

METAPHYSICAL MARKETING

by

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A thesis submitted in partial fulfillment of the requirements
for the degree of Master of Metaphysical Science in the Department
of Graduate Studies of the University of Metaphysics.

DATE March 16, 2012

Department of Graduate Studies

CERTIFICATE OF APPROVAL

M.Msc. THESIS

This is to certify that the M.Msc. thesis of

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Introduction: Chapter 1

The field of metaphysics has come a long way in the past several decades and there are now more metaphysicians than ever who desire to turn their knowledge, experience and passion into a career or ministry that supports them financially and otherwise. This thesis will focus on professionals who want to establish and grow a private practice to benefit both themselves and their clients. The metaphysician who desires to build an organization (for profit or not-for-profit) will find what is said about building a private practice to be applicable to their situation.

Many (if not most) metaphysicians today face a challenge; they have been ordained or earned a degree and are ready to help others. Then they discover they have to market themselves to build their business. They discover that having a metaphysical education is not the same thing as having a metaphysical business.

Being in business for yourself and having a successful private practice offers many benefits to metaphysicians; it also requires a great deal. It requires competency, (you have to be able to help clients reach their objectives) and it requires intellectual, emotional and spiritual power.

Many metaphysicians, probably most, either do not know how to market themselves well or fail to do so for a variety of reasons. I have seen and talked with far too many professionals who have gone so far as to earn a metaphysical master's or doctoral degree who were uninformed and even naive about what it takes to attract paying clients, get referrals and generate the income for the lifestyle they desire.

In *Metaphysical and New Thought Business Administration Ministry Course* (1980: 1:2-3) Dr. Masters' states "To succeed in your Metaphysical Doctoral Work, you must be 100% dedicated. If you are not, you will find many excuses to give up before you become a success." Dr. Masters' also urges metaphysicians to "treat your Metaphysical work as a business" and acknowledges that "I know that this statement may offend someone who may be spiritually sensitive."

I would add it is better to be offended before beginning your private practice and to adjust your beliefs about what it takes to build a successful private practice than to be naive and fail. The fact is a metaphysical private practice is a business, and like all businesses, it will succeed or fail. A metaphysician might be in business because of a sincere desire to help others improve their lives but that motivation alone is not enough for business success.

Being 100% dedicated to your business involves the commitment to develop your level of consciousness along with your commitment to learn how to market yourself. This goes beyond learning on an intellectual basis; it requires emotional and spiritual growth evidenced by demonstrating results.

In this thesis, metaphysical marketing refers to both "mindset" and marketing know-how; merging the two to create synergy. Synergy, according to Adams, (ergonomics.about.com/od/glossary/g/defsynergy.htm) comes from the Greek word *synergia*, meaning joint work and cooperative action. "Synergy is created when things work in concert together to create an outcome that is in some way of more value than the total of what the individual inputs is."

Alan Weiss, Ph.D. has written more than twenty books on consulting, including the bestselling book *Million Dollar Consulting: The Professional's Guide to Growing a Practice*. Weiss (2003: 103) states “if you don't blow your own horn, there isn't any music.” The reality is if you do not market and sell yourself and your services, you will not have any clients and you will not have a business; you will not have any money coming in. You have to write your own paycheck, so to speak, and that has to be done through marketing, selling and delivering a quality service that generates prospects, clients and word of mouth marketing and referrals.

This thesis will discuss the metaphysical foundation of marketing and offer twenty-five marketing strategies that will work if you put them to use. I will share what I have learned through personal experience in building a thriving private practice and what I have learned from metaphysical and marketing books, from meditation, from being mentored and coached and from my studies from the University of Metaphysics and the University of Sedona.

What is it that prevents most metaphysicians from beginning and continuing to build a prosperous private practice? Many will say it is their lack of knowing how to market themselves and I believe that is partially true. That is one side of the coin. The other side of the coin is the metaphysical side; the metaphysician's level of consciousness. Many metaphysicians have incongruent beliefs and feelings surrounding prosperity, money, wealth, success and with charging fees commiserate with their value and in promoting themselves.

Review of Literature-Chapter 2

There is an abundance of literature on the separate topics of both metaphysics and marketing, but hardly anything when it comes to dealing with the topics together. If you go to amazon.com and search for books on marketing you will find 540,840 results as of this writing. If you search for “metaphysical marketing” you won’t find any book under that specific term. You will find about five books that combine the topics of metaphysics and marketing or sales. I will review the literature that has been most helpful to me in building a thriving private practice by reviewing the metaphysical literature first and then the marketing literature.

Metaphysical Writings:

The first book I read of a metaphysical nature was *The Prosperity Secret of the Ages* by Catherine Ponder. Ponder begins her book with an introduction entitled “You Can Have Everything!” and throughout the book discusses metaphysical perspectives of God/the Universe, dealing with relationship challenges, rising above business failures, building a prosperity consciousness, developing confidence and self-esteem and more. Ponders’ book was written from a Christian perspective and she does an excellent job of interpreting many bible passages from a metaphysical perspective.

Dr. Leon Masters’ *Ministers/Bachelor’s Degree Course Study Lesson* and *Master’s Degree Level Lessons* are comprehensive resources covering everything from mindset to practical advice on beginning a private practice or ministry to serve others and

build a fulfilling career and lifestyle. Dr. Masters' (2007: 1:8) states "The key to understanding the workings of the mind (and subsequently the reality of the individual and collective life) lies in the experience of one's most innermost mind" and further explains (2007: 1: 8) "The experience of the innermost state of mind or Cosmic Consciousness, provides the greatest life transforming power in an individual's life."

Awakened Imagination (1954: 3-4, 9) by Neville Goddard sets forth the premise "Imagination is the very gateway of reality" and he further states "As we awaken into the imaginative life, we discover that to imagine a thing is to make it so...a true judgment need not conform to the external reality to which it relates." Neville makes it clear that there is no need to be hypnotized by circumstances, thinking they are "reality." He proposes that "reality" is fleeting and subject to our thoughts, imagination and beliefs and suggests that we imagine what we want as if we were already "there."

The Search (1954: 91) by Neville Goddard declares "Nothing is more important to us than our conception of ourselves and especially is this true of our concept of the deep hidden One within us." Neville (1954: 91) (Goddard was eventually referred to simply as "Neville") asserts "To attempt to change the world before we change our concept of ourselves is to struggle against the nature of things."

Relax Into Wealth: How to Get More by Doing Less is by Alan Cohen, an author of about twenty books and a syndicated writer and has been a frequent guest on radio and television including CNN, FOX News and CNBC.

Cohen offers nine principles with several chapters for each principle, questions and exercises at the end of each chapter and an affirmation to close each chapter. Cohen offers

his readers his beliefs and experiences that have led him to the conclusion that we can be more, achieve more and experience more from a “relaxed” mindset-spirit than from trying to force things, worrying or operating from fear. Cohen emphasizes trusting yourself and trusting the Universe or Life.

The Sermon On The Mount by Emmet Fox was a minister, author, teacher, healer and mystic whose “Sunday morning lectures at the Hippodrome Theatre, the Manhattan Opera House and Carnegie Hall were attended by over 5000 people.”

(emmetfox.net/about.) Dr. Fox taught metaphysical concepts from the Bible and stated (1938: x) “As you read the Bible, you should constantly affirm that Divine Wisdom is enlightening you. That is the way you get direct inspiration.”

Fox further states (1938:15) “To accept the Truth is the first great step, but not until we have proved it in doing is it ours.” I think Fox’s statement “to accept the truth is the first great step” is referring to intellectual acceptance and agreement. We must be earnest in our growth and development to go beyond intellectual acceptance to move into our whole being accepting what we affirm intellectually.

It is interesting (and I don’t think coincidental) that Dr. Masters’ first lesson in the above mentioned volume is entitled “Attracting and Maintaining Prosperity.” He certainly advocates prosperity is more than financial abundance but he doesn’t skirt the impact and importance of financial abundance for metaphysicians. Metaphysics is more than theorizing; it is about demonstrating our thoughts, intentions and beliefs regarding success and abundance in every area of life.

Think and Grow Rich by Napoleon Hill illuminates metaphysical principles for the general population and was written during the great depression of the United States. The title of the book notwithstanding, Hill addresses the general topic of success in life and not just financial success. At the urging of Andrew Carnegie, perhaps the wealthiest man in the United States at the time, Hill spent twenty-five years studying the most “successful” men of his time and did so without financial compensation for his time and effort. Hills’ book was endorsed by Woodrow Wilson, a former president of the United States and by many of the leading business magnates of his time. Hill wrote (1937: 30) “The object of this book is to help all who seek it, to learn the art of changing their minds from failure consciousness to success consciousness.”

The Power of Your Subconscious Mind was written by Joseph Murphy, a psychologist and New Thought Minister, who wrote over 30 books and who was greatly influenced by Emmet Fox and Ernest Holmes. Dr. Murphy wrote for the general population and in a style that many who were not of a metaphysical could accept and grasp.

Marketing Books:

Spiritual Marketing by Joe Vitale lays out a five step plan for integrating metaphysical principles with marketing. Vitale earned his doctorate in metaphysics from the University of Metaphysics and his dissertation is on metaphysics and marketing. Vitale is a prolific writer and marketer and coined the term “Hypnotic Writer” to further brand

himself and market his products and services. He is well known in internet marketing circles and as a copywriter.

Alan Weiss, Ph.D. has authored over 25 books, many dealing with marketing of professional services. *Million Dollar Consulting: The Professional's Guide to Growing a Practice* is one of his early books and an excellent starting point to learn from a master of marketing of consulting services. As a metaphysical marketer, you might not consider yourself a consultant and I would urge you to change your perspective. Weiss (2003: 4) defines a consultant as "...someone who provides a specialized expertise, content, behavior, skill or other resource to assist a client in improving the status quo."

Weiss (2003) addresses what you need to know and do to successfully market your services and to go beyond your current level of success. His chapter "Creating Opportunities: If You Don't Blow Your Own Horn, There Isn't Any Music" is especially relevant to metaphysical marketers. Too many metaphysical teachers/consultants undervalue themselves and their services and are reticent to "blow their own horn." Many metaphysicians seem to have a block for charging a fee or charging the fee their service warrants. Weiss covers this in his chapter "Establishing Fees: If You're Charging a Per Diem, You're Still Just Practicing."

Some might conclude Weiss is too money oriented, but perhaps they have some beliefs about money, wealth and prosperity that get in the way of their living more fully in all areas including the area of "business." Weiss advocates pro-bono work and giving back to your professional community and to those outside your community. He also thinks the

more successful you are financially the more you will be in a position to give to those who cannot afford your fees.

Million Dollar Speaking: The Professionals Guide to Building Your Platform by Alan Weiss, Ph.D. is the guide you need if you want to use speaking to market yourself and your services. This book is not just for “full-time” speakers and Weiss states even the busiest speakers are not speaking every day of the year or “full-time!” If you desire to build your brand, extend your influence and gain more clients through speaking, don’t let the “Million Dollar” aspect of the title get in your way. If you want sage advice from someone in the trenches, this book will give it to you.

The Ultimate Marketing Plan by Dan Kennedy outlines a plan of crafting the right message presented to the right “niche” in the right way. Kennedy (2009: 9) challenges the reader to ask the question “Why should I choose your business/product/service versus any/every other competitive option available to me?” Kennedy also includes what he calls “Ultimate Marketing Secret Weapons” and also covers multiple ways to get free advertising and strategies for what he calls “poor boy” marketing strategies for those with minimal financial means to market themselves.

The Ultimate Sales Letter by Dan Kennedy is a must read book, especially for marketers who think they do not write or use “sales letters.” A sales letter is simply a document written to move potential buyers to action and that can cover a lot of things. A serious metaphysical marketer has a website and a website is an online sales letter to market your services.

What about your website; are you effectively signing up visitors to your newsletter by what you say and convey in your website and specifically on your home page? Are you effectively marketing your services and products? Is it engaging, is it captivating...is it working for you or against you? Kennedy's book will give you the knowledge and inspiration you need to build write in a compelling way to grow your private practice or organization.

No B.S. Direct Marketing by Dan Kennedy proposes ten rules for successful direct marketing (Direct marketing is the type of marketing where you can track and measure the results from your marketing efforts, unlike traditional advertising or marketing big companies spend millions on and cannot track the results from each advertising effort). Kennedy includes his famous "Results Triangle" of why a marketer must have the right message to the right market, using the right media.

How To Establish a Unique Brand in the Consulting Profession by Alan Weiss, Ph.D. teaches you the basics (and more) of building your brand so you attract attention, build trust and credibility and gain clients. Weiss has perhaps the strongest brand among independent consultants, and while he is speaking to consultants to Fortune 1000 consultants, what he says is applicable to building a brand for marketing to the general public. Weiss covers why you need to brand yourself to thrive, how to identify your brand, using your brand to attract clients, how to use writing and speaking to build your brand, the twelve myths of 21st century branding, creating products to boost your brand and more.

Book Yourself Solid by Michael Port lays out what needs to be the foundation for your marketing, how to build trust and credibility and offers seven core self-promotion

strategies. Metaphysical marketers will appreciate Port's inclusion of "The Law of Reciprocity" and his advice to continually be giving to others (free of charge) that will in some way help them improve their lives. Port asserts one can charge what they are worth and also give value in many ways without charging for it without diminishing their earning power.

Instant Income: Strategies That Bring in the Cash for Small Businesses, Innovative Employees, and Occasional Entrepreneurs by Janet Switzer was written (2006: xii.) "...to give you the steps that lead directly to depositing cash in your bank account." Switzer's first clients after beginning her own company were Mark Victor Hansen and Jack Canfield of the famous *Chicken Soup for the Soul* series. Switzer covers everything from "Writing Ads That Make the Phone Ring" to "Making Instant Income on the Internet" to "Prospecting for Instant Income." Switzer does not use the term "instant income" in a literal sense but does insist that building your income can happen so fast it seems instant.

Guerilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business by Jay Conrad Levinson is primarily for the small business and entrepreneurial market, focusing on low cost or free methods and strategies to market yourself and your services. Levinson has written about 30 books and is a rich resource for marketing guidance.

Influence: How and Why People Agree To Things by Robert Cialdini, Ph.D. is perhaps the most recognized book in the business community on the topic of influencing others and has wide application to the topic of marketing. Cialdini covers six major components of influence: reciprocation, commitment and consistency, social proof, liking,

authority and scarcity. The serious metaphysical marketer will become very adept in integrating the six components of influence into their marketing; not so serious metaphysical marketers will ignore the vast research and their marketing efforts will falter.

Influencer: The Power to Change Anything by Kerry Patterson, et al, covers how to change minds in part one and in part two addresses the six sources of influence they consider primary. Whether you are seeking to improve influencing yourself to make personal changes in your life or seeking to improve your ability to connect with and influence others, this book details fascinating studies and ways to do both.

Changing Minds: The Art and Science of Changing Our Own and Other People's Minds by Howard Gardner is a more academic approach to the topic of influence and marketing (Gardner is on the faculty at the Harvard Graduate School of Education) and is well worth investing time and energy in.

This literature review is certainly not exhaustive, yet it is more than enough for the serious marketer to begin with. My suggestion is for you to research the websites for each of the authors to find additional resources in your marketing efforts.

Methods: Chapter 3

This section will address twenty-five marketing strategies and tactics that work when you put them to work, fueled by faith and love. Begin with what is most comfortable to you, gain expertise and success and then move on to another strategy while continuing what you began with. (Note: the twenty-five strategies are not in any particular order.)

1) Articulate Your Value Proposition:

A value proposition articulates a compelling reason someone would want your services or products. How would you answer the following questions if a prospective client posed them to you: “How will I benefit from working with you? What will I get for my money?” and: “How will I be better off with your help?”

Too many metaphysicians would answer those questions by explaining *what* they do or *how* they do what they do or give details about their education and degrees, training, certifications and experience. None of that really matters to prospects; they only care about how their lives will improve as a result of working with you. I’m not saying what you do, how you do it, certifications or your education don’t matter to prospective clients; I am saying there are plenty of professionals with enough doctoral degrees, M.B.A.’s and certifications to fill a page who still struggle to get clients.

Having a doctorate in metaphysics is not a benefit to the client; it is an important feature connected to your value proposition but it is not a *direct benefit* to a prospective client.

A successful value proposition is framed from the client’s perspective, not yours. In other words, it must clearly communicate *what the client gets* from you, not what you are

offering. This is where many metaphysicians get off track in trying to craft a value proposition. They craft a message that showcases what they do (spiritual teaching or healing for example) or *how* they do what they do without making it clear how it benefits a client. You can never assume the client will connect the dots in terms of the value they will get from you.

“I am a metaphysical healer” is not a value proposition although it can invoke curiosity and interest. “I help clients greatly reduce or minimize migraine headaches” is a value proposition that a prospective client can understand and that will help them decide if you would be of value to them.

When someone asks you what you do, communicate your value proposition. You can then wait for their response and go from there or you can state your value proposition and you can initiate a further conversation by saying “If you are curious about that (your value proposition) and you tell me a little about yourself (or your business), I can give you an example of the results I help my clients create.”

Don’t talk about “how you work” with clients, don’t talk about your methods talk about the results you have achieved with clients. (paying clients or non-paying clients.) If they have any interest or need in what you do, they will tell you something about themselves that relates to what you do. For example, they might say “I am having some problems in my marriage...”

I have several value propositions depending on the market I am working with; here is one for private clients (individuals or couples:) “I help my clients get clear on what they really want, take action now and achieve results faster.” My value proposition is broad

because I work with a wide variety of client issues with individuals and couples. Here is another one for my corporate clients that gets more specific: “I help my clients dramatically improve individual and organizational performance.” The latter value proposition is specific (improving performance) and still broad enough for a company to consider me for a variety of work.

Articulating your value proposition can be one of the most difficult things you do because you often are too close to your work and you have blind spots. Get the help you need to identify and articulate the strongest possible value proposition and reap the rewards.

2) Right Message, Right Market, Right Media:

Dan Kennedy is one of the most sought after and famous marketing coaches living today and while some of his philosophies might not resonate with metaphysicians; his material is a valuable resource. Kennedy (2006: 23-35) will save you a lot of heartache and financial loss if you pay attention to his “Results Triangle” where he teaches marketers fail or succeed depending upon three things:

- The marketer’s message
- The market they reach out to (if your message is for everyone, it will attract no one)
- The media used for the message. (For example, using flyers to advertise high-end professional services is incongruent.)

What is your core message, who is your best audience (your niche or niches) and what outlets (internet, newspaper ad, radio, direct mail, flyers, Craigs list, etc.) can you most effectively use to reach your audience?

If you think your potential prospects include “everyone,” you need to think again. You need to be more selective in who you are trying to reach so you can articulate a message that “hits home” for them. If you try to reach everyone with a message of “I help others create peace of mind and well-being” you will not have a compelling message as compared to “I help professional women in their thirties and forties connect with their powerful self to create more success and well-being at work and in life.”

As for the best audience or niche, the late direct marketing expert Gary Halbert used to ask the question “If you were to go into the business of selling hamburgers, what is the most important thing you would want to have in place?” Many people would answer they would want the best quality hamburger to sell, the right location or the best advertising campaign.

Halbert said he would want a starving crowd! Point taken; the right market can overcome even poor marketing or poor quality in a service or product. Fortunately, over the past number of years, the public has become more “hungry” for metaphysical thinking and for those who provide metaphysically oriented services.

However, many metaphysicians still lament there are not enough people who are receptive to metaphysical teachings; the solution to that dilemma is to craft your message so it resonates with your intended audience. Articulate your message in a way that “speaks to” the needs of those you can help but who might be turned off by

metaphysical terms and language. Not everyone is consciously seeking to “raise their level of consciousness,” but they might very well be seeking help with their “inner critic” or open to help in improving their physical health by improving their mindset. Meet people where they are, help them with what they want help with and build the trust and credibility you need to introduce new concepts and insights to them.

Know your audience, know how to talk their language and you will have rapport with them; they will listen to you and you can build on that foundation. This is not “selling out;” it is meeting someone where they are so you can help them. It is respecting their beliefs and working within *their* framework to help them achieve their objectives while offering them the opportunity to get to know you and trust you. Find common ground and begin walking together, get to know each other and see what happens.

Don’t be in love with your methodology; be in love with helping clients make progress with what is important to them. What do you know about how to do that in a way that resonates with potential clients that will allow you to build a thriving private practice? Down the road you can delve deeper into what you have to offer in a fuller sense.

I am a former psychotherapist and an expert in hypnosis but you will not find the term “hypnosis” on my website. The corporate world and much of the general public is not ready for that. “Hypnosis” means different things to people and someone might not respond well to the term “hypnosis,” but might respond well to terms such as “guided imagery,” “visualization” or “guided meditation.”

Many might not even respond well to the latter terms but they might be quite comfortable with learning “effective self-communication” or “empowering self-communication.” I don’t highlight methodologies on my website or when I talk with prospects; I highlight how I can help them reach their objectives. Again, be committed to achieving your outcomes, not to your methodology or to “industry” jargon or labels.

3) Collect and Use Testimonials:

Few things are more powerful in marketing than testimonials from your clients or colleagues and they can be captured in writing, audio or video.

I have asked for and received testimonials from very well-known authors/consultants (Alan Weiss, Ph.D., Nick Usborne, Bob Bly, and Helen Lerner for example) because I asked them for a testimonial! They knew enough about my work and were willing to recommend me...but I had to ask them! Very seldom will you have someone offer to write a testimonial for you or to record a video testimonial.

When you ask for testimonials, ask the writer to be as specific as their comfort level allows them to be. For instance, the first testimonial on my website is more specific and therefore more compelling than the second one.

Use testimonials in your website, your articles, booklets, flyers and even one or two on the back of your business card if that works for you. Just be sure to use them.

One last note on testimonials: a person doesn’t have to be a client for you to ask them for a testimonial. If they respect your work from reading your articles, blog or book, from

having conversations with you, or if they have referred others to you and know the results, ask them for a testimonial!

4) Referrals:

Alan Weiss, Ph.D. tells his clients “referrals are the coinage of my realm.” The thing about referrals is you won’t get them if you don’t ask for them. Furthermore, you won’t get them if you don’t ask for them at the right time and in the right way! You must begin asking for referrals before you actually ask for them; tell a new client at the beginning of your work with them you will be asking for referrals after initial results are achieved. They will be comfortable with that and if they aren’t, it’s normally because you are uncomfortable with asking and that is a worthiness issue.

Seed the process and let the seeds grow and they will be ready to harvest at the right time. When results are being recognized, then you ask for (and expect) at least 3-5 quality referrals. The way to get a quality referral is to tell your client (or colleague, or health professional, etc.) the type of client you work best with. (Jim, my ideal client is someone who...)

You can ask for referrals from your clients, your colleagues, health care professionals, clergy, community leaders, business managers and executives, neighbors and from everyone you do business with. That includes your doctor, your dentist, your friends...and

more. Someone doesn't have to be a client to refer others to you; they just need to know about your work and respect it and you.

You are not asking them to do you a favor, you are asking them to do a favor for the ones they refer to you. You have to believe in your value if you want others to do the same!

5) Speaking Engagements: Free and Fee Based:

Speakers are viewed as experts and one of the best ways to attract clients is to position yourself as an expert. If you are not confident in your speaking skills, join Toastmaster's immediately and develop your ability to speak to groups. Civic groups like Rotary, Lions Club and The National Exchange Club exist to serve the community and are always in need of and in search of good speakers.

Church groups and groups like Mary Kay need speakers. I spoke at a monthly meeting for the second biggest Mary Kay sales leader in the U.S. on the topic of self-esteem and also spoke to a group of about 40 Prudential Insurance sales representatives on "Mental Toughness in Sales."

Find out who schedules speakers for these free presentations, call them up and introduce yourself and ask what topics they are wanting someone to address...and get yourself booked. Tailor what you offer to the needs of the group and you will be invited. For about three years, I offered a weekly class held in a hotel on Tuesday nights on a and charged \$15.00 per person or \$30.00 for two people registering together. I began by

inviting my clients and they then began bringing friends and word got around. That turned into doing 1-2 ½ day long seminars that I held in local hotels with registrations from 25-60 people. If doing a seminar is intimidating to you at first, begin with a weekly class.

Another way to speak is to host your online radio show, do podcasts or tele-classes (a class on the phone via a phone bridge, many of which are free and will provide you with a free mp3 recording.) I have been a guest expert on tele-classes and you can do the same.

You can also learn how to get on an AM or FM talk radio show as a guest expert where you can promote your book or e-book if you have one. There are thousands of talk radio shows constantly in the need of guest experts. When you have enough experience, you can get booked on a local television network as a guest expert to address issues such as stress, grief or relationships.

Another way to get in front of others via your speaking is to do You Tube videos and post them on You Tube and yet another way is for you to have someone video you (you can use something as simple as a flip camera) speaking on a topic of your choice and then have it uploaded to your website or make available on D.V.D and sell it.

Here is a twist on “speaking.” You can hold a live chat on Facebook or elsewhere and conduct a workshop/class/seminar. This will combine your “speaking” with writing and build your intellectual property and extend your outreach and influence. Dr. Carla Goddard, a shaman medicine woman and University of Sedona graduate has done this with amazing results, starting by offering a free class that enrolled three students. In a recent discussion forum communication from Dr. Goddard, she stated her Facebook fan page

registered 11,000 fans in February 2012. Currently, Dr. Goddard conducts all of her metaphysical work online. Visit shamanmedicinewoman.net for more information.

There are many ways to get yourself in front of people by speaking; just do it. Become a recognized authority and expert in your domain and build a thriving private practice. To learn more about how to build a speaking business, see *Million Dollar Speaking* by Alan Weiss, Ph.D.

6) Write Extensively:

Begin to get your intellectual capital out there via a blog, guest blogs, discussion forums, Facebook, Twitter, (Twitter will help you to write succinctly) Google+, online articles, (see ezinearticles.com for example) offline articles, self-published books, commercially published books or e-books. Here are two other ideas to get your writing out there: booklets and special reports. A special report is simply an article, case study or it can be in the format of a “Top Ten List.”

You can also write local newspaper columns, write a letter to the editor of a paper or magazine, and write articles for airline magazines or popular magazines...the list is endless. I have written extensively for a major online career development website (www.womenworking.com) by being a frequent guest coach expert for them. I have written blog posts for them and have been featured in their newsletter and in their discussion forum. You can do the same; there are many such online resources that are constantly in the need for experts in various topics.

I have also had my articles promoted by copywriting/marketing experts/authors such as Ryan Healy and Peter Bowerman and have been quoted in an article by author and marketing guru Bob Bly. The latter opportunity came about as a result of an email exchange between Bob and me. Reach out to influential people via email and say something that is worth them sharing with others.

7) Write and Self-Publish a Book:

I mention this as a separate strategy from the “write extensively” category because it is easier than ever to write and self-publish a book. Very few things will give you as much credibility as writing a book and being able to market yourself as an author. Check out createspace.com for an excellent resource for how easy it is to do this. You can use their print on demand to publish one book at a time if you like and they will ship it directly to the purchaser and believe it or not, it will cost you less than three dollars a book.

Too many aspiring authors make writing a book a difficult thing and that is in their mind. You are not writing a masterpiece; you are writing to get your intellectual property out there and to build your marketing efforts. Yes, you want your book to be of help to others but that does not require perfection; it requires self-confidence and some effort. I have written and self-published a book; you can do it as well.

8) Market Through a Newsletter:

One of the most effective ways to market your services is through a newsletter that can be sent out via email or regular mail and published weekly, bi-weekly, monthly or quarterly. The newsletters can be archived on your website for visitors but the main purpose is the newsletter provides a way for you to stay in contact with clients and prospective clients.

It is also a vehicle to showcase your intellectual property and to gain additional experience writing if needed. Your newsletter also is a vehicle to announce classes, seminars, products and to highlight case studies, feature a question and answer section and more.

9) Use a “Two Step” Ad Marketing Campaign

When most marketers use a space ad in a newspaper or magazine or use classified ads, they make a classic mistake: they ask the reader/prospect to do too much too quickly! Meaning, they ask them to buy something without adequately educating or preparing them to do so or they ask the reader to call them.

If you are selling a very low cost item or a low cost class, trying to get a prospect to take action from just an ad might work. But for most things, a space ad or classified ad is not enough to motivate a potential buyer or prospect to take action and order something or to pick up the phone and call you for more information. Often, they are afraid of talking to you out of fear of being pressured to do something they are not ready to do yet.

The solution? Take a two-step approach in your marketing; your space ad or classified ad is the *first* step to get someone's attention. The *second* step is to offer them (in the ad) a free special report or a free mp3 recording on the topic in the ad so they can get to know you, what you do and how you work. This gives time for a relationship to be built and greatly increases the percentage of prospects who will call you to find out more or even to order your information product. The need to build a relationship, especially when you are marketing on the internet cannot be overstated; there are too many internet marketers who practice questionable or even unethical marketing.

10) Build a Compelling Website:

A website does what brochures use to do and does it infinitely better. My recommendation is to build a Word Press website because it is inexpensive, easy for you to make changes to and you can integrate a blog into it. Your home page must be written in a way to captivate the attention of the visitor, which means it needs to be all about them, not you.

They must immediately discover how what you do is of benefit to them. Be sure and offer a free special report of some kind for signing up for your newsletter that will move a visitor to give you their email address. That way you can begin to stay in touch with them weekly or monthly and build a relationship with them over time. Not everyone is ready to work with you right now but many will be at some point in the future

Make sure you have testimonials on your website as soon as you begin receiving them! Always display your website address on your business cards or any printed material you have, including your articles, free special reports or any advertising you use.

Update your website by posting a new blog at least once a week or adding a new article once a week or two times a month at minimum and give people a reason to come back to your online brochure. As soon as possible, begin adding audio clips and video clips to your website marketing arsenal.

11) Media Publicity:

Believe it or not, you can get free media publicity and it is not as hard as you think. I had a long newspaper feature about my counseling work when I was a psychotherapist in private practice in Naperville, IL, population of about 150,000. Many years ago I was quoted in *People Magazine* when I was interviewed about a controversial subject having to do with religion.

I have been quoted in The New York Times, the New York Post, The California Executive, BNET.com (the CBS interactive network) and other media outlets. Before I began to get free publicity I thought it was difficult, but it isn't. An easy way to get media publicity is to get quoted by journalists and you can get journalists and reporters requests to interview experts from a paid source like PR Leads at prleads.com or free resources like HARO at helpareporterout.com or www.reporterconnection.com.

When you read your local paper or others, pay attention to the journalists and see what topics they cover. Call them and suggest a topic they can cover and they will likely use you as a resource and quote you. That is how I had my work featured in a long newspaper article in Naperville.

I called the journalist and suggested she cover a certain topic; it turned out the topic was not right for her just then but a conversation ensued and she ended up writing

about me and my work and had a photographer shoot my picture in front of my office for the article. To learn more about the abundant opportunities for generating publicity by being interviewed and quoted by reports, get *Reporters Are Looking for You* by Dan Janal.

Another idea for getting free publicity is to support a local charity you believe in, leading the efforts with a fundraiser or local event that your local paper or television network covers; it doesn't have to be big to be noteworthy!

You should also be sending out press releases on a monthly. If you don't know how to write a press release, learn how. Google the term and you will discover more than enough resources for your learning needs.

You can tie the press release to what is happening in the news or to announce the anniversary of your business or to announce a class or seminar. A great topic for press releases is a survey on topics like relationships, weight loss, grief, happiness and anything of concern to employment, jobseekers and career development. Use your imagination to tie in what you do to these and other topics to create a survey using your email list contacts, your church members or civic group.

Press releases can be sent to editors via email (put it in the body of the email, not as an attachment) or it can be sent over the internet to hundreds of outlets at once by using a press release service.

12) Joint Ventures:

A “joint venture” is an agreement between you and another party to actively promote each other’s service or business, becoming a third party endorsement. This could be done in a variety of ways such as each of you mailing a letter or postcard to your clients/customers recommending each other and why. Each of you writes the letter for the other person and each pays the other for the postage for the mailings.

You can also feature each other on your websites on a special page of “Recommended Professionals.” You can host a min-seminar or class for someone and have them do the same to you, each of you inviting your clients and people you know. When each of you introduces each other in the beginning of the hosted classes, the introduction becomes a third party endorsement and that is very powerful.

13) Former Clients:

One of the fastest ways to obtain new work is to call those you have worked with in the past and let them know you are thinking about them and care about them. Have a meaningful conversation and you will be surprised at what needs come up and how your old client is open to doing more work with you. I am working now with two clients that I haven’t worked with for over seven years or more. They have been on my newsletter list and I have stayed in touch with them over the years via email or phone calls once or twice a year.

I am also now working with an adolescent whose parents are my clients. Let your clients know you do work that other family members, friends, neighbors and co-workers

might find useful. You have to suggest to others how you can be helpful and not wait and hope they will think of it on their own.

People need to know you care, which you do, but they need contact and communication from you. Even if a former client is not wanting to work again right now with you, you are doing two highly valuable things by staying in touch with them; you are demonstrating your interest in them and in their well-being and you are creating another opportunity to ask for referrals.

14) Current Clients:

When you want to gain more clients, it's easy to forget that your current clients are often willing to give you more work...with them! What else can you do for a current client that you can charge additional fees for? It might be more frequent sessions, longer sessions, offer them a behavioral assessment (Myers-Briggs, DISC, Predictive Index or another assessment you like) or offer to do work that extends naturally from what you are already doing.

If you are working with an individual, might they and their life partner want couples coaching; if you are working with a couple, might they want to continue doing that and add individual work? Don't fall into the trap of assuming your current client is doing all they would do with you if given the opportunity.

15) Create Information Products:

An information product is simply a digital or hard copy product of your intellectual capital in print, audio or video format. With today's technology, you can easily create

audio and video products that deliver great content to position yourself as a caring and competent resource. With a laptop or a flip camera you can produce audio or video to post on your website or to create physical products to sell or as inexpensive marketing giveaways to select prospects.

Even a 30 minute product can provide great information, inspiration and direction and can open the door for you to produce longer products later when you become more adept at it. You can create mp3 or streaming video and the distribution is easy and free.

The ideas mentioned above on marketing yourself through writing can all be used to create information products as well. Take a collection of articles you have written and turn them into a compendium of articles in digital or hardcopy format. I just had a colleague suggest we combine some of her articles and some of mine to create an information product; that is an example of a “joint venture.”

You can take all the tweets you have that fall into a certain category and turn them into a booklet or write a booklet on a compelling topic to have your first information product. (65 Tweets to More Gratitude and Prosperity!) See www.tipsbooklets.com for more information on writing and publishing your booklets to infuse new life into your marketing.

The possibilities for information products are not endless, but they are bountiful! If you don't have an information product, get started today by writing an article and you might as well get started on your book. Take action every day and soon you will have your intellectual property documented.

16) Be Interviewed By Another Expert:

One easy way for you to create an information product and extend your reputation and influence is to have a colleague interview you and have it recorded via audio or video. Another way to do it is simply to have your colleague ask you questions in print that you reply to. That gives you plenty of time to think through your responses, to write them and edit them before completion. The finished copy can be turned into an article, a web page, a blog, a special report or a booklet.

When you are interviewed by another expert, the implication is you are someone that has something of value that merits attention. Of course, your interview is now an information product you sell or give away free in your marketing campaign.

17) Interview Other Experts:

One of the quickest ways to create an information product is to interview another expert in your field to associate yourself with recognized experts or even unrecognized experts. The insightful questions and intelligent comments you can intersperse throughout the interview will showcase your talent, passion and expertise.

You can do the interview via printed questions and answers, audio or video taped interviews. If you audio record the interview, you might as well use a free or inexpensive bridge line (a service that acts like a conference call line) and have it turned into an mp3 recording. One consultant, Bob Serling, interviewed ten experts who took ten minutes to answer a specific question he posed to them. It was a big hit.

18) Do A Tele-Class/Tele-Seminar:

Tele-classes have already been mentioned but they deserve to be highlighted. A tele-class or tele-seminar can be a one-time event or a series of calls where you obtain a bridge-line (conference call service) where you can have 20 to hundreds of callers online. This format allows you to present your material and intellectual property and also allows the callers to participate by asking questions or making comments.

You can also demonstrate how you work by asking a volunteer to participate while you work with them live. I was the guest expert for a tele-class in the past where I asked for a volunteer to work with me and I did a ten minute demonstration of how I coach by coaching a participant on the call. It went very well, with the participant getting the outcome she wanted. Of course, doing live demonstrations of how you work with a client involves a certain amount of risk and you need the self-confidence to put yourself out there, but the rewards are great.

19) Present Webinars:

Today's technology makes it quite easy to do a webinar where you can either use your computer to video you speaking or you can use a power-point presentation. Webinars have become the rage in the corporate world recently because valuable information can be presented to a vast audience and the webinar can be recorded and viewed later by those who were not in attendance for the live program.

20) Post Card Marketing:

Post cards are an inexpensive way to stay in front of your clients and to get in front of new ones. For new clients, you can target a neighborhood in the area of your office or wherever you see clients and publicize a class, offer them a special free report or send them to your website. You can also send postcards to only those who have recently moved into your area instead of to everyone; newcomers might be looking for ways to meet new people and share a common interest such as metaphysics.

When you send out postcards, be sure to include a testimonial or two! If you want an easy and fairly inexpensive way to send postcards out on an automated basis, check out sendoutcards.com. You can have cards sent out automatically on your client's birthdays, anniversaries, special occasions and more.

21) Network With Alternative Healthcare Providers:

Get to know the alternative healthcare providers in your area because some of them will resonate with what you offer. Massage therapists, chiropractors, hypnotherapists, reiki practitioners, homeopathic practitioners, acupuncturists are some who fit into the alternative health care genre. Take the initiative and set up monthly meetings to share best practices and to share referrals; be the leader and you will increase your confidence, repute and business.

22) Flyers:

Flyers are an old standby and for good reason. They are inexpensive and if done right can be very effective. A flyer needs a compelling headline to attract attention and draw the reader in and every word you write needs to do its job. Some simple graphics such as a picture or line drawings have impact as long as they are related to the subject matter of the flyer.

You can use a joint venture partner to help you get the flyers out to the public; think of where you get your hair done, your dry cleaners, your chiropractor and so forth? Who do you know that respects your work and will help you in your marketing efforts? You just need one person to begin with, not four or five. So, if you ask five people to display your flyer or put a number of them on their counter or in the magazine rack and one says yes, you are off to a great start. But you have to ask!

23) Adjunct faculty:

If you have the credentials and experience, find a local community college or university that uses adjunct faculty (especially good for night classes) and become an adjunct faculty member in your subject area. This will give you more experience in public speaking if you need it, it will give you the opportunity to appropriately weave in references to your metaphysical work if you are creative and it will look good on your website and marketing materials to advertise yourself as an adjunct faculty member.

24) Tell your story

What is the story behind you becoming a metaphysician and what is unique about the work you do? What is the personal story behind how you got to where you are and why you are passionate about your work? A chiropractor who was a marketing client of mine had a fascinating story of how he came into this world; his mother was not able to get conceive him until she was treated by her chiropractor. She had been to many doctors and had tried many things but she wasn't able to conceive until the chiropractic treatment.

Twenty years into his former career, my client decided to go to a chiropractic college and begin a new career and he is passionate about telling his story on his website and to those he talks with about what propelled him into his new profession. What is *your* story?! And who knows about it? Stories are one of the most effective ways to market because people love stories; we are conditioned from childhood to learn through stories and you can reach many people through your story better than by just relating the facts.

25) Join a Meetup Group or Start One:

Google "Meetup" and see what is in your area for meetings; if there are not any groups, find out how to start one and be the leader of the group. This will give you an opportunity to meet others with an interest in metaphysics, learn more, teach and gain opportunities for referrals. It will also give you an opportunity to send out press releases about your group.

You now have twenty-five ideas and strategies to act on and create momentum for your marketing. What have you been doing that has been working that you can improve upon? What have you done in the past but inconsistently? What can you try for the first time?

Your marketing is in your hands and the results you demonstrate will be a direct reflection of your metaphysical mindset and the action you take or don't take. You have a message and a service for the world but you have to get both out there. The idea of "Build it and they will come" will get you started, but part of building your business is marketing your business.

If you have tended to neglect marketing or perhaps didn't enjoy marketing, that is all in your mind and you can change your mind if you want to. To that end, we will discuss "mindset" in the next section.

Findings: Chapter 4

To successfully begin and nurture a private practice, a metaphysician must deal with his or her doubts, insecurities and fears regarding self-worth, self-efficacy and more. Perhaps this does not apply to every metaphysician, but I think it applies to most.

In a private online discussion forum for consultants, Alan Weiss, Ph.D. wrote that when he began coaching and mentoring other consultants, he thought the reason most failed in building their consulting or coaching business was lack of capital; they failed to set aside enough money to live on for the 6-12 months it took them to generate any significant business. After years of working with consultants, Weiss concluded the problem isn't lack of capital; it is lack of self-esteem.

It takes self-esteem, self-confidence and a strong sense of self-worth to build your own business; marketing oneself is not for the faint of heart. One might try to sidestep this by saying "Spirit/the Universe is my marketing partner" and leave marketing up to Spirit but that denies the part we play; after all, it is a *partnership*. It also puts "Spirit" outside of self as a separate entity, yet we are one with Spirit.

Morihei Ueshiba was the founder of the elegant martial arts Aikido, which means "the way of harmony" or "the way of cooperation." Leonard (1999: 28-30) recounts the words Ueshiba heard during his life-changing vision in 1925: "I am the universe." Leonard continues: "Again and again he repeated these words. Even his close students were sometimes baffled. How could O Sensei liken himself to all existence?" Leonard (1999: 28) again quotes Ueshiba: "When an enemy tries to fight with me, the universe itself...he

has to break the harmony of the universe. Hence, at the moment he has the mind to fight with me, he is already defeated.”

The metaphysician who thinks God or the Universe will do the marketing for him or her has (in their mind) separated himself or herself from their Source. The metaphysician who recognizes we are one with the Universe will realize we cannot separate ourselves from the Universe/God any more than we can separate our minds from our bodies.

That is the metaphysical part of metaphysical marketing and we can ignore it or minimize it but we cannot escape the consequences of doing either.

If you are just now thinking about beginning your metaphysical private practice or if you have been thinking about it for quite some time, here are a few questions to consider:

- Do you expect to succeed?
- Are you “hoping” to succeed but you are really not expecting great things?
- When you think of building your private practice, are you confident and excited or fearful and discouraged? (Of course, you can experience both states, but which one is more dominant?)
- Do you have a simple and “realistic” marketing plan to act upon?
- Do you know what “niche” you want to begin working with? (If you think what you offer is for “everybody,” think again. You cannot reach

“everybody,” you need begin with a select “group” of people to reach out to in your marketing efforts. An example of identifying a niche/select group would be “baby boomers who want to learn how to meditate for better physical, emotional and spiritual health” or “Attorneys who want to learn how to meditate to dramatically lower their stress” versus “My prospects are anyone wanting to learn how to meditate.”

The metaphysician who tries to ignore the practical aspects of marketing by thinking “If I build it, they will come,” will find themselves wondering when “they” will come. You might be extraordinarily gifted at what you do but if no one knows about it, then no one knows about it! Marketing is about using tactics and strategies to let people know you are here and have something of value.

If a metaphysician isn’t marketing themselves, the question is why. The answer is almost always connected to self-worth and self-confidence issues. As metaphysicians, we are in a unique place to address those issues; the question is “Am I addressing these issues within myself?” It’s always easier to deal with others than to deal with self, but the real joy and payoff is in dealing with self and the more we help ourselves the more we are in a position to help others.

Stephen Covey, Ph.D. gained fame with his book *The Seven Habits of Highly Effective People*. The genesis of the idea for the book came from his studies of 200 years of success literature. Covey’s (1989: 65) first habit of seven is “Be Proactive.” Covey (1989: 71) defines “proactivity” as “more than merely taking initiative. It means that as

human beings we are responsible for our own lives. Our behavior is a function of our decisions, not our conditions.”

How does this apply to metaphysical marketing? With a strong metaphysical foundation, with a mindset of faith and love, a metaphysician will not blame the economy or unreceptive people or anything else, including self for his or her marketing failures. He or she will commit to consistently working on their inner life, their level of consciousness and rise above their circumstances. That might not be easy, but then again, blaming others or blaming circumstances is not so easy either when you consider the consequences. In fact, the road of reactivity is steeper and full of more hazards than the road of proactivity.

Marketing isn't just for the unenlightened or the “unspiritual,” whatever that means. We can't evade our responsibility and prosper. You must decide if you want to create a full time business that can support you or not. Clearly, it takes more than calling yourself a metaphysician, or a holistic coach, a minister or a pastoral counselor.

If no one knows of you, or if they have heard that of you but they fail to hire you, how far will you go? You might decide to not charge for your services or to charge so little you are not happy about it. That is where you will find that, in general, people do not value what they do not invest in. Now, we are back to marketing, but not just marketing, but metaphysical marketing where you are energized and guided by faith and love; by Spirit.

The metaphysician who seeks to build a private practice by relying on marketing strategies without Spirit will discover it is like attempting great physical feats without adequate or optimal physical strength. You might achieve something but you will fall far short of what could achieve. Your marketing efforts must be built upon a solid spiritual

foundation and we can broadly call that foundation FAITH. It is not enough to know what to do; one must believe they are capable and they must believe they are worthy and deserving of success and fulfillment.

If you want to build a prosperous private practice, you must master the “inner game” before you master the “outer game. It is likely the average metaphysician knows more about marketing than they are making use of and acting upon? Why is that? Is it really any different than other areas where one might “know” it is good to do something (for example, the need for healthy nutrition and exercise) and still fails to translate that knowledge into behavior. This has been described as the “knowing-doing” gap.

The solution to the problem of knowing but not doing is to go to the source of the problem and the source of the problem is metaphysical in nature. In part, it has to do with “owning” the problem. When a metaphysician tries to abdicate his or her responsibility to market themselves and put it on Spirit/the Universe, how can they then solve their problem?

Gallwey has his students do an interesting exercise. One student plays the role of the coach, one plays the role of client and the other plays the role of the observer. The role of the observer is to notice when the “ownership of the problem” has shifted from the “client” to the “coach.”

Gallwey (2000:178) writes “During the first few minutes of the conversation, the person being coached—the client—would be very animated, working hard to present the relevant information about the problem to the coach. The coach would be in the listening mode. Then, at a certain point, an abrupt change in the body posture of the two people

would occur. The client would lean back as if relieved of her problem and the coach would start doing the talking, usually working very hard to come up with ideas or solutions to the problem. Typically, the client would let the coach do the work with occasional interjection aimed at showing why the solution being proposed wouldn't work...in almost all cases...after a few minutes the client had succeeded in handing off the problem to the coach who had accepted the lion's share of the burden of solving it."

In the case of the metaphysician trying give their marketing "problem" to the Universe, it just doesn't work. The Universe seems to say "We are one but you are acting like we are two separate forces." So the Universe fails to act because the metaphysician fails to act; just as the arm would fail to act if the brain failed to act; they act together or nothing happens. I have overstated the case, but you get the point. The more you believe in yourself and the more you act on your beliefs, the more the Universe co-creates with you.

The energy (mental/emotional/spiritual) to act and to continue to act despite obstacles, discouragements and defeats comes from within, not without. We have the power within us to do whatever we want because Spirit is within; the issue is being sensitive to the communication and guidance of Spirit and trusting that communication and guidance. We are one with Spirit and Spirit is one with us, so ultimately, trusting Spirit involves trusting self.

Marketing books, marketing information and marketing knowledge are no substitute for faith and confidence in oneself, the Universe and others. If we know what to do but don't believe we are capable of doing it or we think, "There isn't much I can do in this economy to get new clients," what action will we take? Not much, if any. That is why

knowing what to do is not enough; we must believe in our own capabilities, trust Spirit, trust others and trust in the marketing process.

Metaphysicians sometimes complain about not having a receptive audience. That is nothing short of blaming external circumstances and refusing to “own” the problem. Here is what Dr. Robert Schuller (1982: 12) did about “not having a receptive audience: “My mission has, for over thirty years, been a mission to the unbelievers...I have seen my calling as one that communicates spiritual reality to the unchurched who may not be ready to believe in God. I have been trying to carry on a dialogue with persons who are not at all prepared to listen to ‘someone with God-talk.’”

Essentially, what Schuller did was to talk about felt needs of his unchurched audience and talk about them in a way they could relate. Schuller connected with a large audience because he raised his level of consciousness to rise above what others considered a problem. He didn’t complain that people didn’t want to hear about God or the Bible; he communicated a message on the level people could relate to. He met their needs and gained an impressive following. How can you do the same?

We must believe we are powerful and capable enough to connect with those who might not be ready to listen or agree with what we offer if offered in “metaphysical terms.” To do that, we must be secure within our inner being enough to be flexible in our communication. It is not marketing that stops metaphysicians’ it is a lack of faith and that has to do with our thinking and beliefs.

Dr. Srikumar Rao, Ph.D., (2006: 33) writes “The first block to personal mastery—and one of the biggest—is our unquestioned mental models. These are our fixed ideas of

how the world works and how things should or shouldn't be done. We accept these models so completely that we live our lives according to them. Everyone has mental models, but we call them by other names, like 'the truth' or 'reality' or 'the facts.' We believe them absolutely...and we may not even know it...in fact much of the stress in our lives arises from this lack of awareness.”

Metaphysicians are sometimes so busy helping clients identify and often change the client's “mental models” that we might often not be aware of our own. How true this is when it comes to what we believe about marketing! We are so fixated on the problem “out there” that we are unaware the problem is really a spiritual challenge that has to be dealt with from within.

Dr. Masters' (2007: 1:15) states “The only thing that prevents a person from taking action on an idea is self-doubt. People that do act are acting on a spiritual premise, for they are acting on FAITH. That faith may be expressed as God by some, or the Higher Mind by others, but the principle is the same. It is a belief in SOMETHING within oneself.”

For metaphysicians, we must believe Spirit is always in the giving mode, we must believe others value and want our services and we must believe that engaging in certain marketing endeavors will actually produce a result. The belief I am talking about is not intellectual in nature; it is a positive expectancy accompanied by emotions/feelings that are congruent with what we are thinking and imagining. What are you expecting to receive financially from what you give to others as a metaphysician?

Chopra (1994: 33) states “...as you receive more, your ability to give more will also increase.” The Universe is in balance, but we can get out of balance. We can go heavy

on doing and giving and be very light on receiving and burn out. That is not how the Universe operates. Our faith can be compared to a container that holds what we receive. The smaller our faith, the less we can receive. What does your cash flow and your cash over-flow (savings and investments) say about your faith (beliefs) concerning money, wealth and prosperity?

A metaphysician once told me the great metaphysician Jesus did not concern himself with money and so he didn't either. The difference between the two is my friend was struggling financially every month and Jesus never did. His faith manifested what he needed at all times. My friend operated from a different level of consciousness that barely met his needs. Jesus had a following that financially supported his ministry and when he died he was buried in a new tomb of a wealthy man. (Matthew 27:59-60)

The topics of faith and prosperity are not academic; they are highly pragmatic and impact every area of our lives. If our self-worth (faith in our worth and value) is low, our container is low and capable of receiving only so much in terms of financial compensation. To grow your bank balance, grow your faith, your level of consciousness.

Our subconscious beliefs tell us what to expect and our subconscious will drive behaviors that are in sync with our expectations. You might not always believe what you see but you will always see what you believe. Expect success and success will show up; expect defeat and it will show up as well.

If you expect a receptive audience, you will find one. If you expect your marketing plan and activities to work for you, you will take action and follow through. On the other hand, if you expect your marketing plan and activities will not make a difference, you will

procrastinate. To break through the procrastination you have to change the “inner game” and that game is played out in your thoughts, beliefs and emotions.

For instance, one metaphysician says he or she lives in an area where there is no interest in metaphysics and that explains why they are not getting clients while another metaphysician in the same area has a growing client base! What explains that? The explanation is not geographical; it is metaphysical. The explanation is within the two different individuals who have two very different mindsets.

One metaphysician blames the economy. Another one says they have a full time job, family and other concerns and does not have the time to build a part-time private practice with the plan to go full-time. Another metaphysician confesses they feel reluctant or even guilty for charging for what they feel is a “gift.” Another metaphysician admits to not wanting to have to sell themselves or their services; they don’t want to be perceived as “pushy sales person.”

Can you see how these are *not* marketing problems? Meaning, the problems are not due to a lack of marketing know-how. They are problems rooted in a level of consciousness; fear, self-doubt and low self-worth. This level of consciousness is permeated with beliefs that do not serve us and are not worthy of us. To market yourself, you have to come from a place of deep and abiding confidence based on the value you recognize within yourself and in your services.

Do you want more clients or even your first client? Do you want more money, health, confidence and a greater sense of self-worth? Where do you think these things are? Are they “out there” or “in here?” Goldsmith (1963: 32) wrote “...what we are seeking is

already in us” and (1963: 42) “Supply is demonstrated, not in the getting, but in opening out a way for the supply already within you to flow out from its Source, which is the kingdom of God within you.”

Our beliefs are the “opening out the way” for all that we desire (which is already within us) to flow out of us. That is why the mystic Jesus said (Matthew 21: 22,29) “If you believe, you will receive whatever you ask for in prayer” and “Because of your faith, it will happen.”

There is no substitute for confidence and faith; the fact is a confident metaphysician with less skill will always do far better than a metaphysician harboring doubts, fears and insecurities.

What do you really believe and feel about yourself and about what you are doing and what you want to do? That question needs to be answered with what you really believe, not with what you would like to say you believe.

Now let’s take a look at your motivations for wanting to help others in your metaphysical practice. What are your primary reasons and motivations for marketing yourself and your services and how congruent are you? Are you motivated by money, recognition, fame, validation, the freedom to call your own shots and direct your career as you see fit, to build a business empire that makes a big contribution to the world, including self?

Or are your primary reasons and motivations for marketing your services to serve others, to help them to heal, to develop their full potential and thrive, to raise the

consciousness of the world we live in and to help others grow in their spiritual awareness and vitality?

Do the two paragraphs and lists of motivations above seem at odds with each other? When you think about it, does one paragraph of motivations seem spiritual and the other unspiritual? Do you resonate with the second paragraph and recoil from the first paragraph? If so, I invite you to reconsider your thinking and perspectives.

All the motivations listed are neither spiritual nor unspiritual; the intent behind the motivations is what is important. If you think the first paragraph of motivations comes from ego, I would ask “What is wrong with that?” Spirit has given each of us an ego for a reason and I think it is a positive reason. Ego is not something we need to be ashamed of or hide from; it is a resource to draw upon.

Again, what are the real motivations behind what you want to do as a metaphysician? One metaphysician might say his driving motivation is to serve others but perhaps the drive behind that motivation is really to find acceptance, validation and to increase their sense of self-worth? (In this case, it is likely this metaphysician is not effectively marketing himself or herself because there is a lack of self-worth.)

Another metaphysician might say her driving motivation is to make money and build an empire while their underlying drive is to help as many people as possible and they know financial power will enable them to help more people and even to offer more pro bono work.

Which one is more “spiritual?” Are all the motivations “spiritual?” The first metaphysician is a channel for Spirit and so is the second one. The question is which one

will have a greater impact (in terms of impacting more people) on the world? And which one is more likely to fret and worry about providing for themselves and their family in the present and fret about securing their future?

The fact is it takes money to live in this world and to do things. At least that's what my mortgage holder, the gas station owner and the grocery store owner tell me! It takes money to live and operate in this world and it takes money to support charitable causes and foundations. The more money one has the more they are able to give more often and in larger amounts.

Too many metaphysicians are uncomfortable talking about money, are anxious about stating their fees, and are fearful of charging what they are worth or are uncomfortable thinking big thoughts about building their "ministry." They would like to think in terms of "ministry" rather than thinking in terms of a business.

You can describe what you are building any way you want; the question is are you limiting Spirit's ability to flow to you and through you? If you are uncomfortable thinking about and talking about money, prosperity and wealth; won't your demonstrations and manifestations reflect that? As within, so without; it is amazing how that works!

Do you think big or do you think small? How about Spirit? Does Spirit or the Universe think big or does it think small? Isn't the natural progression of life and of Spirit and the Universe always towards growth and expansion? Think about what we know of the physical aspect of the Universe—it is miniscule compared to even the aspects of the Universe we know of. The Universe is so big it boggles even our imagination; why should we shrink back in our thinking when it comes to "ministry?"

Myrtle Fillmore (2007:149) wrote “Begin right now to talk plenty, think plenty, give thanks for plenty.” The problem is many metaphysicians say they want “plenty” but their self-talk and conversations with others reveal thoughts and beliefs of lack and struggle. Fillmore (2007:148) addresses this: “When you talk and talk ‘hard times,’ you are sowing ‘hard times’ seed.”

As metaphysicians, we cannot be perfect but we can be honest and honesty begins with self-honesty. Are you thinking and talking struggle, doubt and fear? If so, decide today to transform your thinking by paying attention to what you say to yourself and others and begin (more and more) thinking and saying what you want! While you are at it, you might as well think big.

Thinking big requires a strong ego and it seems lately that ego has been labeled a bad thing by many people. We are told we are to be afraid of our ego, to be ashamed of it and to hide it. Yet, I don’t know of a single man or woman who has done anything great without having a strong ego. We are all motivated by our self-interest; the question is “Is it enlightened self-interest?” If your ego is “grounded” and guided by Spirit, you will do far greater things and be able to help far more people than if you hide behind the pretense of humility

Emmet Fox wrote (33.) “The great Law of the Universe, however, is just this-what you think in your mind you will produce in your experience. As within, so without. You cannot think one thing and produce another.” If a metaphysician thinks achieving big things and attracting wealth are somehow unspiritual, their ministry and their finances will reflect that. The primary reason many metaphysicians struggle to get clients and to make

the money they say they want is because they have subconscious blocks to acquiring clients and generating wealth.

There is truth in the statement “when the teacher is ready, the student will appear.” On the other hand, when we are ready as metaphysicians, students, resources, opportunities and yes, even money will appear...right on time. This can be a difficult truth to embrace but the journey and struggle to get there is part of our learning. Avoiding or fighting with this truth will only delay the outer success we seek because what we want outwardly must be realized first from within. The wise metaphysician will be continually working on himself or herself first and foremost before offering to help others.

We can't pick and choose what metaphysical truths and principles we wish to embrace and eschew what we do not like or what we find difficult. Actually, we can, but it is not without consequences. A leader doesn't inspire others by word alone, he or she must *be* what they talk about and they must *do* what they talk about. Would you want a financial advisor who cannot demonstrate success in their financial life or a personal trainer whose appearance does not demonstrate what they say they can help you achieve?

Metaphysicians who struggle with marketing, getting clients and getting paid what they are worth would do well to look within. If you are not willing to raise your fees when you need to, who will? Not your clients! Metaphysicians who blame the economy, who extoll they have a gift and do not feel right for charging for a gift (or do not feel right in charging much for it) or otherwise excuse their inability to demonstrate success in building a private practice are denying their worth, their power and their responsibility to demonstrate what they teach.

That doesn't mean we have to be perfect in accepting truths or principles we are struggling with; it means being honest with ourselves about where we are, being committed to our ongoing development and transformation and being patient and gracious with ourselves along the way. It means believing in ourselves no matter where we are in our journey in life and in consciousness.

This is important because Spirit will not force something on us we do not believe or want due to a lack of self-worth or when we are not in alignment with Spirit. If you believe having a thriving business and client base (whatever that means to you in terms of numbers) and having a large bank account is something less than spiritual, it will show up in your financial statement and in your client base.

Do you have a success consciousness and a prosperity consciousness? We are inundated daily with messages all around us (media, family, friends, co-workers, neighbors, etc.) telling us such things as money, power, wealth and prestige are all questionable at best or unspiritual at worst. If you watch and listen carefully to television shows, movies and read the newspapers, magazines, blogs and other media, you will become aware of a steady stream of messages and memes castigating those with wealth, power and influence.

The message is they achieved or inherited their wealthy status in life at the expense of others and are undeserving of it or that wealthy people are greedy, "selfish" and do not care about others. These beliefs have been around a long time; Abraham Lincoln reportedly said the best way to help poor people is to not be one of them.

What is your level of consciousness when it comes to money and wealth and all that is associated with it? What are you ready and willing to do about your level of consciousness in these matters? If you are not where you desire to be in what you are manifesting in your private practice, consider these eight strategies in deepening and strengthening your metaphysical marketing foundation:

1) Assess your level of consciousness:

What useful beliefs do you currently have about yourself, your worth, your capabilities and your purpose in life? About Spirit/the Universe/God? About others? About money, wealth, power, influence? About attracting clients?

What less-than-useful beliefs do you currently have about the above?

What do your outer circumstances tell you about your beliefs? (What we believe is reflected back to us by our manifestations.)

2) Craft a “Life Vision” statement; determine where you want to be.

What do you desire to have in regard to your private practice and in all areas of life? Describe what you want for your life beyond just your business because all areas of your life intersect and impact each other. Begin with a general description and then edit your document until it is a crystal clear, specific and powerful description of what you want. When writing your life vision, do not concern yourself with what is “reasonable”

or “possible.” This is a work in progress to revise throughout your life and what you think is unreasonable or impossible today will look very different tomorrow.

3) Document your primary short term and long term intentions/goals.

What are the stepping stones along the way to realizing your life vision?

4) Practice daily meditation/self-hypnosis.

“Listen” to Spirit for guidance, inspiration, ideas and for the power to manifest your intentions. Learn to trust yourself on deeper levels. Remember “I am the universe.”

5) Pray what you want into physical reality with affirmative prayer.

Make statements that convey you already have what you desire and often express gratitude in those statements: “As I market myself, Spirit opens up doors of opportunities and clients flow to me.” Be aware of your self-talk because your thoughts are prayers.

6) Update your subconscious mind.

Your subconscious mind takes in whatever it is given under the right circumstances. It doesn’t judge or discriminate; that is what your conscious mind is for. Be aware of what is less than useful information and beliefs in your subconscious mind and make the necessary revisions in your subconscious mind.

Immerse yourself in reading and listening to anything and everything that will be helpful to you in becoming a master metaphysical marketer. Continue your personal and professional education and training through whatever means is helpful.

Use effective affirmations as you go through the day and in your meditation/self-hypnosis time. Use your meditation/self-hypnosis time to create in your mind/spirit first what you want to manifest externally. Visualize a full appointment book, see yourself as a sought after speaker and writer, imagine an overflowing bank account and investment portfolio, hear your clients raving about you to others...do whatever works.

7) **Hire a coach.**

If you want to attract others who valued your service, you have to be what you want to attract. Do you really believe it pays to get help, to have someone with expertise in your corner to accelerate your progress in a certain area? Or do you say you don't have the money or you shouldn't need help? We attract those who think like we do and who share similar values. Be willing to invest in yourself if you want to attract those who are willing to invest in themselves.

8) **Use a mastermind group.**

A mastermind group ideally is four to six likeminded people who meet in person (or by phone if needed) to share their success, their challenges and to provide feedback, support and direction and to help each other move beyond the borders of their comfort zones. If you don't have four people to start with, begin with one or two more in addition to yourself.

Discussion: Chapter 5

I have emphasized that many metaphysicians struggle with beginning a private practice or struggle with building on what they have begun to turn it into a thriving private practice. Some of the reasons they give for their struggles include being busy with a day job and not having the time to launch their private practice, the area they live in is not receptive to metaphysical professionals, they do not know how to market themselves, they lack confidence in themselves, they lack the money to start or they do not have the support of their significant other.

The struggle to build a business is not restricted to metaphysicians; it is a common challenge among therapists, doctors, dentists, alternative health practitioners and coaches in general. If we look at the industry of coaching, we find it has an abundance of coach training organizations who paint an enticing picture of becoming a coach, having a full client load and making a lot of money in the process.

The promise seems to be “If you get certified, clients will come to you.” Many metaphysicians seem to think if they earn their doctorate or become an ordained minister, people will flock to them. Of course, that is not what happens.

If a metaphysician thinks “I will leave getting clients up to Spirit/the Universe because Spirit is my marketing partner,” they will be disappointed. Leaving self out of the marketing partner equation is trying to take the easy way out but in reality it will turn into anything but easy or a way out. Somehow, too many metaphysicians have missed something vitally important; the need to effectively market themselves.

Because of that, there is no end to the number of individuals and small firms that offer to teach coaches how to acquire clients and succeed financially. Some focus on the tactics of marketing (online and offline) and some focus on “mindset” and some deal with both arenas.

However, most metaphysicians who struggle with marketing either don’t hire someone to help them with their predicament or the coaching process does not result in success. I wonder though, to what extent are metaphysicians using their metaphysical knowledge to help themselves?”

Are they meditating daily, even for a short time? Are they using affirmations to recondition their subconscious mind? Are they reading personal development or metaphysical literature or marketing literature regularly to raise their level of consciousness and their marketing knowledge? Are they associating with like-minded individuals or are they around those who will pull them down instead of helping them develop a success consciousness? Are they paying attention to their self-talk, their beliefs and their thinking? What is keeping more metaphysicians from doing well in building their businesses?

We have to decide what the “problem” is. Is it the reasons metaphysicians give for not being able to do what they say they want to do? Or are they not marketing themselves because their thinking, beliefs and emotions get in the way? If that is so, can they acknowledge that and accept responsibility? Do they own the problem or try to give it away to the Universe, a coach or others?

Or do they think about all this and castigate themselves? Do they get glimpses of their need to work on their metaphysical foundation and then start criticizing self, and in doing so, make things worse? Do they know how to look honestly at self and do so with a sense of grace, acceptance and respect? If not, what are they willing to do to learn how to themselves unconditionally?

Are metaphysicians willing to conclude that marketing themselves requires a measure of self-worth, faith and love; love for self and others? Are they willing to accept what they have to offer, to really accept it without any “but’s” in their thinking?” If I say to myself, “I have great value to offer clients, but I am not getting clients, the problem is the “but” in the sentence invalidates everything that comes before it.

Ultimately, not being able to market yourself is not a problem of not knowing how to market. Lack of marketing knowledge can be fixed fairly easily by hiring a coach, reading books, attending seminars or webinars and the like! The challenge is taking what you know and doing something with it. Now we are back to faith, self-worth, expectations and self-fulfilling prophecies and more.

When you look through the list of twenty-five marketing strategies, tactics and ideas, how do you respond internally? Do you say “There are three tactics I can use immediately; I know I can do them and I believe they will bear fruit.” Or would you say “I don’t see anything that looks right for me. Sure, I could start writing articles, but what good would that do? I need something that works faster!”

These two levels of thinking will get starkly different results. Doing something is always better than doing nothing because it is a start and to get anywhere you have to get started. You cannot predict what will happen but you will be going in the right direction and you will be signaling the Universe that you have something to offer, that you take yourself seriously and that you expect a harvest for your labor. You will be planting seeds for the Universe to water and nourish along the way. And taking action makes taking more action easier; as Goethe stated, “Whatever you can do or dream you can do. Begin it. Boldness has genius, power and magic in it.”

Because we are human, we don't always feel bold. However, when we tap into our Higher Self and act upon the smallest bit of boldness, our faith and boldness tends to increase. Even a small step emboldens us and carries us further than where we began. Begin the practice of remembering a time when you took action and had a great result. Relive it, cherish it and celebrate it and celebrate yourself. The more you do that the more you will connect with your Higher Self and the more your subconscious mind will accept who you really are and what you are really capable of.

In the meantime, when it comes to marketing, remember that taking small steps consistently is better than just thinking about taking big steps if you're not ready to take those big steps. Thinking about doing something big is fine if we have the beliefs to back it up. If we don't at the moment, it is far better to scale down our thinking to the level our beliefs can support and act upon.

The Universe likes action and especially the habit of taking swift action. The key is to start where you can and forget about the rest; the rest really doesn't matter. Focus

on what you can do. As someone once said, “Never let what you can’t do stop you from doing what you can do.” Choose what you can do from the twenty-five marketing strategies and get started.

There are enough people receptive to metaphysical teaching and metaphysical services to keep all metaphysicians busy. If more metaphysicians would believe in themselves and believe in what they offer, how would that impact the world we live in? How many people could be served and how would that raise the overall consciousness of the world we inhabit?

The answer is staggering. The world is in need of what we have to offer but we must offer what we have in full confidence and with effective messages that get the attention of prospective clients and with messages that moves them to action. People are searching for answers, for guidance and for support and are awaiting confident and effective metaphysical marketers. Do you believe that? And do you believe you have something of great value to offer? The answer is yes, you do believe those two things on some level. That’s the place to start; build from there.

Summary and Conclusions: Chapter 6

Each metaphysician needs to be honest with himself or herself in terms of where he or she is on both marketing fronts, the metaphysical foundation and the marketing foundation. What do you need at this point? Regarding the marketing foundation, you have twenty-five ideas and strategies to choose from; more than enough to get started. Pick one and move forward and then add another and another.

Discover which strategies or ideas you most like and seem to do well with, both in how much you enjoy them and in the results they produce over a reasonable period of time. If the thought of calling a journalist for your local newspaper is too far outside your comfort zone, start with something within your comfort zone.

Studying for your metaphysical doctoral degree or obtaining it is one thing; building a private practice is another. Be proud of the former and learn to master the latter. Now we come full circle back to why many metaphysicians fail to start their private practice or ministry and that has to do with the metaphysical foundation.

Beliefs fuel and guide behavior in all realms and that includes the business of building a metaphysical practice. You have to be secure in your own mind and soul of who you are and what you offer. On that front, I have one more thing to add to the mix of what keeps some metaphysicians from assertively marketing their services. I have had some discussions with metaphysicians who were in the process of obtaining their metaphysical doctorate and many reported feeling insecure about their degree when compared to traditional academic doctorates.

That is a reflection of their self-esteem; how they view themselves and how they think about their metaphysical education. The bottom line is it doesn't matter what others think about this topic; the issue is what the metaphysician thinks. For instance, something is either of value to me or it isn't. I have to decide that for myself and learn to trust my judgment and leave others to their own opinions. What others think is on them, what I think is on me.

Seeking outside validation or trying to compare my education with someone else's education indicates a level of insecurity and fear. The question is "insecure about what and fearful of what?" Of someone else's opinion and judgment? The solution is to deal with the cause and the cause is within. I can either decide to stay at the level of consciousness I am and remain insecure and fearful or I can listen to my Higher Mind and move forward with confidence and peace of mind.

If a metaphysician is insecure about himself or herself, about their education, about their training and about what value they offer the world, their marketing will yield small results because it will be done in fear and not love. The world is undergoing a spiritual awakening and more and more people are receptive to new spiritual thinking and new understandings.

Metaphysical thinking is not new, of course, but it is new to many people and many people are waiting to be introduced to what metaphysicians have to offer. The time is now and opportunities are all around us. We have to take advantage of our opportunities and that requires the willingness and the ability to market ourselves to those who are or might be receptive if we "approach" them in an effective manner.

Ultimately, whether a Metaphysician succeeds or fails in building a thriving private practice is not dependent upon what others think, the economy, the location they live in, the “religious” climate, having a day job, lack of money, lack of support from their life partner or any other “reason” someone might give. Success or failure is determined by one’s level of consciousness because that is the foundation for all success, happiness and well-being.

With a strong and ever growing level of consciousness, everything else will fall into place. Does a metaphysician need to know and implement marketing strategies and tactics? Yes. But the answer to whether or not he or she will learn them and take inspired action depends upon what they really believe about themselves, Spirit/the Universe, their inherent worth and their true capabilities. That is what Metaphysical Marketing is about.

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