



UKRAINE DEFENSE SUPPORT

PRESS KIT



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About Ukraine Defense Support (UDS)

Group mission:

UDS exists to help Ukraine defend freedom against Russian aggression. We do this by empowering individuals to help Ukraine from anywhere.

UDS is focused on hastening the Ukrainian victory, by directly assisting the Ukrainian military. We break this difficult challenge down into three Critical Mission Goals:

- Encouraging governments outside of Ukraine, especially the U.S. government, to better support Ukraine in its hour of need
- Fundraising, procuring and delivering equipment to Ukraine's soldiers, medics, and hospitals
- Raising awareness of the importance of victory for Ukraine to all peoples of the free world.

Group history and structure:

- Started by a former American volunteer soldier fighting in Ukraine in 2022
- 100% unpaid volunteer organization - UDS leaders and members include both Ukrainian-Americans and non-Ukrainians united in this struggle of good vs evil
- Nonprofit 501 (c) 3 organization (EIN 92-2693929)
- 501c3 fiscal partners include
 - Volia Fund of Seattle
 - Jewish Center Makor of Boston, MA
 - Blue & Yellow USA of Chicago
- Scores of active volunteers
- Raised over \$300,000 so far, used to purchase equipment such as:
 - 4x4 trucks, night vision, drones, winter clothing, medical supplies, etc.
- UDS does not handle, supply or otherwise deal in weapons
- Proud member of the national advocacy group American Coalition for Ukraine
- UDS welcomes new members who share our goals of helping Ukraine's defenders protect their people and democracy against the Russian aggressor

Please register using our QR code and website popup form. Or contact us via the below email victory@ukrainedefensesupport.org



Carl "Grinch" Larson is an Iraq War U.S. Army veteran who spent 4.5 months in the International Legion in Ukraine because he felt compelled to help Ukrainians defend their homeland and their lives. He returned in August 2022 from several months at the front in eastern Ukraine.

He was born and raised in the greater Seattle area, served in Iraq, and now services a large accounting website in his day job, and leads UDS. He feels that it's the free world's obligation to help Ukrainians defend democracy and freedom there, and contain the spread of authoritarianism before it engulfs other peaceful countries.

Pamela Dalan, RN



Seen here with a member of Ukraine's parliament, in Washington DC

Pamela Dalan is a Registered Nurse in Seattle, Washington. She oversees medical supplies for UDS. She and her team have collected thousands of dollars worth of donated supplies and shipped them to Ukrainian hospitals and frontline medics where they are in urgent need to save lives. These supplies are collected from various hospitals and first responder units that donate them. Thank you, Pam, for all that you do.

This is who we support



Ukrainian Military Units UDS Supports



5th Assault BDE (3CY)



12th BDE (National Guard)



47th BDE (3CY)



61th BDE (3CY), Mortar unit



54th BTTN, Recon unit



Int'l Legion, 1st, 2nd, 3rd BTTNs



Int'l Legion GUR (Special Forces)



PKO Polish BTTN (3CY)



207th BDE (TDF)



1st BDE "Bureviy" (NG)



WASP (3CY)



131st BTTN (3CY)



107th BDE (TDF)

Training



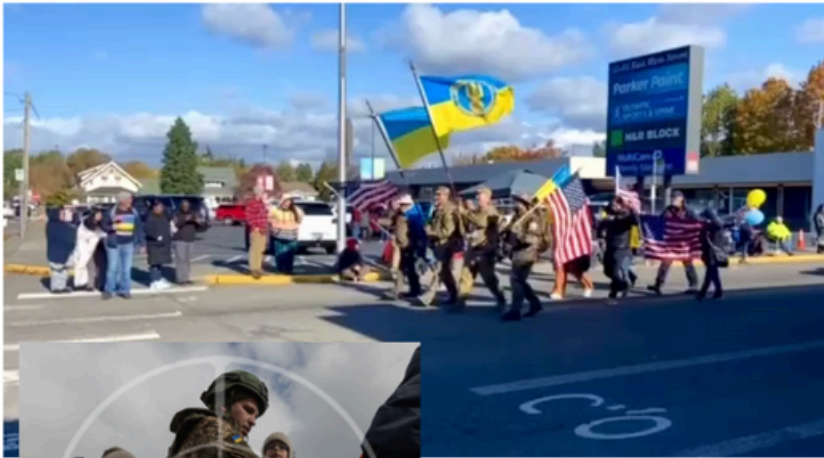
Battle



Strategic goal #2: Encourage greater U.S. support



Strategic goal #3: Raise public awareness



(Jennifer Buchanan / The Seattle Times)

Ukrainians in WA ask public not to forget 2-year Russian conflict





Inpirational quotes that symbolize what Ukraine is fighting for

"We build and defend not for our generation alone. We defend the foundations laid by our fathers. We build a life for generations yet unborn. We defend and we build a way of life, not for America alone, but for all mankind." ~ Franklin D. Roosevelt

"Dictatorship - a fetish worship of one man - is a passing phase. A state of society where men may not speak their minds, where children denounce their parents to the police...such a state of society cannot long endure." ~ Winston Churchill

"Forthwith the devil did appear, for name him, and he is always near." ~ Matthew Pryor

"This generation of Americans has a rendezvous with destiny." ~ Franklin D. Roosevelt

"The ultimate failures of dictatorship caused humanity far more than any temporary failures of democracy." ~ Franklin D. Roosevelt

*"In the world's broad field of battle,
in the bivouac of life,
be not like dumb, driven cattle!
Be a hero in the strife."*

~ Longfellow

*"Give honor to our heroes fallen, how ill.
So'er the cause that made them forth to die."*

~ William Watson

The strength and heroism of the Ukrainian people inspired me to assemble these quotations. UDS volunteer, Alan F. Hall

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CARL LARSON

MILITARY GUEST EXPERT

PRESS KIT



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Carl Larson



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Carl Speaks

TV Show Segment Topics:

- WHY AMERICANS SHOULD CARE ABOUT UKRAINE
- DRONES: A NEW FORM OF WARFARE
- WHAT WE DON'T HEAR IN THE US MEDIA ABOUT UKRAINE

Upcoming book: Called to Arms

Related Speakers

Ukraine Defense Support

Contact

What Americans need to know about the next generation of warfare being developed in Ukraine and it's implications for US national defense, international relations and the future of humanity.



CARL LARSON

CITIZEN, SOLDIER, AMERICAN

**SOME CAUSES ARE GREATER THAN COMFORT, MONEY OR
SAFETY. SOME FIGHTS CANNOT BE AVOIDED**

Carl Larson is a U.S. Army veteran who also served in the Ukrainian military at the front lines in eastern Ukraine in 2022. After six months in Ukraine, he returned home and now coordinates purchases and logistics for non-lethal aid to Ukraine's military, including drones, night vision and vehicles.

Carl is the author of several guides on how to buy drones, vehicles and night vision for Ukraine's military, and has been interviewed for News Nation, Deutsche Welle, Voice of America, Recoil Magazine, Seattle Times, KUOW, King5 and others.

In his upcoming book No Finer Men, Carl shares the surreal experience of abruptly shifting from a comfortable civilian environment into the filthy, dangerous, psychologically destructive life at the front lines and what he learned during the experience.

Bringing the authenticity that can only come from months spent at the front lines, Carl is unyielding in his conviction that Ukraine's defense is America's security, and that this far-away conflict has direct impact upon everyday Americans' lives.

AREAS OF EXPERTISE

DRONE WARFARE

US PERCEPTIONS OF UKRAINE

FOREIGN MILITARY SERVICE

MILITARY APPROPRIATIONS

NATO VS POST-SOVIET CONFLICT

WAR ZONE PSYCHOLOGY

US NATIONAL SECURITY

EXTREME STRESS MITIGATION

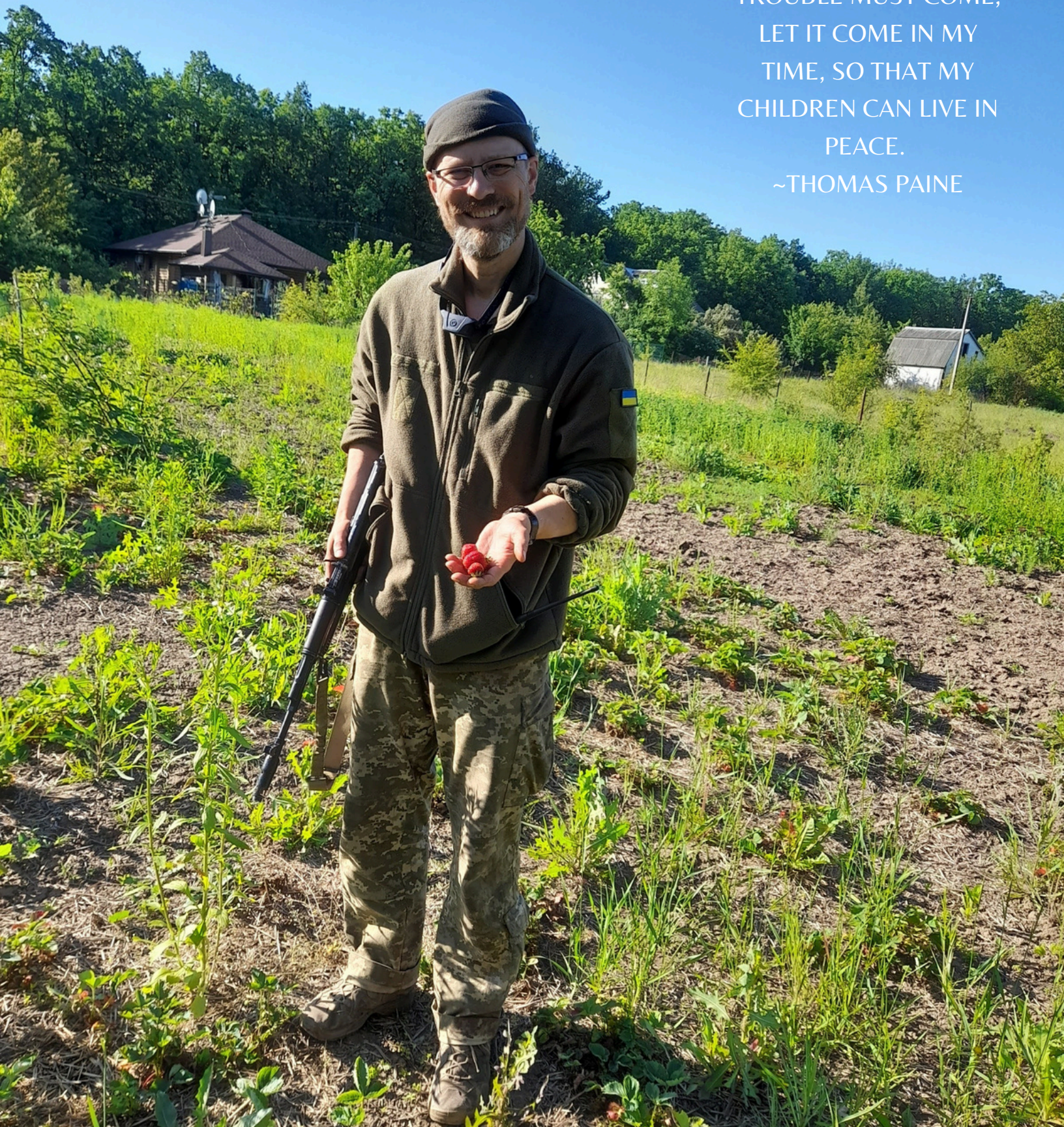
WAGNER GROUP/PMCS

OVERCOMING PTSD

ELECTRONIC WARFARE

VOLUNTEER OPPORTUNITIES

I PREFER PEACE. BUT IF
TROUBLE MUST COME,
LET IT COME IN MY
TIME, SO THAT MY
CHILDREN CAN LIVE IN
PEACE.
~THOMAS PAINE



AS FEATURED IN



CARL LARSON

INSPIRATIONAL SPEAKER
THOUGHT LEADER
US AND UKRAINE VETERAN
AMERICAN PATRIOT



AS FEATURED IN

NEWSNATION

VICE NEWS

THE WEEK



Deutsche Welle



RadioFreeEurope
Radio Liberty

Carl "Grinch" Larson is an American civilian who was thrust into the surreal, impossibly stressful environment of frontline combat service shortly after the 2022 Russian invasion of Ukraine.

Join Grinch for a thought-provoking talk in which he lays out the real situation on the front lines in the war, shares a few humorous and horrifying stories, educates on what it's like to be a Ukrainian soldier vs an American one, explains why Ukraine in 2022 is like Czechoslovakia in 1938, and offers several innovative and easy ways that ordinary Americans can help turn the tide "over there".

CARL'S TOP KEYNOTES

WHAT TO KNOW ABOUT UKRAINE

■ Why Should Americans Care about Ukraine?

Hear why Russia's unprovoked invasion of Ukraine in February 2022 has laid bare Russia's endless aggression against western democracies.

■ Drone Warfare; The End of America's Security?

Drone warfare has upended traditional estimates of military power. Learn why Ukraine's existential struggle against Russia's invasion has why Ukraine's existential struggle

■ What We Don't Hear in the US Media About Ukraine

The average Ukrainian faces difficulties and hazards unimaginable to most Americans. Simple life activities such as grocery shopping or visiting family can lead to catastrophe. Learn the reality of life in a war-torn country and at the front lines.



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SPEAKING TOPICS



WHY AMERICANS SHOULD CARE ABOUT UKRAINE



DRONE WARFARE: THE END OF AMERICA'S SECURITY?



**WHAT WE DON'T HEAR IN THE US MEDIA ABOUT
UKRAINE**



LIFE FOR AMERICANS AT THE FRONT LINES



WHAT US POLITICIANS GET WRONG ABOUT UKRAINE



HOW THE AVERAGE AMERICAN CAN GET INVOLVED

Why Should Americans care about Ukraine?

Russia's unprovoked invasion of Ukraine in February 2022 has laid bare Russia's endless aggression against western democracies. Why should Americans care about a far-off war in Russia's backyard?

AMERICAN
VALUES



LARSON AND FELLOW INTERNATIONAL SOLDIER

DID YOU KNOW?
THOUSANDS
OF U.S.
VETERANS
ARE
CURRENTLY
DEFENDING
FREEDOM IN
UKRAINE?

It's in the US national interest to support Ukraine.

♥ A new authoritarian alliance is taking shape between Russia, China, North Korea, Iran, Hamas, Venezuela and other malicious states and entities. It's essential that western democracies also band together, to counter this new menace.

♥ By invading Ukraine, Russia destroyed the carefully constructed post-WW 2 international order that forbade invading and annexing other countries. This critical agreement was generally held to across Europe since 1945. Authoritarian countries around the globe are looking to see if Russia will "get away with it". If Russia wins, the US will end up playing whack-a-mole stopping endless bloodshed around the world.

♥ A free Ukraine is essential for US national security. If Russia takes over Ukraine, Putin will menace all neighboring countries. Small, vulnerable Estonia, Romania and others would likely be next. Russian bases in Western Ukraine next to Poland, Romania and other countries would result in an enormous and expensive build-up of NATO forces there not seen since the 1980s. Stealth jets and other limited quantity weapons systems would need to be moved away from Taiwan to Europe, thus depriving Taiwan of protection.

♥ A victorious, secure Ukraine would save American lives and American tax dollars.

♥ A strong Ukraine helps deter Russia and China against aggressive moves against their neighbors, especially by China against Taiwan, decreasing the need for expensive and vulnerable US forces to be deployed nearby and decreasing the likelihood of a catastrophic war.



AMERICAN VALUES

CONT'D



Current US aid to Ukraine since Feb 2022 amounts to \$44 billion, approximately 5 cents on every US defense dollar. This is a very effective investment against the loss of much more blood and treasure. US aid is carefully monitored and audited for proper delivery and usage. The vast majority is also spent within the US.



The bigger question to remember is - what are America's values? This is a clear case of right versus wrong. Supporting Ukraine in 2024 is as much a moral imperative as supporting Britain in 1940 was.



Throwing Ukraine to Russia's wolves would send a shock wave signal to all allies that American might is crumbling, American promises are worthless and America's days are numbered.



This is a war we can win. Unlike America's past two "Endless Wars" in Iraq and Afghanistan, Ukraine's educated, industrious people yearn to join the west as a modern democracy. America can and must be on the right side of history by assisting these brave people in their fight for self-determination.



America stands up for what's right in the world. We don't back down from threatening bullies, and we do not abandon our friends.





DRONE WARFARE: THE END OF AMERICA'S SECURITY?

Drone warfare has upended traditional estimates of military power. Ukraine's existential struggle against Russia's invasion has heralded a brand-new way of war. Drones especially are changing established tactics. The massive effect of cheap drone swarms has major implications for America's defense. America's safety depends on the new technological innovations rapidly developed on Ukrainian battlefields.

SPEAKING POINTS

- The future of warfare depends on cheap drones. "Kamikaze" drones cost \$500 and can easily destroy a \$1.5 million dollar tank.
- For the first time in history, drones are destroying more vehicles and positions than artillery
- Drones have halted Ukraine's ability to break through Russian defenses
- Drones remove the ability of soldiers to function outside, dramatically changing age-old military tactics
- Ukraine's chief soldier stated in an article in The Economist that the war will be decided by technological advances, that both sides are racing toward.
- Electronic Warfare (EW) systems are one area that Russia has had a huge advantage for decades. Russian EW systems can easily track Ukrainian radios, cell phones and especially drones, and they can also often jam them.



DRONE WARFARE: THE END OF AMERICA'S SECURITY?

SPEAKING POINTS

Contd.

- Ukraine loses an estimated 10,000 drones a month, according to the Royal United Services Institute, a British security think tank. Most are reconnaissance drones that are disabled by the use of anti-drone jammers
- Russia has leaned heavily into drone production, with Putin investing \$20 Billion to Ukraine's \$540 million. Russia has built a huge Moscow factory that is producing large suicide drones in numbers "orders of magnitude larger" than the 2400 that Iran provided to Russia. Russia set a goal of training 10,000 drone pilots per year.
- American defense planners are not delivering what Ukraine truly needs: vast numbers of cheap drones and anti-drone systems
- Autocratic powers such as Iran, Russia, North Korea, China and Hamas will likely use cheap drones to overcome the defenses of democracies. Chinese factories could be rapidly repurposed to churn out millions of armed kamikaze drones, decimating Taiwan's formidable defense forces and sinking any U.S. Navy ships that intervene.
- Cheap drones negate America's qualitative advantage in combat
- While U.S. troops have small man-portable drones such as the Switchblade available, there is no comparable "blanket" of EW-resistant reconnaissance drones available at the lowest squad level. U.S. soldiers have just started training with reconnaissance drones and are far behind the hard-won expertise of Ukrainian forces.
- U.S. DOD efforts to identify and supply effective EW systems to U.S. soldiers have been halting and underfunded. Stopping a swarm of thousands of Chinese drones would be very difficult for an American aircraft carrier equipped to face traditional missile and ship-based threats.



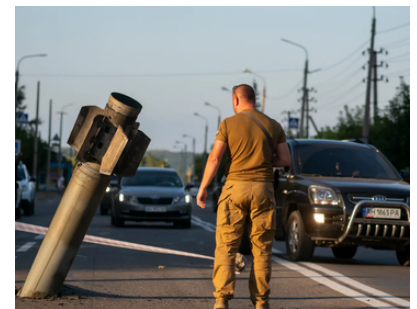
DID YOU KNOW?

FPV suicide drones are
now more dangerous
than artillery



WHAT WE DON'T HEAR IN THE US MEDIA ABOUT UKRAINE

The average Ukrainian faces difficulties and hazards unimaginable to most Americans. Simple life activities such as grocery shopping or visiting family can lead to catastrophe.



The situation for front-line Ukrainian soldiers is even more unimaginable to the average American. US news media attempts to share this shocking reality but the details of life under occupation and daily attack are inconceivable for most people outside of Ukraine.

SPEAKING POINTS

- Civilians in Ukraine live a difficult, anxious life. All citizens have been negatively affected.
- Anxiety is constant and sometimes overwhelming, especially when family and friends are near bombings.
- Residents of cities have to shelter from increasing bomb attacks. Often without heating or supplies. In Kyiv attack warnings come 5x per week. Men cannot leave the country and are increasingly likely to be drafted.
- All schools have bomb shelters but the experience often gives children PTSD ¹
- Economic opportunity is limited. Inflation and unemployment are concerning. Travel is made unpleasant by the checkpoints and bombings
- Ukraine's military is severely under-equipped.
- The country's military ballooned from 200,000 soldiers pre-invasion to just under 1 million in late 2022 and did not have enough basic equipment such as armor and first aid kits for all front-line soldiers, let alone enough advanced equipment considered standard amongst NATO armies such as night vision and vehicles.

REFERENCES

1. www.apnews.com/article/ukraine-war-trauma-children-a2dafbd0433098ffd85d7402163d6b45

WHAT WE DON'T HEAR IN THE US MEDIA ABOUT UKRAINE, CONTINUED

SPEAKING POINTS

- While US and European military aid has helped, the assistance is nowhere near enough. Western militaries give far less support than what is needed. For example, the US gave 38 HIMARS weapons systems, while Ukraine has asked for 100 or more. The US gave 2000 Humvee light trucks [2](#), while Ukraine needs 50,000. 30,000 night vision optics were provided, instead of the 250,000 required to outfit every soldier fighting.
- While supplies have somewhat caught up to needs in 2023, the constant destruction of equipment and churn of personnel results in many Ukrainian soldiers without basics such as cold weather clothing, backpacks, tools, especially National Guard and Territorial Defense soldiers from poor regions.
- These sorts of urgent equipment needs are being filled by the vast numbers of civilian groups that have sprung up to fill in the gaps left by the official Ukrainian Ministry of Defense. Ordinary Americans, Brits, Germans and Taiwanese are crowdfunding and sending drones, night vision, winter clothes and medical supplies to specific units.[3](#)
- “Advocates for Ukraine from anywhere” - In addition to donations, thousands of groups allow ordinary Americans to volunteer from home to help keep Ukraine free.
- Tens of thousands of Americans work to deliver military equipment to the troops, while many others focus on advocacy efforts to encourage the US government to better support Ukraine, often through the American Coalition for Ukraine [4](#).
- The defense of Ukraine is the first time in history that a country at war can be so directly assisted by overseas remote volunteers.
- This is very much a drone war. Everyday life of soldiers is regulated by the overwhelming need to hide from overhead enemy drones.
- Every offensive action is preceded by intensive drone surveillance. Increasingly ingenious tactics are being used by both sides to hide, especially from thermal equipped drones.
- The recent introduction of large numbers of FPV (First Person View) “Kamikaze” drones has changed the nature of warfare, with expensive vehicles often destroyed for the cost of a few \$500 drones. The result has been a freezing of both sides' positions with less opportunities for a breakthrough.

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[3 www.csmonitor.com/World/Europe/2023/0403/From-citizens-pockets-to-soldiers-hands-Ukraine-s-crowdfunded-war](https://www.csmonitor.com/World/Europe/2023/0403/From-citizens-pockets-to-soldiers-hands-Ukraine-s-crowdfunded-war)

[4 www.americancoalitionforukraine.org/](https://www.americancoalitionforukraine.org/)



CARL LARSON, U.S. ARMY AND UKRAINIAN MILITARY VETERAN

Carl Larson is a U.S. Army veteran who also served in the Ukrainian military at the front lines in eastern Ukraine in 2022. After six months in Ukraine he returned home and now coordinates purchases and logistics for non-lethal aid to Ukraine's military for Ukraine Defense Support, including drones, night vision and vehicles. Carl is the author of several guides on how to buy drones, vehicles and night vision for Ukraine's military, and has been interviewed for News Nation, Deutsche Welle, Voice of America, Recoil Magazine, Seattle Times, KUOW, King5 and others.. In his upcoming book *Called to Arms*, Carl shares the surreal experience of abruptly shifting from a comfortable civilian environment into the filthy, dangerous, psychologically destructive life at the front lines and what he learned during the experience.

ON-CAMERA GUEST EXPERT

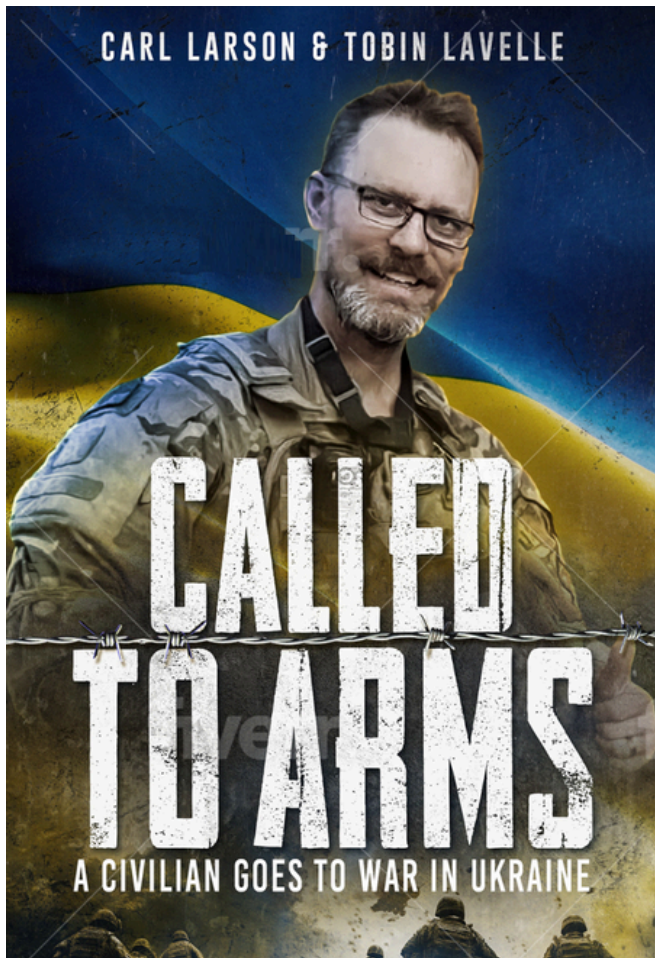
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**AMERICANS
STAND FOR
WHAT'S
RIGHT**



UPCOMING BOOK CALLED TO ARMS



The upcoming ripped-from-the headlines biography of five Americans who served in Ukraine's military

AUTHORS BIOS

- **Carl “Grinch” Larson**, civilian required to dust off 20-year old military skills at the front lines in Eastern Ukraine. Desperate to keep his men alive in a surreal, chaotic and overwhelmingly stressful environment, he bends the rules and pays the price.
- **Tobin “Doc” Lavelle** - A civilian medic with no military training gets swept up by a unit desperate for medical professionals, as he learns
- **Other Charlie 2 “Ork Hunter” international soldiers** describe the sudden unexpected hell they found themselves in, and why “This is not a NATO army” is the worst phrase ever.

REFERENCES

1. www.apnews.com/article/ukraine-war-trauma-children-a2dafbd0433098ffd85d7402163d6b45

RELATED SPEAKER

LINA NGO

UKRAINIAN REFUGEE



Born in Kyiv, Lina escaped war-torn Ukraine in late 2022 to Seattle, USA. She's willing to recount her harrowing escape and ongoing saga to rescue family members.

LINA'S BIO

- Lina was born in Kyiv to a Vietnamese immigrant family to Ukraine.
- She speaks four language (Vietnamese, Ukrainian, Russian and English) fluently.
- In school at Bellevue College in Washington State
- Although Lina's immediate family are outside of Ukraine, she works hard to get them to the US and help other refugees.
- In addition to school and work, Lina finds time to fundraise for lifesaving equipment for the friends she left behind on the front lines in Ukraine

REFERENCES

1. www.apnews.com/article/ukraine-war-trauma-children-a2dafbd0433098ffd85d7402163d6b45

CONTACT



Carl Larson is an experienced public speaker on radio, television and in person. He has spoken on news outlets including NewsNation, Vice News, The Week, Radio Free Europe, Deutsche Welle (DW), Voice of America (VOI), KING5 News, KUOW Radio, The Seattle Times and others.

Contact Carl Larson through Los Angeles-based publicist Darice Fisher of The Publicity Lab.

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ON-CAMERA GUEST EXPERT

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- **Intro**
- Ukraine has been in the media for over a year, rarely for good news. With the unceasing torrent of death and destruction, Americans are increasingly wondering what their tax dollars are paying for, what is really going on and what will be the fate of the civilians and refugees living under unbearable wartime conditions. Why is this invasion more important than all the other conflicts currently happening, and why should we care?
- Sometimes called "the first real 21st century war", the conflict in Ukraine has defied all expectations and upended conventional military theory. The combined effects of strong anti-aircraft systems and ubiquitous drone usable by both sides has taken the chance of a fast breakthrough off the table and turned the war into a brutal grinding trench battle reminiscent of WWI. The outsized role of drones have especially forced major changes in tactics that will have major repercussions in all future wars.
- While bombs are falling and bullets flying in Eastern Ukraine, there is a different kind of war occurring around the world, especially here in the US. While most major media is united in support for Ukraine, loud and popular alternative voices are increasingly effective in arguing against this support. Support for versus criticism of Ukraine is increasingly taking on a domestic partisan aspect, with opposition to aid among conservatives rising rapidly from 40% in January 2023 to 44% in August 2023[1].
- While the freedom of this fellow democracy hangs in the balance, America can make a greater impact by wisely spending taxpayer dollars on inexpensive off-the-shelf equipment that is urgently needed in vast quantities in Ukraine. Pivoting from expensive yet low-impact items such as M1 Abrams tanks and F16 fighter jets to enormous numbers of night vision would likely give the Ukrainian military a huge boost.

- **WHY AMERICANS SHOULD CARE**

- This is a war we can win
- Get on right side of history
- Quote Reagan
- Look at some MSN shows on this topic. What do other speakers say and how?

- **The new form of drone warfare**

- Ukraine's existential struggle against Russia's invasion has heralded a brand-new way of war. Drones especially are changing established tactics. How does this affect America's defense?

- **SPEAKING POINTS**

- ·Drones have reduced Ukraine's ability to break through
- ·Kamikaze drones are destroying more vehicles than artillery now
- ·Drones remove the ability of soldiers to function outside

- **A HORRIFIC CROSS BETWEEN WWI TRENCHES AND BIG BROTHER: THE ENEMY'S EYES ARE EVERYWHERE.**

- Drones in Ukraine come in many flavors. The three main types are reconnaissance drones, bomber drones and suicide (AKA Kamikaze AKA FPV) drones.
- Recon drones spot enemy troops, direct artillery and dispel the legendary "fog of war" that often results in bad decisions by commanders.
- Bomber drones make everywhere within 10km of the enemy unsafe. Death from the air comes silently and unexpectedly as dropped grenades make exposed soldiers lives hell.
- FPV suicide drones have dramatically decreased the ability of vehicles to operate near the front. When a few \$500 FPV drones can destroy a \$1.2m T-72 tank, vehicles become too valuable to risk near the front lines. In a typical month, FPV drones were responsible for more than 50% of the 1005 destroyed [2]Russian vehicles, for the first time more than those destroyed by artillery.
- The effect drones have goes far beyond destroyed equipment and operators. When soldiers cannot operate in the open or during the day, their lives are curtailed to a miserable and poorly effective underground and nocturnal existence.

- **DRONES ARE NO LONGER JUST FOR BLOWING UP AL-QAEDA CAVES**

- Drones (remote-controlled vehicles) have a long history. Modern drones are most recognizable to Americans in the form of expensive, airplane-sized U.S. Air Force Predator and Reaper fixed-wing weapons. These enormously expensive and complex airplanes are incredibly effective and efficient killing machines across the globe. But the war in Ukraine is demonstrating the importance of an entirely new class of drones. Small, Chinese-produced quadcopter drones are revolutionizing warfare. The implications for future conflicts such as Hezbollah attacks on Israel or an invasion of Taiwan by China are enormous and sobering.

- From the fact that air power is nearly irrelevant, to the resurgence of the age-old art of artillery, established military theory is being turned upside down. The most obvious example of this is the role that drones have taken on in the war.

EXTRA DESIGN1



Russia's unprovoked invasion of Ukraine in February 2022 has laid bare Russia's endless aggression against western democracies. Why should Americans care about a far-off war in Russia's backyard?

Supporting Ukraine is not only in America's national security and saves America vast amounts of taxpayer dollars, the defense of this friendly democracy is clearly the moral choice, aligned with American values of fairness and democracy.



DID YOU KNOW?

**THOUSANDS OF U.S.
VETERANS ARE
CURRENTLY
DEFENDING
FREEDOM IN
UKRAINE.**

**XXXXXXXXXXXXXX
XXXXXXXXXXXXXX**

**PHOTO ABOVE: CARL LARSON AND
FELLOW INTERNATIONAL SOLDIER**

SPEAKING POINTS

- A victorious, secure Ukraine would save American lives and American tax dollars.
- A strong Ukraine helps deter Russia and China against aggressive moves against their neighbors, especially by China against Taiwan,
- decreasing the need for expensive and vulnerable US forces to be deployed nearby and decreasing the likelihood of a catastrophic war ¹.
- A strong Ukraine helps deter authoritarian regimes around the world, such as Iran, Hamas and North Korea, decreasing the need for US forces to be deployed nearby and decreasing the likelihood of a local war.
- Current US aid to Ukraine since Feb 2022 amounts to \$44 billion ², approximately 5 cents on every US defense dollar ³. This is a very
- effective investment against the loss of much more blood and treasure. US aid is carefully monitored and audited for proper delivery and
- usage.⁴ The vast majority is also spent within the US.
- It's in the US national interest to support Ukraine.

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- 2 www.state.gov/u-s-security-cooperation-with-ukraine
- 3 www.cfr.org/article/how-much-aid-has-us-sent-ukraine-here-are-six-charts
- 4 www.defense.gov/News/News-Stories/Article/Article/3313904/defense-officials-us-ensures-accountability-of-systems-supplied-to-ukraine



**AMERICA
CARES**

EXTRA DESIGN2

SPEAKING POINTS

Contd.

- A new authoritarian alliance is taking shape between Russia, China, North Korea, Iran, Hamas, Venezuela and other malicious states and entities. It's essential that western democracies also band together, to counter this new menace.
- By invading Ukraine, Russia destroyed the carefully constructed post-WW 2 international order that forbade invading and annexing other countries. This critical agreement was generally held to across Europe since 1945. Authoritarian countries around the globe are looking to see if Russia will "get away with it". If Russia wins, the US will end up playing whack-a-mole stopping endless bloodshed around the world.⁵



- A free Ukraine is essential for US national security. If Russia takes over Ukraine, Putin will menace all neighboring countries. Small, vulnerable Estonia, Romania and others would likely be next. Russian bases in Western Ukraine next to Poland, Romania and other countries would result in an enormous and expensive build-up of NATO forces there not seen since the 1980s. Stealth jets and other limited quantity weapons systems would need to be moved away from Taiwan to Europe, thus depriving Taiwan of protection.

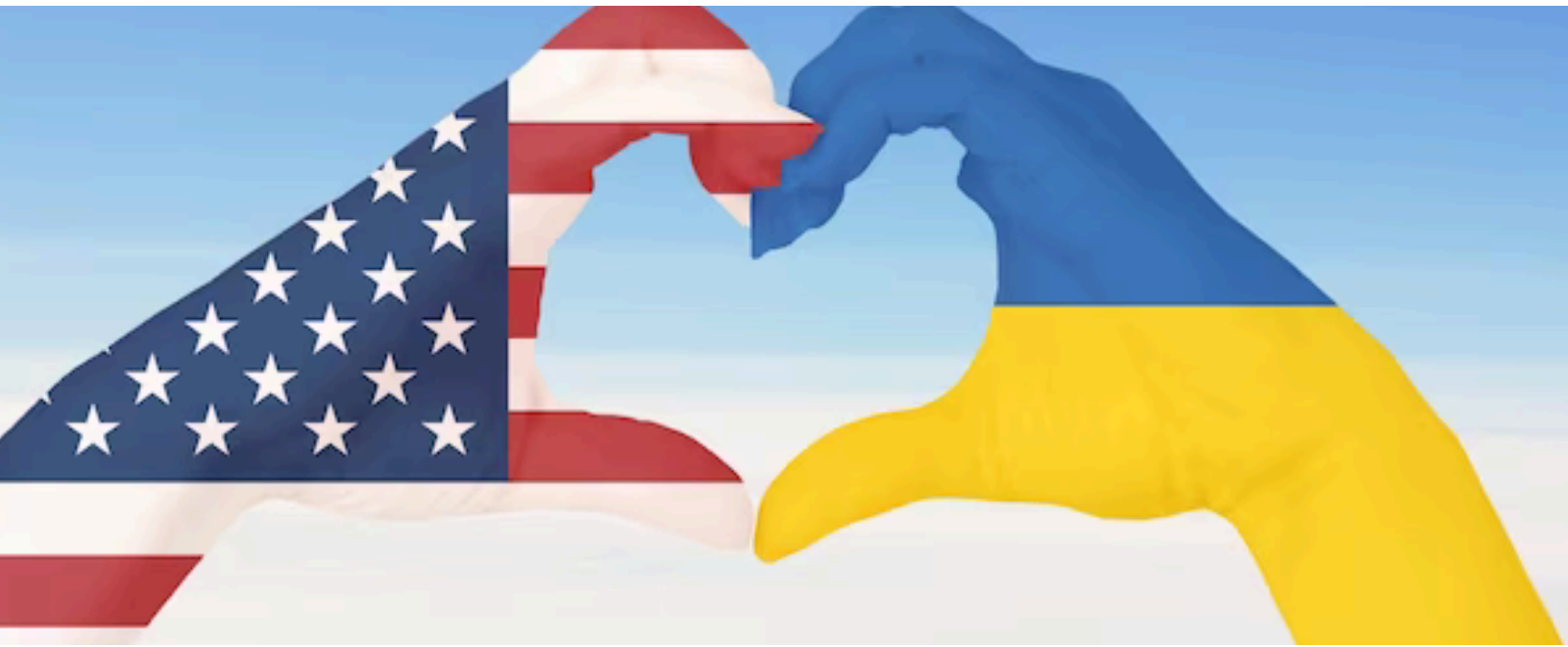
WHAT ARE AMERICA'S VALUES?

- This is a clear case of right versus wrong. Supporting Ukraine in 2024 is as much a moral imperative as supporting Britain in 1940.
- America stands up for what's right in the world. We don't back down from threatening bullies, and we do not abandon our friends.
- Throwing Ukraine to Russia's wolves would send a shock wave signal to all allies that American might is crumbling, American promises are worthless and America's days are numbered.
- This is a war we can win. Unlike America's past two "Endless Wars" in Iraq and Afghanistan, Ukraine's educated, industrious people yearn to join the west as a modern democracy. America can and must be on the right side of history by assisting these brave people in their fight for self-determination.



REFERENCES

5. www.understandingwar.org/backgrounder/high-price-losing-ukraine-part-2-%E2%80%94-military-threat-and-beyond



FUTURE DESIGN4: WHAT US POLITICIANS GET WRONG ABOUT UKRAINE

dr. joylyn sparkles

PRESS KIT



DR. JOYLYN SPARKLES

INSPIRATIONAL SPEAKER

THOUGHT LEADER

BOOK AUTHOR

RELATIONSHIP COACH

HAPPINESS EXPERT



AS FEATURED IN



.....
Dr. JOYLYN Sparkles is the creatrix of the HAPPINESS clinic. She helps high functioning individuals create new neural pathways so that they can get unstuck, stop emotional reactivity and self-sabotage, and become confident and happy.

Joylyn's energy is undeniable and CONTAGIOUS. No boring presentations or workshops with this dynamic word nerd. Incorporating her improv and stand up comedy background, she delivers engaging and interactive presentations that are relevant and relatable. Her approach is applicable to individuals, families, companies and teams. She offers pragmatic tools to heal (read that: communicate more effectively + boost your energy and productivity) so you can change your reality and have greater impact.

SPEAKING TOPICS

- Integrative Medicine (Mind-Body Connection)
- Mental Health
- Relationship Dynamics (including boundaries)
- Trauma Patterning + Recovery
- Change + Success Processes (Habit formation + extinguishing)
- Communication

I Happen to Things:

Re-establishing Healthy Mind + Body Connection

You can't really talk about happiness without talking about trauma. This presentation covers current research on trauma and the physiological changes that take place in the brain and body. But instead of just remixing an old topic with new research, Dr. JOYLYN Sparkles uses the information to help individuals get out of judgment that keeps one stuck and introduces the skills required to change the way they see themselves, create healthy boundaries + communication patterns, and overcome the emotional reactivity and loneliness that are hallmarks of the struggle in the journey from victim (where things happened to you) to agent (I happen to things).

Reveal Your Inner Superhero:

Unlock Your Potential and Claim Your Future

We have more power than we know to get out of stuckness and create the lives of our dreams. There is a superpower that each one of us has, that we've inadvertently and unintentionally using against ourselves. Dr. Sparkles reveals the "broken questions" that create struggle and self-sabotage and explains the Future Forward Focus™ approach to go from stuck to happy AF.

Anxiety and Depression:

Symptoms of the High Functioning Individual

Depression and anxiety are two of the most common and most misunderstood conditions of our time. Learn the root cause of both conditions and how to make happiness a reality without a full-time career of stress management or a life-long prescription for pharmaceuticals that can leave you feeling numb. Get the tips and tools you need to make happiness and ease a reality for you.



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Dr. JOYLYN Sparkles



CHANGE YOUR BRAIN PHYSIOLOGY.
IMPROVE RELATIONSHIP DYNAMICS.
OVERCOME TRAUMA + BREAK FREE FROM
INSECURITY AND EMOTIONAL OVERLOAD.

About Joylyn

About the Book: I Happen to Things

Joylyn Speaks

TV Show Segment Topics:

- LOVE NOTES - REWRITE THE WAY YOU TALK TO YOURSELF
- PLAY TOGETHER STAY TOGETHER
- VENUS RULES VALENTINE'S DAY - YEAH BABY, SHE'S GOT IT!
- MIND YOUR BODY
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ABOUT JOYLYN

YOU CAN BE HAPPY AF

HAPPINESS COMES FROM CHANGING YOUR RELATIONSHIP WITH YOURSELF—PRIORITIZING YOUR FUTURE, YOUR AWARENESS, YOUR JOY...YOU.

Dr. JOYLYN Sparkles, ND is the creatrix/founder of the HAPPINESS clinic. She works with high functioning people to release trauma and to create new neural pathways so that they can get unstuck, stop emotional reactivity, end emotional addiction, and be confident and HAPPY.

Joylyn's passion and effervescence are impossible to miss. Don't let her small frame and beauty fool you..she packs a lot of brains in that tiny package! She' a walking encyclopedia of all things Happiness and Health.

Combining her personal experience of childhood abuse, eating disorder, depression and suicide with her training in naturopathic medicine from Bastyr University—a pioneer in science-based natural medicine—psychology, improv comedy, she developed her coaching approach that makes happiness the priority, marker, and measure of success.

With authenticity and clarity, Joylyn is fierce and unwavering in her belief in one's ability to be off the charts happy; and she uses everything she's lived to help others to move forward by showing them the "backwards" way of putting happiness first so they can improve their health, communication, and overall productivity.

AREAS OF EXPERTISE

HAPPINESS

CONFIDENCE

HEALTH

TRAUMA

WELLNESS

MIND & BODY CONNECTION

COMMUNICATION

PHYSIOLOGY

RELATIONSHIPS

SELF LOVE

NATUROPATHIC MEDICINE

SPIRITUALITY

NOBODY ELSE NEEDS
TO CHANGE BEFORE
YOU CAN BE HAPPY.
YOU HAVE THE POWER
TO CHANGE
EVERYTHING WITHOUT
PERMISSION OR
WAITING AND BE HAPPY
AF RIGHT NOW.



ABOUT THE BOOK



Reclaiming Your Power from Powerless Situations

by Dr. JOYLYN Sparkles, ND

IN THIS BOOK YOU'LL LEARN:

- The missing FIRST step required to get out of your current pattern of struggle to create lasting change
- Introduction and explanation of multiple modalities available to use and how to recognize the physiological changes taking place in *your* body so that you can learn to use these signals to break OUT of trauma patterns in real time to get best results quickly
- Ways to become friends with your body/subconscious—ending self-sabotage and getting your brain and body to work for you and your goals
- Techniques to recalibrate your nervous system to sense of calm, safety, and inclusion (which often initial feels foreign) so that you can increase your confidence and ability to enjoy and receive good and happy things in your life
- Signs and signals of improvements and the hallmarks of healthy relationships so you can recognize them as they come into your life (because it doesn't always look or feel like things are getting better even when they are)

Recent research and literature has brought trauma to the forefront of multiple areas, including education, criminal justice, and even family and workplace relationships. More and more there is a shift in identifying “what is wrong with you?” to “what happened to you?” —Acknowledging that **there is no inherent wrongness, brokenness, or inability to succeed for anyone**; rather there have been circumstances and a lack in consistent, controllable, and reliable relational experiences that have left millions of children and adults working from a deficit.

Their work gives substantial, research-based information as to *why* you feel and behave the way you do, which can offer relief from judgment and suffering that many experience as they seem unable to break out of certain patterns and relationship struggles.

But just as there is a biological response to trauma, there is a biological way out of trauma.

While understanding how our brains react to stress and trauma helps clarify how what has happened to us in the past shapes who we are, **trauma does not limit or determine who we can become and what we can achieve.**

Our brains not only have the power to adapt, they have the power to take us from coping and understanding to healing and thriving. There are things we can do with our body to train our brain.

We can "re-wire" our brains and transform into WHO WE WANT TO BECOME.

In her upcoming book, Dr. Sparkles applies this research and the knowledge of what happened to us to give our bodies, brains, hearts + souls, what they need—in appropriate doses and timing—to do just that.

This book shifts the objective further from “What happened to you?” to “I HAPPEN TO THINGS,” emphasizing and encouraging us to become curious about how we want to show up in the world and giving the information and tools required to actually realize that. She will show you how to HAPPEN to things and reclaim power from situations of powerlessness.

We're used to giving love notes to others.

*But what happens if you give them to
YOURSELF?*

...It turns out that writing love notes to yourself can
BOOST YOUR BRAIN and YOUR CONFIDENCE

LOVE NOTES



- ♥ How you talk to yourself is important because your subconscious is always listening and recording.
- ♥ Some words can hurt us, so we have to be mindful of our word choices.
- ♥ We can hypnotize ourselves when we repeat the same things over and over. We can choose the message and program positive messages instead of negative ones
- ♥ We can hypnotize ourselves when we repeat the same things over and over. We can choose the message and program positive messages instead of negative ones
- ♥ Writing love notes to ourselves on valentines day boosts our brain and our confidence. (Confidence is always sexy.)
- ♥ Doing a self care activity gives you a hit of dopamine (like writing love notes, giving yourself compliments, cooking/baking goodies for yourself)
- ♥ Giving a compliment releases oxytocin, also known as the love hormone. Look in the mirror and say something nice to yourself and share the love and tell someone something you appreciate about them.
- ♥ Handwriting increases neural activity in certain sections of the brain, similar to meditation and unleashes creativity not easily accessed in any other way.
- ♥ Studies show handwriting sharpens the brain and helps us learn and is good for keeping one's gray matter sharp and may even influence how we think, as in "more positively."

I HAPPEN TO THINGS

In this book Dr. JOYLYN Sparkles shows you how to:

Re-synchronize hemispheres of the brain

so you can think and function in a coherent and organized way



Learn ways to increase dopamine, oxytocin, and other “feel good” neurotransmitters

to promote learning and bonding, enriching your ability to create healthy and meaningful relationships

Regulate the amygdala and limbic systems

(lower emotional-based, survival areas of the brain that filter and process sensory information first) to make decisions with greater clarity

Tonify and stimulate the parasympathetic nervous system

(through vagal toning and somatic release) to enhance recovery and wellness

Increase activity of Medial prefrontal cortex

(rational/logical thinking part of brain, also involved in self-awareness/mindfulness)

Change the way the brain is firing and **decondition the body from chronic stress** so we can reprogram the mind to think happy thoughts and take goal-oriented actions

Connect with the benefits of trauma recovery—not just as theories or potentials, but as real possibilities for your life!

- Greater access to creativity,
- Improved communication,
- Emotional resilience and confidence (less anxiety, depression),
- Decreased compulsive eating (and other coping mechanisms),
- Increased energy, flexibility, and overall health + productivity,
- Better boundaries + relationship satisfaction

Understand neuro-plasticity, mirror neurons, and other physiological mechanisms in order to **promote emotional regulation and social stability**



Dr. JOYLYN Sparkles is the creator of **the HAPPINESS clinic**; naturopathic doctor, expert in relationship dynamics, educator and speaker on trauma + happiness. She simplifies complex concepts and terminology to make the research applicable and useful to those seeking healing from trauma so they can be confident and happy.

VENUS RULES VALENTINE'S DAY

YEAH BABY. SHE'S GOT IT!

Valentine's Day evokes images of Cupid - a winged cherub wielding a bow and arrow aiming at our hearts, and once struck, causing us to fall in love. But this Valentine's Day, it may be Venus' turn to take the reign. Move over Cupid.



Cupid is the son of Venus and Mars according to some Latin mythology. But it is Venus, the goddess of love, beauty, who is the most well-known symbol of sensuality and romance.



We're all familiar with the book *Men Are From Mars, Women Are From Venus* by Dr. John Gray. It was an early invitation to change the way you relate to your partner and be curious about him/her, as if they are from another planet.



If you want to fall in love with your partner, get curious about them. We release the same neurotransmitter dopamine when falling in love as when we become curious about something (instead of getting irritated by differences and miscommunication)



We release dopamine and norepinephrine when we fall in love—that's what increases our energy, euphoria.



Where the body goes, the mind will follow; and thoughts drive our emotions. We can move our bodies in a way to increase feelings of confidence.



If you move in a sexy way, you will start thinking sexy thoughts, and feeling sexier.



DID YOU KNOW?

Studies have found that sitting is actually more detrimental to our health than smoking.

**Venus is known for being sexy.
She knows she is desirable.
Venus has confidence.
Confidence is sexy.**

Play together. Stay together.

Couples looking for something different than the usual dinner have a new option this year—an event that offers an experience that most couples have not had together that can make love last: I Heart Us Improv Jam.



A *Conscious Rethink* even published an article titled: “Science Confirms Couples Who Laugh Together, Stay Together”

- When we laugh our brain releases oxytocin, the bonding and love hormone. Oxytocin is what can take a fling and turn it into the real thing. (And a side benefit—deep belly laughs can help tone your abs!)
- Stress changes our brain wave patterns and hinders learning and creativity. Humor and play relieve stress and allow us to think and communicate more effectively.
- When you see your partner in a new group activity, it’s going to show you a side of them that you probably haven’t seen before. This inspires curiosity and opens up new possibilities of how to relate to one another.
- Vulnerability, our willingness to take risks and expose ourselves emotionally to others, is a key component of deep and meaningful relationships. (And having a safe place to practice helps).
- We have to change how we communicate with one another. A lot of us got poor information and modeling, so we know how to MIScommunicate and create conflict. Now it’s time to learn new and effective communication to boost confidence and connection.
- We learn fastest through play. Research out of University of Illinois at Urbana-Champaign shows that adult play speeds up learning, enhances productivity, and promotes bonding and communication.



The I Heart Us Improv Jam is an experiential workshop for couples.

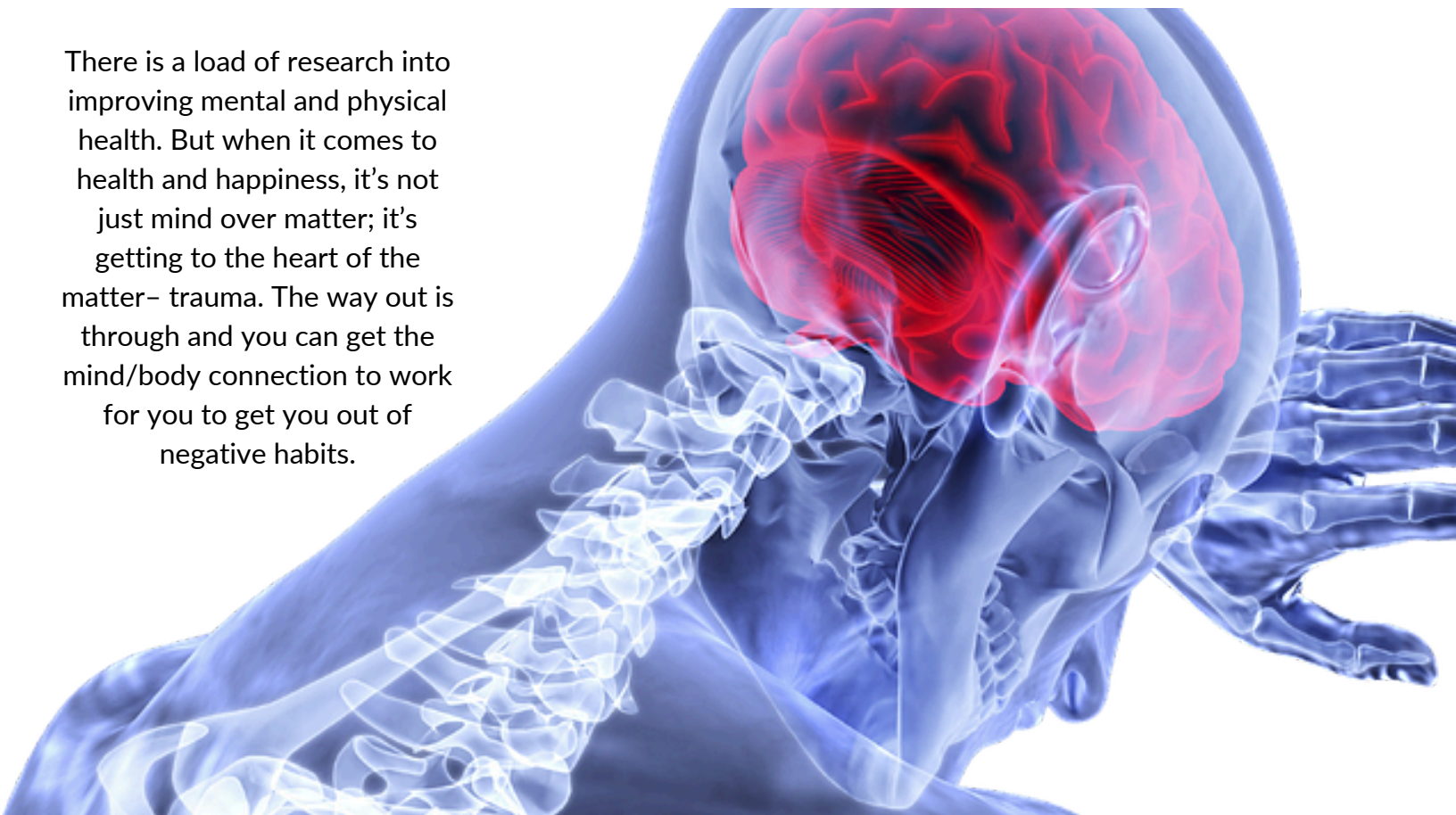
- Improv comedy is something that most couples have never done together before
- It's not talking about communication...it's *playing* with communication
- Feel like being a kid again—playing games, listening, taking turns, bonding, laughing
- Benefits last longer than just having dinner together
- Research from the National Institute of Health noted shared laughter as a useful objective marker of relationship well-being

DR. JOYLYN SPARKLES
Creatrix + Facilitator

YOU CAN'T TALK ABOUT HAPPINESS WITHOUT TALKING ABOUT TRAUMA

MIND YOUR BODY

There is a load of research into improving mental and physical health. But when it comes to health and happiness, it's not just mind over matter; it's getting to the heart of the matter- trauma. The way out is through and you can get the mind/body connection to work for you to get you out of negative habits.



Trauma is the rule, not the exception. It does not have to be a dramatic event.

Trauma creates incomplete loops in thought patterns. The fight/flight response was stunted. That thwarted electrical pattern gets "burned" into the brain and physiological pattern gets repeated in the body so that we end up thinking the same thoughts and become very habituated to high levels of cortisol and stress chemicals.

Our subconscious is in our entire body (not just in the brain). Our subconscious (the body) can process 400,000 pieces of information/sec v. conscious brain which can only process 2,000 pieces of information/sec (still fast, but not as fast)

To truly improve our health and be happy we must break the cycle- change the way the brain is firing and decondition the body from chronic stress so we can reprogram the mind to think happy thoughts and take goal-oriented actions.

Benefits to trauma release and healing are greater access to creativity, improved communication (less triggered), greater emotional resilience and confidence (less anxiety, depression which are coping mechanisms), decreased compulsive eating, improved energy and flexibility and overall health, relationship satisfaction (get out of addictive and co-dependent relationships), better boundaries, productivity .

MINDFULNESS

Mindfulness-based practices where we really become aware of body spatially, such as meditation, even athletics (must be slower paced) that engage the medial prefrontal cortex of the brain.

BREATHING

Breathi is one way to "get the attention" of the subconscious and consciously signal safety and relaxation to change the physiological response and subsequent thought patterns

VAGAL TONING

Vagal toning to stimulate the parasympathetic nervous system to calm the brain and reduce stress

SOMATIC RELEASE

Somatic release-allowing the body to complete the actions that were thwarted, allowing us to complete the action, the thought loop, and metabolize the stress chemicals

RESOURCING

Other essentials-water, nutrients, community- making sure you have the resources to properly handle the physiological and psychological processes you are going through with healing.





HAPPINESS first ...the rest will follow

Dr. JOYLYN Sparkles

A lot of us think we will be happy when our problems go away. **But what if that's backwards?** What if choosing to focus on happiness is how we actually get out of our problems?

Everything we've been taught about finding happiness *is* backwards. Dopamine turns on learning centers in the brain, so reward (happiness) should come FIRST and facilitate success; not the other way around.

Don't let your past determine your future.

Don't focus on the problem. Focus on the desired outcome and how it will feel to have that.

Your point of view creates your reality. Only 10% predictability of long-term happiness is determined by external factors; 90% determined by interpretation/the way the brain processes the world.

Get out of emotional reaction. "Emotional handling" is one of six factors identified by George Valliant, Harvard's happiness study's second director, that determine happiness and healthy aging.

Most people know more about what they don't want than what they do want. So you have to take some time to actually get to know what it is you want, how you want to show up.

Take time to "visit" your future (this decreases subconscious survival mechanisms that self-sabotage).





THINGS
DON'T
HAPPEN TO
YOU...
YOU HAPPEN
TO THINGS.

ANXIETY AND DEPRESSION

WITH DR. JOYLYN SPARKLES

Depression and anxiety are two of the most common and most misunderstood conditions of our time. Learn the root cause of both conditions and how to make happiness a reality without a full-time career of stress management or a life-long prescription for pharmaceuticals that can leave you feeling numb. Get the tips and tools you need to make happiness and ease a reality for you.





THERE IS NOTHING WRONG WITH YOU.

BY DR. JOYLYN SPARKLES

If things aren't going the way you'd like, it is NOT evidence of your worthlessness or powerlessness or any other -lessness you've assigned as the cause of the way things are right now.

THERE IS NOTHING WRONG WITH YOU.

Turn away from the temptation to elaborately describe or diagnose the problem; to assign fault or blame to yourself or anyone or anything else. Instead, know there is nothing wrong with you, you are not being punished. The reason things are shitty right now is because of something you are choosing—the way you are interpreting other people's actions or the ideas you have about yourself—that is making things to show up this way. The crummy circumstances you face could also be an awareness that you are ignoring, fighting to get your attention; or it could even be exactly what you are looking for, showing up in a way you never thought possible and didn't think to be curious about.

So, stop being so hard on yourself, blaming yourself, depriving yourself of affection or encouragement. "The beatings will stop when morale improves"—doesn't work.

There is no reason that you cannot accomplish or have what you'd like...

it's just not part of your reality yet, or it is already showing up and you just can't see it.

There is nothing wrong with you.

You are not hopeless.

You are not a burden.

You are not broken.

You don't need to be fixed.

I am here to help you see your own beauty, brilliance, and power to turn things around and change what isn't working for you.

GODDESS' GUIDE TO BREAKUPS

Whether it's a him, a her, or even a habit or an old self-identity that you're leaving, or if you're the one who's been left, you know it's coming—the tidal waves of emotions and self-doubt.

This guide takes you by the heart and shows you what's available to ease your transition to the happiness on the other side of this situation. You can read it cover to cover or go to the section you need most at the time. But with this guide, you will be empowered by the gories and glories of a breakup expert on just how to summons the courage to conquer your doubts and come out shining.

Turn your breakup into a breakthrough.

GODDESS' GUIDE TO BREAKUPS



DR. JOYLYN SPARKLES

available now



COACHING PROGRAMS

WITH DR. JOYLYN SPARKLES

HAPPINESS BRAIN TRAINING

HAPPINESS Brain Training integrates the latest research with targeted coaching.

This Future Forward Focus™ design inspires confidence and authentic optimism without the hard work and heavy emotional processing of conventional programs.

Using the latest research in neurophysiology, this program “re-wires” your brain, creating new neural pathways that make happiness, confidence, and calm your “default” setting.

Text reminders twice a day, everyday of your program—built in accountability so you maintain the consistency required to achieve your goal.

You literally change the “signals” you send out, and begin to attract more positivity to your life.

This training is designed for speed and longevity—that means that you get change fast and it lasts.



GET READY.
GET SET.
GET HAPPY.



90 DAY RELATIONSHIP REMODEL

In this 3 month program you will:

- GET CLARITY, DIRECTION, AND EASE IN YOUR LIFE.
- IDENTIFY YOUR UNIQUE NEEDS IN YOUR RELATIONSHIP THAT MIGHT BE DIFFERENT THAN EVERYONE ELSE YOU KNOW.
- UPROOT AND ELIMINATE DEEPLY HELD INSECURITY, SELF-DOUBT, AND PEOPLE PLEASING.
- CLAIM YOUR SPACE AND TIME.
- LEARN EFFECTIVE WAYS TO COMMUNICATE TO FOSTER COOPERATION AND ELIMINATE RESISTANCE.
- DISCOVER JOY.
- BECOME UNFUCKWITHABLE.

MARRIAGE IMPROV

DATE NIGHT + RELATIONSHIP COACHING

Are you having the same argument over and over?
Boring conversations with limited topics?
Just want to laugh together?

If you've been in relationship long enough, there comes a time when communication breaks down—it's a nearly universal experience.

...but traditional couple's therapy is just so serious... and seriously expensive.

Now there is an alternative that is fun

...and will save you loads of wasted time and draining arguments.

*Side effects include improved communication, greater confidence and teamwork.

Joylyn's facebook group



the HAPPINESS clinic

WITH DR. JOYLYN SPARKLES

No bullshit coaching + pragmatic tools to heal trauma and change the way you think so you can be confident + happy AF

**WELCOME TO RELATIONSHIP REAL TALK!
NO FLUFF. NO B.S.**

This is the best group of badassess and superhero sensitives to learn about empathic abilities, master emotional handling, and create sustainable happiness.

The secret to success is our Future Forward Focus™ coaching approach that combines the latest in neurophysiology and quantum physics with old school psychology and a boatload of consciousness-based modalities.



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