

RULES FOR
HAPPINESS

AND

CONTENTMENT

Thoughts made up

by Forrest C. Shaklee, Sr.

Wishing you health, happiness &
success in 1989

TWENTIETH PRINTING . . . February 1986

with
love,

Flora & Louaine

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Prologue

Daydreams are wonderful! They build castles in the air, but there they stay, up in the air, until you build a thought foundation under them. I have learned this during the many years of dreams of greater accomplishment. Don't think for one moment that your daydreams are beyond your power of accomplishment. Shaklee Corporation was once but a daydream. The unusual values found in Shaklee products were once but daydreams. Beneath those dreams was built a thought foundation, and today they are a reality.

Go ahead, dream your dreams and build castles in the sky, but be sure to advance confidently toward their realization. Your thought pattern will assure such advancement.

Success is not money—although it may include it. Success is not business activity—although it may encompass it. As surely as a straight line is the shortest distance between two points—so is Thoughtsmanship the most direct course to success. For . . . WHAT YOU THINK, YOU LOOK; WHAT YOU THINK, YOU DO; WHAT YOU THINK, YOU ARE.

Thoughtfully yours,

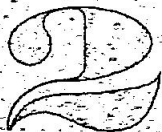
Forrest B. Shaklee, Sr.



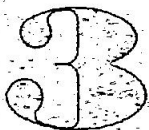
Plan for happiness with as much care as you plan for the welfare of your business. Happiness is a state of mind, therefore it depends entirely upon the thoughts you produce. You wouldn't know whether you were happy or not, if you didn't think about it. So make sure that you **THINK** about the happiness you know **CAN** be yours.

As the salesman uses salesmanship to direct his sales, so must you use **THOUGHTSMANSHIP** to direct your thoughts of happiness.

**ACTIVATE YOUR THOUGHTS, AND
YOU ACTIVATE YOUR LIFE.**  

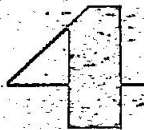



To gain happiness you must learn to enjoy that which you have. It is not how much we have. It is what we THINK about that which we have that produces happiness. In building a happy, contented life, you must GIVE happiness to others. No one living unto himself will ever be contented with his lot. Your happiness is reflected upon you through the service you give to others. And the thought you give to the creation of happiness will attract a happiness-service from others. Start creating the happiness-habit by producing happy, love-filled thoughts. "As man thinketh in his heart, so is he."

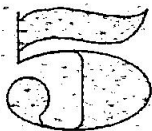




Happiness is an attribute of love, therefore you can never be happy until you give your love to others. Let your emotion of love gladden the heart of someone and see what an ample supply of happiness is reflected upon you. A selfish person may depend upon the gaining of possessions to bring him happiness, but he soon finds that such possessions reflect only his own selfish thoughts.

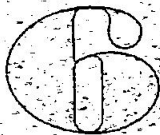
SOW THE SEEDS OF HAPPINESS IN OTHERS, AND YOU WILL REAP A JOYFUL HARVEST.



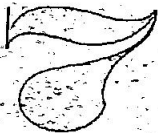
Live in the joyful NOW. Plan for a happy future, but make sure that you develop the habit of enjoying the present. Your future happiness depends upon the thoughts you produce today. There is no time like the PLEASANT one. You cannot alter the happenings of yesterday, so why allow worry over them to destroy the happiness of today? Never allow the past to defeat the present. Learn how to live this day to the full, and you will get greater enjoyment in living the tomorrows as they become the present. 




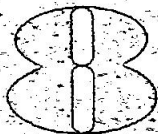
Roadblocks on the way to happiness must be eliminated. What are those roadblocks that are preventing you from traveling the happiness-highway? They are fear, worry, anger, hatred, jealousy, envy, prejudice, selfishness and criticism of others. All are the antithesis of love, and will prevent you from producing thoughts of happiness and contentment. All of the above mentioned roadblocks may be removed through the use of THOUGHTSMANSHIP, for what you think, you do. Start THINKING your way to a happier, more contented life.  



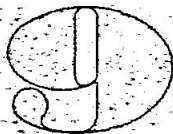
Never think of an unpleasant thing you do not want to happen, for your thoughts direct the expression of your life. Build a thought-pattern that will guide you in the expression of happiness. Plant a thought of happiness in your Inner-consciousness, and it will arouse an emotion of happiness. While one thought will not make a happy person of you, anymore than one tree will make a forest, it will attract other thoughts of like nature. Soon you will be producing enough happiness-thoughts to crowd all unhappiness from your life.



Happiness is the reward of creative thought, so, if you want to be happy, set about creating happiness. LET your Inner-consciousness freely express your happy, love emotions. Never pursue happiness, for you will find it hard to catch. It will always be just beyond your grasp. Produce warm, friendly thoughts for others, and happiness will come to you. You will get out of life exactly what your thought-pattern guides your Inner-consciousness to express. Stop living a haphazardous life. Start planning for happiness and contentment. 



You can never be a happy person until you THINK like one. What you think, you are. Start thinking of some pleasant incident in your life, and see how quickly you will feel an emotion of happiness. All you need do to retain that emotional feeling of happiness is to keep your thoughts on things that will produce happiness. Unpleasant incidents in your life are in the past, so let them stay there. Never drag them out to destroy the happiness of the present. Enduring their unpleasantness once should warn you against giving them further thought. ☸☸



Happiness and contentment come from doing, not from wishful thinking. You can never successfully do that which you do not honestly think you should do. Every thought you produce is recorded in your Inner-consciousness, and will influence the expression of your life. See to it, then, that your thoughts are so directed as to cause you to be happier and more contented. Every tomorrow will bear the imprint of today's thoughts. As you awaken at the dawn of each new day, you are brought face to face with the effects of the thoughts of yesterday.



Live each hour of this day to the full. Waste not a single moment of thought upon the unpleasant happenings of the past. 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. Neither will you ever see a tomorrow, for as the sun rises to shed its glorious light upon you, it will be today. 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.**



Dr. Forrest C. Shaklee Sr.
Co-Founder

Shaklee Corporation



The thought says you sleep