

# Thumbs Up!: Five Steps to Create the Life of Your Dreams

Joey Reiman

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"Thumbs Up! will change your perspective on how to best live your life and give you a hand in finding your personal purpose."  
—CAROL TOMÉ, CFO of Home Depot

# THUMBS UP!

5 STEPS TO CREATE  
THE LIFE OF YOUR DREAMS



JOEY REIMAN

Foreword by Arun Gandhi

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**Joey Reiman : Thumbs Up!: Five Steps to Create the Life of Your Dreams** before purchasing it in order to gage whether or not it would be worth my time, and all praised Thumbs Up!: Five Steps to Create the Life of Your Dreams:

0 of 0 people found the following review helpful. Two StarsBy nessa007I was not impressed or enlightened.2 of 3 people found the following review helpful. Thumbs Up is a philosophy that will get you through ...By J.KennedyThumbs Up is a philosophy that will get you through life. It's a message that I hope will resonate around the world.A sign language that needs no translation. Share this book with everyone you know.2 of 2 people found the following review helpful. Thumbs Up for Thumbs Up!By Amanda WikmanI give a thumbs up to Thumbs Up! Joey

has reminded the world to keep a thumbs up attitude to inspire a movement of optimalism: believing that optimism creates optimal outcomes. It is a lesson that is easy to forget as we get in our routines of the day to day, but one act of optimism inspires another and has a multiplication effect. After reading this book, I will never look at my hand the same way...my favorite section of the book is in the prologue: "If only we were all on hand, the world wouldn't be so out of hand and underhanded. We would not throw our hands up, be heavy handed, or overplay our hand. Many people would not be living hand to mouth and taking the law into their own hands....on the other hand, if we were to take a show of hands, most of us would take someone by the hand and get to know them like the back of our hand. We would move from a put-your-hands-up world to a raise-your-hand society where we all ask just one question: How can I lend a hand? Answer that, and you'll have the whole world in your hands." Thank you Joey, for reminding us to lend a hand - high five!

Purpose defines you. What you do with that purpose redefines the world. Joey Reiman was told he might never move his hand again after a horrible, paralyzing accident in 1975. Refusing to accept this prognosis and give in to negative thoughts, all he wanted to do was move his thumb. "If I could just raise my thumb," Reiman thought, "the rest will follow." With this seed of what he now calls optimalism—believing that optimism creates optimal outcomes—Reiman did it. He gave himself a thumbs up. Now Reiman, the world's leading purpose branding expert and motivational speaker, will share his belief system with you. In *Thumbs Up!*, Reiman shows how five simple pointers will ultimately help you activate your dreams into actions. The secret to success is right at your fingertips. Your digits will guide you to: Give the world a thumbs up Point to your purpose in life Give your middle finger to fear March forth to take action Remember the little things that matter *Thumbs Up!* is a how-to that focuses on looking up and rising up to all you imagined you could be and determining that a life of purpose begins in the palm of your hand. Start your journey of life to deeper love, more meaningful work, better health, greater wealth, and richer faith.

I found myself earmarking each page. Whether a story or a quote, each page contains ideas and principles which inspire, reinforcing the importance of finding our own individual purpose. *Thumbs Up!* has made me reflect on who I am and inspired me to recommit to who I want to be...and bring it to life every day." Neil Golden, Former CMO, McDonald's "When an athlete goes down, a hand always appears out of nowhere to pull the athlete up. Joey Reiman is that hand for all of us who have fallen down....He took purpose and brought meaning to business. Now he takes purpose and brings meaning to life in a way that is mesmerizing and energizing." William A. Burke, III, Chief Operating Officer, Newell Rubbermaid "Joey Reiman once again plots a course for those of us looking for an authentic and wise guide through this crazy world." Hugh Acheson, chef, author, and judge on *Top Chef* *Thumbs Up!* is a positive and powerful guide I use to encourage my patients to have faith in their ability to heal and thrive! If someone needs a helping hand I strongly recommend *Thumbs Up!*" Craig Weil, MD, Orthopedic Hand Surgeon *Thumbs Up!* is terrific! Joe's best book ever. When you read it, it will change your perspective on how to best live your life and give you a hand in finding your personal purpose." Carol Tome, CFO, Home Depot "This book deserves two thumbs up. Every parent should buy this book to read to their children." Corey Keyes, Professor of Sociology, the Winship Distinguished Research Professor at Emory University "If you are seeking greater purpose in your life, seek out this gem." Philip Kotler, Professor of Marketing at the Kellogg School of Management and author of *Winning Global Markets* and *Confronting Capitalism* "Why merely survive when you can thrive. Joey Reiman knows how to translate the hard questions into palatable actions....Hold *Thumbs Up!* in your hands and yours will be one step closer to finding purpose in all corners of your life." Esther Perel, leading relationship therapist and speaker "The lessons learned in this book are timeless and applicable to anyone." Erika James, Dean of Emory University Goizueta Business School "Joey Reiman explores techniques and approaches required to inspire and sustain individual leaders on the journey of leadership. This book outlines powerful approaches to unlocking the potential within each of us." Doug Shipman, Founding CEO, National Center for Civil and Human Rights *Thumbs Up!* is that rare combination of a book that is at once profound and playful, wise and joyful. It will put air beneath your wings, ground under your feet and give you a map that will help you find the purpose of your life." Sam Keen, philosopher and author of *Fire in the Belly* "Joey shows us how success is in our hands and that giving the world and yourself a thumbs up can put you on the path to a happier life, and when you give others a thumbs up, it can create a movement for a happier world." U.S. Senator Max Cleland (Ret.) [Joey] has devoted his professional life to helping companies maximize potential by finding purpose and creating meaning in the world. His new book helps individuals do the same." Andrea Hershatter, Sr. Associate Dean of Undergraduate Education, Emory University Goizueta Business School