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# PRESS RELEASE

## **Best-Selling Author Reveals How to Be the Happiest Person You Know!**

*Revised for 2011, hit book "The 18 Rules of Happiness" is relaunched on Kindle and iPad*

**London, May 9th 2011** — After becoming an Internet phenomenon two years ago, the best-selling book "The 18 Rules of Happiness" has been updated and released specifically on the Amazon Kindle and Apple iBooks platform.

In 2009, author and entrepreneur Karl Moore released "The 18 Rules of Happiness," a book that claimed to help make anyone happier, by applying 18 simple rules to their lives. With the help of sites such as Twitter, it became an overnight success, with over 280,000 copies downloaded since its launch.

Today, two years after the original launch, the book has been fully revised for 2011, and has been released specifically for the Kindle and iBooks platforms.

"Everything we do, every action we take, is designed to take us closer to happiness, even if we don't realize it," author Karl Moore spoke at the launch. "This e-book is a mini-course in mega-happiness. It contains simple, easy-to-follow rules for seriously boosting the smile on your face!"

The rules in the book range from simple shifts in mindset through to practical "body hacks." They include rules such as "Stop Feeling Sorry for Yourself," "Intention Sets Direction," and "Say Yes More."

The book has a suggested retail price of \$8.99, however during its launch is being offered by online stores as low as \$1.50.

The new revised version of the book includes a foreword by SelfGrowth.com founder, David Riklan, who commented: "Every single one of us stumbles across happiness on a daily basis. Most of us simply stand up again, brush ourselves down, and stride on. This book will reawaken you to the happiness in your life."

The book has received further praise from industry leaders, such as Dr Joe Rubino, John Derrick, Thomas Herold, Nick Daws, and more.

Seminar leader Mark Anastasi added to the praise: "Thanks to Karl Moore, my income has grown 1,200% in two years. Karl has now come out with the secrets to his success. If you're looking for happiness in your life, I highly recommend this book. I've known Karl for years – and this is the only guide you'll ever need for finding true happiness in your life."

Asked for his most profound insight into being happy, Karl concluded: "One of the greatest realizations when it comes to happiness is that it's is only ever now. Happiness only exists in the present. We spend so much of our lives thinking about the future, or worrying over the past, that we fail to truly enjoy the present. Happiness is only ever now. So, if you want to be happy - be happy!"

"The 18 Rules of Happiness" by Karl Moore is available from today on Amazon Kindle (ASIN B004Y0UPXY) and Apple iBooks.

**To learn more about the book, visit the official site online at <http://the18rules.com/>**

#### CONTACTS:

For further information, including press copies and interview requests, please e-mail [contact@inspire3.com](mailto:contact@inspire3.com).

For press images regarding this launch, visit <http://www.inspire3.com/press/18rules/>