

KEEP SMILING

LOVE HAPPENS!

COLLECTOR'S EDITION

Valentine Soiree
COLOR EDITION

AVITAL MILLER
KEN 'DR. SMILEY' ROCHON, JR., PhD



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ACKNOWLEDGEMENTS & DEDICATIONS

The biggest joy I receive in the world is seeing my son Kenny (K3) smile. I have seen the power of his smile, and this book is my way of honoring him as well as a gentleman named Barry Shore for handing me a 'KEEP SMILING' card.

Thank you to Avital Miller, Michelle Mras, Emi Archuleta, Charles Buck, Tom Franks, Noelle Peterson, Robert Peterson, Sally Wurr and Todd Westra.

Thank you to Al Granger, Carolyn Sheltraw, and Dr. Andrea Adams-Miller.

Shift happens when you count your blessings, such as the people in your life who believe in you. No matter what happens in the world, you have the power to shift and when you do, you become more powerful.

Dr. Smiley

Keep Smiling Hon

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Valentine Soiree
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PREFACE

An influencer is one of the most important and powerful responsibilities a person can have in this day and age. We, as a society, listen to influencers to make decisions on what we buy, what we like, what we love, and for how we vote. The people in this book have proven they use their influence for good.

This book is filled with over 100 influencers who generate positivity through their lifestyle choices, their messaging, and mostly through the sheer number of smiles they inspire.

Influencers who amplify goodness should be honored so they can influence even more smiles. Therefore, we created a book that helps you learn who you may want to follow and from who you may want to learn.

In a world in need of more smiles, we are so proud to honor the influencers in this book in hopes of making the world a more positive, powerful and happy place.

**THE AMBASSADOR OF JOY
RESPONSIBLE FOR HANDING
A CARD TO DR. SMILEY
THAT STARTED IT ALL. :).**



Barry Shore, The Ambassador of Joy with Dr. Smiley :)

"Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around."

~Leo Buscaglia



Avital Miller, Award-Winning International Keynote Speaker, Best-Selling Author of Healing Happens, Healing Breakthrough Facilitator, and Global Dancer

"Sing your sweet song. Share your sweet smile."



Ala Ahmed, Ms. Colorado

“A smile unites the world much like a song with a contagious beat causes the world to dance.”



Jade Alexander

“Throw me to the wolves and I’ll return leading the pack with a smile ”



Emi Archuleta

“When you smile, the whole world stops and stares for a while.”



Connie Ballard

“When life gives you limes, rearrange the letters until they say smile.”



Cindy Dagleish Bauszus

"Don't cry because it's over.
smile because it happened."



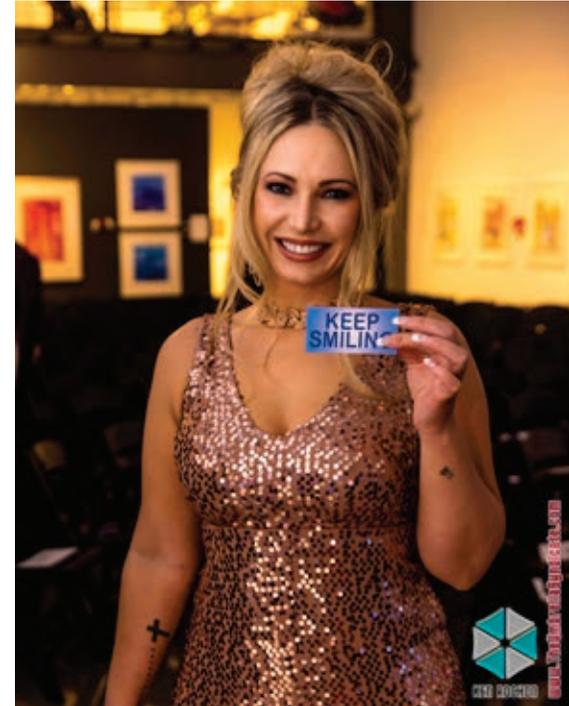
Adriana Buenaventura

"Do more of what makes you smile."



Marcell Bieger

“When we smile, we conquer doubt, fear, sadness and worry.”



Shelly Bowman

“A smile is the best way to hypnotize the world to respond with happiness.”



William Briggs

“Your smile is a choice, make it often.”



J. Charles Buck

“A smile captured in a photo will spread happiness forever.”



Erik Carr

"A smile is the best makeup any girl can wear."



Chris Dyer

"Smile, it looks good on you."



Crystal Kingsbury Foss, Model

"She smiled, and I knew I was in trouble."



Michael Fox, Videographer

"Smile: influence without character is dead-end leadership."



Tom Franks, Author

“What’s behind that smile.”



Jason Hamilton

“The best way to start your day is with a smile.
That is also the best way to end it. :)”



Andrea Hernandez

“I smile so that other people will smile with me.”



S.J. Holloway

“The people who make you smile from just seeing them, those are my favorite people”



Carly Howlett

“Use your smile to change the world,
don’t let the world change your smile.”



Jen Howlett

“Keep smiling no matter what
is going on in your life.”



Brittaney Hubler

“Smile everyday and live longer.”



Dr. Barb Hughson

“Smiling will charge up your day because it is electrifying!”



Tom Jamison, Photographer Headshots

“If you smile when no one else is around, you really mean it.” – Andy Rooney



Kimber Kalata

“A planned smile is a well planned day.”



Teri Karjala

“The world always looks brighter from behind a smile.”



Liubov Kazaeva

“The distance you travel is based on the number of smiles.”



Jared Kennedy

“A smile is a curve that sets everything straight.”



Janet Langmeier

“Wellness happens when we think and grow smiles.”



Coral Laski

“The absolute best gift you can give someone is a smile, it is like music to the soul.”



Todd Liscious

“You never get a second chance to make a first impression... Just smile!”



Han 'Nate' Loyd

“Because of your smile, you make life more beautiful.” ~ Thich Nhat Hanh



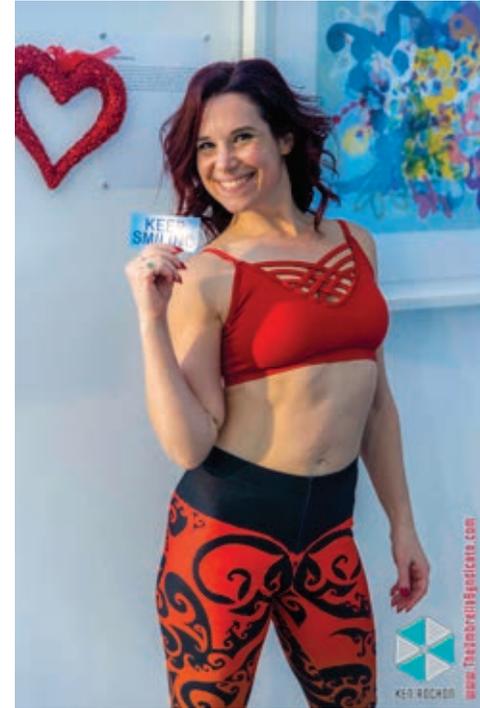
Tonya Donald Mazurek

“Let your smile change the world, but don't let the world change your smile.”



Victoria McCullough

“Victory comes to those who smile.”



Avital Miller, Author

“The greatest gift is a smile at the right time.”



Susie Mosqueda

“When music touches the heart,
a smile soon follows.”



Michelle Mras, Author, Hold My Crown, International Speaker

“Take on every challenge with a smile and you
have already increased your chances of success.”



Angela Claire Nelson

“A smile a day keeps the opportunities in play.”



Kendall O' Donnell

“Think yourself happy with a smile.”



Minda Parsons

“Smiles are communicated through the phone as if you were speaking face to face.”



Rich Parsons

“Take a smile challenge often and see how many smiles you can create in an hour.”



Jonathan Perez

“Nothing is more beautiful than a smile that has struggled through tears.” – Demi Lovato



Noelle Peterson, Author

“Make it your goal in life to cause people to dance, sing and smile and you will be a hero to many!”



Quill the Clown

“A smile is the shortest distance between two people.”



Shelly 'Bella Fire' Ray

“To create a better future, smile in the present.”
– Ken Rochon, Jr.



Shawna Reed

“Keep smiling and be happy.”



Savannah Revis, Model

“Have a turbo charged smile.”



Darlene C. Ritz

“Smile, it is the key that fits the lock to everybody’s heart.” – Anthony J. D’ Angelo



Ruben Roman, Photographer

“Rubber bands are like smiles, the more you stretch Em, the happier you feel!” – Dr. Smiley



Tobias Sands, Photographer

“Swing the pendulum of a frown into a smile.”



Annika Sayaka

“You will change the world with a smile.”



Raschel Scott

“A beautiful person with a beautiful smile, gives us reason to smile.”



Nick Shelton, Author

“Smile with kindness and watch the abundance it influences.”



James Brent Stackhouse

“The impact of a smile is powerful.”



Ann Swanson

“Beautiful Smile... Beautiful Life.”



Brian Swanson

“The one smile you give, can be the smile that makes all the difference.”



Cindy Weimer

“Every time you smile at someone, it is an action of love, a gift to that person, a beautiful thing.”



Sally Wurr, Author

“You will change the world with a smile.”



Avital Miller, Award-Winning International Keynote Speaker, Best-Selling Author of Healing Happens, Healing Breakthrough Facilitator, and Global Dancer

“Sing your sweet song. Share your sweet smile.”

A SOIREE OF SMILES

BY AVITAL MILLER

What is a motivational speaker doing planning a big party? Because a big party, called the Valentine Soiree, can have a purpose that goes hand in hand with seven of my personal development principles.

1. Focus on your Reason to Live

Dr. Bernie Siegel, who is interviewed in my book, *Healing Happens: Stories of Healing Against All Odds*, noticed his patients who were surviving terminal diagnoses were the ones focused on their reason to live. It does not matter if it is watching your kid walk down the aisle, enjoying your grandkids growing up or seeing your business become successful. My favorite story was of a woman who wanted to finish watching a soap opera series!

I started to realize with all the meditation sessions, yoga, healing, and Neuro-Linguistic Programming that I offer, one of the greatest services I could give is the opportunity to have fun. I could post the most genius quote on Face-

KEEP SMILING: SHIFT HAPPENS

book from the Buddha or Mother Teresa but a simple photo of me having fun would get exponentially more likes and comments.

When my cousin was passing away from cancer, we all were excited to donate over \$5000 just for her family to take a trip to Disney World! Everyone knew the value of having fun. Even if someone is not going to heal, let us make their life great in the process. What good is a healthy body without happiness?

2. Community is Key

When I moved to Denver in 2019, alongside creating my Sit and Succeed meditation group, I knew it would be important to cultivate community. Coming together for amazing wisdom and a blissful meditation practice is much more exciting when doing it with friends. Friendship and community is the glue that ties a group together and makes them want to come back.

What better way to develop community than to do so in a way that highlights the interests and careers of the members. Thus every event created to support the job or hobby of each of the members.

We had two personal trainers in the group plus me having been a Yoga and

Fitness Teacher Trainer as well as Fitness Director. Naturally, we started with hosting a Turkey Burn together to make sure people got their holiday workouts in. That was so popular that we did a Santa Burn.

For Valentine's Day, people suggested we do acro yoga instead. I found a friend to co-lead with me who was also a dancer. With the ideas of everyone coming together, the Valentine's Burn turned into a yoga and movement workshop to create deeper connections faster followed by a dance party at a really nice Speakeasy. People had to go through an Escape Room to enter the party. We had massage, a magician and delicious desserts! I had only lived in Denver for a year at that point and the event sold out with a waiting list! Plus this event helped birth my How to Love and Be Loved program!

Last year, we were amidst a pandemic and wondering if we could/should have a Valentine's party. In January, it hit us people from the same household could come to a restaurant/bar and sit at a table together. This led to the idea of sitting at tables playing games like poker or roulette and dressing up black tie to make the event more special.

Then someone suggested we have a date auction for charity! Thus was born an opportunity to put yourself out there to build confidence and support

the charity No Kid Hungry. We included a Burlesque dancer performing on stage for some added entertainment. We called it Valentine Soiree!

After the evening was over, one of my friends who had been to both Valentine's events asked, "How are you going to top that?" Without thinking about it, I quickly replied, "By combining what I did last year and this year!" Then I flipped my hair and whisked away. Little did I know at the time the future Valentine Soiree would not only combine the elements of the last couple years but also bring in a fashion show and much more!

The reason it has become much more is not only because community is key but because it opens space for collaboration. When I share and listen, people come up with great ideas. When I take their ideas into account and give them the chance to manifest them, they take greater ownership of the experience as a whole and dedicate themselves much more deeply to the project.

3. I Love to Party!

Yes, I lived in a yoga ashram for almost seven years AND I love to party!! However, I had recently been finding myself quite bored at many parties. My conversations felt boring either because the people I was talking to were in altered

states and could not have a conscious conversation or we could not find enough in common to get me excited enough to engage. Alongside that, there was not enough to do or draw the focus of our attention in a particular direction.

That made me realize I needed to start my own social network with the friends I connect with, the movers and shakers of Denver and other people really wanting to live a conscious lifestyle. A team of us met together for six weeks and gave our group a name, Dewdrop Community. My name actually means “dew of my Father; as in sustainer of God.” In Kabbalah, “dew” is divine nourishment in a hidden manner. In this community, we can all be investigators in how to divinely nourish each other in a hidden manner!

When we talk about having enough to do at a party, I paid a lot of attention at my recent visit to Disney World. I had just attended the Tony Robbins Unleash the Power Within event where he talked about how good is not good enough. Great is not good enough. Amazing is not even good enough. To really thrive today, we have to be OUTSTANDING.

Many of us can agree Walt Disney is outstanding in the amount of success he has had with his creations and amount of impact. At Disney World, something energizing is happening every few minutes. Whether going on a ride,

seeing a show, eating international flair, a parade coming through the streets of your favorite characters, or a phenomenal light show every night of your most cherished Disney movies. Hint hint; we have implemented surprises every few minutes to keep the energy high at the Valentine Soiree.

To further our focus, we have implanted specific intentions and surprises into this party to nurture fun, charity, uplifting the local economy, cultivating community, and personal development.

4. Rewrite the Meaning of Valentine's Day

Valentine's Day may have started from a story when love was forbidden, yet today those who do not have a love, or are nervous about finding the right way to love, can feel forbidden.

Growing up in a Jewish community, I was very sheltered from Valentine's Day. My friends and I would secretly give each other candy hearts hoping not to get caught. We were not supposed to mention it at our Jewish day school as it is not a Jewish holiday.

When I was thirteen years old, my mother stopped me in the hall of our

house and, even though nobody else was home, whispered in my ear, “I know we aren’t supposed to talk about Valentine’s Day, but I just want to say that I love you.” This planted a seed in my mind that Valentine’s Day was about sharing love with all people close to you in your life.

Let’s end the fretting over whether or not we have a partner or date around Valentine’s Day or if we are doing the right thing for our partner. Let’s focus on sharing love with all those in our life and those we meet. Let’s not define our value and worth by who or how we love. Let’s be confident of who we are and be beacons of love to all.

5. Love Your Body

Not only can we focus on loving others and ourselves, but also our bodies. How many times do we hear the phrase “it’s what’s inside that counts” when referring to someone who does not match the popular standard of beauty in our culture today?

When you look back through history, you will see a different female body type coveted at each time period. Ever seen the admiration of larger women in the popular nude paintings of Rubens from the 16th century? Yet today,

we focus on featuring slim women. When I am traveling in India, they want their skin whiter. In U.S., we want our skin darker.

Something different is considered beautiful at a different time by different people yet all of our body types exist in all these time periods and places. Why not covet yourself now? Beauty is only a perception that a society creates. Why not create it around what we actually look like instead of constantly driving ourselves crazy to be something we are not?

While masterminding for the Valentine Soiree, we came up with the idea to have the sponsors get formal wear designed, trained to walk the runway, and walk it! In consideration of who would be invited to be a sponsor, I decided the criteria would be people who were excited about our charity, this event or the concepts behind. As the first women were registering to be sponsors, they proclaimed they needed to lose weight to look better on the runway. At first, I felt it would be fun to create a weight loss accountability program for us. However, we had to start taking measurements right away and if they lost a lot of weight, their outfits would not look good nor highlight their natural curves. In addition, it felt more like a form of self-hate to say there was something wrong with our bodies and we needed to change it. Instead, we have incorporated a program to love our bodies as they are.

6. Build Strength from Within

Now we are loving others, loving ourselves and loving our bodies. What is next? Love your country.

I have traveled to many countries where child poverty was in my face all over the streets. What I did not know was that one in every six kids in America is at risk of hunger. 11.7 million children in United States may face hunger in the next year.

Our brains develop between the ages of zero to three. Scientists find that if a child is not fed enough during that time that child can have permanent neurological damage. Teachers notice kids are more alert, eager to learn, engaged and participate when they have breakfast.

How often do we hear of kids abroad needing help? How often do you help others before helping yourself? Just like being told to put the oxygen mask on yourself first on an airplane, let's build a strong nation and feed our kids so that we can give even more to others. Kids will run the world in the future. Let's prepare them to be great leaders by donating to No Kid Hungry through the Valentine Soiree experiences.

7. Uplift Each Other

Coming out of a pandemic, I wanted to make sure we find ways to help each other prosper and thrive. Through this one event we have created many other events and opportunities to help each other network, gain exposure, share our gifts, and support each other.

We have the most unique sponsorship program where sponsors are getting more than the value they are investing. Besides a thank you and tickets to the event, each sponsor gets to creatively share their products and services. Many joined at the level to get full outfits, head to toe, designed, learned how to walk the runway and walked it! There are also gifts many people in our network are giving back to the sponsors like massage, swing lessons, yoga, and the Body Odyssey program to love our bodies! This gives everyone a chance to expose more people to their strengths.

We have a digital platform for team members to network and even had a holiday party! Each collaboration has been created out of having conversations with many people on what their goals and needs are. When we work together, we can create so many ideas and uplift both our financial and emotional economies!

A party is still a party, yet we put the personal development into the party by focusing on our reason to live, cultivating community, having conscious fun, always allowing ourselves to love each other, our own self and our bodies, feeding our hungry kids and developing strength within, and uplifting each other. Thank you for being a part of this Soiree of Smiles.

—Avital Miller, Galactic Experiences Creator, Award-Winning International Keynote Speaker, Best-Selling Author of *Healing Happens*, Healing Breakthrough Facilitator, and Global Dancer

Books that changed your life:

Autobiography of a Yogi by Paramhansa Yogananda, Dying to Be Me by Anita Moorjani

Song that inspires you:

Love is A Magician by Swami Kriyananda

Your Hero:

Swami Kriyananda, Paramhansa Yogananda, Maya Angelou, My Dad

Quote you live by:

“Circumstances are neutral.”
Paramhansa Yogananda

ABOUT AVITAL MILLER

Avital Miller, best-selling author of the books *Healing Happens* and *Practice*, inspires people to experience boundless energy, absolute happiness, and true success. For over fifteen years, Avital has been serving thousands of people worldwide as an award-winning international keynote speaker, healing breakthrough facilitator, and global dancer.

Her leadership background includes being a program manager at Microsoft, lead coach for Success Resources America, sales and marketing director for Crystal Clarity Publishers, yoga and fitness teacher trainer, and fitness director. Stages and shows where she has danced, sung, or spoken include The Kennedy Center, KTLA, Channel 7 News, KPCW, KCMJ, Miss South India Pageant, Global Workplace Wellness Summit, and Motivational Millennial. Her articles have been published in *Nue* fashion magazine, *Toastmasters International Magazine*, *Fitness Professional Online*, *30 Seconds*, and *Sacred Dance Guild Journal*.

She won the Exceptional Woman of Excellence award from the Women Economic Forum and her book *Healing Happens* won four awards including one from TopShelf!

Avital has been trained as a Neuro-Linguistic Practitioner, and an energy healer in Pranic Healing and Ananda Level 2 Healing. She has performed and taught dance internationally since 1993. A graduate of Washington University in St. Louis, Missouri, with a bachelor of science degree in mechanical engineering and a major in dance, she is known for offering beyond-cutting-edge wisdom with authenticity, delightful energy, and infectious joy.



Ken 'Dr. Smiley' Rochon, Jr., PhD

“A smile amplifies goodness.”
– Ken 'Dr. Smiley' Rochon, Jr., PhD

THE EVOLUTION OF DR. SMILEY

BY KEN 'DR. SMILEY'
ROCHON, JR., PHD

\$36,000... that is what it would be worth to reach 10 million people. Do you want to reach 10 million people with your message? I do!

Most authors in a compilation book are never noticed or read. Why? Because there are too many chapters, and typically when you read one chapter, you may feel you have no reason or time to read more. This is connected to the value you received from the first chapter you selected.

If you select my chapter, this may be fortunate for you... as I intend to offer you \$36,000 in value with no strings attached. Why? Because an author on a purpose-driven life is not motivated by anything more than impact. So, if my chapter allows us to connect and share your story, then it will be a triumph and a compelling reason for writing this chapter.

When I was born over fifty years ago, I had no idea who 'Dr. Smiley' was, nor did I have any inclination he would be me.

I was born in Warwick, Rhode Island, and whisked away to Paris, France, as an Army brat. Twelve years and twelve countries later, I was back in Rhode Island trying to figure out how to use a phone. After devoting my life to soccer and believing this would be my life, I was depressed and disappointed that the return to America would be void of my biggest passion... Soccer. Pele was my role model, and he could not prepare me for the life I would lead in a small farm town in Galesburg, Illinois. This town was so isolated, that I was accused of being a 'Nazi Nigger Lover' because I came from Germany and was unaware that discrimination was a way of life in this town. The school was integrated, but the real estate told a different story. If you were on this side of the tracks, you were white, and the other side was predominantly black.

The reason I share this part of my life is that my dad and mom never taught me about discrimination or that it even existed. My mom was a fan of the American Indian and made it clear that the 'White Man' was the culprit of fairness and freedom. Her last thoughts as a victim of Alzheimer's were to support the American Indian and expose the atrocities of the White Man

on this beautiful culture and race. Mind you, my mom is white, married to a white man.

I always wanted to be an author and, more importantly, matter in the world. I defined being an author as someone who was credible and worthy of attention and merit. Over thirty years of believing this never caused me to even write one sentence in a book... until I was a caregiver for my mom. That was the catalyst to stepping into my power---one born of fear I would die before I ever did anything to make a difference. I am not sure if all humans feel this way, but I certainly knew I could not be a person without a book.

This ignited action and a book thirteen months after my mom passed... titled 'Becoming the Perfect Networker... Succeeding 1 Connection @ a Time.'

This was a financial disaster, and any sane person would have written off the \$22,000 loss as an act of ignorance. But a prayer to God helped me understand this was a message that most authors experience, perhaps a smaller financial loss, perhaps larger. Most quit with this impossible challenge to get a return on the investment (save the return on the effort). I would have quit too, but God was clear... this was a lesson on how messed up self-publishing could be for a new author.

God and my mom were teaching me my most valuable lesson... a Legacy is earned with an unstoppable attitude. I invested another \$3000 to republish and reprint this grammatically incorrect nightmare. It was grammatically incorrect because I hired a college professor in Florida that obviously did not have a clue about editing or writing. He fleeced me for over \$1000, and a lesson was learned that without social proof, testimonials, and vetting, you are positioning yourself as a lamb ready to be fleeced or slaughtered of any dreams you will chase in the future.

Perfect Publishing was born because of this nightmare. My valuable lesson created a much-needed company to protect future authors from bad decisions. I learned quickly how many leaders would love to do their book but just didn't understand how to complete it. I learned this firsthand by offering a \$5000 'How to Write Your Book' program for FREE. Roughly ten people joined this program, and only one completed it. Why? Because it is confusing and overwhelming. How could I help more people step into their power to be an author, an inspiration, and a legacy for the people they loved? I needed to go back to the drawing board and find out where the pitfalls are that stop people.

The first pitfall was being inspired enough to even do the book / project. Many leaders just didn't know if they were worthy of being authors. Many

thought, 'I need to accomplish more before I can write this book', or 'I need more money, success, or perfection in my life'. Not knowing the gifts they had to share with the world already existed in their hearts and minds.

My focus became on how to overcome this challenge. I figured it out with some very simple out of the box techniques that caused almost 100% of my writers to become authors. It was about inspiration and breaking down the project into bite-sized weekly portions. Typically, a leader was able to complete this process in three to six months when I finally understood the dynamics of what would motivate them to compete, complete, and lunge into the finish line of being the new identity of an author.

The second issue became very clear to me that moving a book required a marketing approach and system---one fueled by social proof and testimonials. This was another gap that was causing authors great frustration. Most authors (almost 99%) were writing their first book, and the sales were so low that there just wasn't a desire to write another book. "Why would I write another book after I just wrote my best book... that took my life to create?" This was the question that was either internally plaguing them or that was shared with me with despair and disgust.

It was evident that there must be an approach or sequence that is causing this demise of the author's impact. It was quickly cleared up when I looked up their Amazon book listing and their social media. It was as if they believed that the book being delivered from their hearts and minds would magically awaken the world or through some osmosis would get into their avatars' being. I later termed this the Doctor Delivering the Baby (book) methodology. Basically when the book is printed, magically the world will find out about this birth.

As I have studied this insane perspective. Unless you are an influencer with an enormous following, there is no one who knows your book exists... save the family you shared this dream with and your friends that will, out of obligation, buy your book for \$20 with almost no intention of consuming, sharing, or being impacted by your brilliance. Because your friends know you, they have a difficult time seeing you be bigger than how they define you in their lives.

This challenge is universal. Hence the reason when you make it big, your friends show up sharing they know you. 😊 Unless your friends have influence, I have learned it is best to show up as an unknown and create an identity you wish to be taken serious for being. I recently became 'Dr. Smiley'. This

was welcomed in the new world. But it just could not be taken seriously by my family... well, my son loves the name and probably overstates my fame at this point. But having a young son to motivate you to be his hero is a gift in and of itself.

What I have learned is that I was almost 99% incorrect in how much proportion of my resources (money and time) should be spent on making my book versus moving my book. It turns out that if you spend three months or even one year writing your book, you are only doing what an Olympic athlete would do to get to the starting line of his/her performance or race. In other words, if you only wrote a book and thought that all the writing was the win, you would be thinking that all your workouts to qualify to be in the Olympics should be a medal earned. You have earned almost nothing by printing your book. I don't say this to be cruel or dissuade you from a wonderful accomplishment for your immediate family and friends. I am only putting this in perspective that there are over seven billion people on this planet. What percentage are you impacting, inspiring, and causing to be fans of your passion and purpose?

My goal when I complete a book is never to stop marketing or printing it. That changes the book accomplishment to almost 1% of the work. I spend

about 99% of my resources (money and time) making sure the book has impact. The closer I am able to be to 99%, the closer I have found the book impacts the world instead of only qualifying to compete to qualify to be at the Olympics.

My final awakening of publishing is the misconception of moving a book versus creating abundance. A book is not just a delivery project to your family or even the world; it is hopefully a means of positioning you to be a solution, a leader, an expert, a sought-after sage of your domain. My book 'Becoming the Perfect Networker... Succeeding 1 Connection @ a Time' positioned me as 'The Man Who Wrote the Book on Networking'. I was on over fifty podcasts, and I became relevant to people who were just going to networking events and collecting cards. I became a prodigy of Bob Burg's 'Go-Giver' which inspired me to stop networking and start 'net-giving'. Instead of focusing on me, I moved to focus on who I could connect my network to in order to create synergy, collaborations, joint ventures, and ultimately fans of my KEEP SMILING movement. The book broke several unofficial world records. It was the first book to have a ribbon on the front cover stating, 'Almost 100 Books Sold'. This little red ribbon was one of the biggest reasons I was selected to be on so many podcasts. They shared, "You are either very funny or crazy. Either way, it will make for a great show."

This book was also the first book to start on page '-1' and proceed to page '0' featuring the chapter 'The Defeatist Attitude' in order to make the point we must shift from believing we are not powerful to believing we create our happiness, our life, and our success. There were several other aspects that made this book a groundbreaking success in bringing business, humor, and color illustrations together to provide the reader with page turning engagement and smiles.

My interests turned to publishing and writing books that didn't seem to exist on searches I did this for children's books, linguistics, travel, etc. An eight-year dive into a project titled 'Making Friends Around the World' would be the first 'Decalingual' book in history.

In 2015, I met a man whom I lovingly refer to as a 'Prophet of Joy'. His name is Barry Shore. He simply handed me a card with 'KEEP SMILING'. The two words would awaken my soul much like John Belushi in the movie 'The Blues Brothers' where he 'Sees the Light' and does cartwheels after experiencing James Brown and a congregation literally flipping and flying in the air with jubilation. I couldn't stop thinking about how congruent this message was to my mom's ability to bring positivity to my life, my family, her students, and her friends.

I shared with Barry that this card had awakened my soul. After hearing what he is doing with the cards, I believed that I could create a movement. Little did he know that day that the card would be photographed thousands of times with amazing authors, business entrepreneurs, leaders, models, musicians, speakers, and anyone sporting a beautiful smile (teeth or not).

With all these photos taken, it was an easy decision to see what would happen if I created and published a little 6 x 6 book with all these amazing smiles and choose one of the leaders to share their story. We have almost 200 of these thematic books on Amazon and on our website (www.theKEEPSMILINGmovement.com) for FREE. Special thanks to our executive director, Dr. Andrea Adams, for her tireless commitment to keeping the movement ... moving. She put on the map a legitimate 501c nonprofit with a mission of helping save lives with dental and mental wellness. The book 'The Science of Smiles' was released to share the importance of Smiles as part of your daily nutrition for your soul.

After completing my thirty-sixth book, 'The Amazon 5 Star Review Club' book, I feel I have unleashed possibly my best work. It is a free book I provide to help authors get access to amazing content and return their appreciation in the form of a review on Amazon. This is the ultimate 'thank you' to authors who have basically shared their souls for the sole purpose of impacting your life.

I've found my best strategy for making a difference in the world... is keep writing and keep giving my books away to people who need a solution to something I have written about. I average giving over one thousand books away a year (pre-pandemic) and over ten thousand eBooks a year as. If your book inspires someone to be better or awakens them to focus on you as a solution to their happiness, I assure you, life will be better for both of you.

My favorite year of my life is, ironically, 2020—not because of the pandemic, of course, but because of what the pandemic caused, created, and inspired... a renaissance in my life and my son. Before the pandemic, my son (Kenny Rochon, III, aka K3) was not an author. He now has six books and aims on having ten by his tenth birthday. His first book was simply a joke book that was, in essence, a compilation of jokes we found on Google that made him laugh. This book put him on the map because of the strategy I created around his book. He currently has over 150 five-star reviews for all his books because he understands at age eight how to convert sales into testimonials and reinvest his profits proportionally into future books.

It was also the year I started my dissertation through the International University of Entrepreneurology with a PhD in Philosophy. This gave rise to a new way of being identified... 'Dr. Smiley'. I come from a family of high learners,

so this was a prestigious advance on my degrees, but my true motivations were to make my mom proud, and for my son to see when the chips are down, you can still come out on top if you want this enough.

My biggest legacy triumph is and probably will be my son's renaissance into authorship during this year of uncertainty. To my son, the pandemic was an opportunity to be home and not have to go to school. He didn't know what hit him when I shared I would be teaching him what he was missing... if he was in college. He questioned me several times asking me if I was sure a second grader should know the military alphabet, countries, and flags of the world, the periodic table, and sign language. I responded, 'Only if you are going to be a future leader'. He bought it, and we worked on his grasp of knowing the above with competency that would impress any adult. We soon discussed the possibility of him being an author before his seventh birthday. He was open to this as it was a book entitled 'Kenny's Favorite Jokes'. He even had a page with some of his originals which will remain my favorite forever.

When the book was delivered to him on his birthday (June 14th / 'Flag Day'), he was concerned with only one thing... was it on Amazon and could I prove it. The delivery of this beautiful color book created only about 1% of the excitement he expressed when he did indeed see his book and name on

Amazon.com. This was one of my proudest moments as a father.

He has since arranged, googled, searched, and put together 'Kenny's Favorite Riddles', 'Kenny's Favorite Science Facts', 'Kenny's Favorite Things to Know' and 'Kenny's Favorite Trivia'. He is finally paying tribute to his birthday theme of patriotism with his newest book 'Kenny's Favorite Places in America' with shoutouts to his favorite restaurant, 'Mission BBQ', that he hopes will show off his books at all 150 restaurants.

Future projects are 'Kenny's Favorite Phobias to Conquer' which will help children and maybe even adults overcome fears that are only in their head.

The reason I chose to invest in being a contributor of this wonderful book is because I believe in a publisher bringing together amazing leaders and creating a collaboration of heart centered thought leaders who together bring more focus to this project because they work together to share it matters.

To return to my opening sentence... '\$36,000... that is what it would be worth to reach 10 million people. Do you want to reach 10 million people with your message?' I do. This is my mark and largest project of my life thus far. I intend to honor great inspiring leaders with a 'Chicken Soup meets

TED Talk' formula for inspiring HOPE in the world. The project is titled 'D.O.S.E. of HOPE' and the acronym stands for the amazing chemicals God has created that are released when we feel alive and have a D.O.S.E. (Dopamine, Oxytocin, Serotonin, and Endorphins) of HOPE.

A friend recently gave me a wonderful acronym for H.O.P.E. ... 'Hold On Pain Ends'. This inspired a book to honor my mentor Barry Shore, aka 'The Ambassador of Joy' and my co-founder of the KEEP SMILING movement to publish our first book together... 'A Pocket Full of Acronyms'.

Just as Simon Sinek identified the importance of a company knowing the 'Why' and how to create a culture that attracts consumers who relate and become ambassadors of your brand, I decided to research the impact of asking the question 'Who Am I?' and 'How did I create my Who?'. Turns out, the more we commit, devote, and invest (as referenced in Malcolm Gladwell's book 'Outliers'), the more we will create a 'Who' we love. This relationship to our love of ourselves allows us to create an equally powerful 'Why' otherwise known as a 'Purpose'. The higher the variable of 'Purpose' we claim as it relates to the needs of humanity, the higher our 'How' will be (also known as your 'Impact' in the world).

So the variables can be shown as:

$$Y \times W \times H = Sph$$

('Y' = You; 'W' = Why / Purpose; 'H' = How / Impact and 'Sph' = Smiles per Hour)

This is a TED talk in the making that I believe will even impress Simon Sinek. But I am most hopeful that it becomes a new way of looking how to shift our focus from things that will never make us happy to our happiness being derived from our ability to bring happiness to others and the world. The close second ingredient I work tirelessly to teach my son is the gratitude reflection time needed for us to have the capacity to understand that our power to impact the world is fueled by our gratitude for being alive.

A venture called 'Amplifluence.com' is being launched as a tour around the world to help leaders have more impact with their message and mission in life. Michelle Mras, founder of the 'Hold My Crown' series, and Todd Westra are co-founders of something I believe will harness all the energy put into the KEEP SMILING movement and PerfectPublishing and create an impressive marketing system that helps authors be better speakers and speakers become (better) authors using funnels, monetization strategies designed to fuel their careers and dreams.

Every book I have mentioned in this chapter and the other thirty-three or so are all available for FREE because I believe a book is a business card with a big message designed to create conversations, opportunities, and legacy. Simply Kennect with me, and any and all of the ebooks are available for the asking.

My mom had an expression, 'Look for the Good in People and You Will Always Find It'. I thank my mom every day I am alive to know that the world has good people worth amplifying their goodness... which is on over two million 'KEEP SMILING' cards that have been distributed to people who give the biggest gift that shows their soul at the highest frequency... a SMILE

ABOUT ANDREA ADAMS-MILLER



Andrea Adams-Miller, CEO, The RED Carpet Connection, & Executive Director, the Keep Smiling Movement, Inc, is the machine behind your business that moves dreams into action resulting in a reality never dreamt possible.

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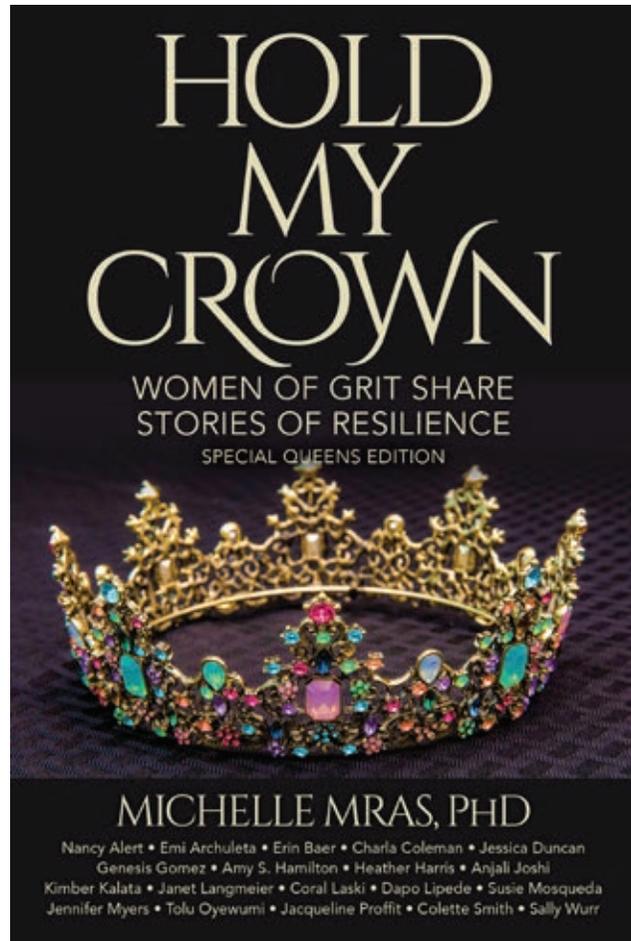
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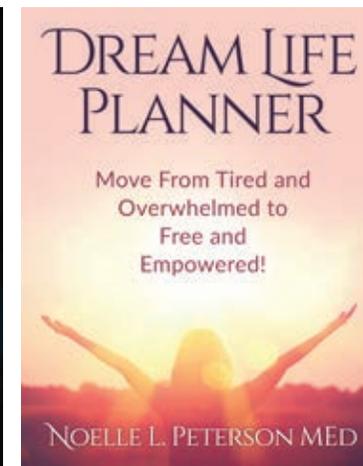
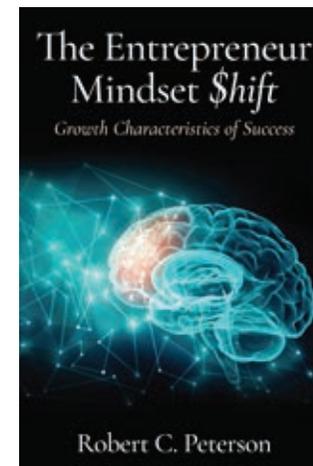
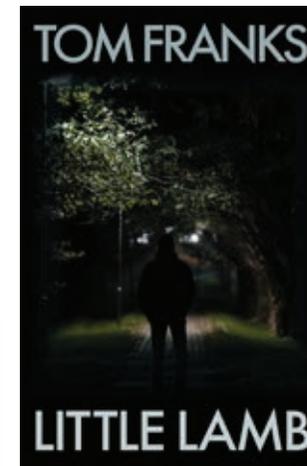


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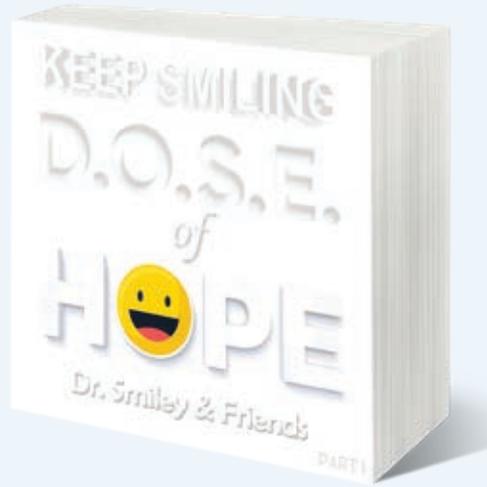


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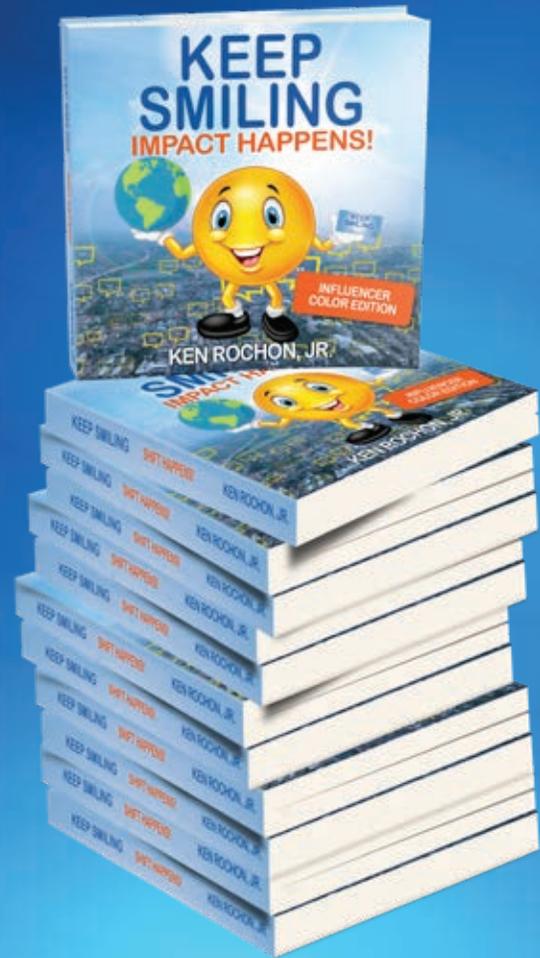
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