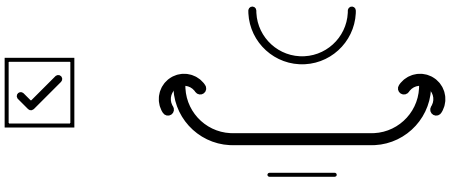
SMILE - A LOT

"The expression one wears on one's face is far more important than the clothes one wears on one's back." – **Dale Carnegie**

Express It

SPEAK IT

Speak what's below *out loud*, with enthusiasm, certainty, and belief. **Improvise** what you say as *much* as you want (actually, this is preferred). **Visualize** what you say - see it in your head before the words leave your lips. **Brackets** contain instructions that explain something specific to do.



What, Why, and How

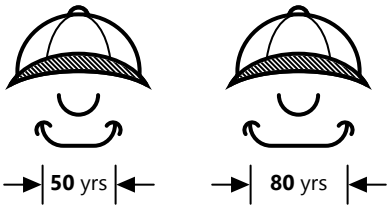
- A great smile is big, wide, and sincere.
- The effect of a great smile has more to do with the warmth and sincerity that's conveyed than it does a perfect mouth and teeth, so even if yours aren't perfect, you still have a great smile!
- You will smile a lot more because:
  - **It's healthy** - It boosts the strength of your immune system
  - **It builds trust** - It helps convey to others that you have their best interests at heart
  - **It makes you happy** - It directly effects certain brain activities associated with happiness
  - **It's contagious** - Smile (you) + frown (others) = smile (everyone)
  - **It affects your results** - It helps create an environment where you and others can flourish
  - **It conveys emotion** - It's instrumental in making a strong emotional connection with others
  - **It's good business** - It makes you more enthusiastic about you products/services and instills positive feelings in a potential buyer
  - **It's attractive** - People with a great smiles radiate a warmth that draws others to them instantly
- ***When you:***
  - **Meet someone:** Friends, family, and strangers
  - **Want to get into a positive state:** When you wake up, before you get to work, when you get home, or when you're feeling down
  - **Have a free moment:** Waiting in line, driving to work, taking a shower - whenever!

  Then you will:
  - Smile wide, sincerely, and with enthusiasm!

EXPLAIN IT

- Explain what it means to you and how you feel whenever someone (perhaps someone you love) smiles at you.

Extras

INTERESTING FACTS ABOUT SMILING

- A British study on pleasure inducers found that one smile can generate the **same level of brain stimulation as 2,000 bars of chocolate - think of all the calories you'll save!**
- In a 2010 Wayne State University study on 1950s baseball cards, it was found that the span of players' smiles could predict the span of their lives (see graphic).
- Marketers use the power of a smile to influence people to have positive feelings about their products and services, which is an **important ingredient for getting them to buy**. Start paying attention to how many smiling people you see in ads, commercials, and packaging.