

I used to be much muchier, but then I lost my Muchness

finding my MUCHNESS

re-finding yourself by re-finding your joy

by tova gold

~~~~~presents~~~~~

## 7 TIPS FOR TAPPING INTO YOUR MUCHNESS MOMENTS

+

Wait-

What the heck is a  
Muchness Moment?

[www.findingmymuchness.com](http://www.findingmymuchness.com)

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Hiya, Tova here!

So glad you've found FindingMyMuchness and it's piqued your interest enough to manifest this lil' ol' ebook into your inbox! That makes me feel all warm and Muchy inside. Because for me, Muchness *is* my Muchness, and ever since I discovered my own Muchness, nothing has made me feel more Muchtastic then sharing the magic of Muchness with others. (Please note: I apologize in advance if my adolescent love of alliteration starts to wear on your nerves. I promise I'll keep it in check.)

OK. So, let's get down to business.

## What is a #MuchnessMoment?

Basically, a MuchnessMoment is that split second in your day when you encounter something that makes your heart skip a beat. *Or even half a beat...*It's OK to start small...

It's that moment when you look at something and think **DH!** and then go about your day as though nothing happened. But something *DID* happen! Something important! Something that *needs* to be acknowledged!

**That something was your Muchness Moment.**

Here. Let me break it down for you.

THIS IS YOUR DAY

THIS IS YOUR DAY WHEN  
CRAP HAPPENS

*Today sucks!  
I'm pissed!!*

*blech!*

# YOUR DAY WITH A MUCHNESS MOMENT

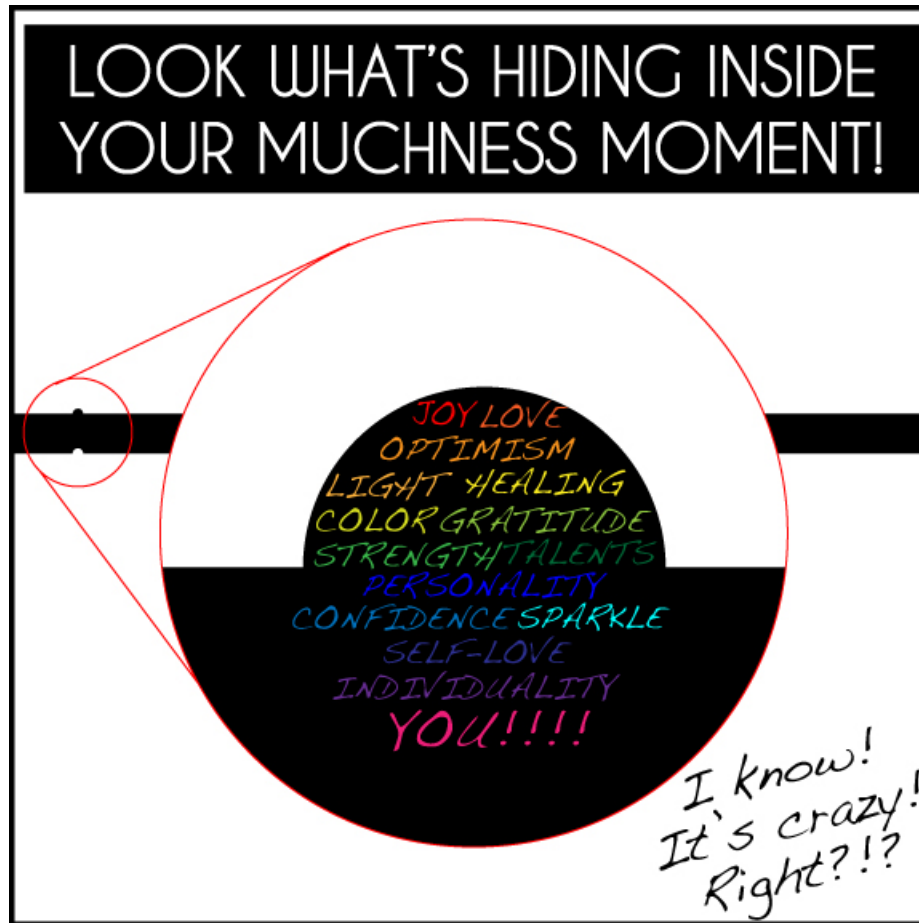
*What? You Don't See It?*

Yeah, that's what often happens when you're not looking for them. They pass by almost totally unnoticed. Here, I'll magnify it for you.

## SEE? THERE! THAT LITTLE BUMP IS YOUR MUCHNESS MOMENT!

*That? That's it?  
✓ Really??*

Still seems pretty insignificant, right? OK, Hold on, I'll zoom in even further:



Who would have guessed that all that good shit was hiding in that tiny little Muchness Moment? Seems crazy, I know. But, Its not. Here's what I'm gonna suggest you do:

## CAPTURE YOUR MUCHNESS MOMENTS.

*Why?*

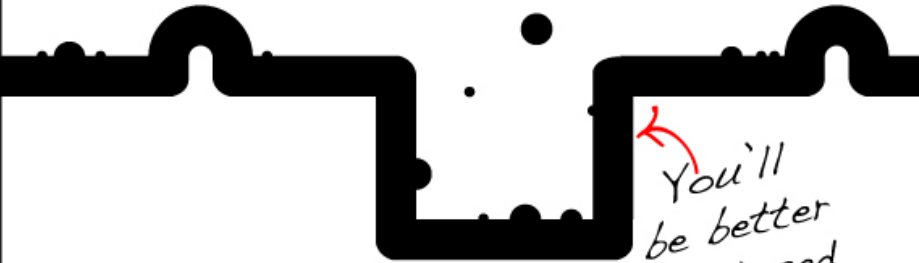
Because when you capture your Muchness Moments, you elevate them from a tiny, seemingly insignificant second in your day, into a second in your day that MATTERS. BECAUSE THEY MATTER. And when you start capturing your Muchness Moments, they **build**. They **grow**. They multiply upon themselves in ways you probably can't begin to fathom, and your days will start to look like this:

YEAH, NO KIDDING.

Whoa!  
That's a  
biggie!



EVEN YOUR CRAPPY DAYS  
WILL START TO LOOK LIKE THIS



You'll  
be better  
equipped  
to recover  
faster too!

The more you get in the habit of seeing your MuchnessMoments, the easier they'll be to spot.

So, One last question before we move on to the seven ways to spot your MuchnessMoments...

## HOW DO YOU CAPTURE THEM?

Easy. Grab your phone or camera and snap a picture. It doesn't have to be revolutionary and it doesn't even have to be pretty. (Though it certainly can be.) *The picture is simply a tool to capture that fleeting moment and give it the honor it deserves.* Then what? Add a sentence or two, or a paragraph, or, maybe don't write a single word, just share it on your blog or on your Facebook wall, twitter or Instagram. Let people know what it means by tagging it [#MuchnessMoment](#) and/or linking back to [FindingMyMuchness.com](#).

**If you do that for 30 days straight, I Promise you'll change your perspective and you'll change your life.**

Don't have a camera? Then just write down your moment. Perhaps in crayon. Ya know, because crayons exist. Writing it down will honor it too.

And now, without further ado,



**7** tips to help  
you tap into your  
MuchnessMoments!



1.

Sometimes  
Muchness-  
Moments  
happen, and  
sometimes we  
make them  
happen.

You'll never get to experience the mini thrill of looking down at your sparkly toenails if you never paint your toenails or just keep painting them beige.

You'll never feel the joy of putting your feet up and drinking hot cocoa with marshmallows if you never take the time to put your feet up and drink hot cocoa with marshmallows.

See where this is going?

Create the moment.

You deserve it.



# 2.

Sometimes  
your Muchness  
Moments are  
not  
going to be  
where you  
expect them  
to be.

Sure, getting the sparkly pedicure was your intended MuchnessMoment but chatting with the elderly woman who's getting her toes painted next to you, about her honeymoon to Paris in 1952 made you feel even Muchier!

Keep your eyes open.

Keep your options open.

Keep your heart open.



# 3.

Comfort  
zones  
provide  
**ZERO**  
comfort.

Are you a person that says to yourself "I could never do that.", "That's so not me." or "I'd love to but I can't."

I have one question... In the legendary words of one, Miss Selena Gomez,

*"WHO SAYS? WHO SAYS?  
CAN YOU TELL ME WHO  
SAID THAT???"*

Push Your Boundaries, expand your limits and do something you (*wrongly*) believe you "can't" do! I promise, an avalanche of MuchnessMoments lives on the other side of those false, Muchness stealing lies you're telling yourself.



# 4. Muchness Moments are for YOU!

MuchnessMoments do not have to be major photography opportunities and they do not have to elicit 1,000 'likes' on your FB page for them to be valid MuchnessMoments. They can be quiet, whispers of joy that just sweep through your day.

Some MuchnessMoments might be the way your coffee smells in the morning, The way your dog greets you when you come home from work, or the way the grass feels between your toes. It could be how your sushi dinner looks after the waiter brings it to the table, before you devour it. Or the empty plate after you've eaten every delicious bite.

Start small. Your moments will soon be finding you around every corner.





# 5.

Ummm...  
**SPARKLE.**

Sparkle may sound silly or feel “not you” (See #3 above... *WHO SAYS????*) but the fact is, sparkle is the physical reflection of light, and light is truly healing. Anyone who has endured deep grief or trauma knows that when you are in a place of darkness, it is not just a metaphor, it’s a description.

The world really turns dark.

It is gray, dull, lifeless and dreary. That is why I am so drawn to and I encourage others to embrace sparkle, light, glitter, color... When you actively add them to your surroundings or your wardrobe, they force that light back into your world.

Look for physical representations of light. Pay attention to them and allow them to break through to your place of darkness. Let them be your MuchnessMoments.





6.

We all have  
bad days.  
Crap  
Happens.

That being said,  
It is SO important to look  
for MuchnessMoments on  
the days when you are  
feeling the darkest.

By putting ourselves in the  
frame of mind and making  
the effort to capture that  
moment, we are empowering  
ourselves to take control of  
our day, rather than letting  
it take control of us.

You can do this.





Share your  
Muchness  
Moments.

There is something you should know.

## YOU ARE NOT ALONE.

Nothing will demonstrate that fact better than watching what happens when you share your MuchnessMoments.

Once you start, you'll see how your perspective and moods start changing in so many positive ways. But more than that, you will feel their power multiply in the people around you. They will be inspired, not only by the moments themselves, but by the journey you are embarking on to try and find them. Believe me when I say, there is nothing more rewarding than knowing you are inspiring someone else to find their own joy, their own spirit, and their own Muchness.

It is that fact that led me to grow this project. Knowing how powerful it is to share your truths, even when you feel isolated in your circumstances, and have others stand up and say "me too." It opens your heart and can empower you in ways beyond your wildest imagination.

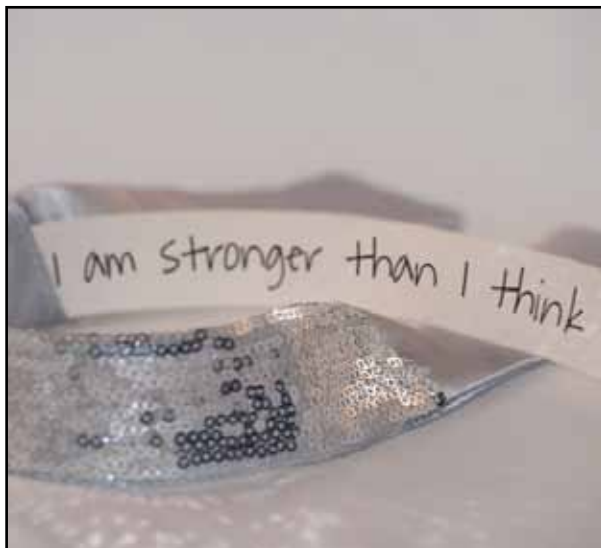
So, what are you waiting for? Your MuchnessMoments are happening RIGHT NOW! Go *Grab* Them! Go *Share* Them! It's time to

**GET IN TOUCH WITH THE MUCH!!**

xox, Tova

Muchness Bands are designed to be a constant reminder that Muchness Moments are all around you, all the time. You just have to remember to see them.

Muchness Bands are silk and sequined multi-functional accessories. Custom quotes printed inside + a hidden pocket to keep a love note to yourself.  
Proceeds to benefit assorted charities.



Just Like Muchness Moments, Muchness Bands are meant to be shared!  
When you purchase 3 Muchness Bands you'll get a fourth FREE for yourself!  
Just mention 4THBANDFREE in the code at checkout and we'll select one for you!

Learn More at [www.findingmymuchness.com/muchness-bands](http://www.findingmymuchness.com/muchness-bands)



Wait. You're still here?

OK, fine.

Go check out my Original 30 Day Challenge to get inspired!!

Love & Muchness, Tova

