

## 10 Rules for Happiness and Contentment

In 1951, five years before Forrest C. Shaklee, Sr. founded Shaklee Corporation, he published his philosophy for living in a booklet entitled “THOUGHTSMANSHIP: 10 Rules for Happiness and Contentment.” In 2006, Dr. Shaklee’s booklet was reissued in a special 50<sup>th</sup> Anniversary limited edition. Below, excerpts from owner and CEO Roger Barnett’s foreword:

“In so many ways, our founder was ahead of his time. A pioneer and innovator in natural nutritional supplements and products, Dr. Shaklee also understood the power of thought to shape and guide our progress towards the future. He fully grasped that happiness and success are conscious creations, driven by positive thoughts. And he taught millions to empower themselves to live better, more fulfilling lives through this insight.”

Barnett went on to say that Dr. Shaklee’s principles were never more relevant than they are today. We agree. Here, then, are excerpts from “THOUGHTSMANSHIP: 10 Rules for Happiness and Contentment.” May they guide all of us as we embark on a healthy, happy and prosperous future:

1: “... Happiness is a state of mind; therefore, it depends entirely upon the thoughts you produce. You wouldn’t know whether you were happy or not if you didn’t think about it. So make sure that you THINK about the happiness you know CAN be yours ...

“ACTIVATE YOUR THOUGHTS,  
AND YOU ACTIVATE YOUR LIFE.”

2: “... In building a happy, contented life, you must GIVE happiness to others. No one living unto himself will ever be contented with his lot. Your happiness is reflected upon you through the service you give to others...”

3: “Happiness is an attribute of love; therefore, you can never be happy until you give your love to others.

Let your emotion of love gladden the heart of someone and see what an ample supply of happiness is reflected upon you...

“SOW THE SEEDS OF HAPPINESS IN OTHERS,  
AND YOU WILL REAP A JOYFUL HARVEST.”

4: “Live in the joyful NOW. Plan for a happy future, but make sure that you develop the habit of enjoying the present. Your future happiness depends upon the thoughts you produce today. There is

no time like the PLEASANT one. You cannot alter the happenings of yesterday, so why allow worry over them to destroy the happiness of today? Never allow the past to defeat the present..."

5: "What are those roadblocks that are preventing you from traveling the happiness-highway? They are fear, worry, anger, hatred, jealousy, envy, prejudice, selfishness, and criticism of others...All may be removed through the use of THOUGHTSMANSHIP, for what you think, you do. Start THINKING your way to a happier, more contented life."

6: "Never think of an unpleasant thing you do not want to happen, for your thoughts direct the expression of your life. Build a thought-pattern that will guide you in the expression of happiness..."

7: "Happiness is the reward of creative thought, so, if you want to be happy, set about creating happiness. ...Stop living life haphazardly. Start planning for happiness and contentment."

8: "...Start thinking of some pleasant incident in your life, and see how quickly you will feel an emotion of happiness...Unpleasant incidents in your life are in the past, so let them stay there..."

9: "Happiness and contentment come from doing, not from wishful thinking...Every tomorrow will bear the imprint of today's thoughts..."

10: "Live each hour of this day to the full. You haven't a moment of time to call your own, but you are privileged to use each moment as it passes by. No clock will ever again strike this hour...THINK, then, of the happiness you may produce for this moment, for

WHAT YOU THINK, YOU LOOK;

WHAT YOU THINK, YOU DO;

WHAT YOU THINK, YOU ARE."