

Falling in Love With Your Life

Alicia Castillo Holley

Tired of the epidemic of unhappiness, and woken up by my daughter's depression, I began to look for ways to show that life doesn't have to be perfect to be great.

Why Falling in Love with Life is so important?

Depression, issues with self worth, anger, fear and frustration abound.

By 2020, depression will be the second most common health problem in the world. What is worse is that approximately **80% of people experiencing depression are not under any treatment**. People don't talk about it, they don't understand it or they are trying to avoid the subject. That is a very serious problem.

Suicide is the third leading cause of death for ages 10-24. (PBS report)...

And we are spending too much time asking: **How did we get here?**

I hear it all the time. A sense of loss, unfairness, helplessness: We do it all, or try to, and then some. We want someone to fall in love with us, but we don't really think our life is wonderful. **We even wonder if we are loveable**. We don't seem to find a way back to the spontaneous joy of living we had as children.

I almost lost my daughter to depression and I refused to watch **her be a carbon copy of herself**, I couldn't sit helplessly... We did get help, lots of help, some worked, most didn't because the focus was on the problem, not the solution. At the end, I didn't want to know how we got there ...

I wanted to know something MUCH MORE IMPORTANT: How do we get out?

"Falling in love with your life" reminds us about the one power no one can ever take away from us: the power we have to interpret things positively, in ways that don't hurt us, in ways that can propel us forward into a better life."

Dr. Robert Epstein. Founder and Director Emeritus, Cambridge Center for Behavioral Studies. Former editor in chief, Psychology Today magazine.

Traditional therapy looks at the problem, I wanted to look at the solution and neuroplasticity provided answers. We are wired for pleasure, pain and fear, and we need to balance that.

The main reason we struggle is not the suffering, it is the FEAR of suffering. That fear is based on our biology for survival: We needed it when we lived in caves, and we had to be very alert to the possibility of danger. It still holds true in some parts of the world.





We think we prefer pleasure over pain, but the impact of anticipated pleasure is not even close to the impact of anticipated pain in our brains. Consciously rewiring our thoughts can help.

That is the BASIS of falling in love with our lives. We think we avoid suffering and seek pleasure, yet the anticipation of pain blocks our brain.

I wanted that “happy in love with life and being accepted for who I am” feeling back...

...not only for myself but for my kids... and then for everybody

...because the world is better when we are in love with our lives

...because when we are in love with our lives, we make better choices and life seems worth living again!

Because when we are in love with our life, we shine, we vibrate, we are our best us

Testimonials from participants:



“It reminded me to think about what makes us happy”

“I learned to think happy, to break the cycle”

“It was useful to think about happy moments. What makes you happy. Not to focus on the unhappy things. To learn from what we don't feel we are good at and that we don't need to be perfect”

“ loved learning to block off unhappiness & focusing on positive & happy thoughts”

“I realized that it is important to keep planning and trying to do things you're not sure you can. I'm studying so this will help me. Thank you. Also to block things that have made me unhappy before.”



"It was interesting to listen to something different and changing my perspective"

"I felt encouraged to be happy and challenge myself, also make the most out of life. It's affirming to hear these things in person."

"The story of Alicia's daughter's recovery. I felt connected and it gave me hope. The part about interrupting pain neuro-circuitry and replacing with happiness. What Alicia wrote in my book was perfect."

"Great life philosophies"

"I loved it all"

"It made me think about the importance of feeling happy and the importance of working on keeping happy to both oneself and those around us. I've got two young children & life is very full & busy. I now know that I'm really happy, successful & happy. And it is my job to keep up the happy momentum for all of us to transfer happiness as part of our lives."

"It makes you stop and think about life, love, and happiness."

"The presentation made me stop and think about life, love and happiness."

"It was an interesting presentation, as a whole; informative and beneficial."

"Explaining why we hold onto negative feelings more than positive feelings."



The program... the talks ... the book



I work with corporations and institutions to help them keep motivation high.

My program delivers results:

- *Rewiring our thoughts proves that we do a much better job, and we do it with pleasure.*
- *We are more open to give and receive feedback,*
- *We collaborate, we grow and we remember not to take happiness for granted.*

Beyond our professional life, we extend that feeling to our relatives and friends, and steadily we build a happier community to live in. We work at it with the right tools, we don't avoid negative feelings, we learn to manage them.

Take away points:

1. *The Brain is wired to lock-in pain and fear and discharge feelings of happiness.*
2. *Happiness is inside of us, trying to get out, not outside trying to get in.*
3. *Reality is an illusion. Rewriting our story helps create new illusions.*
4. *Falling in love with our life makes us fall in love with our childhood, our friends, our job.*
5. *Problems are seen as opportunities and challenges as blessings.*

We provide a beyond the program supporting system, balancing independence and belonging.



*“Falling in Love With Your
Life Is Waiting Right Here
for You!”*

About Alicia Castillo Holley



Alicia Castillo Holley is one of the most fascinating experts in innovation, entrepreneurship and financing of emerging companies. Researcher, entrepreneur, investor and executive, she has successfully navigated the world of academia and business. Among her greatest accomplishments is the formation of the first Center for Entrepreneurship in Chile at the Adolfo Ibáñez University, and later the first private Seed Capital Fund in the country.

A recurrent entrepreneur, Alicia has created nine companies and one non-profit, capturing millions of dollars in private investments, and participating on the board of numerous companies. She has provided strategic support to over 500 companies in the U.S., Latin America and Australia, and has spoken in over 15 countries around the world to thousands of people.

Since 2005 she writes and speaks around the world, helping scientists and innovators create wealth from discoveries. She is on the panel of several committees for economic development and business plan competitions. She also supports philanthropic institutions working towards the eradication of poverty and domestic violence.

Alicia's interest in finding ways to counteract unhappiness was triggered by her daughter's depression and suicide attempt. Fully recovered, she is a successful entrepreneur, mother and author in her own rights. The book and program "Falling in Love with Your Life" grew out of their extended family, friends and client's interest and is a tribute to the joy of living.

She is the author of the books: *Falling in love with your life*, *Creando empresas fabulosas*, *The unwealthy habits*, *From brain to gain*, and *Funding your million dollar idea*.

She has a degree on Engineering in Agronomy (valedictorian), and a Magna Cum Laude Master of Science in Biotechnology from Universidad Central de Venezuela; and was the recipient of the first Travieso Fellowship at Babson College, where she completed her MBA. She is pursuing a PhD in finance and entrepreneurship. Before developing a career in business, she was a young scientist in plant physiology, and later led the product development area at Plantagro – a Bayer-Shell joint venture.

Fun facts about Alicia:

- Learned to walk at two years and to read at three.
- Was in a coma after falling from a horse.
- Fought a monkey that entered her house and attacked her children.
- Presented her first scientific paper when she was 16 years old.
- In 94, after losing all her savings in the Venezuelan bank crisis, moved to the USA with her two children to pursue a MBA. She brought 2 suitcases and 2 cardboard boxes for lack of money.
- Gave a presentation to men in Saudi Arabia.



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