

HAPPINESS – IT’S ALL IN THE MIND

Submitted by: 10 Yetis PR and Marketing

Wednesday, 30 July 2008

Despite the economic situation over two thirds of the British public are optimistic about their financial situation, with 53% of people claiming to be ‘happy with life’. Bournemouth is the ‘happiest’ place in the whole of the UK.

Despite the ever-present shadow of the Credit Crunch and its very real effects on home and business life, 69% of the public are optimistic about their financial situation, affirming that “it will get better”.

The research was commissioned by leading Celebrity Mind Coach Joseph Clough, who wanted to investigate the positivity of the nation.

Only 42% of the public stated that they were happy with their current financial situation, but over two thirds are of the mind that things can and will improve.

When asked ‘How do you feel about life in general?’ a cheery 21% of the public claimed to be very happy, 32% claimed to be happy, with only 18% of people stating their unhappiness, with the remaining fence-sitting 29% stating that they were ‘neither happy nor unhappy’.

The majority of the public were most happy when with family according to the research of nearly 1,500 people, with 39%. 32% said they were happiest when with friends, and interestingly, and perhaps thankfully, only 8% of people stated they were most happy when spending money. 4% said they were happiest when ‘doing nothing’.

The research also shows that the top 10 happiest places in the UK today are:

1. Bournemouth
2. Wokingham
3. South Cambridgeshire
4. Brighton
5. Bath
6. Chester
7. Cheltenham
8. Edinburgh
9. Oxford
10. York

Joseph Clough, of www.EmpoweringSounds.com, who has worked with Nobility, chart stars, national journalists and members of the public, believes that happiness is a state which we create for ourselves, and said,

“Despite the worsening economic situation, British people are smiling. I think this research does a lot to prove that Brits aren’t as miserable as we are perhaps portrayed. Positivity is a matter of

believing that things will get better, and then working towards that, rather than dwelling on and complaining about a poor situation. Celebrities like Sir Alan Sugar, Duncan Bannatyne and Delia Smith are all examples of British people who thought positively and worked happily towards self-imposed goals despite not having the greatest start in life.”

Just over half the public, 63% concurred to reading self-help guides in the past. Joseph had the following to say;

“Self-help guides such as my own ‘Being Your Potential’ programme, and others are the best-selling non-fiction books in the UK, teaching how to visualise personal and financial success and achieve it, and it’s clear that people respond well to them. There is no defined recipe for success – the key is that they will have you actively thinking and working towards becoming your own potential, rather than telling you how to do it.”

Joseph Clough is happy to talk about all aspects of hypnotherapy, NLP and celebrity culture. He is an expert in his field, and has provided expert comment previously for glossy magazines.

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For further information or to interview Joseph Clough, please contact Rich Leigh, 10 Yetis Public Relations Agency (<http://www.10yetis.co.uk>) on 01452 348 211 or rich@10yetis.co.uk

EDITORS NOTES

Joseph Clough has appeared in many nationals such as The Daily Express, The Metro, The Mail on Sunday and The Daily Mail to name a few.

Joseph has written expert comment advice columns for women’s glossies such as Look.

Joseph is a Master NLP Practitioner, NLP Trainer and Hypnotist

Joseph is an exciting young trainer from the South East of England who has already received glowing accolades from his building celebrity client base

Joseph has helped celebrities and members of the public alike recover from many issues, including depression, anxiety, lack of confidence, and phobias.

Joseph works with people to envisage their goals, whether financial, career or sports based success