



Startup Your Life: Hustle and Hack Your Way To Happiness

Living your life like a startup is about maximizing flexibility and measuring ongoing results, not avoiding failure or reaching one particular end goal. It's about embracing defeat, analyzing it, and failing up. Using the Startup Your Life principles, you actively create the life you want, regardless of the stage you're in or the hurdles you face. It's not about "happiness someday," but now. This approach is not just a bunch of philosophical fluff— rather, it offers realistic, actionable strategies that allow you to implement and live each of the lessons from day one. Personal fulfillment is created, not inherited or earned. And outside forces feel a lot less overwhelming when tackled systematically, with a little guidance.

In this presentation, Anna Akbari, PhD, demonstrates how to reach personal fulfillment in all areas of life by using the same strategies that power Silicon Valley's greatest startups. It teaches readers to live their lives like a startup to enhance well-being and success, regardless of their profession or stage in life. This methodology nurtures innovation, increases employee retention rates, and clears out the mental cobwebs. Let her help you game the system as you hustle and hack your way to happiness.

PRAISE

"Akbari has created self-help for the millennials"

—*Booklist*

"If you're looking for a reset – professional or personal – Anna Akbari is the guru for you. Embracing the revise-as-you-go ethos of the tech world, she'll help you find the right fit, even if it means a misfire or two first. Even better, you'll enjoy the ride."

—**Amanda Steinberg, founder of DailyWorth**

"You can be the startup CEO of your own life, and Anna Akbari teaches you how in this indispensable guide. Her personal tales and time-tested advice inspire and motivate – it's the extra push you need for living your best life."

—**Alexa von Tobel, founder and CEO of LearnVest and *New York Times* bestselling author of *Financially Fearless***

"Anna Akbari gets right down to business to help you hack your life using the same strategies I used to create products as a CTO in Silicon Valley. It's the opposite of personal development platitudes, and it works because you can measure it. These are real tools you can use to biohack your performance."

—**Dave Asprey, *New York Times* Bestselling Author, *The Bulletproof Diet***

"Finally, a book that shows how to make that Silicon Valley magic work – outside of work. Anna Akbari is the perfect guide through our sometimes dizzying present, where the paths to health, wealth, and happiness no longer run straight, and improvisation and iteration rule the day."

—**Fran Hauser, Angel Investor and Former President, Digital at Time Inc.**

"For those who want more than fluff, this no-nonsense approach to happiness enlightens as much as it entertains. *Startup Your Life* is a craftily delivered kick in the pants many people need to make real, sustainable change in their lives."

—**Mandy Stadtmiller, columnist, *New York Magazine***

"As a client of Anna's, I am ecstatic that her brilliant strategies for happiness are written down for all to share, and most of all, for me to reference and carry with me everywhere!

Anna has created a fascinating guide, applying the paradigm shifting, tried and true organizing principles of Silicon Valley Start-Ups to well-being. As one of the lucky few who has had the chance to work with Anna one-on-one, I can say with total sincerity that her insights will guide you through the ebb and flow of life's failures and successes, time and time again."

—**Bryce Dallas Howard, Actress**

"Budding entrepreneurs should benefit greatly from Akbari's advice."

—*Publisher's Weekly*



ANNA AKBARI, PHD is a sociologist, writer, and entrepreneur. She holds a PhD in sociology and has taught at NYU and Parsons. She is a frequent public speaker, contributor, and media personality on *CNN*, *The Atlantic*, *The Financial Times*, *New York Observer*, *New York Daily News*, *DailyWorth*, *Above the Law*, and *The Huffington Post*.

To learn more, find us on the web at startupyour.life or contact Anna directly at anna@sociologyofstyle.com.