strengthening your emotional immune system so that you learn how to be OK even when not everything is OK.
4. **"I'll be happy when..."** is the surest way to never feel happy enough. Genuine emotional wellness can only be nurtured from within.
5. **Be Here Now (however now is).** When you become awake to what is and how you feel *right now*, without judgment or expectations, you gain clarity and strength.
6. **You can practice gratitude in every moment, even when life sucks.** When you look for something, however small, to appreciate, your brain releases serotonin and dopamine, both of which make you feel better. Gratitude is magic medicine that never runs out.
7. **Be kind without expecting anything in return.** Do it because it feels better to be kind than not. You experience 100% of emotions you give to others, so when you act kindly, you feel kindness towards yourself.
8. **Seek meaning more often than happiness.** The simplest acts, if meaningful to you, will bring you closer to feeling full, alive, and happier.
9. **Don't try to be fearless.** Accept your fear and move into love, commitment, passion, and dedication for what you are doing.
10. **\*You can't give what you don't have.** Taking care of your emotional well-being is the greatest gift you can give to people you love.