



Conscious Business Vision

Compiled by Davin Infinity

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You're business is a direct reflection of everything that you are: your fears, dreams and beliefs.

When you totally believe what you're doing, your efforts become effortless - they flow with ease.

I live in an abundant universe.

In this reality, I am an unlimited being.

I am the source of my abundance.

I can create anything I want.

This includes being successful at what I love to do.

Through stating what I want, applying deep focus on creating it, and matching my vibrations and energy with the emotion of having it, I begin to attract all of the forces that support this desire.

My beliefs create good things for me.

So I focus on what I love and thus draw it to me.

There is no limit to what I can create.

I live in a limitless world.

Anything is possible

when I use imagination and visualization.

My unlimited thinking increases my creativity and expands possibilities.

Having a greater vision of myself helps me fulfill my potential.

Every time I envision the future in a positive way, I am creating a possible direction and attracting the right people to assist me.

My imagination is the closest link to my soul.

It is not bound by past beliefs or fears, or the programs that these create.

Imagination is given to me so that I can transcend my physical world where my mind sets up barriers.

By stepping out of personal limits, I tap into the source of the greatest human potential.

What is the difference between your purpose in life and your vision?

What's your passion and are you living it?

If money, your current job and all other commitments were not an issue, what would you be doing differently that is aligned with your highest interest and potential?

Often that which we have the biggest resistances towards, are what we need to do most.

The universe never presents you with an opportunity that you're not supposed to take.

Take bold action. If it scares then you probably need to do it the most.

KEY WORDS TO INTEGRATE INTO YOUR CONSCIOUSNESS:

Soul Currency - Harmonic Wealth - Sustainability- Affiliate Networking - Residual Income

MARKETING Your Services

- * Marketing is the vehicle that helps you easily get new clients and customers.
- * Marketing is the vehicle that helps you easily charge higher prices.
- * Marketing is the vehicle that helps you easily sell more stuff.
- * Marketing is the vehicle that saves you loads of time and energy.
- * Marketing is the BEST skill set you can discover in life and business

Marketing is simply the act of communicating the undeniable value of you and your offerings in such a way that **INSPIRES** people to say "YES" immediately! In addition to being totally exhilarating and fun, marketing will help you finally achieve the level of wealth, abundance, and impact you desire and deserve....And the best news is that this amazing skill is completely and totally learnable.

MARKETING Your Services

- Have three questions which get the audience thinking.. and
- List five benefits that they would receive for attending the course/training.

The Business Model:

1. P - Pinpoint your market
2. A - Attract a loyal community
3. I - Identify what they want most
4. D - Deliver the solution as premium content

Factors in Marketing:

- a wealth of effective grassroots marketing techniques, all free or low cost, that keep listeners coming back
- choosing an eye-catching title; writing an effective description;
- search engine tips that ensure top-of-the-list visibility;
- offline promotion including free advertising and press exposure;

“The 3 Step Information Marketing Success Formula”

1. Identify a Core Human Desire/Need (Something they want badly)
2. Find and Copile a technology for solving this Core Desire/Need (Organized Information)
3. Find a way to market to this Core Desire/Need.

With a winning idea, and many different media to market it, you can then branch into many related support products.... bringing in more residual income by creating a funnel of similar products that satisfy the core human needs and desires. When you set out to identify core human desires or needs you should do it from a “passion” standpoint. In other words, you should first find out what you are passionate about and match that passion to whatever needs you can discover are out there. For example: I love to teach. Every time I learn something new, I wind up teaching other people how to do it. Once I figure something out, I want to show other success-minded people how to follow in my footsteps. This has always been my “mission”, my passion. And now through the unique and powerful coaching program that I and my mentor put together I have set my sights on one single goal: to help you create the lifestyle you deserve by helping you create a six or even seven figure business that will support it! It is not information, however, that we need more of! We are already drowning in information. The problem is not a lack of information or ideas but a lack of information that is packaged and presented properly. Information needs to be categorized into specialized knowledge that the consumer can use quickly. This is the job of an infopreneur – an entrepreneur that sells information.

Here’s how spiritual marketing works for display ads:

1. Get clear about the purpose of your ad. Do you want your ad to generate: (a) leads; (b) mail order or phone sales; (c) store or website visits?
2. Using the Law of Attraction, select your target audience (what you see in your mind as your “perfect clients”).
3. Craft a soul-stirring headline that makes your targeted prospects want to read further. You have about 2 seconds to catch their interest.
4. Focus your ad’s message on just one of your prospects’ needs or wants and show how you can help. Multiple choice in an ad is confusing.
5. Write simply and from the heart. Let readers feel your energy.
6. Include testimonials to make prospects feel safe about contacting you.
7. Indicate clearly how you wish readers to respond: (a) call for free report, more information or to make an appointment; (b) visit your store or website,
8. An attractive ad feels good when you look at it. Design is important.
9. Give readers an incentive to respond: (a) free gift; (b) free information; (c) free sample; (d) money back guarantee.
10. Before mailing your ad, meditate with it, projecting into it your energy and your intent that it succeed in its purpose. The Law of Attraction handles the rest.

In a nutshell, Davis asserts that the most powerful survival needs of consumers now are “psychospiritual.” Physical survival needs have been overtaken by the need for:

- instant altered states
- richer human connection
- a more solid sense of self
- a clearer vision of the path
- greater inner pleasure.

EXAMPLE: She talks about the business person (or marketer) as a healer, helping clients reach an “optimal state of mind,” where you can “lose your sense of being anywhere and feel a wondrous sense of unity with the universe.” Business is essentially a mutually-agreed upon practice to exchange one form of energy for another. GOOD business is selling a person something that adds more to his life than the thing he gave you in exchange (usually money). If a person feels he has received excellent value in his dealings with you, he is likely to become a repeat customer. You have improved his life with your product or service and he, in turn, has increased your income, thus allowing you to more fully develop and express your own life.

For your marketing to be really effective, you want to be offering something that:

- (a) really excites you
- (b) has a target clientele who can pay what you need to charge
- (c) speaks to an audience that is ready for your message.

Read trade publications and e-zines, talk to clients and friends, visit websites galore in your chosen field. Once you recognize the exactly correct target market for your product or service, marketing becomes more cost-effective. Your cost of attaining quality clients can be reduced and your clients’ satisfaction is likely to increase because they’re in the right place with the right professional.

BENEFITS OF SERVICE - COMMON THINGS EVERYONE WANTS TO IMPROVE THAT YOU CAN TARGET WITH MARKETING

- Develop Empowering beliefs that will catapult you to success
- Change your thinking so that you enjoy a better life
- Direct the Power Of Your Subconscious mind to deliver what you want all the time
- Be laser focused so you get things done quickly and easily
- Let go of the past so you stop worrying and enjoy life
- Attract the people who will launch you to success as you live the life you want
 - * Frees your body from stress and tension
 - * Clears and focuses your mind
 - * Ignites your innate joy and passion
 - * Connects you with your Knowing and purpose
 - * Realigns and recharges your energy
 - * Dissolves overwhelm and confusion
 - * Live in radiant health with joy in your body
 - * Ride the turbulent waves in our world with balance
 - * Master your challenges with grace
 - * Make clearer decisions faster with confidence

13 Universal Success Principles to Move You Into Action:

- * Desire
 - * Faith
 - * Self-Talk
 - * Knowledge
 - * Imagination
 - * Planning
 - * Decision
 - * Persistence
 - * Masterminding
 - * Energy Transfer
 - * Subconscious
 - * Your 6th Sense
 - * Ignoring Negativity
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GENERAL TIPS

How do you choose to get paid? Would you rather have a set salary, or would you prefer to have an income based on the value of what you produce? What is the true measure of your wealth? Do you know what you are worth? Find out how the answers to these questions relate to your own income potential.

Learn the secret to bridging the gap between the inner world and the outer world and to face “fears” you encounter on your journey to wealth and abundance. Discover the importance of investing in yourself and your growth.

In this lesson you will learn why you must develop a habit of managing your money and how rich people use this discipline to have their money work hard for them, rather than working hard for their money.

SUCCESS – RAISE THE ENERGY

To succeed in business, you’ve got to do two things: raise your personal energy and raise the energy of your business. The one drives the other. So it starts with you. The reason for raising your energy, or level of awareness, is to allow the Law of Attraction to operate at a higher level. The Law of Attraction attracts toward you more of whatever you are thinking. You’ve heard the saying, “Like attracts like.” The Law of Attraction works impartially and perfectly for business, relationships... everything in your life. To create a “success vitality” for your business, it makes sense to raise your personal energy first.

Five Step Process -

Plan, Prepare, Proceed, & Pursue with Persistence

Remove the blocks that prevent you from manifesting.

Help you identify that inner desire that is your true passion in life (all of us have that desire somewhere within).

Guide you in establishing a state of being that keeps you inspired and passionate throughout your creative process.

Teach you how to keep your attention focused squarely on the goal.

Teach you how to stay focused no matter how long it takes to manifest what you want.

11 Tips To Get More Out Of Your Freelancing/Private Practice

We all know there are advantages of being a freelancer, especially if you have the luxury of working at home. Unfortunately, it's hard to be creative every single day, especially if you're worrying about payments, existing clients, finding new clients, feeling overworked, or whatever.

Don't get overwhelmed. Here are some general tips to get the most out of your freelancing efforts.

1. Get rid of dud clients. Your 'dud' clients are not necessarily bad people. But you're running a business and if you're working and not getting paid (at all or on time), then dud clients need to go.
2. Increase your rates. The math is simple, the decision to raise rates is harder. Start by charging more for new clients and for old clients who come back to you after a time. Leave the current rates for clients alone for now unless you think they'll accept. A strong component to making rate raises work is to have emergency funds and savings. When you have a secure feeling about your finances, this is projected in your communications, whether by e-mail, chat or voice. You're not worrying and thinking, "What if I say my rate is up and they say 'no'... what if they all say no... how am I going to pay my bills."
3. Increase your revenue streams. My brother, co-owner of a successful ad agency, said to me recently, "Don't think of yourself as a freelancer. Think of yourself as a business owner." Wise advice. What do (successful) business owners do? They come up with other ways to earn income.
4. Become an entrepreneur. This is really an extension of the last point, but becoming an entrepreneur usually involves working with other people, even if it's collaboration as opposed to hire. I know "synergy" is an overused word, but when you work on something with a compatible colleague, it's amazing what can come of it. And having someone passing on work to you, and vice versa, is a prosperous feeling. If you're not going after all forms of prosperity in your work and personal life, what are you doing?
5. Leverage the past. Use what you know and what you've done before, whether it's a bit of research, a sketch or partial design, a snippet of code or a few lines of text. Build upon the knowledge you have, to save you time now. Reuse what you can, when you can.
6. Leverage your creative/productive periods. You know those times when you're on fire, getting more work done than you might have expected? Don't waste those times just planning. Use them to get ahead of your workload, so that if you hit a creative "downtime" in a few weeks, you'll be prepared. This isn't always easy, depending on the kind of freelance work you do, but it does apply to writing, photography, sometimes even coding or design. You don't need to produce finished work, if you don't have a buyer. However, do "sketches" or samples as preparation for work that you are anticipating in the future.
7. Make the effort to plan. Planning really does make the difference between being a successful freelancer and one who is always chasing his/her own tail, trying to get work done. If you're researching when you should be writing, or writing when you should be sourcing new clients, you're contributing to a negative sense about your abilities. On the other hand, getting preliminary research and initial tasks for a project out of the way means you can work on remaining tasks with a peace of mind that you have enough time to finish everything.
For example, if I have 3 articles to write for a client this week, but I start scoping/planning on Saturday evening for 15 minutes, then do a bit of research for 15 to 30 minutes on Sunday, I now have all three articles prepped. The ideas can brew in my mind's background processes while I work on something else. Then when I do start writing on Monday, I often have a full or partial article "written" in my head. Because this is such a magical feeling, it means I do my work with confidence, and leaving enough time for edits, should they be necessary.
8. Manage your tasks. While it's nice to track and manage your gigs and keep a total of how much you've earned today, don't forget that larger gigs will throw you off. A gig that pays, say, \$500 will possibly be spread out over several days. If you can, put a separate dollar value on each of the subtasks you perform for this gig and track these values. It'll give you a bigger sense of accomplishment on a daily basis. This beats looking at your task log and seeing a big zero while working on this project.
9. Enjoy life now. Don't lose yourself in your work. While it's good to focus and be productive on client projects, if you have to work day and night all week, you can't possibly be getting all you need out of life. Now, not in a few weeks or a few months, but now. Otherwise, before you know it, a few years will have passed by, gone forever.
10. Give yourself less time. Set your own work hours and stick to those. Force yourself into efficiency. If you have your workstation set up in your bedroom, it'll be very hard to separate your work and personal life.
11. Use the snowflake method. This is a method that some personal finance bloggers write about as an option for paying down loan and credit card debt. Instead of paying down the loan with the highest rate, you pay down the smallest loan, to gain a sense of accomplishment. This translates directly to your own client work: Do the smallest, easiest project and get it out the way. When you're feeling good about yourself, tackle the next smallest project. However, the difference is that you do have to concern yourself with deadlines. If not working on a project NOW means losing a client, then you'd better think twice.

The Heart of Marketing is about soft sell marketing and loving your customers—about the sincere and very real emotional connection that draws customers to you and assures them that they can trust you - and your offer and all that it promises. It's about your authenticity, transparency, respect, and partnership—so your customers and clients can clearly see who you are and what you bring to them so they can confidently do business with you. Traditionally, business has been strictly a numbers game—founded on calculation instead of connection—and the world at large has suffered from commerce that lacks consciousness and emotional connection. At the center of soft sell marketing is the undeniable fact that we all co-create this life together. We are interconnected and interdependent so that every successful business transaction between you and your customers can only be the result of your mutual collaboration.

Rather than a game of winner take all, your true success occurs when your customer succeeds. And your customer's success can only be a success when your product or service succeeds. Soft sell marketing goes beyond merely win-win into genuine, mutual fulfillment that enhances the humanity and well-being of both you and your customers. As you move deeply into The Heart of Marketing and our soft sell approach you will discover how to practice selling in a new light:

Selling with consciousness and conscience; Selling with caring and connection; Selling that makes what goes on in the marketplace an exchange of value, to be sure, but also an exchange of mutual respect and regard—aware of the interdependence that holds together and supports all life on our planet.

Said simply, we all need each other. And in that need we would do well to treat each other with consciousness and conscience, aware that marketing and selling has impact. Not a trivial impact. And not just dollars and cents. But the emotional, life-changing impact that remains present long after the sale is complete.

The Heart of Marketing is dedicated to you and your business as you redefine the process of selling as spiritual service and appreciate the depth of its material, communal, personal, and yes, its true spiritual value.

The sad truth about marketing for most self-employed professionals and owners of small businesses is that they shy away from it because they don't truly understand it. Solo-professionals believe self-promotion is beneath them and that it somehow tarnishes their professional image (and because of that majority end up struggling to make ends meet!)

Business owners and entrepreneurs try a lot of different approaches - usually with lukewarm results - and end convinced marketing is too expensive and doesn't work. Or they get excited about new promotional ideas but only to realize they don't know enough specifics to actually make those ideas work for them. Sadly, because of lack of effective marketing know-how most entrepreneurs are working too hard and still never even get to the \$100,000 per year income. Few make it to six figures, and even fewer realize the dream of building a million dollar business.

But there is good news for those who are willing to develop a new marketing mindset; you can easily transform your business from just so-so into a consistent profit generator you always wanted it to be. And it can even be fun, if you know what you're doing...

How to Make Marketing Your Business Easy, Profitable, and Fun. Every day, in conversations with my students and a handful of high-level private clients, I observe three basic problems that prevent most people from making their business more successful:

- 1) They think too small. Most start with a big dream, but somewhere along the journey of building their business they lose site of it.
- 2) They lack the specific marketing know-how to deploy effective business growth strategies and consistently attract more and better clients than they can handle.
- 3) They waste time chasing ideas that have a low chance of getting good results and engaging in low-leverage activities that would easily be automated or delegated.

To make things worse Internet is now littered with diluted, poor quality business advice - most of it regurgitated but marketing experts "wannabes" - and it gets harder and harder to figure out which ideas are useful and effective and which ones are total crap!

For people who want to start thinking bigger, get marketing advice from self-made millionaires, and find answers to their questions like:

How do I define my niche and find my ideal clients?

How do I effectively describe what I do?

What are some of the best ways to get new clients fast?

What can I do right now to economy-proof my practice or business?

What are the best low-cost promotions I can use that actually work?

How do I sell my services or products online? What should I change on my website so that it generates leads and sales? How do I build a my list online? What should I be doing to generate traffic to my website? How can I find the best vendors and people to help me with my business? How do I get prospects to respond to my advertising? How can I find Joint Venture Partner or friends/alliances who would promote me?

If you're going to maximize your time and the value you create in the world, then you must harness the power of Three Simple Principles of Nature that can change your financial future forever, and here they are:

Principle 1: Residual Income

Is residual income a principal of nature? YES!! A residual income is earning money day after day, month after month, year after year for something that you did a long time ago. Imagine getting a check in two, five, or 10 years from now for something Nature utilizes this principal because it allows maximum results with minimum wasted effort. For example: the work it takes to plant a single seed can result in a tree that produces fruit and feeds you and your family for a lifetime. It may take energy to plant the seed and nourish the roots but once the tree is established it can produce fruit without your attention. You just collect the fruit... and enjoy.

This is called Passive Residual Income. When you apply this natural principle to your money and time, your prosperity will blossom.

Movie Stars make money off of their movies for years, musicians every time their song is played on the radio, and authors can earn a check each time one of their books are sold. This is because an act value continues to produce its benefits into the future and so the creators of the value also reap the rewards into the future!

Elements for Life inc's. "Principles of Nature" business model is a high integrity business based on "Fair Energy Exchange" and the principals of nature in a way that allows real people from all walks of life to plant small seeds of their time and energy in a way where substantial passive residual income is created. Imagine an income that grows every month, paying you potentially for the rest of your life, while you continue to thrive in abundant health and wellness. Two simple principles of nature; synergy and leverage can change your financial future ...forever!

Principle 2: Synergy

Synergy is when $1+1=3$!!! We have learned that the power of many people working together to achieve a common goal is a force capable of accomplishing almost anything. At times 3 people working together can accomplish more than four or five people working on a project independently. This is called Synergy.

Because there are only 24 hours in a day and so much to be done, financial freedom is a serious challenge for those who trade their time for money. There is only so much work you can do in that time. But what if you had three people, 10 people, 100 people, or even 1,000 people working together on a project or goal that they enjoy and feel good about? In a case like that, the sky is no longer the limit!

With Elements For Life you have a whole team of successful people participating in the prosperity program who are willing to invest their time and attention into your success! After all, the more successful you are, the more successful they are as well. Of course the health and wealth of all of our communities and the EARTH as a whole is possible through your achievements.

Principle 3: Leverage

Would you rather earn 100% of your own efforts or 1% of 100 people working together in a state of synergy?

Leveraged income is a natural principle that creates the exponential growth of your business by allowing you to earn a portion of the value created through group effort. Imagine you just started your own business.. The first thing you'd want to do is get some people to help you. Let's say you got one person to help you in your first month and you train that person to duplicate what you did. After the first month, you'd have two people in your business. At the end of the second month, you brought in another new person and so did your first person, now you have four people. If you did that for 13 months, you'd have 8,192 people doing your business.

CHARACTERISTICS OF SUCCESSFUL PEOPLE

Did you know that there is a single ingredient that separates people who are successful in life from people who are not? That component is how you harness your personal power. People who use their power will take their dreams and make them come true. They are fearless in their drive and will take immediate, massive, repeated action and will never give up until they can live their dreams.

On the other hand, people who lack this ability still have the same yearnings and desires as everyone else yet they stay stuck and unfulfilled. They never make their dreams come true. Their lives are an endless series of “what if” questions they ask themselves. But until now, success has never been so easy.

Many people feel powerless in their lives. They live forever at the whims of others - nasty bosses, credit card companies, or others trying to hold them back. They never discover the secret to incredible power that is hidden within them. For most folks, harnessing this power is just a dream or fantasy. But, now you can be on the way to achieving your dreams in just minutes. I know it sounds incredible, but there’s a simple, easy to use proven formula which unlocks everything your heart desires, and automatically creates the life you really want. The Creating Power System will change your life forever!
Best of all it only requires 5-minutes a day!

The single most important key to living your dreams is utilizing your personal power. No matter what your dream is, you make it reality when you master this skill. You’ll be able to handle every obstacle along the way. And you’ll be able to move in the direction of your dreams - in just minutes.

EXAMPLES & LINKS TO OTHERS MASTERING CONSCIOUS BIZ

<http://www.newradiance.com/BusinessDirectories.htm>

----- “Powerful Goal System for Business Success”

In this workshop, we will show you how to create powerful goals that you will look forward to consciously manifesting in the upcoming year. We’ve developed a system to take the struggle out of goals. We want you to take the time to dream big NOW and decide what you want to create for our life and business in the next 12 months. It’s easy to forget about desires and dreams you have and easy to procrastinate on doing the things that you love and are important to you. The irony is, these dreams *are* what’s important.

Our 5-step “Goal Mastermind” Process will enable you to:

- * Answer the question: What are my great priorities and dreams for the next 12 months? (What matters most for you?)
- * Identify your deepest passions - and translate them into goals that you’ll be powerfully motivated to achieve
- * Transform any confusion and overwhelm into clarity, inspiration and action
- * Create business and personal goals that can support each other, rather than compete against each other
- * Live “on purpose” and tap into greater abundance, income & relationships
- * Follow easy-to-use tools to achieve your goals – and what matters most – in your life and business

After this workshop you will feel connected with your purpose in life and a sense that your life and your business are on the right track. We'll show you how to tap into your passions and purpose, which will make your goals "stick" and be more achievable.

In the first phase of this event, you will discover how to:

- *Develop your magnetic presence and unstoppable confidence to achieve any goal you envision in your life
- *Become so clear and inspiring in your expression that people always say YES to you
- *Quiet the endless mind-chatter that sabotages your goals and achieve powerful new levels of clarity, focus, and direction
- *Achieve complete alignment between your mind, body, heart, and soul so that every decision you make moves you closer to your dreams
- *Gracefully set boundaries so that you stop letting people walk all over you and begin properly using your time and energy to get better results in life

Once you complete this first section, you will no longer have any doubt about what you can accomplish in the world. The reality of your greatness will be a living, breathing reality.

- *Create such a powerful wealth consciousness that every decision you make brings you more money and prosperity
- *Position yourself as the premier recognized authority in your field so that you always get the business first
- * Craft marketing campaigns that are so irresistible and magnetic that people lung forward to sign-up for your programs and offerings instantly
- * Develop new products, events, and programs that SELL OUT immediately because they are in such high-demand
- * Make more money while working less time by creating multiple different streams of income that genuinely help people to improve their lives

How do you choose to get paid? Would you rather have a set salary, or would you prefer to have an income based on the value of what you produce? What is the true measure of your wealth? Do you know what you are worth? Find out how the answers to these questions relate to your own income potential.

Learn the secret to bridging the gap between the inner world and the outer world and to face "fears" you encounter on your journey to wealth and abundance. Discover the importance of investing in yourself and your growth. In this lesson you will learn why you must develop a habit of managing your money and how rich people use this discipline to have their money work hard for them, rather than working hard for their money.

6 minutes a day with Diamond Alignment:

- * Frees your body from stress and tension
- * Clears and focuses your mind
- * Ignites your innate joy and passion
- * Connects you with your Knowing and purpose
- * Realigns and recharges your energy
- * Dissolves overwhelm and confusion

Which allows you to:

- * Live in radiant health with joy in your body
 - * Ride the turbulent waves in our world with balance
 - * Master your challenges with grace
 - * Make clearer decisions faster with confidence
 - * Take "inspired action" with courage
-

What You Discover Here Will Change Your Life Forever

- * Why Using Your Power Distinguishes Between The Super Achievers And The Average Person
- * The two sources of Power problems and how to correct them...forever.
- * How To Stop Being Ruled By Your Past
- * How To Identify Your Own Path to Success
- * How to Eliminate the Fears that Drain Your Power.
- * How to Effortlessly Embrace Your Strengths, Anytime You Need To
- * Breaking Out of Your Rut! Finding the Strengths to Do Something Different
- * Simple Steps To Immediately Replace Your Limiting Beliefs With Empowering
- * How Power Can Enhance Your Intimate Relationships
- * How Successful People Handle Mistakes Differently Than Others
- * How to Insure Your Children Grow Up With a Healthy Sense of Power
- * Learning to Trust Yourself and Respect Your Decisions
- * How to Approach Others With a Benevolent Spirit
- * How to Feel that You Can Make a Difference
- * Having High Expectations for Success

At last! The Creating Power System that teaches you how to master your own powers so that you can turn to them whenever you want for the rest of your life! Once you work with Creating Power you're set for life!

Here are just some of the incredible things you'll master in the FIRST WEEK:

- * How to tap into your subconscious to create a happy and rewarding life.
- * Why most forms of visualization fail and how my simple technique will skyrocket your results.
- * Learn how to quiet your mind and develop your intuition.
- * The right way to meditate- it's so easy you'll wonder why you didn't do it your whole life.
- * How to create the right situation ahead of time - so you always come out ahead.
- * How to magnetically attract the right people who will help you accomplish all your goals.
- * How to get rid of the people and situations you don't want - easily and effortlessly without any confrontations.
- * How to turn failure into success and keep building success throughout your life.
- * 3 simple ways to eradicate negative thinking.
- * How to build a lifetime bond with your spirit, the universe and your subconscious so you're always on the right track.
- * The six laws of thought and the universe that no one will tell you - and why you need to follow them right now!
- * Why any affirmation you picked up in a book or another course is dead wrong! You'll master the Right way to create and use affirmations so you get instant results!
- * Why simple positive thinking won't get you what you want.
- * How to send the right thoughts to your subconscious so things always work out for you.
- * How 5-minutes a day can change your life - forever. Starting right now!

www.tybro.com (CD series) :::

The Words of Power for Prosperity

http://www.tybro.com/html/words_of_power_prosperity.html

Benefits: helps to remove doubts, anxieties and fears related to prosperity, strengthens the energy of prosperity within your aura, subconscious mind, and body; helps to draw the forces of the universe that create real happiness, health and prosperity into your life.

In this CD, The Words of Power for Prosperity, you will hear a series of Words of Power that are specifically designed to bring the power of success into your life. When you want to achieve real success, success without the roller coaster effect that wealth can so often have, you must recognize that all good fortune originates from the Light of the Creator.

If you believe that you are the sole architect of your success, the actual creator of your prosperity, your disregard for the Light of the Creator will impel the financial roller coaster into motion. With the appropriate words of power, you can draw good fortune directly from the Light, not through your ego.

The Words of Power for Healing

http://www.tybro.com/html/words_of_power_healing.html

Benefits: increases the body's natural healing potential, enhances the subconscious mind's ability to heal the body, helps erase the anxiety, doubt, and fear associated with the healing process, strengthens the power of the aura, helps to clear negative thought forms. This is our most powerful CD creation to date. Since time began priests, healers, medicine men, and shamans from hundreds of cultures have been aware of the power of specific combinations of words and phrases. These "Words of Power", when spoken aloud or sung, or even when intoned silently within, are said to hold the power of creation itself. In the Bible, Genesis states that God said "Let there be Light!". In this passage, the Bible clearly implies that God used words to enlighten the world and everything in it.

In this unique series, you will hear an extremely powerful set of spiritual tools. The precise use and application of this technology has been hidden from the public for more than 3400 years. You are about to discover the secrets of Prosperity, Healing, Removing Negative Forces, Removing Obstacles, Spiritual Power, and Enlightenment through the use of the Word.

Words of Prosperity

In this CD, Prosperity, you will hear a series of Words of Power that are specifically designed to bring the power of success into your life. When you want to achieve real success, success without the roller coaster effect that wealth can so often have, you must recognize that all good fortune originates from the Light of the Creator. If you believe that you are the sole architect of your success, the actual creator of your prosperity, your disregard for the Light of the Creator will impel the financial roller coaster into motion. With the appropriate words of power, you can draw good fortune directly from the Light, not through your ego. The ego can provide you with some success, but ultimately, it strips away that success from some other important area of your life. As you hear these words of power, focus on the clearest, brightest, most pure light that you can imagine. With all your might, remove all doubt and fear from your mind as you fix your attention on being happy, prosperous, and successful beyond your wildest dreams. All you have to do is to hold a single happy, clear, unadulterated successful thought in your mind while you focus on the words and the Light will do the rest. Another key to ridding yourself of ego based fear and chaos is to think big. Permanent happiness, joy, financial success, and harmony in your relationships are possible today while you are still on Earth. Letting go and letting the Light give to you what is rightfully yours is crucial. If you don't genuinely believe, with all the fibers of your being that the things that you are asking for are attainable goals, then you can't truly say that you are allowing yourself to think big. In truth, you have let your ego trick you into thinking small...again.

More example of products/services:

The Law of Attraction? There are a lot of people today talking about the “Law of Attraction.” But most books, videos and programs fall short because they don’t incorporate the complete spirit, mind and body aspects you must address to have it really work in your life.

With my Manifesting Your Desires Program I’ll take you step-by-step through the process of...

- * visioning (not visualization)
- * uprooting and eliminating self-sabotaging core beliefs...for good
- * building a “miracle-attracting” thought atmosphere
- * healing unforgiveness and resentments
- * connecting you with the Limitless Source through my unique Manifestation Meditation
- * The 5-step scientific prayer taught by the masters
- * taking effective action following inner guidance, and
- * building an award-winning support team.

The Life Visioning Process” with Michael Bernard Beckwith—A Complete Audio Course

Speaker(s): Michael Bernard Beckwith

You were never born. You will never die. And the reason you’ve incarnated is to reveal the glory of the Divine as you and you alone can. This is the essence of the Life Visioning Process, Michael Bernard Beckwith’s transformational inner technology for uniquely expressing the love, wisdom and beauty that you are. Life Visioning invites you to join the founder and director of the Agape International Spiritual Center for his first full length audio-learning course and begin the adventure of conscious participation in your soul’s evolution by activating your highest potential.

As we mature along the spiritual path, explains Michael Beckwith, we move through four stages of consciousness. Stage one, Victim Consciousness, finds one in constant reaction to things happening “to me” at the hands of a power outside of our control. In stage two, as the Manifester, you take responsibility for your life and put the laws of the universe to work for you. We become a third stage, Channel, when we surrender our will to a higher intelligence that functions “through us.” Stage four — Being Consciousness — manifests as enlightened living.

On Life Visioning, Michael Beckwith offers guided meditations, creative visualizations, affirmative prayer, and insights from diverse traditions to support you in navigating the four stages. He then leads you through a complete Life Visioning session that allows you to intuit “God’s idea of itself as your life.” Here is the same powerful practice that Michael Beckwith has taught to thousands during the past 30 years, shared for the first time on audio. It is a tool you can return to any time as a basis for discovering and unleashing the ultimate potential for your life.

Spiritual Selling

Now you can stop chasing and start attracting the perfect clients. Spiritual Selling introduces the “Attractor Sales System.” A revolutionary new approach to selling and business. Open your mind to a new level of consciousness and unlimited possibilities. Your business and life will never be the same.

What do you do when all the formulas and techniques, methods and strategies don’t seem to be working? What do you do when you feel stuck?

If you hate traditional selling and chasing business you will love this book.

Spiritual Selling is not about religion or esoteric mystic concepts. It’s about the practical application of spiritual energy principles that are driving all of our lives. You will work from the inside out to transform your energy and create the results you desire.

In my new book “Spiritual Selling” I will show you how to clear the unconscious negative energy and old beliefs that are holding you back. My new “Attractor Sales System” will show you how to open your energy and clear the unconscious blocks that are holding you back.

It’s Not Just What You Do...

It’s How You Think and Feel That Determines Your Results

We have all been conditioned to believe that hard work and determination are the keys to success. I am not saying you do not have to work hard or be determined but, there is another critical piece of the puzzle you must have to become truly successful.

Your success is not tied to the action you take...it is a product of your unconscious energy, feelings and beliefs. To make positive long-term changes you must transform your internal energy from the inside. This book will show you how to make these simple, yet critical, adjustments that will have an incredible impact on your business and life.

He knows that being successful is not about how many hours you work, but how you see yourself on your most basic level.”

This book goes much deeper into your feelings and the keys to making long-term positive changes. Techniques are temporary band aids that create a false sense of progress and success. True change only happens when destructive patterns are cleared at their core.

You Will Discover:

- Why loving what you sell does not guarantee success
- The 3 different types of salespeople and where you fit in
- How your Chakra Energy System is creating your unconscious vibration and attraction
- How to clear the negative Chakra energy that is causing unfavorable results in your life
- Why your conscious thoughts do not match your unconscious beliefs
- How your unconscious mind tricks you and holds you in negative patterns of energy
- How fear and guilt are at the heart of all of your unconscious blocks
- Why many people are trapped in victim behavior that holds them hostage
- Why most people are great givers and terrible receivers
- How to understand and act on the messages the universe is sending you every day
- Why your ego is the cause of all problems
- Take the ego exam and see how much of a factor your ego is in your life
- How the ego disconnects you from your spirit
- 11 tips to keep you energized on a daily basis
- Why too much thinking blocks your energy and flow
- How to think less and feel more
- The 3 keys to successful manifestation
- Why justifying your price weakens your position and lowers your energy level
- How to brand your business and yourself to create a powerful position in the market
- The 5-step sales process that can be duplicated to guarantee your success
- The 14 different lead funnels that will keep people calling and much more

This unique book combines powerful spiritual laws with proven sales strategies. The result is my new, Attractor Sales System. This revolutionary new approach to selling will transform your energy and help you create a more positive flow of energy. The results will go well beyond the success of your business or career.

- Develop Empowering beliefs that will catapult you to success
- Change your thinking so that you enjoy a better life
- Direct the Power Of Your Subconscious mind to deliver what you want all the time
- Be laser focused so you get things done quickly and easily
- Let go of the past so you stop worrying and enjoy life
- Attract the people who will launch you

- * Uncover your skills
- * Adjust your attitude
- * Value your currency
- * Claim a vision
- * Get clarity
- * Build community
- * Take leadership, control and action
- * Create a life of abundance

Unleash the Power of Your Expertise

- Discover the Essentials of Your Vision.
- Define the Language to Powerfully Describe It.
- Design an Action Plan to Move Forward.

In this 60 minute teleclass you'll discover and define the REAL power of your gifts & talents, find ways to reach your target audience and propel your career and business to unparalleled results & revenue!

1. Give clarity & focus to your expertise
2. Define your greatest vision in an engaging, high vibration language
3. Set free new streams of prosperity and abundance
4. Clarify a set of empowered actions for optimum results, resources & revenue.

13 Universal Success Principles to Move You Into Action:

- * Desire
- * Faith
- * Self-Talk
- * Knowledge
- * Imagination
- * Planning
- * Decision
- * Persistence
- * Masterminding
- * Energy Transfer
- * Subconscious
- * Your 6th Sense
- * Ignoring Negativity

Product Creation Advice - Four Skills to Learn If You Want to Make Money Online By Maritza

Skill 1: Learn to Create a Website.

I paid a college student to show me step by step how to create my own website. I had a fancy, expensive website for my bath and beauty products business at the time, but I wanted to be able have control over this website and make changes when necessary. I got the website live in a few weeks to really take advantage of this golden opportunity. Now I am so happy I learned how to have control of my website, which is the door to my business. Without this skill, you are basically opening a business and giving the only master key away to another person. Please don't do that!

Skill 2: Learn to do Teleseminars.

My podcast site really began with a 30 day early morning inspirational teleseminar series. This series was then transcribed and turned into my first of many books. It has also become an audio program and a membership site with online video, journal prompts and more. Content rich teleseminars are a quick and easy way to create products.

Skill 3: Learn to Recognize When Your Niche is Picking You.

I had no idea several years ago I would be teaching product creation. Sometimes your niche is picking you and you don't even know it. It's important to open your eyes to the possibilities and not be married to one idea so you are able to see your golden opportunity.

Skill 4: Learn to Be a MacGyver.

This is about being resourceful and resilient. MacGyver was that 80's television show about a man who got the job done, no matter what, one way or another. This is the attitude you must have if you want to be successful at any business.

The two biggest forms of sabotage come from the creator of the product.
The first sabotage mistake is fear

When beginning to create products from their own knowledge and information, it's almost like you are giving birth. It's a piece of you, your information, gifts, talents and experiences you are compiling and organizing into a useable format. With this process always comes fear which can manifest as the fear of imperfection. Don't get stuck trying to make your product perfect. If you do, it will probably never come into existence. It's better to create an imperfect resource that can help people than to never allow your it to be. What to do instead: Create the best resource you can right now and let go of perfectionism which can paralyze you. This is one of the reasons I love digital and information products, it's so easy to revise and update them if necessary.

The second sabotage mistake is failure to properly plan

When you create your resource, it's important to follow a product creation timeline for completion of the various steps. If you don't break down the entire project into bite-sized pieces and set a timeline for completion of each step, the entire task can become overwhelming. If you become overwhelmed, chances are you'll do a little bit here and there but your product will never be completed. What to do instead: Follow a product creation timeline. Break your project into the necessary chunks and stick to your timeline deadlines and you'll have your product created in no time.

Let me share with you a few tips that make creating your e-book simple, fun and uncomplicated.

1. Begin with your story. Why and how did you become involved in what you are teaching and sharing? This allows you to build credibility and connect to those people and potential customers who will resonate with you.
2. Create a context for your content. It's important to be sure you define the basics of your information so people don't get lost from the beginning. By making it easy for your customer to understand all your information, you are making it easier for them to actually apply it.
3. Create a Why outline of your information. This is 5 - 10 steps, tips or facts about the knowledge, information or process you are teaching. This is the why and what of your information and this part is the framework upon which you will hang the majority of your How information.
4. Now begin filling in the How To information which is your step-by-step process, your particular recipe for what you are teaching.
5. Put it all together. Now take all the information, grab a tape recorder or use a free online recording service and speak your information as if you were teaching it to a real, live person who really needs your information. Have it transcribed, so a few edits and there is your e-book.

There is a science and spirituality behind getting paid. It's not as simple as knowing how to make money or wanting money. The ability to get paid for what you love requires a large, passionate, internal commitment to living the life you came here to live – to stepping up into your mission, versus living at the level of day-to-day identity where we can be buried.

Awakening the Vision – A Course of Life Changing Tools

How do you ask for what you want, take care of your needs, and really be heard?

How do you assert yourself in both loving and aggressive situations?

How do you express vulnerability and sensitivity and stay in your own power?

This training will shift and reframe your views on confrontation, assertiveness, and true power leading to greater self-confidence and peaceful interactions with others. You will be offered a number of tools for tackling challenging situations with integrity and compassion leading to:

- Greater inner peace
- Deeper relationships and intimacy
- Improved effectiveness & influence at work
- Resolution of conflict & increased trust

You will walk away with clear theory and practices which will help you gain deeper insight into yourself and increased effectiveness when engaging with others.

Various techniques will be used:

- Physical exercises
- Meditation
- Basic martial arts techniques
- Tai chi
- Breath work
- Interactive games

Target Audience:

- Individuals desiring to “take the next step”
- Personal and business partners
- Teachers, counselors, parents
- Corporate and non-profit organizations
- Business owners and managers
- Spiritual/Political activists
- Anyone who thinks of themselves as “nice” and wants to feel their True Power

THE PRACTICE OF COMPASSIONATE ENGAGEMENT

A One-Day Training with Joe Weston

As a business owner, does your passion and expertise shine? Can people tell you love what you do? When people meet you do they instantly get that spark of greatness in you? Do you have the courage to stand up and say, “I did it my way?” (Pardon the bad Frank Sinatra pun there!) If not, what’s in your way? (If you have some fear or mindset blocks, you may want to schedule a session with me and we’ll blow that puppy out!)

Are you running your business like a strong business owner/CEO? That means that you have policies in place that stick. Instead of tailoring payment and program offerings to each individual, you should have programs that people fit into and not the other way around. Too many exceptions, changes, and adjustments will make you and your team nuts! Create the systems, and then have the courage to stick with them. It will make you a better business owner and command more respect from your clients. Sometimes it takes the courage to tell a prospective client “no” because they aren’t the right fit, but in the long run it’s really good business practice to have things systematized. Remember, you are in business not only to serve your clients, but also to make your life easier. Do your policies and practices contribute to that?

Is your business vibrant and inviting? When someone ‘walks’ in to your website, are they the ones who know why they are there and are clear about their purpose? Or are they the lurkers...just tire kickers who want to see what you have to offer? If you want to be successful you have to be clear who your market is and then set up the ‘stage’ so that they can have easy access to you and what you provide. Look at your website, your marketing messages, and all the rest of your communications...does they invite folks to say ‘yes’ to you?

Is your business invisible? I’ve seen that a lot with some of my clients who are either new in business or haven’t yet landed as strongly on their brand. They tend to operate to be ‘safe’ and don’t put themselves in front of their target markets very often.. These are the folks who send out a newsletter only quarterly in fear of ‘pissing off’ their lists. That is one of the #1 biggest business killers. I’d rather have you lose a few people who would probably never buy from you anyway so you can be top of mind to your market. Your goal is to be the first person they think of when they have a problem, so figure out how do you find your ‘business rock star’ mode and **MARKET, MARKET, MARKET!**

How comfortable are you at taking risks? Are you stuck in the thinking that it has to be perfect before you can roll anything new out? Do you get trapped in analysis paralysis for months and months, afraid to make mistakes? Take it from Paul...because folks don't remember your missteps. They remember you getting up and having a voice. So whatever you are working on, know that you can tweak it later. The goal is to get it out in the world so it can make you money and serve the folks you are

The Fastest Way To Financial Success

Before the Internet, information was not always easy to come by. If you needed a recipe, you would most likely have to go to the bookstore and buy a cookbook or go to the library. If you ever wondered how something works, you could only guess or of course go to the library again. In other words, before the Internet information was NOT at our fingertips like it is now.

Have you ever found yourself sitting on the couch, seeing something on TV and wondering "Cool, I want to know more about that" and all you have to do is simply go to your computer and type what ever it is you are looking for into Google and all of a sudden you had everything you needed.

With the help of the Internet, there has been an information explosion and with this explosion of information, the biggest opportunity for anyone to make more money that they could ever need has arrived: "Infopreneuring".

7 Reasons Why Selling Information is THE Very Best Business in the World To Be In:

Reason #1: You have no competition. Everything you sell is copyright protected so you can't be "knocked off".

Reason #2: Incredibly huge profit margins. People aren't paying for bits and bytes, a bunch of CDs or paper & ink; they are paying you for the value of the information. In fact, with a digitally delivered or 'downloadable' product or a coaching or consulting session, your profit margin is nearly 100%. (Compare that to any giant online retailer who can only compete on price and eeks out a slim single digit profit margin.) Or with a physical information product you can easily create 10-to-1 margins or more.

Reason #3: You can work from anywhere you wish. It doesn't matter if you're playing beach volleyball in Aruba or skiing in the Rockies. You can run your business from anywhere you can find an Internet connection.

Reason #4: You can set up your business so it works on complete autopilot That's how my web sites work right now with about 90% of the 'hard work' handled automatically. (Of course, a real person still needs to jump in every once in awhile but once you get your system down it really is only a few hours a week to keep it all going.)

Reason #5: No need for employees. I have absolutely zero employees (it's just Rosy and I running the whole show) and I couldn't be happier not to deal with all those headaches and hassles. We do have some people that I outsource stuff to, but no real employees.

Reason #6: Incredibly low start up costs. You don't need a factory or even a store front because you can run your business in any spare space a computer fits. I actually started from the corner of our living room in our 1-bedroom apartment with \$800. Today you can get going for way less! Your biggest costs will probably be finding a good web designer. (Don't worry -- I'll give you some of my go-to-guys to help you!)

Reason #7: You get paid over and over again for work you do one time. Once you create your information product you can keep selling it over and over again. The work is done one time and you repeatedly profit from it. That's incredible leverage so your income isn't tied to the number of hours you work. "Information Alone In Not The Answer"

Giving from your heart helps you receive blessings in return. It's a cornerstone concept of the spiritual marketing approach to business. If you're a teacher, your instruction will contribute more to your students' well-being than is reflected by the twenty or thirty dollar admission fee. An artist can add beauty and inspiration to a person's life far above the selling price of his artworks. A good healer offers priceless peace of mind in addition to amelioration of a specific health issue.

But be CONSCIOUS of providing this extra value. In every instance, offer an extra service or put your utmost ability and talent into the creation of the object to be sold. When you always strive for your best, you attract the best - clients, employees, partners. People feel the power of your energy, in contrast to the multitude of others who just settle for "getting by."

What is Your Soul Trying to Tell You? We began with the "starred" items, the ideas that seemed to be coming from a higher place within ourselves. As we talked about the one that gave us the strongest "goosebumps," pieces began falling into place. We could both see - and verbalize - how to structure her business around this one very strong theme. The planning came so easily, and we felt so positive about the outcome, that we barely felt the need to tackle the other ideas on our list. It became apparent that the first few ideas were merely "energetic stepping stones" to the diamond at the center. The brainstorming process created an enthusiasm that bounced back and forth between us, building the energy until we could break through to our soul's guidance about the real purpose for her business. Our combined intention, our happy enthusiasm, and our working compatibility created an energy vortex which, essentially, pulled the highest and best ideas to the surface.

A Business in Alignment with Your Soul

My client now had a higher, grander vision of her business and a renewed sense of purpose for creating a marketing plan she would actually follow. She was energetically aligned to her business focus and eager to start finding clients, now that she understood the types of people she enjoyed working with. Within the week, my client created a new business card containing her name, phone number and one sentence. A sentence that explains her business focus so clearly that people "get it" immediately. She harnessed the energy of her passion into printed words that touch people's hearts. And that's what running a successful business is all about, really. Loving what you do so much that The Law of Attraction can't help but bring you compatible individuals who resonate with what you have to offer. The key is to focus and then raise the energy to that higher place of your soul's urging, so you can find those other souls who recognize your energy and the truth of your mission.

<http://www.newradiance.com/BusinessDirectories.htm>

The reasons that led you here could be one (or more) of the following:

- * You have an interest in creativity and innovation, and you would like to know more - not only about these concepts, but how to discover and release more creativity and innovation in your life and work.
- * You run a business or a team, and, more than just an interest, you already realize that creativity and innovation are the true drivers of value and success - the only true competitive advantage - in this complex, global age ... and you're committed to adopting a creative mindset and building a creative culture. You need a shared system to enable you and your teams to tap the full energy, imagination and commitment - not only to compete - but to unleash your true potential at every level.
- * You have a career that fits you - where your creative talents are expressed and valued, but would like to learn a simple system your entire team could easily learn and share, to boost your collective innovation (and perhaps help engage other teams in the co-creation process, as well).
- * You have a job, but don't feel that your unique creative talents are being fully utilized or valued. Perhaps you feel stifled - not just in your work, but in your creative potential in general - or, more than that, perhaps you've lost the joy that comes from fully expressing your authenticity and creativity. You want to discover how to live a fully creative life.
- * You're in a transition period - you've lost your job, you don't have one but want one, have one but it doesn't fit you, or your sources of income are limited.
- * You want to do what you love, and you're wondering if it's actually possible to make a living with your creative talents and your passion. You're even ready to "take the leap," if only you had a proven guidance system for creating the life you want around the work you love. Moreover, you realize you'll need to navigate from first steps (perhaps without "quitting your day job" just yet), all the way to living your dream.
- * You already have business, but perhaps it's not as successful as you wish, or it's not growing as well as you'd like for it to. You realize that it will take a shift in creative thought and a real dose of practical innovation to get where you want - and know you ultimately can - be. In truth, creativity is much more all-encompassing - operating in every aspect of life and business (yes, business is very creative) - and much more essential for success, than ever recognized before.
- * More than that, according to noted technologist George Gilder, the amount of new unique technical knowledge, which recently has been doubling every two years, is now doubling every two weeks - and that timeframe will shrink to every 72 hours by 2010.
- * Gilder suggests that for a student who just graduated from high school and had started a four year technical degree or college, half of what they learned in their first year of study would be "Imagination is the main source of value" in today's world
- * The rise of the Creative Class and of Cultural Creatives across the globe is clear evidence of this mindshift to this Age of Imagination - where, as Anne Moser-Wellman of Brandweek says, "Creative ideas are the currency of the 21st Century" - Einstein asserted decades ago, "Imagination is more important than knowledge" ... and why creative thinking is fueling the future.

BRANDING

A strong brand will influence everything your business is and does, from your ability to recruit talented staff to its result on the bottom line. That is why more and more business leaders are paying attention to establishing and managing a brand strategy — treating it like the important asset it really is.

But branding is not simply a tool for creating awareness of your business, it can BE the key mechanism for communicating your organization's vital messages to the marketplace. A strong brand will change the way prospects and customers think about you; it can be the chief reason they come to you to solve their problems; and it can help educate potential business partners and vendors.

A solid and focused brand strategy will also help your business:

- Arrive at the “one thing” — your brand essence — the core of your promise to your target market
- Differentiate itself from other competitive offerings
- Discover an ideal, customer-friendly structure — the space in which your brand exists
- Move to the next level of effectiveness in the marketplace
- Increase the awareness and the perceived value of your offerings
- Bring clarity and effectiveness in your marketing and communications efforts
- Motivate and inspire your brand team, employees, and other stakeholders

MORE GENERAL TIPS

Web sites/teachers:

<http://www.newradiance.com>

www.freedomformulaexperience.com

<http://www.powerfulintentions.org>

It might be useful to look at the essential needs of humans, to get an idea of what motivates us to act, to change, or to buy products and services. Psychologist Abraham Maslow suggested that we each have a “needs hierarchy” which essentially tracks our life cycle from birth to maturity. See if you can relate the major benefit of your product or service to one or more of these essential human needs. Then re-focus your marketing - your wording, your look, your positioning statement - so that it is clear just how you can help a person have his or her needs met. What psychological “button” does your message push to get the attention of those you can help? And in an uncertain economy, your unique ability to help clients with specific, necessary services and products could be a deciding factor in whether (or how long) you are able to stay in business. Our purpose, after all, is to help people have their needs met, whether they are the “basic” needs of shelter and clothing or the “higher” needs of self-fulfillment and spiritual growth.

Marketing to Peoples Hierarchy of Needs:

(1) ::: Survival is the first basic need -- food, water, clothing and shelter.

(2) ::: Comfort and security sit on the second rung of the needs ladder. After the basic requirements of survival are met, we naturally want to preserve and enhance what we have. Think about specific personal or business security issues that you can solve and build your marketing around them.

Health practitioners might focus on keeping clients healthy so they can better open to their potential.

(3) ::: After people have had their survival and safety needs more or less met, they are ready to give and receive love, to make friends, and to belong to a group or community.

Are you a teacher? Emphasize the nurturing environment of your classroom. Do you operate a singles group? Use testimonials to demonstrate a sense of “belonging.” Spiritual centers can be particularly important resources as people with like ideas naturally group together in times of crisis. Tell people who you are and how to reach you.

(4) If we've climbed this far up our needs ladder, we find ourselves wanting to be respected - we are building not only self-respect but our reputation and status in the community. We are learning to master our careers, establish our autonomy, and understand our usefulness in the greater scheme of things. Comfort and security are “kicked up a notch” and so are our teachers, mentors and service providers. We are fine-tuning ourselves in body, mind and spirit, and look to learn from those who have already “made it.” What do you do that can add to a person's “approval rating” in his or her community - whether home or business? Can you provide status symbols, teach poise or public speaking skills, create a standout marketplace image? Can you teach a person how to run a business successfully?

(5) Moving to the fifth rung, in education, we want the higher teachings; in healing we want to feel balanced in all our bodies; in our spiritual yearnings we will settle for nothing less than Divine Connection. Does your business offer services at these levels? If so - say so! People are looking for you. If we've made it to the fifth rung, we are ready to “live our real lives.” The need for self-actualization and inner meaning is not always recognized until we have endured a period of discontentment. We are here for a purpose and, try as we might, we won't achieve real self-fulfillment until we recognize and activate our purpose. How can your business help people do this? As a personal example, in 2001 I wrote a niche marketing course that shows home based business owners how to re-focus their business on the passion and purpose of their life, in order to create harmony between personal and business life. What do you do that can help individuals picture and fulfill their mission? How might you re-focus your business to point people to their own self-fulfillment? Remember, at this level it's not so much a factor of having got there first; rather, “we teach what we have to learn.” If you're reaching, you could also be teaching.

CREATIVE GUIDANCE SYSTEM® MASTER STUDY COURSE

An All-in-One, Complete & Compelling Creative Package that gives you the principles, stages and steps you may use to create your life, work & world. The Master System gives you a comprehensive, integrated set of creative materials, including printed books with full-color graphics, diagrams and illustrations throughout; interactive worksheets, checklists and tools; plus exclusive online resources, a private forum, and access to personal guidance - will provide a much broader creative platform for you and your organizations to boost your creativity dramatically.

BOOK ONE – THE ARC OF IMAGINATION

The dynamic launch point for your creative exploration - with an awe-inspiring view of the master Process of Creation.

This essential overview introduces the core concepts, patterns and principles you will need to successfully navigate your own Creative Journey. You will discover what the ARC OF IMAGINATION is, and how you may use it as a powerful creative tool in transforming your own life, work and world. Plus, you'll learn how to make the essential mindshift from the limited realm of WHAT IS to the unlimited creative realm of WHAT CAN BE ... and regain your full creative power.

BOOK TWO – THE AGE OF IMAGINATION

Enter at lightspeed the AGE OF IMAGINATION, and discover that this is where we are NOW - already having hurtled beyond the Age of Information, before most have even realized it.

See how new technologies and scientific breakthroughs have fueled the rise of - and need for - more expansive creative thinking and innovation, now essential for those who wish to successfully navigate in our current fast-fast, global worldscape.

Book Two provides a clear view of how we arrived at this critical point in human thinking, why do we think the way we do, what exactly is creativity and the creative process - plus how and why have we lost touch with the creative realm and the creativity inside us. Moreover, it shows us how creativity is emerging across the globe, through new technologies like the Internet that enable collaboration and co-creation.

BOOK THREE - MASTER GUIDEBOOK –THE CREATIVEGUIDANCE SYSTEM®

In the Master Guidebook, you learn HOW to apply the CREATIVE GUIDANCE SYSTEM - which translates the master creative process into simple steps you may use to create the future you want in your life, from your day-to-day work projects to your career, your relationships, and always, ultimately, to your purpose, your potential and your dreams.

Clearly, to be a creator in this Universe of searing speed and constant change, you need more than just a traditional, static plan or formula. You need a navigational guidance system that helps you move, maneuver, assess and reorient in real time. The CREATIVE GUIDANCE SYSTEM is this interconnected, dynamic navigational system. And like any worthy navigational system, the CREATIVE GUIDANCE SYSTEM enables you to identify, at any time, where you are in the process, to orient to your destination, and to adjust your course. In addition, by providing a common, shared framework, the system enables you to align and co-create with others along the way.

30+ PAGES OF WORKSHEETS, CHECKLISTS, ACTIVITIES & CREATIVE TOOLS - A UNIVERSE OF CREATIVE RESOURCES. One of the unique purposes of A CREATOR'S GUIDE TO THE UNIVERSE® and the CREATIVE GUIDANCE SYSTEM® Master Study Course is to provide a rich collection of creative resources you will be able to reference and revisit throughout your lifelong creative journey.

- **EXPLORESOURCES:** Throughout the GUIDE, you will be introduced to the rich and diverse perspectives of creative thought leaders, and to a world of CREATIVE RESOURCES - a wealth of quotes, articles, books, web sites, software, and even toys and games - that you may use to expand your creative exploration in the areas of most interest and importance to you.
- **JOURNEYARC / MASTERING THE CREATIVE GUIDANCE SYSTEM:** These pages offer exercises, activities and in-depth resources to enable you to put CREATIVE GUIDANCE SYSTEM principles and steps into practice.
- **WORKSHEETS - EXAMPLES - CASE STUDIES - CHECKLISTS:** These pages take you step by step through CREATIVE GUIDANCE SYSTEM, enabling you to explore the most important aspects, or "ARCS," of your life and work, and apply creative principles and the creative process at every level.
- **CREATIVE GUIDANCE SYSTEM ELEMENTS:** These pages offer concise overviews or summaries of core or "Focus" elements of the CREATIVE GUIDANCE SYSTEM, along with key graphics, illustrations and related bullet points.

- * Discover your authentic power and unique greatness
- * Uncover hidden challenges that may be holding you back
- * Clarify your ideal lifestyle, true purpose and life contribution
- * Get re-energized and motivated to reach your highest goals
- * Accelerate your success with steps for immediate impact

More than that, traditional, static, limited, problem-centric thinking is simply inadequate to adjust to the influx of information, change and complexity of today's world ...

and only those capable of more dynamic, unlimited, potential-driven creative thinking - who have gained the ability to apply the Creative Process consciously, fully and intentionally - will shape the future and succeed in this new global age. The Story Behind The System. A Creator's Guide and the Creative Guidance System® Master Study Course

were developed and designed to generate real-life results - in the lives of individuals and in the work of teams, businesses and organizations.

More than that, though, I recognized the deep need for both individuals and teams to have a proven, repeatable creative process - powerful enough to guide innovation and critical planning, yet with a common language, clear steps and visual tools that were easy to remember and execute.

Beyond drawing on my own creative experience, however, I knew that for this creative system to possess the power to work at all levels of creation, it must be grounded in universal principles - and framed on the stages and steps of the master Creative Process itself.

This system is the result of years of in-depth research, information culled from more than 1,000 books (literally), principles distilled from the earliest sacred writings

of human history to the latest scientific data on physics, systems and information theory - to discover the master principles, patterns and stages of the Creative Process -and then compile, compress, and them out step by step, in a single, understandable, repeatable system you may use to create the results you want at every level of your life, work and world you most desire.

It is my hope and intention that you will join with me in expanding this creative work, as fellow seekers and travelers on the creative journey ... and that, as you do, you will come to recognize more fully:

- * That you are meant to fulfill your purpose in life, by sharing your unique gifts and talents
- * That doing so will bring you joy -because you will be expressing what you most love
- * That doing so will bring you abundance -because you will be sharing what you alone were uniquely created to do (so you'll be the absolute best at it) they too will be blessed (through your expression of creative power and energy)
- * That your ultimate destination isn't so much a place, as a process of becoming - it is the full expression of your potential.

Thus we each reclaim our power in the Universe, to create what we truly desire. This is your GUIDE to discovering and directing that creative power. Along our journey we learn and grow, and help others do the same. In that way, We are All Creator's Guides.

THE INDUSTRY OF SELLING BLISS, PLEASURE & TRANSFORMATION

Davis asserts that the most powerful survival needs of consumers now are "psychospiritual." Physical survival needs have been overtaken by the need for:

- instant altered states
- richer human connection
- a more solid sense of self
- a clearer vision of the path
- greater inner pleasure.

- 20% of your activities produces 80% of your results.
- 80% of your consequences stem from 20% of the causes.
- 80% of your revenues come from 20% of your products.
- 80% of your financial rewards : produced from 20% your activities.

If your fee is \$125 per hour for a private session, but you can easily book 20 people to a one-hour teleclass at \$25 each, where would you say your *income-producing* time and effort were best spent? Especially when you can record your teleclasses and sell the audio files afterward. \$125 versus \$500 for the same hour. 20% of your labor is creating 80% of your revenue if you compare hour by hour activities. You have to market your teleclasses the same as you do private sessions, and teleclasses require more preparation, but I think it's worth looking at the time/effort spent compared with the income received. What do your numbers look like?

See what I mean about concentrating on those activities that you *know* can increase business income?

When I analyzed my own business, for example, I discovered that approximately 50% of my revenues are derived from passive/residual income efforts, using other people's products, with the other 50% stemming from coaching, writing and design work - all billed by the hour and done by me personally.

What I further realized is that the time spent on passive/residual income stream is considerably less than the time spent on the hourly work. And once the initial setup on the passive and residual income streams is accomplished, my time involvement tends to diminish, even while the revenues increase.

If you have taken marketing courses or read marketing books, you'll know that USP normally stands for "Unique Selling Proposition." Your USP is what Jay Abraham calls "the philosophical foundation of your business." It's a statement that illustrates your distinguishing advantage over others in your field providing similar services or products. It is that which makes you unique.

For your marketing to be really effective, you want to be offering something that:

- (a) really excites you
- (b) has a target clientele who can pay what you need to charge
- (c) speaks to an audience that is ready for your message.

Read trade publications and e-zines, talk to clients and friends, visit websites galore in your chosen field. Once you recognize the exactly correct target market for your product or service, marketing becomes more cost-effective. Your cost of attaining quality clients can be reduced and your clients' satisfaction is likely to increase because they're in the right place with the right professional.

Some body-mind-spirit professionals prefer to leave the marketing of their business to an outside professional. That works, too -- as long as the marketing advisor understands the nature of your business and the language your clients respond to.

Five Step Process -

Plan, Prepare, Proceed, & Pursue with Persistence

Remove the blocks that prevent you from manifesting.

Help you identify that inner desire that is your true passion in life (all of us have that desire somewhere within).

Guide you in establishing a state of being that keeps you inspired & passionate throughout your creative process.

Teach you how to keep your attention focused squarely on the goal.

Teach you how to stay focused no matter how long it takes to manifest what you want.

In Business to Raise Consciousness

Here's a brief outline of the levels of consciousness at which we might function as business owners.

Many businesses operate from a "fear" level of consciousness, including the pharmaceutical industry and much of the news media. Fear pulls people into its orbit and a type of feeding frenzy takes place, escalating the awareness of fear and anxiety to new levels. Of course, the same businesses also have the magic solution to temporarily reduce awareness of the fear. On David Hawkins' consciousness scale, fear is a "100."

The energy level of desire is a bit higher - at 125 - and we see business manifestations in get-rich-quick schemes, diet companies, the illegal drugs market, plus the cosmetics and fashion industry. Here we want to make sure our advertising is not pandering to addiction and greed, even if we're promoting weight loss and financial empowerment programs. Constructive anger can motivate businesses and organizations to promote positive change in the world, but at a consciousness level of 150, anger is more likely to be played out in aggressive, confronting ways rather than collaboration. Consider the religious right, the anti-abortion lobby and even some environmental groups. If our advertising is anti-anything, we're operating at a lower level of consciousness than is helpful.

Courage, as a level of consciousness for a business operation, puts us in a whole new ballgame. With a consciousness of courage (200), we are willing to try new things. We feel empowered to move ourselves forward and upward through new learning, persistence and productive usefulness. Our own personal growth becomes important and we see the value of offering personal development products and services to others. Our business begins to be a positive influence on life and our advertising tends to reflect a more upbeat energy... and attracts clients aspiring to improve themselves.

Then between 250 and 350, our energy takes on a new life. We rise above crises and figure out how to release the blocks to our success. We are past needing to control others and we desire to contribute to the good of our society. We are comfortable with ourselves and our work... and attract clients by showing ourselves as friendly and helpful. The "Give to Receive" marketing ideas come in here.

At 350 on Dr. Hawkins Map of Human Consciousness, we see the bigger picture and are not intimidated by self-discipline and mastery. We walk the talk in business and life. Dr. Hawkins calls this level "Acceptance," where we are "engaging in life on life's own terms, without trying to make it conform to an agenda." Here is where the truly effective spiritual teachers operate, those who can transcend ego for the greater good.

A few people reach Dr. Hawkins' measurement of "Reason" at 400. These are the great thinkers and inventors, Nobel prize winners, Einstein, great statesmen. While energetically this level of consciousness is high, the emotional component of love is often missing.

At a 500 level, love is seen as an unconditional, permanent state of being that is forgiving, nurturing and supportive. Instantaneous understanding occurs at this level and true happiness is felt. Dr. Hawkins shows the viable religions all calibrating at 500 or over, but only 4 percent of the world's population ever reaches this level of consciousness. This is, in fact, the level I would encourage my own clients to reach and work from since, according to Dr. Hawkins, one person calibrating at 500 consciousness counter-balances 750,000 people below 200. And if, in the course of their businesses, they help raise the consciousness of hundreds of people to 300 or better, we've counterbalanced the collective negative energy of hundreds of thousands more. Evolving consciousness through our business can have a major impact on our world.

At 540 - when love becomes experienced as inner joy - we reach the domain of saints and advanced spiritual students and healers - .4 percent of the world. Here is where individual will merges into divine will. "There is a desire to use one's state of consciousness for the benefit of life itself, rather than for particular individuals," says Dr. Hawkins. I've begun running into folks who seem to be functioning more and more at these levels. Marketing communications have to come from the heart and speak to the heart of prospective clients when businesses are operating this high.

When we reach the level of "Peace," at 600, we experience transcendence, self-realization and God-consciousness. The levels of 700 - 1,000, which denote enlightenment, are the realms of the great avatars such as Buddha, Krishna and Jesus who raised the level of awareness for all humanity. Marketing is no longer much of an issue, because there tends to be a withdrawal from the everyday world. As Dr. Hawkins says, "The state of bliss makes ordinary life difficult to manage."

Dr. Hawkins makes the point, though, that we can be transported temporarily to the energetic levels of 600 - 700 through great works of art, music and architecture. Offering such items through our business, then, is another way of raising consciousness in the world. And the muscle testing technique he describes in his book can be used to determine the energetic levels of any of the items we sell. Raising the bar on the energetic level of our products can bump our business up a notch on the consciousness scale at the same time.

MARKETING PLANS

Part 1 of your marketing plan:

-Make Part 1 of your marketing plan a well-placed focused ad written for your target market. For example, even though massage therapy helps relieve pain, improve circulation and more, if your main interest as a massage therapist is helping people lower their stress levels, that's the focus of your advertising.

-People will remember you for one thing. Which one thing do you want to be known for?

Part 2 of your marketing plan:

-Part 2 of your plan should include a consistent method of staying in touch with your current clients.

-It's essential to have an automated mailing list -- whether regular mail or e-mail -- so that it's easy for you to inform clients when you have a new class schedule, a new product or service, a special offer or a convention appearance, just to give a few examples. Your type of business and marketing budget will dictate the type and frequency of your communications.

Part 3 of your marketing plan:

For Part 3 of your marketing plan, pick one marketing idea from the suggestions below and test it to see if it's the right fit for your personality, your budget and your sense of fun. Marketing is how we inform people about the benefits of our products and services. Consistent marketing is necessary to build a strong business. But let's have fun while we're doing it!

- (1) Plan a monthly press release campaign to targeted publications for the purpose of obtaining news stories about your business in the various media.
- (2) Obtain word-of-mouth referrals from existing clients by offering rewards such as referral fees, discounts, gift certificates and free services.
- (3) Give speeches and demonstrations at bookstores, libraries, trade shows, churches and association meetings. Get the names of attendees and follow up with a phone call or mailing.
- (4) Form a networking group of businesses with a similar target market, to share the expenses of mailings, to co-host special events, to purchase supplies in bulk, to brainstorm ideas. (Check out social networking at www.Ryze.com, www.Facebook.com and
- (5) Sponsor events attended by your target market, making sure you're visible in print, online and in person.
- (6) Exhibit at expos and trade shows, collecting attendee names for follow-up after the shows.
- (7) Write frequent articles for the publications read by your target market. This adds credibility to your paid ads and demonstrates "what you know" to people in need of your service.
- (8) You must create a website or blog. All business owners need a web presence these days to appear credible. Don't forget to advertise your website, using traditional and web-based marketing tools.
- (9) Develop a sequential direct mail campaign to your mailing list of prospects and clients. With an email service such as My Newsletter Builder or Constant Contact, you can create HTML emails, upload a list of opt in email addresses and start communicating.

The other option is to use one of the autoresponder services such as aWeber.com or GetResponse.com to send sequential emails and newsletters to your list.

- (10) What marketing idea can you think of that will be both fun and profitable?

If you're consistent with (1) your ads, (2) your client follow-ups and (3) your "fun" marketing, you should get all the business you need with just a three-part plan -- as long as you target your market and focus on the "one thing you want to be

SUCCESS – RAISE THE ENERGY

To succeed in business, you've got to do two things: raise your personal energy and raise the energy of your business. The one drives the other. So it starts with you. The reason for raising your energy, or level of awareness, is to allow the Law of Attraction to operate at a higher level. The Law of Attraction attracts toward you more of whatever you are thinking. You've heard the saying, "Like attracts like." The Law of Attraction works impartially and perfectly for business, relationships... everything in your life. To create a "success vitality" for your business, it makes sense to raise your personal energy first.

There are lots of ways you can raise your personal energy. The free methods include walks in beautiful, natural surroundings; prayers of gratitude; listening to inspirational music; meditation; feeling "at one" with the Universe; aligning to the Divine Presence within yourself; releasing your "baggage" - fear, anger, jealousy and the like; and loving... your child, your spouse, yourself.

Staying in an uplifted "zone" takes practice and you also have to remember to keep doing the things that inspire you. But after awhile it feels more natural and you can slip into a higher energy place (your connection with the Infinite) more easily, quickly and frequently. That's when you'll really start seeing a difference in your life. You raise the energy of your business in much the same way.

Release the stuff that doesn't work, get clear about what you do want to happen in your business, use the highest quality information and tools to motivate and teach you, create a plan of action, and then follow it. In other words, turn your passions into profits and watch your business soar.

Visualization: The Power of Your Heart by Carole Doré

This is a very powerful course (on tape) for removing blockages and raising your vibration to create your desires. All of Carole Doré's material is wonderful, and this tape series lays the foundation.

This is a book I wish I had known about a long time ago. It's an excellent study of how imagining creates reality and teaches us how to "live in the dream" to make it come true. Amazing book.

Here's how spiritual marketing works for display ads :

1. Get clear about the purpose of your ad. Do you want your ad to generate: (a) leads; (b) mail order or phone sales; (c) store or website visits?
2. Using the Law of Attraction, select your target audience (what you see in your mind as your "perfect clients").
3. Craft a soul-stirring headline that makes your targeted prospects want to read further. You have about 2 seconds to catch their interest.
4. Focus your ad's message on just one of your prospects' needs or wants and show how you can help. Multiple choice in an ad is confusing.
5. Write simply and from the heart. Let readers feel your energy.
6. Include testimonials to make prospects feel safe about contacting you.
7. Indicate clearly how you wish readers to respond: (a) call for free report, more information or to make an appointment; (b) visit your store or website, (c) send check with order.
8. An attractive ad feels good when you look at it. Design is important.
9. Give readers an incentive to respond: (a) free gift; (b) free information; (c) free sample; (d) money back
10. Before mailing your ad, meditate with it, projecting into it your energy and your intent that it succeed in its purpose. The Law of Attraction handles the rest.

To be able to express your target audiences desires better than they can themselves.

To step beyond what your audience (customers/clients) realized was possible.

An energy of invitation that is compelling and authentic.

In marketing, you wish to attract the appropriate clientele who need your services. "The mind is a magnet and attracts whatever corresponds to its ruling state," writes Raymond Holliwell in "Working with the Law." To attract the right clientele for your business, you must have a great "interest" in these individuals and their needs. Is there a particular age group, cultural group, health issue, business or cause which draws you to the people involved therein? Do you think about this interest frequently?

Is this particular group the focus of your current marketing?

In addition to being interested in your clients' needs, your full "attention" must be directed to this interest, thus magnetizing the power of attraction. You need to be "turned on" by the idea of serving their needs. When you feel strongly about the value of your product or service, it shows in your marketing message. Your prospects will feel this energy and be drawn to respond positively to your offer.

Who are you speaking to in your ads and brochures?

"Expectation" is the third component for attracting the right clientele. Envision your daily schedule filled, your classes one hundred percent booked, your website overflowing with visitors. See products flying out your door to customers eager to use them. Your intent to have a successful business attracting the right clientele is an important part of the marketing process. You only get what you expect, so you want to seed this garden carefully. Many of us are still dealing with "old issues" that tend to inhibit our business success. If that's the case, it helps to find a body, mind, spirit professional who can help you release the baggage so you can get on with the work at hand. Or learn Emotional Freedom Techniques (EFT)

TOOLS/ONLINE

Web site

Store

Ezine & newsletter

Teleseminar

Podcasts

e-books

cd's, dvd's & pay downloads (www.kunaki.com for small run DVD's)

get testimonials

create tools and blueprints- and then sell formula

WWW.MARKETINGWITHTHESTARS.COM

This is the Internet's Ultimate New Age Aquarian Marketing Tool!

Stardoves eMarketing campaigns are made up primarily of the leading New World Enlightened Beings and their social change-Great Shift organizations ...

Create Email Campaigns

Design, Send and Track emails Easy-to-use. Free to sign up!

www.VerticalResponse.com

PRWeb: Online Marketing

Cost effective way to advertise your small business. Learn more!

www.prweb.com

Business Plan Sample

Find all there is about Business Plan Sample here.

www.businessplan.es-iq.net

www.newradiance.com

Aligning Your Business with Divine Design - Barbara Casey, The Tutorial Lady for Spiritual Entrepreneurs.

Her passion is to help spiritual entrepreneurs align their business with the divine design of their life.

And then raise vibration on the planet by helping them get their work out to an audience who wants/needs their products/services.

Wealth Building with a Team/Community

In the end, entrepreneur success will come from forming an amazing team of allies with different skills. The following are the different types of wealth builders. See which one(s) represent you.

The Manager. The managers see the big picture, are good at dealing with different types of people, and any number of them, in various situations, and usually have a jack-of-all-trades-master-of-none ability. Their vision encompasses a bird's-eye view of the situation and they can naturally sequence steps to do the right thing at the right time.

The Producer. The producers are good at putting the pieces of any puzzle together and enrolling others to execute them. Their focus is on getting the ultimate objective completed, with more of an emphasis on the strategies and tactics than on the people doing them. They are great at developing a project from concept to execution.

The Problem Solver. The problem solvers can see nothing but solutions. They can take any number of parties or issues and get them together on the same page to reach a resolution. The game seems to move slow and sure for the problem solvers and they can see through everyone else's panic to what needs to be done.

The Organizer. The organizers never met a mess they couldn't clean up or a detail they couldn't handle. Clutter is inexcusable and organizers feel constantly impelled to take all the little messes and get them in order. There is a place for everything and everything has a place in the organizers' world and they can't stand for it to be otherwise.

The Analyst. The analysts need to order their world through numbers, equations and logic. Sometimes detail oriented, they are always rational and can untie the knottiest of arguments into a central idea. The analysts are very helpful in doing the right thing at the right time and thinking through a problem or an equation. They enjoy the process itself.

The Communicator. The communicators can develop any mix of issues into a clear, concise message of intention and execution. The communicators understand what each party wants and needs and can help translate this into relatable, actionable steps for everyone involved.

The Marketer. The marketers can read their audiences and meet their needs with a solution. They are able to solve the potential consumer's problem with a message that intrigues them to take action. The marketers also know how to innovate an idea so that it is suitable for purchase and consumption.

The Creator. The creators have ideas. They are constantly inventing and developing. Often idealistic and romantic, they can see what others can't. Sometimes this means they develop whole new categories of thoughts. Other times, they make what already is even better.

Your talents and internal assets will determine what type of wealth builder you are. Your strengths and weaknesses will dictate what type of community you build, the sequence of steps you need to take to create and accelerate your wealth, and the areas of business and investment with which you get involved.

For the past decade, I've made millions and taken control of my life by uncovering my talents, turning these talents into value, leveraging that value by enrolling resources, and connecting those resources with opportunities. That is, in a nutshell, how I've built a community of wealth and abundance.

Since the day I realized that I could build my own team to create wealth, take control, and bring abundance into my life, my teammates and I have done just that. And you can do it too, just by better utilizing the assets you already have.

An asset, of course, is something you own with which you can create value. It can be a quantifiable thing, like cash, raw materials, resources, products, services, equipment, land, or a building. Or it can be a qualitative attribute, like talent and abilities.

You have everything it takes to have everything you ever wanted. When you uncover your skills, adjust your attitude, translate your talent into a valued currency, claim a vision, get clarity, build and engage a community, take leadership, take control and take action, you can reach financial freedom and create abundance. These 9 assets are available to you. You just need to understand and engage them.

Because we use what we have and have taken control, we've been able to build a community that creates our own opportunities, regardless of the pushes, pulls and emotions of the market.

Too many people are at the mercy of the economy, have their financial future in the hands of others, and are focused on debt, making sacrifices, and planning for a future where they live on a small, fixed income. That is not the conversation you want to be having.

Not being in control makes you out of control.

Thinking small makes for living small.

Being in control and thinking big creates abundance.

I believe in the Law of Attraction. That's why I was glad to appear in The Secret video and participate in the widespread enthusiasm about the subject. These rules of energy, thought, behavior and attitude have always dominated my life and every time I say something it seems to happen. And so here I go - I am writing this book to help you get off your lazy assets and:

- * Uncover your skills
- * Adjust your attitude
- * Value your currency
- * Claim a vision
- * Get clarity
- * Build community
- * Take leadership, control and action
- * Create a life of abundance

You are closer to financial freedom than you ever imagined. If you are willing to stand up, get in front of your game, and make a commitment to take control, you can do what it takes to have everything you want. You have several assets. Many, you know about. Many, you don't. In this book, we are going to uncover them. First and foremost, you have talent in the form of skills, behaviors, character and attitude.

Second, you have value. This is created by converting those talents into a currency that you can use in the financial world and then using that value to reach your objectives, your goals and your ultimate vision.

Third, you have resources. Too often, people overlook their resources. This includes the capacity to get out of the make-spend-make-spend cycle and instead make more money and turn that money into more money.

Another valuable resource is other people. By creating a community of likeminded people you can accelerate your potential and accomplish your goals more effectively and efficiently.

Fourth, you have opportunities. By moving away from the traditional jobs and investment vehicles toward entrepreneurial ventures and alternative assets, you open up a whole new world of prospects from which to profit. Just because you own real estate does not mean you have to be the one collecting the rents and making repairs. Similarly, you can own companies without running them. You will lead teams that work with and for you. You also don't have to learn every little thing, you just have to have an awareness of it.

We can get what we want and not just what is offered to us. But what I've noticed is that not only do some people not go for what they want, but they actually spend more time stating what they don't want, rather than what they do want. And that's a third secret of the wealthy. The wealthy enroll others, build team, and create community. There's no better way to expand your life than with the help and support of others. We're going to get you going in a world of abundance, not scarcity, where you realize that you already have what it takes to make and sustain wealth.

There are certain talents you have, naturally, that make you an instinctive wealth builder. These are your internal assets. By recognizing these talents and converting them into useful skills, you can change your life. Several human characteristics are behaviors that can fuel success. Unfortunately, because they are so familiar, they are often overlooked. Instead, we are trained to investigate traditional patterns of wealth and go on some far-flung, foreign journey that takes us away from what we already know and have. Too often, these old ways do not work.

The reason that I have one of the highest client retention rates of anyone in the wealth building business, and the reason that I can actually make people millionaires, is that I show people how to practice wealth building from their inherent strengths.

Your Internal Assets

Let's look, specifically, at how you could convert some of your natural abilities into wealth-building currency.

Durable becomes Determined

Let's face it, human beings have stamina. I need only point to our ability to get through each stage of our life, from childhood through possibly old age. Yet most of us have never used our durability to make our own lives bigger, better, richer and healthier.

Wealth builders convert this durability into determination. If business takes anything, it's the stamina to be determined and persistent. Wealth builder's convert empathy into insight. If you can feel and understand the needs and intentions of your customer, client, colleague or competition, you are in an optimal position to meet those demands or negotiate the opportunity.

When you create a business venture, you can tap into your empathy to get to understanding the needs of the marketplace. When negotiating with vendors or suppliers, you'll be able to net a competitive advantage if you can stay a step ahead and navigate with insight into where the other side of the table is already headed. And, when you build your team and your community, you'll be able to sense what your colleagues need and make a good deal for them and you.

When you invest, you'll be able to understand the intention of those who want your money and evaluate it properly. What may seem like a touchy-feely empathetic capacity may get underestimated by others, but shouldn't be underrated by you. It's a big advantage on your side of the deal.

Nurturing becomes Motivating

For the most part, we human beings are nurturing. We are programmed, so to speak, to take care of others and create relationships. The instinct to nurture shows up everywhere. If not children, then projects, organizations, and other people supported by our guidance. Yet, too many of us, give nurturing little value and feel our propensity to help others deserves little attention. Too many people choose to play a supporting role, out of the limelight. While this is very generous, it makes those people invisible. You owe it to yourself and your life to get visible. A great leader manages his or her team with compassion and drive. The best of nurturing, that is, the desire to help someone else grow, is great in business.

I can't wait until you put yourself into action with direct investing and an entrepreneurial venture and realize how incredibly brilliant you are. Every great idea this world has ever had started with a dream. When people realize that they can turn those little day dreams into reality, the excitement begins. But the point is to realize that you do have talents that make you deserving of wealth and capable of pursuing, creating, building and sustaining it. There are all types of wealth builders, with different traits, different talents.

The one thing we all have in common is a state of mind, an ability to embrace our natural character to create an amazing life. It goes beyond culture, race, religion, age, and gender and can include all the great people with whom you want to work. A wealth builder is willing to recognize these internal assets and values them in himself/herself and in others, and utilizes them productively and profitably.

Traditional teams tend to be hierarchal structures. In this wealth building world I am describing teams are more flat, more communal. Everyone follows and everyone leads. Put another way, though one person always leads each situation, he or she is not always the leader in every situation.

For example, you will lead your team. You will be in charge of your investments, your business ventures, your relationships and your wellness. But you will also participate on other teams, led by others. These interlocked, peer-to-peer teams, begin to create a community in which you will sometimes lead, and other times support. Communities that function best tend to have different types of talents on board.

Action Step Commitment Example

Today is (date): __/__/__ and I am committed to:

- use my assets to get the life I want.
- uncover my talents, turn them into value, enroll resources, and connect with entrepreneurial and investment opportunities.
- take control and get calm around my life and finances.
- create community to create abundance.

By (the date a year from today), __/__/__ I will:

- own an entrepreneurial venture
- have targeted assets for direct investments
- have \$12,000 in a Wealth Account ready to invest

Signature: _____

Action Step # 2

Action Step - Internal Assets

But before we go into your brain, it's time for another action step.

The first line asks you to take an inventory of your internal assets.

Refer to the lists above, and also ask some friends and colleagues to suggest positive adjectives that best describe you. We're not looking for your weaknesses, so don't go cultivating them. Though you may be quick-tempered and lazy, let's not focus on those. You want to exploit your strengths, with the hope that they will eventually overpower the weaknesses.

Note too that observations will vary depending on the context in which these people know you. Your kids may say one thing, while your colleagues may think another. Emphasize internal assets that you can convert into wealth building currency. The second line asks you to consider those internal assets to identify what type of wealth builder you are.

If you are talkative, you may find that you are a communicator or a marketer. If you are a rescuer then you'd probably be a good problem solver. Those with endurance and stamina tend to be great workhorses and producers. The third line is your first action step to building community. Consider the internal assets you do not have.

If you realize you are not very inquisitive, logical, or detail oriented, you will have to cultivate an Analyst for your team. Make a list of the traits/types you need to cultivate.

Then make a list of potential mentors and team mentors who have these skills.

Don't be shy here. If there are business leaders and executives in your town who you think could help, list them. This is your first step to trading up to a group of peers who've been where you want to go.

Five Step Process -

Plan, Prepare, Proceed, & Pursue with Persistence

My Internal Assets:

What type of wealth builder are you:

Action step to building community. (Consider the internal assets you do not have) Your golden team:

The traits/types I need to cultivate:

Potential Mentors: