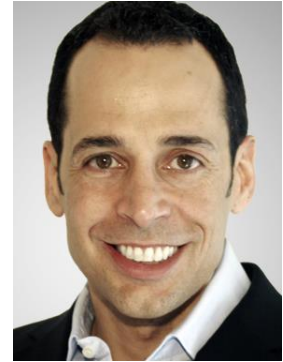


REACH INTERVIEW SERIES PRESENTS:**How to Make and Break Our Habits -- to be happier, healthier, and more productive.**

William Arruda interviews Gretchen Rubin on Thursday, July 9, 2015 at 12:00 noon Eastern-US-NYC

Meet Our Guest**Gretchen
Rubin**

Gretchen Rubin is the author of several books, including the blockbuster *New York Times* bestsellers, [*Better Than Before*](#), [*The Happiness Project*](#) and [*Happier at Home*](#). She has an enormous readership, both in print and online, and her books have sold more than two million copies worldwide, in more than thirty languages. On her popular weekly podcast [*Happier with Gretchen Rubin*](#), she discusses good habits and happiness with her sister Elizabeth Craft. Rubin started her career in law and was clerking for Supreme Court Justice Sandra Day O'Connor when she realized she wanted to be a writer. She lives in New York City with her husband and two daughters.

Your Host**William
Arruda****~ THANK YOU TO OUR INTERVIEW SERIES SPONSOR ~**

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Agenda / Topics

1. If you had to distill your book into one key point about mastering habits, what would that be?
2. What are some of the myths about habit formation?
3. What surprised you, when you began to study habits?
4. The "Four Tendencies" framework is one of the most original and helpful things in the book. What are the Four Tendencies?
5. What are some quick, easy habits that have made you happier, healthier, or more productive

6. Why do we find it so hard to stick to our good habits, even when we recognize how important they are?

7. What was the most dramatic habit change that you've experienced?

8. What would you say to someone who feels discouraged, or even helpless, because he or she can't change a challenging habit?

Links

Gretchen Rubin's blog: <http://gretchenrubin.com/>

Gretchen's weekly podcast: Happier with Gretchen Rubin (Top Podcast in iTunes, more than 1.5 million downloads since launching a few months ago): <http://gretchenrubin.com/>

The Four Tendencies Quiz: Are you an Upholder, Questioner, Obliger, or Rebel?
<https://www.surveygizmo.com/s3/1950137/Four-Tendencies-January-2015>

Resources for mastering your habits: <http://gretchenrubin.com/habits/habits-downloads/>

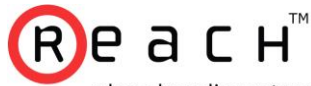
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