

# Holistic Business Success

**Problem to Prosperity. Open your Dharma.** (1) LOVE Your Problem, (2) Open your Solution (3) Voice Your Solution, (4) Engage Sales

# Section 1 & Beyond

- **Section 1: LOVE Your Problem**
  - **Problem = Power**
  - Define Your Problem
  - Specialize
  - Best Prospective Customer
- Section 2: Open Your Solution
- Section 3: Voice Your Solution
- Section 4: Engage Sales

# LOVE Your Problem

- **WHAT'S YOUR PROBLEM?** What has been your biggest problem in this lifetime?
- Has it been receiving **unconditional love and acceptance** from one or both of your parents?
- Has it been the ability to find **work you love** and then a constructive application for it?
- Perhaps you have been challenged in being able to **express your deepest talents and truth** constructively into the world?

# Are You A Zombie?

- **ZOMBIE** If you are living a life where you
- do not know who you are,
- what your talents are, you certainly are not expressing them.
- You might even feel like a silent zombie, moving from external distraction to distraction seeking something, but you are not sure what.

# Leads to Addictive Behavior?

- **ADDICTIONS.**

- **LOVE.** Addicted to finding love, but never do. Perhaps you fall into and out of love often. When the thrill is gone you get going.
- **TOYS.** Consumable items. Maybe you buy a lot of “toys” to distract yourself from the fact you earn a lot of money, but doing something you really do not enjoy doing.

- **SUBSTANCES.** Perhaps you addictions like gambling, drugs or drinking to distract you from your emptiness.

# Your Problem?

- **EMPTINESS**. Some might call this the existential crisis.
- **NO EXPRESSION**. I call it the inability to know and express your true essence to the world in a constructive way. It is the inability to be “seen” or acknowledged by others because you do not know who you are nor are you expressing yourself to the world properly.

# Happiness Is IDENTITY

- **IDENTITY**. The Empty High. You hide behind that which you consume thinking this will bring you an identity. When it does not you seek something new. This fails and then you continue to consume and consume. Nothing seems to bring you peace, joy or happiness.
- **Happiness is IDENTITY, being the inner soul of YOU!** It is not consuming something outside of you to numb your emptiness.

# Your Problem?

- **HEAL**. Until you get to your core center, remembering who you are, why you came to earth and then constructively expressing this on earth, you will be a person who attempts to “heal” your emptiness through consumption.
- **SOUL**. You are NOT the things you wear, the relationship you are in or the religion you worship. No. You are a soul with a unique purpose who has come to earth to discover this purpose and then serve others with it.
- **LOVE**. When you are serving with your mission your existential crisis is healed. You become one with the all that is. You become one with the supreme power. You become LOVE.



# Your Purpose

- **YOUR PURPOSE** is, “It is to remember who you are!” When you align with this, **spirit rushes in to HELP you!** Magic takes over!
  - This course will help you learn to take advantage of the magical resource of your soul!
- **MISSION.** You are a person who has a mission. This mission can be large or small. The size of it does not matter. What matters is that it be discovered and then expressed on earth.

# WHY?

- Because when you become one with LOVE, you will
  - **Feel BLISS**. Bliss is the ultimate consumption, but this consumption does not go away like a quick fix. It stays with you bringing the deepest satisfaction you could ever imagine to have on earth. Bliss is holistic satisfaction.
  - **SPIRIT HELPS** you. Your mission has meaning. You count. Your service counts. When you are fulfilling your mission you are increasing the greater good, helping consciousness evolve. You are part of something larger than yourself.

# The Science of Magic

- **SOUL IS MAGIC**. There is a method to magic. When you discover your “Soul Work,” your life will take on a “flow” of energy which leads and guides you along to blissful fulfillment. Your life becomes magical and miraculous.
  - You are no longer “fighting” to get ahead, you flow.
- **PROBLEM IS PROSPERITY**. The first step to this bliss is to discover your life’s biggest problem.
- So, **what is your biggest problem** in this lifetime?

# My Biggest Problem?

- **ART**. My own story begins with parents who were highly creative, intuitive and artistic. Both my mother and father were successful, highly talented, professional artists.
- **OCCULT**. In addition, my mother was a psychic medium, astrologer, numerologist, Rosicrucian, Tarot card reader, spiritual practitioner and healer. She did readings for some famous people and wrote a book of her life's work. It never made publication before her death.
- **NORMAL?** To say I had “normal” parents is amusing, yet all they wanted for me was to be “normal.” They told me not to go into the arts, to get a stable, secure career like teaching, accounting or some trade that would support me.

# My Problem

- **BE ORDINARY**. My father used to satirically comment on how great it would be to become a City of New York garbage collector, because they had paid vacation, holidays and a secure retirement after 20 years on the job. My mother thought if I learned how to type that would protect me from destitution.
- **SCARCITY**. These were not the messages of personal validation for me. They were the messages of scarcity, lack and fear.
- **FAIL**. If you were to be yourself, you would fail, be poor and never have a vacation!
- **SPIELBERG**. Can you think where Steven Spielberg would be today if his parents taught him this and he believed them?

# My Problem

- **CREATIVE SOUL**. Of course, what did I love to do as a child? Paint, draw and daydream. I loved to read Hans Christian Andersen's "Fairy Tales" way beyond the normal age of early childhood. Why? Because, at my core, I loved magic, fantasy, spirituality and symbolism.
- **SPIRIT**. Saw dead people as a child. Scary.
- Near Death. Saved from drowning at about four years old, although I did not fully understand who or what they were until much later in life..
- **ASTRO, NUMBERS**. Astro Natal Chart has all my planets in the house of the occult, my soul path number is the medium or channeler, my numerological number is 11/22 (Master Number). So I was/am supposed to be what I am now.

# My Problem

- **MOLD IT OUT**. As I progressed through life I attempted to mold myself into what I was taught, but it never seemed right. Even after years of conforming in school to get good grades, years at the corporate mill of hard labor, and then the early retirement of “wealth” I never felt like I belonged.
- **NUMB**. When I finally retired early with a millionaire’s nest egg, I felt empty. I was numb, actually.
- **DESTINY**. If life had not taken over, if I had not been forced to take a new course, I would still be there. I would still be sitting on a pile of money, while my heart remained in bankruptcy.

# My Problem?

- **SYNCHRONICITY**. It was only after my millions dissipated through the oddest ten years of unlucky synchronicity did I finally give up. I was forced to try something different.
- **CREATIVITY**. I finally gave into my more creative, mystical nature. I began slowly and stiltedly to use my natural gifts. I began to do soul psychic readings for people.



# My Problem

- **SPIRIT WORK**. It did not seem practical, nor even probable that I would be able to earn a living doing spiritual counseling for others. Yet when my money was almost gone, try as I did to make that different, I was forced to turn to spiritual work for my livelihood.
- **MIRACLE!** Within four months of focusing on this work, discovering the system I am to teach you here, my income went up 400%!
- I was shocked, elated and relieved. I was onto something.

# Your problem is your power

- **CONCLUSION**? Your problem is your passion is your prosperity!
- **MY MISSION**. It is my task on earth to teach others how to create heaven on earth by allowing their true nature to surface, then to act on that nature.
- **SUCCESS SYSTEM**. This book is a success system to discover you passion then form a business around it so **SPIRIT SUCCESSES YOU!**
- **PROBLEMS TO POWER**. Next 3 slides illustrate how problems can be powerful!

# Client 1: Artist's Struggle

- **BAD MESSAGES**. This client's mother had always told her she was not good enough. She never experienced unconditional love.
- **LIKE ATTRACTS LIKE**. Replaying the message her mother implanted in her growing up she kept attracting people, places and things that invalidated her. She attracted an emotionally abusive husband and then an invalidating boyfriend while her art business fell apart.
- **DOGGIE HIGH CHAIR**. Through all of this she created an art product which allowed dog owners to receive unconditional love from their pets. It was a "Doggie High Chair." It allowed little dogs to sit at table level to participate during a meal.
- **SOUL WORK**. She is supposed to create art products which deliver unconditional love.
- **LED**. The more she believed in her Soul Work the more her intuition began to lead her on a prosperous path.

# Client 2: Power and Love

- **FEMALE POWER**. This client's biggest life problem was a mother who was a powerful business person with a father who was unfaithful. From this she got the mixed message that a powerful woman is unloved.
- **UNFAITHFUL HUSBAND**. She attracted a husband that was unfaithful to her. Her reaction to this was to go off and attempt to realize her own power in a business.
- **BUSINESS SABOTAGED**. Unfortunately, she sabotaged her attempts at creating this business, by distracting herself with meaningless love affairs. She was attempting to be loved and powerful at the same time.
- **TAPES PLAYED**. Both the love affairs and the business faltered as she played out the messages she gotten in childhood.
- **SOUL WORK**. Her Soul Work is to create a successful business for herself then to find love after it is established. Her gift to the world from this is to teach other women through her example how to mix power and love.
  - She can do this through a business she creates or just in a one to one example to others.

# *Client 3: Tradition Versus Identity*

- **IDENTITY IS RELIGION.** Client 3 was born into a family where religion was more than worship of a deity. It was a strict cultural identity, not to be forgotten or lost.
- **MISERABLE.** As she lived within the forced confines of its identity, she was miserable. Finally after years of self searching, she realized what spiritual truth was for herself.
- **TRUE IDENTITY.** When she began to live in accordance with this truth, it was as if she had come out from behind an iron mask. As she began to live a life which endorsed this truth, she discovered a personal satisfaction, joy and power never been known to her before.
- **WRITE & COACH OTHERS.** She began to write about it. As well, she began to coach others on how to find their spiritual truth so they could live a life of personal empowerment versus a life of forced conformity.
- **SOUL WORK.** Her Soul Work is to lead others to discover and live their spiritual truth so they may lead joyful lives of personal validity and authenticity.

# Specialize Your Current Business

- **EXISTING**. Obviously you do not want to have to throw out your existing business to move forward with Holistic Business Success.
- **MEANING**. Think of it like this. Client #1 above already was an artist. However, her art was not focused on creating art to help people receive unconditional love.
- **ENERGY**. When she did this, **she entered the energy for her pre-life plan**, which began to lead her to success.

# Specialize Your Current Business

- **SPECIALIZE**. You need to specialize your current business into a solution to your biggest life problem. So for example, if you are now selling health insurance, think about your biggest life problem. Does it in anyway relate to buying health insurance?
- **HEALTH INSURANCE FOR SELF EMPLOYED**. Maybe you found it difficult in being self employed to find affordable health insurance or health insurance that would cover a serious preexisting health condition. Maybe you couldn't find a good health insurance provider that made it affordable to buy insurance for your children and yourself as a single parent.
- **YOU ARE IT**. When you are selling anything the best way to specialize is to think of yourself. This is your ideal target market. Why?



# Specialize Your Business

- **TRUST**. Well for one you will understand the needs of your customer better if you are the customer too! They will believe you have empathy for them, which helps them feel understood. This creates trust and they will more likely want to buy from you than someone who is a generalist.
- **RAPPORT**. If you had the problem yourself and you solved it you create immediate rapport with your prospect. They will think you understand them and can help solve their problem.
- **CLIENTS**. Specialization has clients built right into your business.



# Specialize Your Business

- **MARKETING**. Specialization will, as well, allow you to see how to market your business better. You will more likely spend dollars and marketing effort participating in a trade show geared to single moms to sell health insurance than a trade show for health insurance generalists.
- **SMARTER**. Your advertising dollars are spent smarter.

# What do you now do?

- **YOUR BUSINESS**? Coaching, massage therapy, diet counseling, counseling, psychic reader, energy healer, hypnotist, clothing sales person, wealth advisor, insurance sales person, realtor, etc.
- **SPECIALIZE**. Think about your existing business. Think about your biggest problem. Now make your specialization around solving this problem.
- **NEW or OLD BUSINESS**. If you want to create an entirely new business then simply create this business around your problem.

# My Specialization

- **SOUL COMMUNICATIONS.**

- My biggest life problem was communicating with and expressing my soul's essence, my purpose.
- So my psychic business specializes in healing and abundance using soul communications.
- I provide other services in my business but they are subsets of this overall theme, which is soul communications.

# My Specialization

- **MEDIUMSHIP**. For example, I do mediumship, which is connecting with the soul of a loved one in spirit.
- **SOUL SERVICES**. When I do readings, I connect with the client's soul. If she or he is having a relationship problem, I connect to the soul of the person with which they have conflict.
  - I provide soul level solutions, soul healing, and soul to soul relationship healing.

# Identify Your Best Customer

- **YOU!** Your best customer is you with money! So think about yourself and what you need.
- **DEMOGRAPH YOU!** What is your age, life problems, history, values and beliefs? Where do you live? What do you like to do for fun? What kind of work do you do?
- **CUSTOMER.** This is your best customer. Keep this in mind as you get ready to work the success system. Your marketing efforts need to find this customer.

# EXERCISE: Problem to Power

- **ON OWN**: Take a quiet meditation for at least eight minutes. Youtube.com has some wonderful theta meditations which will put you in a discovery mode of deep insight.
- **CLASS**: Uncross arms, legs focus on breathe from abdominal area, relaxing and letting go.
- **WRITE**: After the meditation take out a pen and paper. Write down the 5-10 **BIGGEST** problems or obstacles you have experienced in this life time.

# Exercise – Soul Talk Magic

- **FURTHER INSIGHT.**
- **Soul Talk Magic.** Use this method to gain further insight to your biggest life problem.
  - **NUMBER.** Staying relaxed identify a number from 1 – 7 that pops into your head.
- This is your biggest life problem represented symbolically.
- Definition of your problem is on next slide.

# Problem – Soul Talk Magic

- Soul talk Magic. Each number indicates your biggest life block.
- 1 = **SOURCE**. Connected to God, Higher power.
- 2 = **SIGHT**. Psychic, Intuitive or Instinctual.
- 3 = **EXPRESSION**. Speaking your truth.
- 4 = **LOVE**. Giving & getting.
- 5 = **IDENTITY**. Sense of self & confidence.
- 6 = **CREATIVITY** or Sexuality.
- 7 = **SCARCITY**. Limited resources.



# EXERCISE: Biggest Problem

- **ONE THEME**. Now see if you can find a theme between these problems. It needs to be one theme that fits all or most of the problems.
- **TAKE YOUR TIME**. This can be done in the class or on your own over a period of days or even weeks for further development.
- **ADD**. Add anything you can to further flesh out your biggest life problem after using Soul Talk Magic and other resources above. Next page adds to this work.
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# EXERCISE – Solution Steps

- **SOLUTION**: Now write down how your problem can be what you help others solve, as you learn to solve this yourself. Be as thorough as you can at this point.
- **MAKE A LIST** of all the resources and components of your current business or the one you want to have.
- **FIT INTO STEPS**. Set these into comprehensive steps to solution for a client. **ROUGH SKETCH ONLY!** Next class we go into details.

# EXERCISE: Best Customer

- **YOUR BEST CUSTOMER IS YOU WITH MONEY!**
- **WRITE DOWN ANSWERS TO THESE QUESTIONS.** If you are not sure of the answers to these questions, just play with it. This will begin the process of becoming familiar with how to market to your best customer.
  - a. What is his or her income level?
  - b. What is their biggest expense in their life?
  - c. Where do they shop? Online? Malls? Super markets, health food stores, etc.?
  - d. What do they do for fun?
  - e. How is their health?
  - f. Do they do preventive care on their body, vehicle and home?
  - g. Continue defining as much about your perfect customer as you can.

# EXERCISE – Flesh Out

- **ALONE**. Share this content with family and friends to see if they can help you flesh this out.
- **CLASS - INTUITIVE INSIGHTS**. If in class share with others to see if teacher or other students can lend intuitive insights to further flesh out
  - your problem's theme
  - solution for this lifetime
  - and your best customer.
- **HIRE** Laura for a private session if you are still having difficulty with this.
- Next lesson we flesh this out further.

# Further Work

- Do these exercises a few times until you feel comfortable with your problem to solution.
- Next Lesson: Creating Your Business Solution Based on Your Problem. This is your unique selling proposition which sets you apart from all others.