



The Little Book of Being Brilliant by Andy Cope is out April 5 2019, published by Wiley, priced £9.99.
For more information see www.artofbrilliance.co.uk

Dr Andy Cope has spent the last 15 years immersed in the science of Positive Psychology, culminating in a Loughborough university PhD. He is a world-renowned keynote speaker and a best-selling author of books for adults, teenagers and children. He works with businesses and schools all over the world and has recently written a GCSE Wellbeing as a political middle finger to the establishment. Why on earth is Wellbeing not on the curriculum? His belief is that the earlier you learn the information in this book, the better your life chances.

Andy is an experienced communicator and is media savvy. His USP is an academic background (hence serious credibility in the wellbeing arena) combined with an ability for plain speaking and good humour.



NEW BOOK

UK'S DR OF HAPPINESS DIAGNOSES EPIDEMIC OF IRRITABLE BASTARD SYNDROME

Dr Andy Cope distils 15 years of happiness research and positive psychology to provide the antidote

Historians will look back on this decade and label it 'the angry years'. It's not *just* Brexit. A decade of austerity, the rise (and rise) of social media, knife crime, self-harming teenagers and the general air of busyness has raised the background noise from 'general tutting' to full blown 'Irritable Bastard Syndrome' (IBS).

Recently, have you caught yourself shouting at the news? *Exactly!* You may already be a victim! Worse still, this new form of IBS is highly contagious.

Enter, centre stage, an alternative way. Dr Andy Cope is the UK's one and only Dr of Happiness (yes, really!) He has the cure for IBS.

Andy's new book *The Little Book of Being Brilliant* reveals the secrets of human flourishing distilling 15 years of research into a single book, crammed with wellbeing solutions, common sense and humour.

While the rest of the psychological profession has been studying depression, anxiety and panic attacks, he's taken the opposite path. The psychological profession has shunned happy people on the grounds of 'not being ill', Dr Andy has embraced them for exactly the same reason. He's spent the last 15 years studying human flourishing. His Loughborough PhD has been about the 2%ers - the small percentage of the British population who have energy, happiness, positivity, zest and an enthusiasm for Monday mornings.

The modern world is very good at coshing the happiness out of you. The 2%ers live in the same world as everyone else. They're being coshed too. It's their mental strategies that differ.

READY TO SPEAK TO THE MEDIA

Andy Cope is a positive psychologist, happiness expert and experienced presenter. He is available to provide expert comment, interviews and by-lined articles on a number of topics, including:

- How not to get angry about Brexit, or anything else
- How your thinking is killing you (literally)
- Why we're all f****d and what we can do about it
- Why meditation is the wrong answer to the right question

- Why teenage depression is on the rise and what to do about it
- A cheat's guide to being happy
- Why it pays to make others happy
- Ten ways to make your workplace happy

Laugh and learn

The Little Book of Being Brilliant is very much a book of its time. It's about learning to fight back. It isn't personal development. Dr Andy describes it as 'personal remembering', getting back to being you at your rollicking best.

In this book you will learn about:

- The 3 horsemen of the modern apocalypse: infomania, busyness and musturbation
- The basics of Positive Psychology (the science of how to feel amazing)
- What happy people do, and don't do
- How to be a better mum, dad, grandparent, aunty, uncle, human being
- How to befriend the present moment (mindfulness for those who don't do mindfulness)
- How to rethink your thinking
- And in a barn-storming finale... how reading this book will change your life, the lives of those around you and possibly the entire planet (you can't knock his ambition!)

You will also learn some secondary but important facts such as cows can go upstairs but not downstairs, why polar bears don't use scissors and why a bank robber squeezed lemon juice on his face.

Most importantly, you will UN-learn how to be average and RE-learn how to shine.