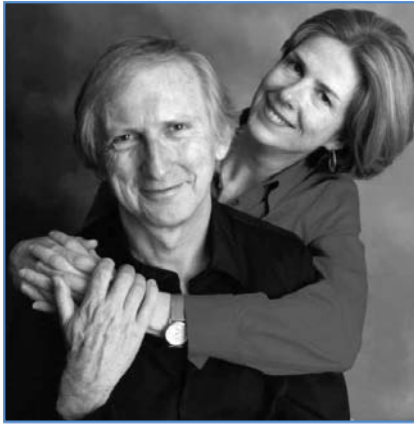
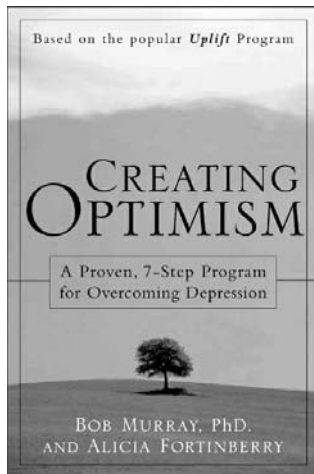


# Bob Murray, PhD and Alicia Fortinberry, MS

*Want to Know the Secret to Job Satisfaction, Personal Fulfillment and Healthy Relationships?*



Bob Murray, PhD  
and  
Alicia Fortinberry, MS



Bob Murray and Alicia Fortinberry are passionate about relationships. They have created an exemplary plan to help people of all ages overcome the depression and self-defeating patterns that keep us from enjoying a fulfilling professional and personal life.

Psychologist and psychotherapist; nationally recognized speakers; gifted writers; expert trainers; husband and wife; Bob and Alicia have dedicated their lives to discovering the powerful connection between strong relationships and a healthy existence.

Their acclaimed Uplift Program has been teaching thousands of people what they know and live by and is the inspiration for their latest book. **Creating Optimism: A Proven, 7-Step Program for Overcoming Depression**, shatters the myths and misconceptions about depression and anxiety, helping to clear the way for true healing.

**Creating Optimism** represents a dramatic breakthrough in understanding and getting what we need to make us happy, effective and emotionally healthy. The secret is in forming strong, supportive relationships that serve as a buffer against the pressures and emotional isolation of modern life.

Much of **Creating Optimism** is devoted to helping people build the particular kind of relationships that bring happiness and optimism while combatting depression. The **Creating Optimism** blueprint offers innovative and amazingly effective tools for structuring relationships that stimulate self-esteem, competence, a strong sense of purpose and shared goals.

Bob and Alicia believe that relationships must meet fundamental human needs for physical safety, emotional security, attention and importance – and they show how to bring this about.

*Relationships*

Growth

# Bob Murray, PhD and Alicia Fortinberry, MS

## DO YOU KNOW THE 8 FUNDAMENTALS OF HAPPINESS?

If your relationships are supportive and fulfilling you can be healthy and happy, you can free yourself from depression and become optimistic. If your relationships are anything less, then the reverse happens: you become ill, happiness is impossible and you can sink into profound pessimism. Your goals remain out of reach.

Personally, this condition hurts families. Professionally, it hurts organizations.

Think about what makes you, your friends, family members and co-workers happy, then review the list below. The Murray and Fortinberry team have helped thousands of people over the past 20 years to radically improve their self-esteem and confidence and break free from the pain and limitations of depression.

1. Connection to Others – “...at the very heart of your being.”
2. Autonomy – “...a feeling of independence and a sense of being in control...”
3. Self-Esteem – “...a function of how you perceive others view you.”
4. Competence – “...relates to how effective you feel you are.”
5. Purpose – “...fulfillment and meaning throughout your life.”
6. Connection to Your Body – “...vital to our complete sense of self...”
7. Connection to Nature – “...its permanence, its beauty and power...”
8. Spirituality – “...a powerful weapon against depression...”

Bob and Alicia are uniquely qualified for their work. He holds degrees in psychology from New York University and the University of Sydney. His innovative and proven theories and techniques that focus on relationships, depression and evolutionary psychology show up frequently in the media and in professional journals. He is a member of the International P.E.N., the American Psychological Association and the Association for Humanistic Psychology. Alicia received an MS degree from the Columbia University School of Journalism and a BA from Sarah Lawrence College. She has written extensively on health and psychology for major national magazines and newspapers including *Psychology Today*, *Working Woman* and *National Employment Weekly*. She is also a leading Feldenkrais Practitioner and psychotherapist and a pioneer in the development and teaching of techniques for using movement to enhance well-being. In addition to ***Creating Optimism***, Bob and Alicia are the authors of ***Ten Steps to Harmony*** and ***The Book of Hope***.

# Optimism

Bob Murray, PhD and Alicia Fortinberry, MS

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