

You're The One Newsletter

LIVE MORE WITH LESS!

Issue 10 Vol 3: March 2015

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What's New With Karen

Welcome to March 2015. In February I continued on with my paring-down of possessions. Over the past year, but particularly since the beginning of this year, I have ruthlessly rid myself of "stuff" that I no longer find necessary. It's amazing how much space this has freed up in my thinking and my world. It seems I am not alone; with 2/3rds of people recently surveyed, stating they are moving away from consumerism. Current social forecasting also demonstrates this growing trend in western culture of "experientialism"; that people are discovering that true happiness comes from experiences and not from things. So, this month I'm devoting to us discovering how to live more with less. In our busy overloaded lives, imagine, how you can transform your world by embracing this current phenomenon, and how you can find longer, lasting happiness and more closer relationships. Enjoy! Love Karen XXX

Mojo Tip: Experiences/Not Possessions Bring Happiness



James Wallman, Social Trend Analyst & Author of "Stuffocation"

The 3rd step on your marvellous Mojo mindset for 2015 is to embrace living with less. People with Mojo know that in the often chaotic world we now inhabit, that too much stuff does not make one feel liberated, but rather the opposite. People with Mojo are at the forefront of a global shift towards the recognition that lived experiences are more valuable than owning possessions. These Mojosque role models live by the mindset that they are happier when living more simply, and identify with the latest trends showing that experiences are more satisfying than possessions. This trend is called "experientialism" and a great role model who comes to mind is the Cultural Forecaster, James Wallman, whose profession is to advise businesses on future trends. James has written a fascinating book called "Stuffocation - Living More With Less" whereby he advocates that people are becoming increasingly less materialistic and are yearning for alternatives to the typical consumer lifestyle. Wallman blames a clutter crisis for the myriad of modern-day problems (including levels of stress) and is a proponent of people devoting their energy and resources to the pursuit of fulfilling experiences rather than the accumulation of useless products (stuff). "Experientialism," as he calls it, will define our future just as materialism has shaped our present. Wallman quotes: "As more people realize that more stuff does not equal more happiness, but

that the best place to find status, identity, meaning and happiness is in experiences, we will witness the old age of materialism give way, I believe to a new age of experientialism." In keeping with the theme of "experientialism" one asks the obvious question of why do experiences lead to more happiness than possessions. According to research, the answer, lies in a number of facts: the first of which is that our memories tend to change over time, and we tend to accentuate the positive when we share our stories (for example something that was maybe not so great at the time, becomes a funny story when we recount it). The second reason is that experiences contribute to our identity and to who we are in ways possessions can't. Thirdly, our experiences bring us closer to people and the community. People with Mojo, and now a growing number of people in the western world, are adopting the attitude that they have had enough of excess and the push to accumulate more, and are ready to let go of clutter (stuff) and live happily with less. So, perhaps as you are reading this, some part of you identifies with the growing number in our society. Perhaps you would like to question if you could possibly be happier if you had fewer things than you have now? The wonderful thing about this phenomenon is that experiences do not have to cost anything at all. Simply having any kind of "experience" can bring pleasure. So, instead of spending your leisure time shopping, you may find yourself enjoying an "experience" whether that be as simple as a walk in the park with a loved one, or a conversation in a new coffee shop. I believe that with the emphasis away from living-to-work and more working-to-live in a sense, we can live more simply, with less stress and with much more happiness! And who wouldn't want that in their life right now! So, here's to the new era of "experientialism" and may it bring people back to their true inner joy and contentment as we create a happier YOU and world!! Love Karen

Life Coach Tool: Are you "Stuffocating?"

STUFFO HOW WE'VE RUN THROUGH IT FAST AND WHY WE'RE NOT GETTING ANY MORE FROM IT CATION

Stuffocation - How to Live More With Less

Below find an excerpt featured in "Forbes" magazine whereby Dominique Afacan interviews James Wallman on his new book "Stuffocation." This is perhaps the best way of getting to the heart of Wallman's message.

Q. You invented a new word! Stuffocation. Tell us what it means.

Stuffocation is that feeling you get when you have to fight through piles of stuff you don't use to find the thing you need, or when someone gives you something and your gut reaction isn't "thank you," but "what on earth makes you think I could possibly want or need that?" Instead of thinking of more stuff in positive terms, like we used to, we now think more means more hassle, more to manage, and more to think about. Overwhelmed and suffocating from stuff, we are feeling "stuffocation."

Q. What do you think is the cause of this shift towards a less materialistic world?

Ask a different expert, you'll get a different emphasis. A political scientist would tell you we're not so bothered about stuff because we've grown up in a stable society: since we now know we'll have a roof over our heads tonight and enough food to eat tomorrow, we've become less interested in basic,

material concerns. An environmentalist will tell you it's because we're worried about landfill, carbon footprint, climate change. A philosopher might say we've had enough because of the status anxiety that comes from playing the Snakes and Ladders game of materialistic consumerism. A psychologist might chip in that we've had enough because materialism has given us affluenza. And a technologist might say the real reason we're shifting away from stuff is simply because we can. Why have a car when you can use ZipCar or Uber? Why fill your carry-on with books or take up an entire room with a physical library, when you can have a Kindle?

Q. Is stuffocation cyclical? Will we be going back to a more materialistic future?

It is a little cyclical, because our society typically booms and binges, and then busts, and then begins the cycle again. But it's also structural. None of the reasons for stuffocation - the environment, status anxiety, affluenza, social media, technology - are blips that will be here one year, gone the next. They're all long-term trends. So I don't think we'll go back to a more materialistic future. I think this trend, the shift from materialism to experientialism, is the key cultural trend of the 21st century. Instead of looking for status, happiness, identity, and meaning in material things in the future we'll be finding those things in experiences instead.

Q. Does social media have an impact on stuffocation?

Hugely. Social media is not only changing how we communicate, it is changing how we present ourselves and signify status. In the 20th century, status was defined by the Breitling on your wrist, or the Prada bag on your arm. But, unless you made a point of telling people, nobody would know that you had been away for the weekend, or to this month's restaurant of the moment. Social media has turned this 20th century truth on its head. Now, only a relative few will see your car or your handbag. But with all your friends, fans, and followers on Twitter, Instagram and Facebook many more will know that you're at TEDxHOP, on a chairlift in Chamonix, or you've just got round a Tough Mudder course. That means experiences are now more visible, more tangible and more valuable.

Q. You talk about experientialism as a good thing - why is it better than materialism?

It makes us happier, it fulfills our need for status more effectively, it creates a life of far greater meaning, and it solves stuffocation. With material goods, if you buy something that isn't very good - like a pair of shoes that squeak - there isn't much you can do about it. But when an experience goes wrong, it somehow gets better each time you retell the tale. Hedonic adaptation is another reason, and it's a scientific way of saying how quickly we get bored of new stuff. Think how you feel when your new phone first arrives, you press the buttons, try out all the ringtones. After a week, you're not nearly so excited. After a month, it's basically part of the furniture. The novelty of material goods wears off far faster than it does with experiences. Experiences bring us closer to people, we tend to do them with people, they make us feel like we belong.

Q. How can we all become minimalists - it's hard to throw away our possessions!

I agree, it is very hard to get rid of things. But I'm not advocating minimalism as the solution. The message of experientialism is not anti-stuff. It's about finding the right balance. Some stuff is good, too much is bad.

Q. How do you explain the new China consumer, who famously loves bling?

There are similarities between the Chinese & Westerners, but they're on a different curve, and at a different point along the curve to us. If you've never had anything and then you can have stuff, wow! Shirts, shoes, a washing machine - who wouldn't want this stuff? That's where the Chinese are right now. They're excited they can have these things. But stuffocation will catch up with them, for similar reasons. Remember that bling is where we used to be: but now, we've had enough. They'll get there too.

Q. Does stuffocation spell an end to luxury?

Not at all, it's just changed. For the social media reasons I mentioned, you're far more likely to get kudos from being somewhere, than owning something.

Events are far more likely to be subject to the "rarity principle," the idea that rarity is defined as the number of people who can have a thing, divided by the number of people who know about it. If you own the world's fanciest handbag, someone else could also probably buy it. But if you were there when Murray won Wimbledon, or on the yacht that won the America's Cup, how can someone else buy that?

Be Inspired Article: 10 Questions with Julia Callegari!



Who is the real Julia?

I am a 23 year old Event Designer in Melbourne that loves to experience life and all the joys that it has to offer. I have travelled from a young age and love to live life to its fullest and what better way to do that than to base your career on having good time.

Which five words best describe you?

Enthusiastic. Emotionally Intelligent. Creative. Imaginative. Fun.

What was your first job and what path have you taken since then?

I grew up in a creative Home Wares store that my mother owned; and seeing her push boundaries and be such a great business woman gave me the confidence to take my career in a creative direction. I am currently an Event Designer in Melbourne, and along with my creative ability, my first job working with my mum taught me to be organised and intuitive, which are qualities I use every day to produce amazing events with my clients.

What's your proudest achievement?

The notion that I am one of the youngest in my industry.

What's been your best decision?

My decision to attend RMIT and study Visual Merchandising after school. This was a broad, creative course that allowed me to explore and discover where my true passions lie and in form helped me to choose my current career path.

Who inspires you?

I follow a lot of creative people on Instagram; fashion designers, furniture companies, florists and stylists spark ideas that can be formulated and designed into an event space.

What are you passionate about?

Travelling! Experiencing other people's way of life and seeing new things are always great experiences and what better way to do that than to travel the world.

What's the best lesson you've learnt?

Every lesson I learn, whether it be from

someone else's experience, or my own mistakes or fortunes, are important. We learn every day even if it's a small lesson or life changing; each lesson is a message in itself.

Which person, living or dead, would you most like to meet?

Andy Warhol. I have been a massive Pop Art fan for years now and someone like Warhol pushed boundaries and in turn created great artwork. I would love to meet him and find out what it is that gave him the courage to do that.

What dream do you still want to fulfil?

I am only in my junior years of becoming a well acclaimed Event Designer so that dream, although in the process of happening, still hasn't been fulfilled yet.

What are you reading?

I would love to say I read but I don't. I tend to get distracted by the world around me to pick up a book and get lost in the narrative.

Daily Hint: Start to Eliminate the Unnecessary Daily

Thank you! Your Daily Hint this month is to start to eliminate the unnecessary in your world. See if there is one thing each day for the next month that you can let go of! Also, start focussing more daily on your experiences rather than your possessions. Notice how you feel more free and less cluttered, as you simplify your life, and bring more happiness into your life!

I am so looking forward to more of your feedback, suggestions, or what you would like to see in this newsletter! I'm delighted to introduce you to my guest interviewee, Julia Callegari. Julia is a perfect role model this month of a young modern, woman who embraces life and experiences. Julia not only lives that in her private life but also in her career. I particularly love Julia's approach in experiencing the value of lessons which she learns daily (from herself or the world around her). She is a lovely person to boot - so be inspired, as I am, by her passion for her life and her work. Love Karen x

"Art is the elimination of the unnecessary."

Pablo Picasso

Yours sincerely,

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**'Take the
Stuffocation
QUIZ'**

If you would like to take the "stuffocation quiz", please click on this link to take you to the Website: <http://stuffocation.org/stuffquiz/> and don't forget to pass this Link on to anyone whom you think will benefit from simplifying their life (& remember to mention yto!)karen@youretheone.com.au

Offer Expires: 31 March 2015

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