**TheHappinessCenter.com – Copy Update and Direction**

July 2, 2014

**Overall Website template and direction:**

Logo:

* Please use the current logo on The Happiness Center, wherever applicable

Color palette:

* Elia (and I) like the color scheme and layout on AskDrElia.com better than what’s currently on TheHappinessCenter.com. That’s not to say we need to follow it exactly, just that it’s a good general look and feel.
* FYI … Once we update TheHappinessCenter.com, the AskDrElia.com site will go away.
* We do need to incorporate the Q&A feature from AskDrElia.com into TheHappinessCenter.com.

Website photos:

* please use photos that are on AskDrElia.com
* They reflect the lifestyle image we want to portray.
* The images on Ask Dr. Elia were purchased by Elia years ago for all future use, so should be fine to re-use.
* The photos currently on The Happiness Center are a little too executive looking for our new purposes.

Website navigation bar:

* Currently it’s down the left-hand side. I tend to like tabs along the top as it’s a little more intuitive to where everyone looks. Your thoughts?
* The tabs needed are:
  + Home (this may be redundant and un-needed. Most people know if they click on the logo it takes them to the home page so I leave it up to you)
  + About Dr. Elia
  + Services
  + Testimonials
  + Articles (this needs to appear as a blog where we can post articles, blog posts, answers to online questions, etc., similar to what’s on AskDrElia.com)
  + Events (no calendar, we need to delete the calendar and treat this as just a copy page with an Event listing)
  + Books
  + Happiness Quotes
  + Happiness Survey
  + Ask Dr. Elia! (this is the form where people can post a question for Elia to answer)
  + Contact Us
* This seems like a lot of tabs but I’m not sure what to eliminate or combine. We could put Events under Contact Us, but I hate to lose its visibility. What’s your general thought about the number of navigational tabs?

Top Banner:

* Elia would like to have a rotating happiness quote; ideally, a quote that would change out every week. Is that possible? (listed as “Happiness Quote of the Week”)
* Start with this quote (first one to load): *“After all, happiness is the ultimate success in life!” – Dr. Elia Gourgouris*
  + If we feel we won’t get that kind of repeat traffic (weekly), we could instead create a banner that’s on every page and features a happiness quote, which as you click to other pages, the quote changes with every click.
  + Is that possible? Better/easier to manage than the weekly rotation?

Social Media links/icons:

* We need to place these at the top of every page, somewhere either above the top banner, or in the top banner
* The social media links should include: Facebook, Twitter and LinkedIn
* Elia: you currently have a personal Facebook page. Are you considering having a professional Facebook page also, perhaps called Dr. Elia? I would advise against sending your web traffic to your personal page.
* A professional page requires a different set up. It is considered a fan page.

Footer copy (on each page):

* Remove address and website address.
* Add this quote: *“Relationships: It’s what life is ALL about!” - Dr. Elia Gourgouris*
* Add this copy: The Happiness Center is located in Boulder, Colorado.
* Add any links you feel are important to duplicate from the top navigation bar (i.e. Contact Us, etc.)
* Keep copyright info
* Remove visitor count (I think this only shows up on the home page but it should be eliminated there as well as on any subsequent pages)

**Home Page copy:**

Call-Out in upper-right corner:

Remove: “New! Check your Happiness Level”

And add:

**Coming Soon!**

[book cover (still being developed)]

[one sentence copy on book (still being developed)]

**Preorder today!** [link to amazon’s book page, still to come]

**Welcome!**

Aristotle had it right when he said:

*“Happiness is the meaning and the purpose of life, the whole aim and end of human existence.”*

Being happy every day is achievable! Not the superficial happiness that many seem to seek, but deep-down, lasting happiness.

Our primary goal at The Happiness Center is to help as many individuals as possible create long-lasting happiness. We believe that in a world that is often stressful, challenging and demanding, happiness seems to have become more and more elusive. Living life in just a survival mode has become, unfortunately, the norm for many people.

The Happiness Center believes that every individual is entitled to true happiness and all that it entails.

At The Happiness Center, we offer coaching services to individuals, couples and their families. It is our mission to help people acquire the tools necessary to achieve the happiness they deserve.

To find out how we can assist you and those you love to gain lasting happiness, we invite you to take a look at the services we provide and then contact us.

*“After all, happiness is the ultimate success in life!” – Dr. Elia Gourgouris*

**About Dr. Elia**

(Photo: Elia can send you the photo he likes best. This would be my pick.)

Elia Gourgouris, Ph.D., is the president of The Happiness Center – an organization dedicated to creating personal success and happiness. Over the last 25-plus years, he has helped thousands of people achieve happiness and fulfillment, both in their careers and in their relationships.

Dr. Elia, as he’s affectionately known, has a remarkable ability to create and establish trust; he is also gifted with great insight, and is able to assist individuals and organizations—including families—identify areas of growth. In essence, he helps them bring out the best in themselves and in each other.

With expertise and understanding of happiness, Dr. Elia recently authored the book, *The 7 Principles of Lasting Happiness*, to be released later this year. It identifies principles that everyone can apply to their lives for deeper, more meaningful—and lasting—happiness.

In addition, Dr. Elia is a nationally known speaker, having spent years as a monthly guest speaker and trainer for various organizations and conferences. Those in attendance benefited from his wise counsel mixed with humor regarding relationships, communication skills, women’s issues, decision-making, and self-esteem. He also conducts leadership training sessions.

Dr. Elia is a successful life coach, executive coach, speaker, consultant, husband and father. He received his B.A. in Psychology from UCLA and his M.A. and Ph.D. in Clinical Psychology from the California Graduate Institute. He currently consults with various individuals and business clients throughout the United States.

He and his wife, Sona, live in Boulder, Colorado, and have two sons.

**Services**

(Photo: switch out to happy photo of couple or individual)

Studies have shown that happiness can usually be traced back to seven principles:

* Loving yourself by finding life balance, in all aspects of your life
* Being grateful and optimistic
* Being forgiving
* Discovering and following your passion
* Nourishing your spirit
* Connecting with others
* Serving others

Interestingly, one circular aspect of happiness that some people miss is the simple fact that the happier you are, the more you will bless the lives of those around you. And, the more you reach out to bless the lives of those around you, the happier you become. Spreading happiness to others is what gives our lives meaning and makes *us* truly happy.

Below are the services offered by The Happiness Center.

Life Coaching Services

* Life Balance – covering the physical, emotional and spiritual parts of life. It also helps the individual find balance between family, relationships and career.
* Creating awareness of and achieving lifetime dreams – includes achieving higher levels of personal enlightenment and gratitude.
* Living a life full of passion – this includes discovering passion in all areas of your life and finding your authentic, higher self.

Public Speaking

* Keynote speaker – Available for events throughout the United States
* Group seminar and workshop leader – Available for organizations, families and communities

Methods

* Individualized, one-on-one coaching – Individual sessions can be held in person at a mutually agreed location, at a corporate or organizational retreat, or even over the phone. Use our services as situations arise or on an ongoing basis.
* Group seminars, or retreats, can be set up on an on-demand basis, at your site or at a variety of public facilities.

Executive Coaching

* Executive Coaching is also available. It includes:
  + Leadership training and Effective delegation
  + Growing an organization and Trust building
  + Managing teams and Succession planning
  + Effective communications
* For Executive Coaching services, visit LDSExecutiveCoaching.com.

**Testimonials**

“I have known Dr. Gourgouris (Dr. Elia) for more than 15 years, during which I’ve both met with him personally and have attended many of his seminars. He is extremely knowledgeable, intuitive, and experienced – with over 25,000 hours of counseling and coaching clients, many coming through personal referrals. There is no greater proof of customer satisfaction than that! He is also one of the most engaging speakers I’ve ever heard; each workshop was informative, entertaining and presented in a thoughtful and interesting manner. As you can tell, I’m an avid fan of Dr. Elia and his work—he is one of the most gifted and talented people I’ve met.”

*Susanne P. Davis, MBA, Boulder, CO*

“I am completely content and happier than I’ve ever thought possible. Dr. Gourgouris helped me find who I am and the joy that I’d always yearned for. My mind has been opened up to learning like never before, because Dr. Gourgouris gave me the invaluable gift of being able to find solutions for myself; he helped me to see myself from a different perspective. The tools he gave me are priceless – they will help me throughout the rest of my life.”

*Amanda Overson, Gilbert, AZ*

“During the past nine years, I’ve referred more than 50 people to Dr. Elia Gourgouris for coaching. Without exception, the results have been superb. Dr. Gourgouris is a brilliant coach, and outstanding speaker, and a gifted professional.”

*Wayne Boss, Ph.D., Professor, University of Colorado, Leeds School of Business*

“Dr. Gourgouris has helped me see my life in a better light, and I’ve found that I can now learn from any situation that arises. He has the ability to lightly tap me on my shoulder and help me discover a new and exciting direction. I now look at my life as a learning experience and not as ‘mistakes or failures.’ My life is less overwhelming and a lot happier – this is the gift that Dr. Gourgouris has given me.”

*Lang Parker, Actress/Comic, Santa Monica, CA*

“I have known Dr. Gourgouris for several years, and have found him to be of exceptional professional credentials and capabilities. I have sought Dr. Gourgouris’ professional counsel and advice on many occasions, and have also referred many individuals (and often their spouses) to him. He has a superb track record of client successes, requiring commitment, accountability, and honesty for them. I have also found him to be a superb teacher, and an excellent lecturer for both small and large groups. I recommend Dr. Gourgouris as a first-class professional with valuable insights, extensive clinical practice and a problem-solving aptitude.”

*W. Kenneth Thiess, CEO, Parker, CO*

“Dr. Elia’s warmth and humor put clients and colleagues at ease from the first meeting. Whether it’s his face-to-face encounters or through his writing, Elia’s professional insights are delivered with passion and compassion setting him apart from other relationship coaches.”

*Julie de Azevedo Hanks, Therapist and Author*

**Articles**

This could be set up similar to the “Q&A” or “Articles” section on AskDrElia.com. We will need to pull 2-3 of the articles from this site and populate on the new TheHappinessCenter.com site.

I will work with Elia to get you the articles for this section but they will be forthcoming. We may need to update them first.

**Events**

(Photo: Elia, do you have any photos of you speaking to a crowd??)

Speaking engagements for Dr. Elia:

(This list will be forthcoming as events are booked. Elia, are there any right now to list?)

**Books and Other Products**

(the cover and copy will be forthcoming…)

*The 7 Principles of Lasting Happiness*

* Cover
* Synopsis
* Endorsement, blurb
* Link to buy at Amazon

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other products by Dr. Elia:

(the following product is on TheHappinessCenter.com but I’ve changed the copy slightly.)

***Swaddling Mama***

[cover image on current site]

A relaxation/imagery CD designed to reassure, nurture and empower mothers and to help them feel confident and strong in their role as a mother.

Time: 75 minutes; also available as an audio download

Topics covered:

* **Loving Affirmations**: designed to give mothers a boost where it’s needed most, her psyche. Loving thoughts that can be—and should be—listened to anywhere at any time.
* **Quick and Easy Relaxation/Imagery**: a quick, 10-minute segment to help mothers relax quickly and easily
* **Long and Luxurious Relaxation/Imagery**: when there’s time, this provides for a longer, often much needed, relaxation period (20 minutes)
* **Milk Flow**: exercises for new moms who are breast feeding or pumping and may not have an ample supply of milk; or simply a way to relax and rest while feeding their baby.
* **Happy Nappy Time**: designed to help mothers fall asleep fast, particularly those new moms. Perfect for afternoon naps when baby’s also napping, or to help get back to sleep in the middle of the night.

Add the “Buy” link (goes to an ordering page on current TheHappinessCenter.com. Elia: do you still intend to fulfill orders on your site? How do they get a download, which I think we talked about?)

**Happiness Quotes**

(re-use the quotes currently on TheHappinessCenter.com)

(new page)

**The Happiness Survey**

(use the existing happiness survey)

(new page)

**Ask Dr. Elia**

(use form from AskDrElia.com)

**Contact Us**

Contact Dr. Elia Gourgouris at [info@thehappinesscenter.com](mailto:info@thehappinesscenter.com).

You can also request an appointment, speaking engagement or seminar participation by filling in the form below:

(repeat a similar form to what you created on LDSExecutiveCoaching.com)’