

## Life is Good: The Book

*Bert Jacobs, John Jacobs*

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**Bert Jacobs, John Jacobs : Life is Good: The Book** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Life is Good: The Book:

6 of 6 people found the following review helpful. Optimism for EveryoneBy Kevin EvansWow. I couldn't put it down. Sure I'm a self-avowed LIG lover from the get go, but this book was just fun to read. AND very inspirational. You got a real sense of who these two guys are who created a movement and are putting Optimism on the map in a bigger way every single day.No they aren't perfect, but it's nice to know that imperfect people can do great things...just like EVERYONE can.If you are looking for optimism and inspiration and a fun read, LIFE IS GOOD THE BOOK is the

one you want!<sup>4</sup> of 4 people found the following review helpful. This is a quick and easy read with a simple yet powerful message  
By Darren Ellison This is a quick and easy read with a simple yet powerful message, which is the importance of optimism. Life happens, it can be rough and this book suggests that if you embrace positive energy and some core "superpowers" you can survive anything. This book isn't preachy or culty, it is open to everyone. Full disclosure, I have already been a fan of the Life is Good brand, the message they give and the very important work they support as I have been a trained LIG Playmaker for years. I am also a masters level therapist who works with kids and families. The LIG philosophy is one which helps motivate me daily to support the kids I work with, ranging from those who hasn't had it easy to those who've experienced horrendous trauma.<sup>2</sup> of 2 people found the following review helpful. Awesome reading!  
By Jennifer L. Myhre Absolutely loved this book, I couldn't wait to get back to reading it. I immediately bought one for my son and he loved it as much as me. It really made me feel happy. The only thing I want in life is a good life.

From Life is Good founders and brothers Bert and John Jacobs, this inspiring book of wisdom celebrates the power of optimism: the driving force behind their beloved, socially conscious clothing and lifestyle brand, now worth more than \$100 million. Following the chronology of their personal and professional journeys, Bert and John share their unique ride; from their scrappy upbringing outside Boston to the unlikely runaway success of their business. The brothers illuminate ten key "superpowers" accessible to us all: openness, courage, simplicity, humor, gratitude, fun, compassion, creativity, authenticity, and love. Their story, illustrated with the company's iconic artwork, shows how to overcome obstacles and embrace opportunities; whether it's growing stronger from rejection, letting your imagination loose, or simplifying your life to focus on what matters most. In these colorful pages, Bert and John's plainspoken insights are paired with inspiring quotations, playful top-ten lists, deeply moving letters from the Life is Good community, and valuable takeaways from tapping the power of optimism to live your best life. Both entertaining and profound, Life is Good: The Book is the ultimate guide to embracing and growing the good in your life. From the Hardcover edition.

In their new book... the Jacobs brothers describe a rollicking entrepreneurial journey that began as a fun way to scrape out a living and evolved into the expression of a simple philosophy based on optimism. That philosophy... laid out in 10 "superpowers" that are the company's core values... is instructive whether you want to be a better person or build a better business. Inc. "LIFE IS GOOD: The Book is Bert and John Jacobs' vessel for sharing their philosophy and providing practical self-help to inspire and empower readers to embrace the good stuff. Boston Magazine "The book devotes a chapter to all 10 of the Life is Good "Superpowers," which include practices like gratitude, creativity, simplicity, love and openness and how to apply them to every day life. Not only that, but it also includes inspirational stories from letters that they've received over the years... the book isn't just about inspiring journeys out of darkness and into the light, and not all of its content is quite as heavy. In fact, most of it is intended to be light, with various top 10 lists like "Top Ten Comedy Movies," funny stories, and life tips and wisdoms intertwined from cover to cover... Frederick News Post "The book chronicles their path to success and offers tips for living your best life." Improper Bostonian About the Author In 1989, brothers Bert and John Jacobs designed their first T-shirts. They began selling their designs in the streets of Boston and out of an old van at colleges and street fairs. Today, the company offers more than 900 different items in 14 categories, and products are sold in approximately 4,500 retail stores in the U.S., and in 30 countries worldwide.