

**Title:****Org title: Tack! - Tacksamhet, uppskattning och lycka som livsstil.****Author:** Liv Larsson, [liv@friareliv.se](mailto:liv@friareliv.se), +46 911 2411 44**Publisher:** Friare liv AB, Mjösjölidvägen 477, 946 40 Svensbyn, Sweden, [www.friareliv.se](http://www.friareliv.se)  
Kay Rung, [kay@friareliv.se](mailto:kay@friareliv.se), +4670 39 33971.**The Content (What is the book about?)**

The core of the book is gratitude and appreciation. It gives the reader practical help to increase his or her happiness level and create an approach to life that is based on gratitude. The reader will learn the difference between the world of appreciation and a world of approval and how to focus on appreciation that really nurtures every person personal power.

It contains 52 exercises, one per week for a year, to help the reader to create a year of gratitude and happiness.

**A. Premise**

Gratitude and appreciation is a source of energy that many of us do not really know how to fully use. This book shows “the trick” how to do it!

**B. Unique Selling Proposition**

- This book gives the reader all she or he needs to create an attitude of gratitude.
- It shows how gratitude and happiness is not a co-incidence but a result of choices and actions that we can influence.
- The exercises are simple but very effective and can be done by anyone and without preparation.
- The book encourages the reader to trust in his or her inner possibilities to create a happy life rather than to rely on “luck” and co-incidence.

**C. Overview****(1) description of the problem or need**

There are a lot of illusions around happiness. This book cuts through these illusions and show how happiness can be lived and created rather than be some kind of unclear goal. Some people worry that if we focus on appreciation and gratitude we will become blind for the changes that need to be made on in this planet. This book shows how appreciation can be a source of energy needed by anyone wanting to make a difference in the world.

Another “problem” is that people mistake appreciation with approval or rewards.

**(2) presentation of the solution,**

This book presents some very practical day to day tools for creating happiness in your life. It shows the difference between approval and appreciation and how to know what to focus on not to become an “approval junkie”. Through this book people can get the energy to live their dreams. We can learn about the power we have to enrich our own and other lives.

It addresses some of the most common challenges and helps the reader direct their energy on what they want to create.

#### **D. Manuscript: Ready October 2010 in Swedish.**

The Swedish version of the book has around 32 500 words, which corresponds to around 160 pages in an A5-format.

#### **The Market (Who will buy this book?)**

The audience for this book is anyone who wants to be more happily. It is a unique possibility to learn about Nonviolent Communication through exploring met needs and appreciation. As we have tried the content out in a workgroup we also hope to influence groups of people that are co-operating in some ways to use this book to enrich the group and help them reach their goals.

#### **B. The audience of the book is made up of human beings who are,**

- experiencing a longing to experience more power to influence their own happiness.
- longing for more skills to contribute to connection and to enrich others.
- wanting to deepen her/his ways of connecting with the energy source that appreciation can be.

#### **C. Affinity Group**

- NVC community as this book is based on the same principles and ideas as NVC (Nonviolent Communication).
- Anyone looking for tools for personal development.
- Anyone looking for tools for celebrating and experiencing life more fully
- Workgroups that wants to experience more joyful and effective co-operation.

#### **D. Competition (What else is available that covers the topics covered in this book?)**

Small parts of the content are covered in books by Marshall Rosenberg and other authors that have written on the subject of NVC and appreciation.

I do not know of a book that is focusing so deeply on the subject also getting to the happiness part of it.

### **III. The Author (Why are you the best possible author for this book?)**

#### **A. Background**

I have been a certified NVC trainer since 2002 and have been working full time with NVC since 1999. Before that I was a coach and counselor and coached hundreds of people in personal development practices of different kinds.

I have been struggling with the illusion of happiness for many years trying out different ways to live. During 8 years I had serious eating disorders and this has made my decision to celebrate life very clear.

I have been using mediation, yoga and other practices to nurture my spiritual life the last 30 years. So I know the different ways to both "get lost" in the spiritual jungle and to recognize what keep you close to your heart.

During the last 30 years I have also been teaching tools for personal development and have and this pedagogical experience is making the message of the book clear and practical.

### **B. Previous Writing**

I have written 10 books on NVC – including a book on mediation that is published in 4 languages, a book on anger, shame and guilt, a book on intimate relationships, 2 workbooks for individuals and leaders (in Swedish), a book about communication and humor (in Swedish), and 2 NVC books for children (in Swedish, that has been translated into Estonian, English and French).

Since 2003, I have been writing monthly for a Swedish magazine where people can ask questions about communication.

### **C. Personal Marketing**

- I have a large network in and outside the NVC community who would be willing to endorse the book, including international NVC trainers and organizations whose names are known to a large part of the target audience.

- I have my own website ([www.friareliv.se](http://www.friareliv.se)), available both in English and Swedish and regularly do trainings in Europe (Germany, Estonia, Sweden, Finland, Austria, Poland) and Asia (Thailand, Japan, India and Sri Lanka).

## **Chapter-by-Chapter Synopsis**

Foreword

### **Chapter 1**

Gratitude and happiness as a life style  
The many roads to gratitude  
Fully enjoying the good parts of life  
The ultimate greenhouse for gratitude  
The purpose of expressing appreciation  
Gratitude experienced as torture  
To live the change we wish to see in the world  
Obstacles to the flow of appreciation  
Boasting vs. celebrating  
Praise becomes punishment  
Stimuli versus cause  
Appreciation cures passivity  
Sabbat as a spiritual practise

### **Chapter 2 Happiness and gratitude**

Happiness can contribute to a better world  
Appreciation strengthens relationships

Happiness and outside factors  
Happiness and inside factors  
What happy people do, you also can do  
Happiness comes, happiness goes  
Test to find your individual way to increase happiness and gratitude

### **Chapter 3**

Nonviolent Communication as a tool for appreciation  
Gratitude as an energy boost  
Transforming comparisons  
Forced appreciation or joyful celebration

### **Chapter 4**

52 Exercises to live a year in gratitude  
A year of gratitude  
Happiness strategies to make the exercises suit you even better

### **Chapter 5**

Coherence of heart and mind  
HeartMath

### **Suggested readings and references**