

Michele's
MYSTICAL SUCCESS
and Beyond
Business/Life Coaching PDF Work Book
with
MP3 Audios



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INTRODUCTION

Beloved Mystical Entrepreneur,

The pages in this workbook are packed with wonderful information to assist you to become a fulfilled success in life and within. I am covering quite a few topics that are vital, so that you can go Beyond Success to **Mystical Success**. I'm also giving you contact information and practical advice, so that when you are ready to take action they will be available to you.

For example, when you do go to write your book, or create a product such as a blog, promotional information videos, an audio program, or whatever it is that your product or service will be, you'll need to know about ISBN numbers and how to get them; there are lots of small details that took up so much of my time in research. So, my many years of experience in different businesses, including; seminars, rock'n'roll, running a publishing company, being self-published, networking, marketing, publicity, TV shows and the most important awakening to higher consciousness, will be available to you in these following pages. We will cover many areas in this workbook.

This workbook will be yours always, for when you are ready to create your business plan, to write your first book, to get involved in partnering up, networking, and more, YOU will not have to spend all the years and hours and money and research that I had to. You can utilize my expertise and experience.

Do the following exercises, even if you do not feel you will ever create a product, BECAUSE these exercises will give you clarity and stretch your unlimited imagination and your consciousness will oscillate at a Higher Vibration, which will give you more power to accomplish anything you can imagine.

I congratulate you for making the decision to go **beyond success** into a world of spiritual fulfillment, financial freedom, joy, and, most importantly, Higher Consciousness. So, let's begin to go beyond success to **Mystical Success**.

In Joy, Love and Oneness

Michele

Let's start with the first topic...

How to Write a Book, Audio Program, DVD! (Everyone's Got a Book or a product; You Do Too!)

The question is: Do you have a book in you? Well, I feel that everybody has a book in them. It's just a matter of *when* you're going to write it. Do you have experience or expertise in some particular area? What about all your spiritual studies, all the knowledge, all your life experiences, the things that have helped you in life? Perhaps you're a computer programmer, you've been in sales, you know how to open a restaurant or a hairdressing salon. I feel that everybody has a book in them. Perhaps it's a how-to book, or it could be an audio program or video/DVD. It's such a wonderful way to help your business AND it will bring you credibility in the marketplace. So, let's begin with books—after all this is this topic's title! This is the same process you would go through if you were writing an audio program or a video. This will help you be very clear and totally professional.

Even IF you do not think you have a book to write the exercises will help you gain so much clarity on what you *do* want to do. I have had MANY people complete this section, not thinking they had a book in them and ended up writing books very quickly with more enthusiasm than they even knew existed within. If you do wish to write a book, I have some simple examples to help you get started OR to quickly improve the writing you are presently doing.

First, decide on what it is you choose to write about. For example, if I was in network marketing (*multilevel marketing*), and I'd been in the business for a while and had some success, I know that having a book on how to have a successful network marketing business would be tremendous for adding publicity *and* credibility about who I am. This can be handed out and sold through your own Website, or other websites including Amazon.com, and through many other sites. If you do choose to self-publish your own book, which I believe is a wonderful, freeing way to begin a writing career, we'll be covering that topic later in the "How to Self-Publish," segment.

On this page, write down areas of experience in your life. List 5-6 areas of experience you have in life. For example:

- *I have studied many spiritual books and been to many seminars and feel that I have a great mystical self-help book in me.*
- *I have experienced a great deal of success in sales, and would like to write a book on sales.*
- *I have a great deal of experience on how to bring up children as a single parent.*

These are just a few examples to get you started, because starting, is what it is all about. Go ahead and fill in at least five areas that you have experience in from career related experience to your personal and home life.

AREAS OF PERSONAL EXPERIENCE:

1. _____

2. _____

3. _____

4. _____

5. _____

Now that you have listed the areas of experience that you have, write the top three areas that you feel the most attracted to write about.

TOP THREE LISTING FOR your Book, Audio Program, Product IDEA:

1. _____

2. _____

3. _____

Next, pick your number one area.

NUMBER ONE AREA I WOULD LIKE TO WRITE ABOUT:

1. _____

Okay, now you have the area you would like to write about. Whether it is fiction, non-fiction, a how-to book, or a workbook, an audio program or even a video/DVD, I suggest that you write down some ideas for your title. It makes it very, very easy. Write down five ideas now, just off the top of your head. Don't get too much into your left brain. Let the ideas flow through your right brain, and just write down anything that first comes into your mind.

For example:

- *How to Bring up Children as a Single Parent*
- *How to Increase Your Sales*
- *How to Eat a Healthy Diet in the Fast-Food Lane of Life*
- *How to meditate consistently*

TITLE IDEAS:

1. _____

2. _____

3. _____

4. _____

5. _____

Okay great!! Now you have some ideas! These are just working book title ideas; they are not set in stone, they are not *it* yet. (*Or one may be* ☺) This is just to get your enthusiasm and creativity flowing. Later, you will come up with a great subtitle. These days, you can have quite an esoteric book title, but have your subtitle let the reader know what's in it for them, what the benefits are.

For example, you will notice that all my MusiVation™ products have a very dynamic subtitle. In my audio program, ***Be Your Perfect Weight***, the subtitle is *Dynamic Psychological Breakthrough in Weight Control*. As another example, the title of my 6-tape audio program is ***Affirmation Power***, and the subtitle—done as a top of the title subtitle—is *Be A Magnet to Success through [then the title] Affirmation Power*. The book, ***Conversations on Money, Sex, and Spirituality*** is subtitled *How to Attract Multi-Dimensional Abundance in Your Life*, the book with Bob Proctor ***Be A Magnet To Money Through The Sea of unlimited Consciousness*** and the book with William Scanell the subtitle is first *Burn Fat Fast Through The Revolutionary Ten Up System*

As you can see from these examples, if you show the people what's in it for them through a subtitle, then they know you have a *magnetic*, powerful book before they've even started reading it. Some of my titles are what's in it for them, as well. For example, ***Be A Magnet to Money*** is the title, so that's basically telling them what's in it for them. And then my subtitle is *Dynamic Psychological Breakthrough in How to Attract Money*. So, having a double whammy in two very strong areas is good. Number one, your *book title* is whatever you choose and your *subtitle* is telling them what's in it for them.

However, that is simply your title. Now for the exciting part! You are now going to write your table of contents. I suggest you write ten areas, or ten chapters. This is a little more challenging if you're writing fiction, however, I feel that just writing down ten ideas for your chapters or your book topics can assist tremendously in getting the ideas flowing and keeps everything in Divine Order. You will see this clearly later, *after* you write your 10-12 topics.

Go ahead now and write ten topics on the next page. For example, if you were to write a book about sales, you could start your topics with:

- *Is Money Everything*
- *Love Your Customers*
- *Have a Positive Attitude*
- *How to Keep On Keeping On*
- *Look Ahead Not Behind*

These are just a few ideas of book/product topic contents. Write down ten areas NOW! Sometimes people find an awesome topic idea doing this exercise that it does end up being their new title, straight from their table of contents. Now go to the next page and create!

TABLE OF CONTENTS:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

The next suggestion I'm going to share with you, on how to write a book is so SIMPLE. It came to me when I was working many years back (in 1992); I just find it so EASY to write a book or an audio program this way. What I do, and what I suggest you do, is so very easy and fun for you (*because remember, writing a book is FUN* ☺) write ten questions for each topic. With these ten questions, ask a friend to interview you and treat it as if they are, someone who is a TV or radio show host who is really interested in that topic in your table of contents, especially if it's a how-to book or a non-fiction book. Simply write out the questions; these will be questions that you will answer for all areas that you already know about. Then, I suggest you start reading a lot of books about that topic and getting a lot of information into your mind. Or simply meditate and ask the Divine Wisdom to flow through.

You already have a lot of information in your sub-conscious mind that is just waiting to be released when it's needed. With these questions, get a very good friend to interview you. Pretend it's an interview show. Get a tape recorder or cell phone and have your friend ask you the questions, and then you just flow with it.

Just answer the questions; don't be nervous—no one's out there listening to this! It's just you! Ask your friend to *please* be very focused and not agree or disagree, or say, "Oh, yeah, that happened to me, too." They are going to be a professional interviewer and simply be there, asking the questions, no *aha's* or *I see* from your friend for that can stop your flow. When you're finished with one answer, tell them you will put your hand up. Take your time and *then* they may ask you the next question. Do this for each topic; it's so much fun!

Next, type up what's on the tape for each topic (*or have someone type it for you*). Finally, take out all the questions; then just leave your answers. Then you have a whole chapter or topic for your table of contents **done**. Do this for all ten areas. **Do not edit as you go**, just take out the questions.

Once all ten topics have been done, go back and start typing. Add areas that you may not have had handy when answering the questions, for example, you may want to quote a person in your book. You may want to speak of the

story of a successful person in your book. You can add that in later. What is very important to remember, whether you use this interview technique or simply go ahead and just write, **is that you go ahead and write!** Every time you give yourself time to write, it doesn't matter what you write, as long as you write. **Don't edit as you go.** The editing can be done later. Too many people will never finish a book because they feel each area or every sentence must be perfect as they go. Again, I repeat, DO NOT EDIT until you have finished and you have all the information written. Now you have your story/product written! Then edit later. Don't even edit each chapter as you go. Just get every chapter written; finish that book. The editing can be done later, either by you or by a professional.

I also feel it's wonderful, if it's a non-fiction book, to write stories about how other people conquered those challenges. Perhaps you can even interview some well-known celebrities. A lot of well-known, successful writers and entrepreneurs want extra publicity. And, it is free publicity for you. So, go ahead and contact these people. You'll be surprised who knows whom. Email out to a whole group of friends, "Hey, does anybody know Richard Branson?" "Hey, does anybody know blah, blah, blah?" "Hey, does anyone know? You'll be surprised how many people will know someone who knows them. You know, *they* say, and I agree with this, you know who *they* are—***they are us!*** They, which are us, say you are only four phone calls away from any person you would like to meet. And I do agree with this. Sometimes it may be five or six, but very rarely. Just take some action. That is part of networking, which is another chapter.

It is also a very good idea to write short example stories of the success of others you admire or conduct a short interview with the actual person. You can mention on your book cover that these people are included. And then, at the end of the book, you can mention the person's book and their Website and their contact information. People love this; it's free publicity. I have been interviewed for many books. People always put my contact numbers; I love it! I would do it for anybody. If anyone wants to interview me, I do it. Anybody will do the same thing. It's a very rare person who won't do it. This way you also get to be networking and meeting great people while you're doing interviews. Priceless! Call some people you've always loved to meet. It's so good to always remember to be in the consciousness of the

people who are already doing what you want to do. I did this with the book ***Become a Magnet to Hollywood Success.*** Half the book consists of the interviews I conducted.

You can also start a blog and write a new blog each week or twice a month and then each blog can end being your NEW BOOK!

FICTION

If it's a **fictional book** you're writing, storyboard it. I suggest you create a mind map. Put a big circle in the middle and get all the characters written from that circle. For example, if it were *Gone with the Wind*, then "Gone with the Wind" would be in the circle in the middle. Then a little balloon off from that would be Main Character—Heroine. If you know you want a heroine, think of a name for your heroine. Offshoot that—what century is it written in? Is it Sci-Fi, or is it back in the history books of the 1400's?

Storyboard all your characters. What type of characters they are, their characteristics, what type of personalities and looks? Allow the story to take on its own vision and flow. When you storyboard, mind map a fictional book, and put it up on the wall, it really gives you access to great ideas, because you're mystically saying to the Universe, "This is what I want to write about—give me ideas." And it will come to you!

So, my friend, that is my advice on how to write a book or audio program etc...

Remember as I said this is the same process you would go through if you were writing an audio program or a video. This will help you be very clear and totally professional.

Write an affirmation for your new book, audio program, video, DVD
I KNOW this is so powerful when you put it up and read it daily.

***I, _____, am so
happy that I now have a number
one best-selling product.***

That's it! Now my friend.... go ahead and create your best-selling product!

WEBSITES

Amazon.com, Borders.com, B&N.com, other people's websites, JV's, people who want other products that are similar to yours to sell on their website, mail order, seminars, other people's seminars, other people's workshops, going directly to the bookstores yourself, going on the internet, researching. Finding out where all those little nook and cranny places are, go to see them, put them on consignment, giving them great discounts. There are so many ways—be open. Open your mind.

People have asked me many questions about websites as I feel it is of the utmost importance to have a website regardless of what you do, you can even have one that has your resume on it if looking for work or if you are an artist and wish to show your works. This shows people you are a professional. So here are the answers to the questions asked of me over the years and I wish to thank my web manager John Endara for assisting me with these answers.

Q. How does someone get a Website domain name?

Answer: First thing is to verify the name you want to use has not been registered by another person. If it's not registered then you can pay a yearly fee. You can do this at a reputable company, www.godaddy.com, which is one of the largest domain registrars there is.

Q. If I need a shopping cart to take orders what do I do?

Answer: Just make sure if there is something that your Website needs to use that the web hosting company can handle it. Try calling their customer service number and see what kind of a response you get. The low-end web hosts don't have a lot of customer support but their prices might be right for a simple Website.

GoDaddy now offers hosting and you can always simply use PayPal to take orders or you do not wish to purchase a shopping cart.

Q. Is our web host also our domain name company or can they be different?

Answer: A web host company is one that loads your Website files onto their computers. Then whenever someone types in your domain name (website name) it will be taken to their computers and display your Website files.

Yes there are companies that can register your domain name and host your web files. You can register a domain name and also buy web-hosting packages. As mentioned you can use GoDaddy to host or HostGator.

Q. How much does a web host cost per month on average?

Answer: It ranges, but on the average small web hosting needs will run from \$7.00 a month to about \$25.00, and there could be a one-time set-up fee of about \$10.00-\$20.00.

Q. If we want to do our own website where do we begin? Are the websites already done that we can simply customize to suit our service etc??

Answer: There are Website companies that sell templates, but you will need knowledge of some HTML (website coding language), one of these companies is www.templatemonster.com and of course WordPress has some wonderful templates. As I mentioned above for blog sites you can use WordPress or ask your friends that have websites you really like, who hosts their site and if they are happy with their service.

Q. How much does it cost to get a web designer to do a decent website for say only 4 pages? How much if we also want a shopping cart?

Answer: To get a designer to set it all up, who is any good, will be about for 4 -6 pages should be around \$500.00-\$5,000.00 depending how many graphics will be required. Adding a shopping cart could be another \$1,000 - \$2,000, give or take, depending how many products you have.

You can hire website developers that do both wordpress and custom websites at places like Upwork (<https://www.upwork.com/>) . You post a job and then you get bids from people from all over the world (or you can limit it to your area). It's good to look at their reviews before accepting a bid. The beauty of this is that you can get really a really good website at a fraction of the cost since the dollar goes far in other countries.

Q. What is SEO?

Answer: It stands for Search Engine Optimization. The search engines like google rank the websites on certain things like keywords, your headlines, how many other sites are linking to your site. Here' are some links to SEO basics:

<https://www.youtube.com/watch?v=D8isiEbg-QQ>
<https://moz.com/beginners-guide-to-seo>

It's good to brush up on the basics of this to start off on the right foot with google.

Q. How do we get ranked high?

Answer: Getting linked high on Search Engines might take a bit of time, but it's worth considering. One of the most important ways to get placed high on the search engine is to have a substantial number of link references. A link reference is when another site has your Website address on it, so if someone clicks on it, your Website will come up. You can use adwords by google. But to me word of mouth and JV's are best. But its all good.

Search Engines have the technology to comb through entire websites all over the world and see how many links reference your Website. Then they give points for these link references and the more link references you have the more points you get, which leads to higher placement.

Q. What is Online marketing?

Learning online marketing is an exciting topic. You don't have to rely on the search engines to get you traffic, there are many ways to gets people to your site. There is alot to learn from Facebook, Google ads to Funnels, User Experience, Opin pages, Email Marketing, Autoresponders etc.

I would highly recommend Digital Marketer. They have a monthly membership and they have tons of topics to benefit from. There is alot to learn and it can be a bit overwhelming but it's worth it and they are very reputable company. Here is their link: <https://lab.digitalmarketer.com/>

How to Self-Publish Your Work

*“If opportunity doesn't knock, build a door.”
Milton Berle (1908-, American Actor, Entertainer)*

To self-publish or not to self-publish? That is the question! Well, my friend, I endorse self-publishing because as good old Milt said if opportunity doesn't knock (in the form of a publisher,) **BUILD A DOOR!!** I think publishing companies are wonderful, however, rarely when you are first published. You get little money up front, and you'll think that they're going to do all the publicity and get your name up there in lights...uh-huh. They don't have a big budget for first-time people. It is very, very powerful, self-fulfilling, and not expensive to get your own book or audio program self-published. These days, there are so many areas where you can get your book out there and sell it. Get your own Website up there, get your own Website and sell your book on your own Website and then through amazon.com or go to **smash words** for eBooks and **tune core** for audio books and albums.

You simply pay them a small set up fee to distribute your audio products and eBooks throughout the world. We love them.

Even if you don't have merchant banking, PayPal is wonderful now, so you can still take credit card payments through your Website. If you're going to have your own website to sell your product, whether it's a book or audio program, or a video series, whatever your new product is, I suggest you get out there and self-publish it.

Get your own Website up. Yes, do this!! There are so many things you can do to self-publish and sell your own products whether its art, jewelry, greeting cards just about anything. We have our own website for out greeting cards. www.MysticalGreetingCards.com plus we sell them through Amazon and a couple of other places. Of course, you still have to market and build up your email customer list. It's fun to go for it every day. To start with, if you don't want to get your book bound properly, you can even just have it in a manuscript form or as an e-book and just sell it. Then the profit you get, can pay for the printing. There are so many ways that you can self-publish your work. Use your imagination and many ways will come to you magically so that you can sell your work and gain credibility.

Let us now cover some of these.....

I highly recommend, as mentioned, getting your own website. If you do want to send it to publishing companies, go ahead; it's easy to research on the web now. These days, do this electronically. However, knowing that you are already getting out there and selling your own book really does help. If it's a book, I also highly recommend that you go to book expos. These are all over the world, including the USA. And sell yourself. Dress up at every event, everywhere you go feel and look successful. BECOME that successful person.

Look at Jacqueline Susann; all the publishers told her that *Valley of the Dolls* was the worst literary piece that anyone had ever written, however, she totally ignored this and got out there, and did the publicity. She hit the road. Wayne Dyer did the same thing with his best-selling book *Your Erroneous Zones*. He hit the road and sold it himself. You can do it. It doesn't mean you must spend 24/7 doing it. Put aside even just two to three hours a day three days a week, will help you become successful, knowing that you are doing it. You must be consistent. Doing something 5 days a week is even better. Action allows you to be too busy to worry ☺!! You will be too busy doing what you love to do and making it Happen!!

It's easy to be self-published. It's no big deal. Everyone thinks, "Oh, it's so hard!" No, it's easy. Follow the steps that I'm now teaching you, and that you have attracted to yourself, and then you don't have to go the hard road. It is easy. Remember to always affirm, "*It's easy for me to do this! I like it; it's fun.*"

ISBN

You will also require an ISBN number, OK so this is what you do. ISBN stands for International Standard Book Number— from The United States Agency. You can write or contact by phone:

ISBN
121 Chanlon Road
New Providence, NJ 07974
Tel: (908) 665-6770
Fax: (908) 665-2895

You can also apply online at: www.ISBN.org and fill out an application online with a credit card.

International standard numbering system for books, retail and media, in publishing, distribution, and library practices. That's what ISBN is. The ISBN system is a voluntary one. However, when you are assigned an ISBN publisher prefix, you are committed to following the rules of the standard. One of the rules is that titles and products to which an ISBN is assigned be reported to an ISBN agency. This is very, very good, because you end up being in a database for an ISBN agency. It helps with your publishing; it helps with bookstores and retail channels. In 2010 the investment for 10 numbers, \$345.00 for Priority Processing and \$245.00 for Regular Processing. Of course, you can just go to LuLu.com and they will do it all including ISBN and printing for you. I mean they will not do a lot of PR but they can set it all up quite nicely. But then you would have to buy your books from them.

Copyright

We've talked about self-publishing your book or audio program; that's easy. The copyright's easy. All you really must do to copyright your work is send your manuscript or your audio program to yourself by certified mail. Then, don't open the package. Leave it sealed; that's your copyright. I suggest you send yourself 2 packages.

What if you need to know about patents or intellectual property? What do you do then? The term intellectual property covers a gamut of intangible assets. It is widely recognized that these intangible assets include patents, copyrights, and trademarks. Intellectual property, however, also includes such things as trade dress, good will, and reputation. It also includes expertise, data, know-how, and other information regarding business subjects, such as management and operations, marketing and sales, and

technology. It can be the collective knowledge and expertise of a company or of an individual employee.

Creating and maintaining rights in such intellectual property, and avoiding infringement of the intellectual property of others are becoming an increasingly important aspect of the professional activities of the practicing entrepreneur.

Let's talk about patent. I'll give you an example taken from Michael A. Lechter's book. *"Intellectual Property."* (*I highly recommend this book*) Michael writes: "Ackman developed a new video game, conceptually different from all previous video games. In addition to the conceptual difference from previous games, this game program employed radically new data manipulation techniques, which permitted generation of 3-D images using a standard, color cathode-ray tube. Ackman began marketing the game software, both in ROM cartridge and disk form. Each article sold was dutifully marked, "Copyright Notice."

"The game was an instant success, and the programming technique was proclaimed a major breakthrough. Within a matter of months, competing games, conceptually the same as Ackman's game, but employing different audio-visual effects and minor functional differences, began to appear. Ackman sued for copyright infringement. Ackman lost. Ackman also learned that several companies were employing his 3-D display programming techniques in other products and games. His attorney advised him that his copyright provided no recourse, and that he should have obtained patent protection on his program. Ackman learned the hard way that a copyright provides only a very limited form of protection."

That is just giving you an idea if you have this type of product. Software can be tricky. If you've got intellectual property in some form of a new design, a new concept, new software, a new product, it is important to go ahead and get your product patented.

How to do this? A design patent, for example, has a term of only 14 years that provide substantial protection with respect to the ornamental features of a product, that is, the non-functional trade dress of the product. A design

patent, however, does not protect the functional aspects of the product. You then need a utility patent. This has a maximum term of only 17 years, but provides the broadest scope of legally available protection. The utility patent can be used to protect the new and the un-obvious inventive concepts of a product. Of course, in return for this, the details of the product, or at least the details of the product relating to the inventive concepts, must be disclosed to the public. Those details become the property of the public at the end of 17 years. The various forms of protection are not necessarily mutually exclusive. In many cases, different forms of protection can be used concurrently with respect to a given product.

Okay, this is what you do: obtain design patent. You can easily find out how to do this on the Internet. The Website for the United States Patent and Trademark Office is <http://www.uspto.gov/>. This is a powerful Website where you can get specialized information for various categories, such as inventors, musicians/artists/authors, trademarks/logos/brands, intellectual property, and attorneys for each specialized area. You may even order publications describing the process for various activities; there is no charge for these brochures. This Website lists different email addressees for each specialized area. The phone number is 800-786-9199. You may also contact them by mail at:

General Information Services Division
U.S. Patent and Trademark Office
Crystal Plaza 3, Room 2C02
Washington, DC 20231

Then you begin actual use. Apply for trademark registration on supplemental register. Explicit mention/emphasis of appearance/feature in advertising/promotion. Apply for principal registration (presumed distinctive 5 years).

Now you have some useful information about how to self-publish, how to copyright your book, and, if you advertise your product on a Website, or advertise on print media, etc. that also holds very strongly in the courts with copyrights and trademarks. For example, before I patented MusiVation™ I made sure that I put a little “TM” up in the right-hand corner of

MusiVation™. After the product was distributed to the public that pretty much created a legal trademark.

So, go ahead... self-publish, patent, trademark, copyright. Do what you need to do. You can oversee your own product. And then wait until the word gets out. If the bigwigs come along and want to invest in your company, *then* you can look at that. Remember; never be afraid of people offering you money for your business. If you don't want it, don't take it. Continuing to own what you begin is very important. I have let individual investors have small percentages of certain products instead of going to major capital investors. This keeps me free and helps smaller investors have an awesome MSI (Multiple Source/Stream of Income.) My investors will make a lot of money from that for many years to come PLUS they are helping others, a beautiful prosperity cycle. There is ALWAYS a way or many ways to have YOUR dream come to life. All things truly are possible.

How to Create and Maintain a Successful Life/Business Plan

Oh, does this scare you—a business plan? A life plan! What am I going to do with a business plan? It's so interesting to me. So many people, including myself - before I was aware, - only do a business plan when they think they need to impress investors, need money etc. I feel a very simple business plan is vital for you, for anyone in business, whether it's multilevel marketing, writing a book, starting a hairdressing salon, whatever it is that you are doing and creating. Even if you haven't started your own business yet, but you want to, a business plan will assist you in seeing the BIG VISION, so that **you** know where you are heading. Even just following a basic table of contents - which we will show you on the next page-, is vital just for you to be clear on what *you want* to create next. To know what your goals are, how many products you want, what your future is. It's great and powerful to be clear. Or just call it your goals or life plan or this year's plan. Bottom line writing it down will give you clarity and allow your Divine presence to go before you and prepare the way.

Of course, there is also a business plan to support what you're doing if it is a loan or capital investor that you are requiring to be part of your business. However, which ever way you decide to do a business plan, start it simple and grow it from there.

I'm going to give you a sample from one of my VERY old business plans table of contents. Resources that you can get from the web if you want to really get into the nitty-gritty of projected income, profit/loss, and all that sort of stuff. To start with, just get yourself a basic business plan. To me, it's a life plan. I love looking back at old business plans and seeing what I intended to do three years ago, five years ago. Sometimes I've ended up achieving even more than I projected. Sometimes less, but generally it always comes to fruition, in or around the time frame, this is because when you write something down, the Eternal Giving Generous Holy Light magically brings to you *all* the opportunities, all the people, *all* the resources and *all* the Divine ideas that are necessary. It gives you order. It shows you where you are going. A business plan is a life plan; it is important.

To maintain it, go through it once a year and save it. For example, 1999 Business Plan, then Year 2008 Business Plan, Year 2009 Business Plan, Year 2018 Business Plan, and update what you already had. Expand upon it. See what products were already produced, what innovative ideas and actions, marketing plan, latest ideas, what you feel guided to do next. Many ideas. This way when you have an idea for a new product, put it in your business plan under Future Products, or just Ideas for Future Products. If someone has an idea to do a product, I can say, “Gee, I think I had an idea for that.” I’ll go back through my business plan and I’ll say, “Yes, that was a future product.” Or, sometimes I’ll say, “Oh, I’ve already done that one.” Anyway, it’s a great and wonderful feeling of gratitude to the Divine through you and fulfilling to witness your growth and **Mystical Success!** Just start with a simple business/Life plan. Even 2-3 pages are enough to begin!

Also remember to have a Mission statement, regardless of whether you go ahead and create a business plan or not. With your mission statement ALWAYS remember to add wealth, money or profit to the words.

Here is one of our older Mission Statements written back in about 2004.

MusiVation™ Mystical Success Club™ Mission Statement

To assist our world and ourselves become healthier, wealthier, happier and Enlightened by directing our energies in a purposeful direction to assist the human race to wake up to their true God given potential. We are achieving this through our, MusiVation™ seminars, products, Internet sites and through our Divine Mystical Success Club™. Our positive products and services are arousing minds to wake up to their true Divine purpose and Enlightenment. The Divine through us is truly assisting our world turn to awaken!

Here is the table of contents from a 20-year-old MusiVation™ business plan for you to see as an example.

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My first business plan had only 4 pages.

Following are some resources for you to study many examples of different business plans covering a full gamut of diverse types of businesses. God bless books and the Internet!!

✓ **Business Plan Maker**

Over 250 pages of templates, guides and spreadsheets to help you create the perfect business plan. Works in Microsoft Word and Excel, so there is no new software to learn. Order online for at: www.business-plan-maker.com

✓ **SBA Business Plan Outline**

Offers instructions on putting together a business plan, including financial data and marketing information. Visit them at: www.sbaonline.aba.gov/starting/businessplan.html

✓ **Business Plan Software by the Planning People**

This product from Palo Alto Software walks entrepreneurs through the creation of business plans. Find new releases and use its collection of links at: www.bizplans.com

✓ **Business Plan Center**

This Texas-based software company offers tools to help create business plans and strategies. Access a demo of the Plan Write program at: www.businessplans.org.

✓ **BizPlus Small Business Info**

Find advice for starting a business, from choosing a name to writing a business plan, to obtaining financing at: www.bizplus.com/zinfo/info.html.

✓ **Visa—Small Business**

Get advice on starting and running your own enterprise. This site includes links for women and minorities in business. Visit them at: www.visa.com/fb/smbiz/main.html.

How to Bring Yourself and Your Product/Service/Business to the Marketplace

Now we're on another exciting, fun part. How to bring your product to the marketplace... this is where you can use practical ideas and your imagination. It is so much fun. Remember it is very important that you write down, every day, a list of six things you're going to do. And if that includes that you already have your product and you're getting it to the marketplace, then write down the actions that you're going to take that day. Maybe just one action on your list of six things: *i.e., 1) Today I am having my photos taken for my website, 2) Today I am writing a new bio, flyer etc....* Whatever your list of six things are, it is important to always add something that you need to do to bring your product to the marketplace. Once you have your product done, it's not going to just sit there in a cave going, "Is the world is coming to me now?"

Don't get me wrong! Meditation and visualization are extremely important, but action is also important. You must let the world know that your product is there for them, the benefits for them in using your product, in using your service, in using your business. Get it out there to the world! There are many ways we can do this. We can use the media; advertise, radio interviews, TV interviews. Now, if you're going to go for interviews, you'll need to get yourself a great page, all about your product, and the benefits for people. If it's you that's going to promote it, keep practicing your interview style with enthusiasm and clarity. During interviews, it is a clever idea to have some cards in front of you (for radio) that cover the topics you will be discussing. Be prepared!!

I'm going to give you a couple of pages about how I market MusiVation™ and myself. Any ideas that I have that are in this book that I have used, you are most welcome to use for yourself. I realize, you see, there is no competition. The more I help you, the more I help myself, and the more the world is helped. We all want to have a fulfilled life. Marketing your product is not scary. It's just simply a little action every day.

Get your name out there. Having a Website is very important. Once you have a wonderful Website, even if it's only a simple one to start with it will assist you on a global level. I put my Website address on everything. There are many ways for people to get to MusiVation.com Also, you can be linked to many other people's websites and they can to yours. I advertise through other people's email newsletters. Of course, it is also simple to create an e-book. It is best to create it in both word and PDF. Start your own newsletter. But always give people something is useful to them or uplifting.

There are lots of diverse ways through the web to get your product to market. Go to Amazon.com. Once you have your ISBN number, it's very simple to get yourself listed on Amazon.com. Go to BarnesandNoble.com, Borders.com. Just keep that Internet going. Research. Search. Look; it's great! Lots of people may want to use your product in their own catalog, especially if they don't have a lot of products themselves. Some people may have seminars and they're not selling products. They could be making money through YOUR Products. Offer them 40% off wholesale price, as I do. They can sell your product and make money from it, and you're getting your product out there to market. Gosh call me and sell our products we have great affiliates too.

Believe in yourself and believe in your product, and people will feel the energy from it. Any time you fax somebody or share with them about your product or service let them know about the benefits, not about how you did it! The benefits are the key!! What is in it for them! The benefits of reading your new book and how great it will make them feel. Lots of different benefits.

Our TV show is an actual Website, www.MPowerTV.com. (*I took it down last year no longer relevant to my Mystical Work. The shows were also on Cable TV*) I interview people and sell their product through my TV Show Website. Lots of other people besides myself want to help other people get their product out there, and make money from helping. Get other people's product out there as well. This helps them and it helps support their prosperity. A great cycle of good!!

Put your name out there. Get a great business card. Put the benefits of your product or services on the business card. Market your product. Believe in your product and service or business. Put out flyers. Create a catalog. There are lots of things that you can do now to make it easy for yourself, and that do not cost a lot of money to get your product out to market. You could also put in a lot of money; however, you don't have to. There are many, many ideas on how you can get your product to market, use your imagination!!!!

How do you market yourself? Well, we've already spoken about quite a few ways to market yourself just in how to bring your product/service/business to market. If you're marketing yourself because you have a service you are rendering, again, I suggest, again to get a Website, get a great photo of yourself. Get a professional photographer to put a wonderful photo of you with your beautiful, smiling face, and get yourself out to market. Again, radio interviews, flyers, get on different people's e-mail addresses and many, many other ways to get yourself to market.

The Power Of Meditation

Practicing Meditation forms a most important part of our work in becoming successful, healthy, calm and of course Enlightened.

You will gain clarity, love and peace of mind. The reason we say practicing, is because Eternity meditates us...we call it practicing meditation until we have the genuine experience of total oneness.

Now because the purpose of this Mystical Success work book is to give you tools to assist you in becoming successful beyond where you are right now, I am not going to go too deeply into what the Power of Meditation truly is. If you wish to know more of the mystical side, you can always visit www.MysticalSuccessClub.com. On this site, we have many free videos streaming covering many mystical topics including; How to Practice Meditation and how to discover your true-life purpose.

Why meditate? Because if we desire to truly move ahead and have health, vitality and success, we must tap into that which sustains all. If we wish to truly connect with our higher self and not get into thinking it is our own mind that is creating or attracting what we want then this chapter on meditation will assist you to look more deeply. This chapter will teach those who have never meditated before and will remind those who do practice meditation, its' awesome power. When we practice meditation, we are consciously connecting, in the silence, to our Higher Power The Eternal.

Although there are many ways taught to achieve silence through meditation practice, here I will share with you some ideas that will assist you to awaken your Divine presence from that prison.

Create your own space where you will meditate. Clean this area thoroughly, as this will release old lines of energies because when we meditate it is best to have clean energy.

Buy a brand-new meditation mat. Light a beautiful candle, as you can use the candle flame to focus your attention. A candle *does* bring good energy into your space as does traditional incense. A flower or lush green plant is also good.

If you do not live alone, ask your roommate or partner to please respect that this is your special place. Of course, to sit outdoors on the earth is always wonderful but always designate a special place where you live to meditate and please meditate alone.

Do not meditate in your bed too often, as you will add too much energy to your bed and you may find it difficult to sleep because meditation gives us more energy.

Meditation is not meant to make you sleepy; it is focused practice. Visualization exercises are OK to do in bed as you can then flow into a positive sleep, filled with pictures of you at your perfect weight, happy and calm. You can take these beautiful images into your dream plane.

Once you have your meditation space prepared and cleaned sit down on your mat (*lotus style if you can*) sit up straight, arms out to your sides and breathe in through your nose deeply, hold it and then exhale slowly through your mouth. Keep doing this until you feel

peaceful. As you are now sitting quietly, place your attention centered somewhere between the eyes and a little above, and take some word that is powerful to you, you will know it when you try some words out. LOVE, BLISS, GOD, SPIRIT, BEAUTY and ponder the word you choose. Some lovely mantras are, *as a wave is one with the ocean I am One with God, as a ray of light is one with the sun I am one with God, I Love God, or God's Grace is flowing through me, I am now a clear instrument for God's Grace, or Om Mani Padme Hum* or just the word OM. Use only one power word if that suits you better. You do not have to be religious to do this. This is about focus and connection and meditation practice *will* strengthen your mind. Replace the word God with Love, if this feels more comfortable.

As you are sitting and focused on your power word, Love, Heart etc. your thoughts *will* wander off, when this happens gently refocus your mind back to the same mantra or word. Feel no impatience with yourself or frustration. No matter how many times your mind wanders, bring it back to that one word.

If you do this simple method, eventually, you will find that annoying intruding thoughts will cease, and you will be able to sit quietly in a peaceful state. It may take days or it may take weeks to acquire this steadiness of mind, but it will come if you have patience and are consistent.

At first, do not attempt to remain quiet for more than five minutes or so unless you feel like it. After a couple of weeks meditate for ten minutes and so on, until you can sit comfortably for much longer periods. We are doing this to have a conscious realization of our unity with Spirit or to make contact with God. There are no bad meditations, each intention to sit and quietly connect to our Divine Source, eventually *will* awaken us from the sleep of life to our higher consciousness.

We are not attempting to see "light" or to have "experiences". If they do come just refocus the mind, as if we become too fascinated with these "experiences" we could lose sight of the original intention and make way too much of them. Keep it simply. KISS – "Keep It Simple and Spiritual", and remember to smile as we wish to bring a happy vibration to our meditation time. You can name it your *Happy Meditation*.

After we have had a few minutes of meditation and have achieved that feeling of peace, joy and unity with the Universe give thanks, get up and go about our day. It is recommended that we do this three or four times a day. First thing in the morning, at lunchtime (*noon until two pm is best*) and then at night (*best when sun is setting a powerful time to connect with God's presence*) and then at midnight or just before we are to go to bed.

When we first begin this practice, perhaps just meditate for five minutes three times a day or for some perhaps just having the intention to connect with your soul for two – three minutes say four or five times a day will help. This will be a great start.

Why?

Ultimately, practicing meditation three or four times a day, even if for just a few minutes, will bring us to a place where we will be focused and unified with the Divine Presence all day, whether asleep or awake.

Even if you are agnostic, look at meditation as physicians do. It has been documented that people who meditate regularly have low blood pressure and generally are healthier, happier human beings. So, do it, even if the word God is not your thing. Put a smile on your face as you sit down to meditate as this DOES help your mind find peace. Do whatever you can to put yourself into a happy mindset before you sit down.

As mentioned, this chapter is a straightforward way of learning to practice meditation. Before we truly experience real silence, we are all only practicing meditation. However, every time we do this we DO raise our consciousness, even if we do not realize it. In time, we will feel better and clearer and definitely less clogged or stressed. It is NOT to be taken in an overly serious tone, focused yes, but not so serious. Oscar Wilde said, *"Life is too serious to be taken seriously,"* so LIGHTEN UP! Focus your attention and feel happiness and gratitude. This way it is a simple and uncomplicated way to begin to practice, but do not underestimate its power. If you do not at first FEEL any connection or peace of mind that is OK. Just having the intention to consciously connect and feel the presence of God will eventually create in you, peace, joy and everything good will begin flowing your way.

WHY?

Because at least for a few minutes a day you have chosen to get out of the way and let God in. As you delve into longer meditations and find a way that suits you best, and there are many ways to learn meditation, your life and physical well-being WILL radically change for the better. Oh yes it will.

If you are having a challenge with your meditation practice, do not give up; allow these loving and all wise words by the great soul Paramahansa Yogananda to assist you, *"Your trouble with meditation is that you don't persevere long enough to get results. That is why you never know the power of a focused mind. If you let muddy water, stand still for a long time, the mud will settle at the bottom and the water will become clear. In meditation, when the mud of your restless thoughts begins to settle, the power of God begins to reflect in the clear waters of your consciousness. You will become a smile millionaire."*

Always remember to smile sincerely and breathe...Life is magical!

My New Mystical Success Filled Life!

I _____ am now so happy with my wealthy, prosperous, creative, joy-filled, healthy life!

I am easily and effortlessly now co-creating with God my dreams into my reality. I have now earned over \$_____ through my amazing,_____.

This money has come to me in Divine Right Perfect Ways and all involved including myself have profited greatly. All of this and more good is happening in my life now!

I am a magnet to tremendous success. I AM in EMPOWERED States at all times!! I am A Magnet To Money, Success, Opportunities, Divine Ideas and Support. I also have had more money come to me in unexpected ways, as every day I expect profitable surprises.

Thank you, God, because I know that my ENORMOUS Success as a....._____ has manifested in all right positive ways that leave my health, happiness, relationships, spiritual well being and financial condition is now the best it has EVER been in my entire life.

Thank you God for this truth for me. I am so grateful to be alive, rich and happy!!

So much love and thanks,

~ MY DAILY LIST ~

for: _____
(date)

I am so excited about doing my positive daily list because I KNOW that taking these actions is definitely helping my dreams come true.

I LOVE doing these actions. It is easy for me to do my daily list one action at a time.

Positive Action #1 _____

Positive Action #2 _____

Positive Action #3 _____

Positive Action #4 _____

Positive Action #5 _____

Positive Action #6 _____

The Mystical Success Club™

- **Vibrate at a higher frequency.**
Ignite Your True Unlimited Potential and Experience Success in Life Through Transformation of Consciousness with this life- changing platform.
- **Members in over 24 Countries**
- **How can we transform our lives? Through transforming our consciousness. Can we do this alone? Yes, however it can be lonely and challenging to do alone. Being part of this magical club, you are prayed for every single day and sent Light Transmissions. (Shakti).**
- **Here at the Mystical Success Club™ it is our goal and positive intention to strip away old Karma, so that you can be on a true path to Enlightenment and become one with your true Higher Self. Your Divine Destiny can be revealed in all its glory! As a member, you will receive Divine Vibrational Light Transmissions, live webinars, monthly DVD's and so much more.**

Do you wish to have higher consciousness, harmony, happiness and fulfilling success? You can wake up to who you truly are. ALL things are possible. The natural evolution for all sentient beings is ENLIGHTENMENT!

Watch our FREE videos at...

www.MysticalSuccessClub.com

What others are saying about The Mystical Success Club™...

“Michele Blood is truly a special person. For over three decades, I have made serious study of the mind and how to live a full and balanced life. I have taught tens of thousands of people around the world how to properly utilize their God-given potential, and then along came Michele Blood. She had a very positive impact on my life, for which I am truly grateful! She made me aware of unique methods for realizing more power by effectively combining affirmations and music. Invest in her entire library and let this petite powerhouse show you a fast and effective way to enjoy more of life’s rich rewards. I enthusiastically introduce Michele Blood and her wonderful work to every audience. Order her material today! Share Michele and MusiVation™ discovery with your world; they will thank you with sincere gratitude.” - **Bob Proctor, Author of the Best-Selling Book “You Were Born Rich”**

Michele belongs in every achiever’s library.

- **Samuel A. Cypert, Author of “Achieve & Believe”**

Dearest Michele, I want to say Thank You So Much for all that you are doing for the Mystical Club Members. You have made my life alive again. Thank you, Thank you...- **Patti C**

Being introduced to Michele’s Mystical Success Club my life has changed for the best. I can get the most powerful, up-lifting and energizing emotions when I participate in any of Michele’s in-person or Weimar sessions. My life has been so hectic over the past few months, but I make it my priority to spend time listening and learning from Michele, because she brings my life back into absolute consciousness. I appreciate and treasure the time Michele dedicates to helping those who are searching for their higher self. I absolutely feel I achieve a higher consciousness with each and every one of Michele’s sessions. Thank you, thank you, thank you.... I am gaining momentum to my higher self, to reaching my unlimited consciousness. God Bless You Michele. - **Don Runowski**

When Michele first prayed for me and gave me specific instructions to feel the stillness within I was in over \$500,000 credit card debt in just 4 months I was out of debt through a totally unexpected gift. I feel free and happy and am now in a new Beautiful relationship with someone who really gets me. - **J’En El Author/speaker**

Mystical Greeting Cards

These exquisite Mystical Greeting Cards were created for one main reason. To bring Enlightenment into consciousness. When you look at these cards their vibration can be felt. Cards with the vibration of Light.

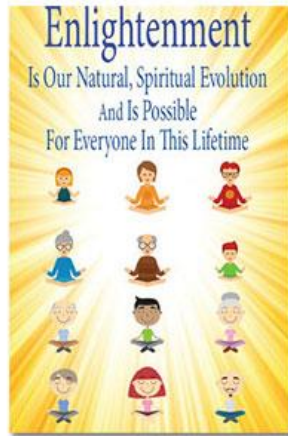
When we send it to another person they will be uplifted. When we use the cards for our own goals, intentions and dreams they will infuse our written words with beauty and power.

Please look through all the cards and FEEL which ones are for you and for your loved ones, or purchase all eight Mystical Greeting Cards. www.MysticalgreetingCards.com

[Bee in the Moment...](#)



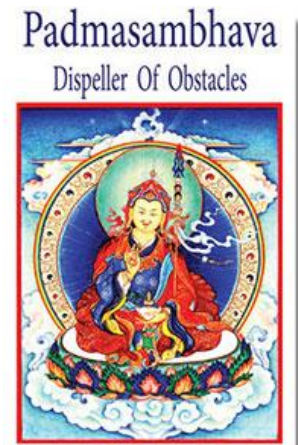
[Enlightenment is Possible
for Everyone...](#)



[Om Mani Padme Hum...](#)



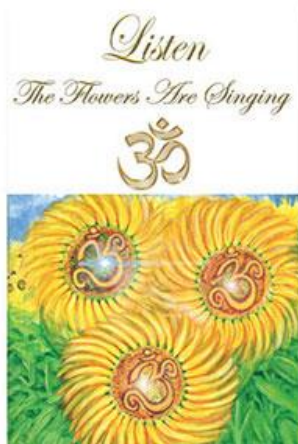
[Padmasambhava...
\(Dispeller of Obstacles\)](#)



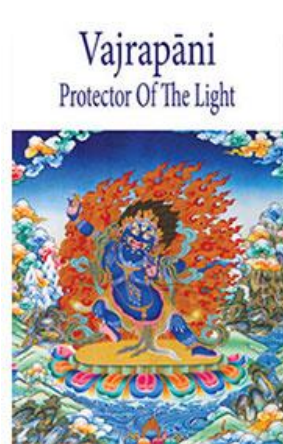
[The Buddha Taught...](#)



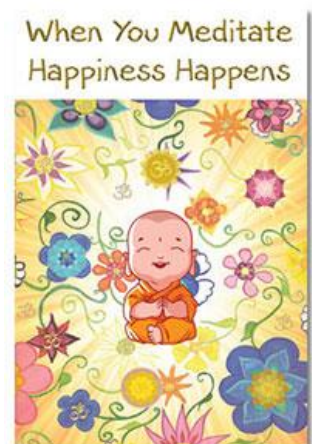
[Listen, The Flowers Are
Singing Aum...](#)



[Vajrapani...
\(Protector of the Light\)](#)



[When You Meditate
Happiness Happens...](#)



The Following pages are here for you to
print out and frame and put up on your walls
to continuously remind you of the truth!!

“Attitude”

Today, right now, I am aware of the limitless possibilities in my life. I choose to let go of the past and live in the now, knowing that everything I can possibly be is right here as part of my Divine consciousness.

My attitude is positive and The Divine through me always find solutions and answers to any questions or challenges.

I look my Divine presence for my good, and I recognize that everyone is a golden link in the chain of my good, as I am to them. I now think with Divine Mind and see all the possibilities for good. My thoughts are powerful when I meditate and I know that these thoughts bring more and more good into all of life.

I am happy now and I give thanks to my Divine Presence for the ability to be able to choose right Divine thoughts.

I choose to be happy, free, likeable and prosperous.
I love my life and I live it to the fullest.

Thank you, Life, for my magical happy and
wonderfully positive ATTITUDE!

“Happiness and Freedom”

The purpose of my life is to be happy and Enlightened. My own mental attitude is the most important influence in my life, working with peace, joy and Mystical Success. I now choose to be happy! I choose to be free. I think for myself. I allow The Infinite to guide me in all that I do.

I have a right to any happiness which I can conceive, provided that it hurts no one and is in keeping with the nature of Divine Law. I know I must change the conditions within myself to change the outer conditions in my life. I now live with inner peace and know that I can face all challenges with calm and reason because I think happy thoughts.

As Peter Pan said.....

“With just one happy thought, I can fly!”

“Judgment”

*“Judge not that ye be not judged,
for with what judgment ye judge, ye shall be judged.”*

I now know that judging others is merely the law of cause and effect. Nature and The Universe hold nothing against anyone. I am judged by my own acts. Punishment and reward are reactions of the law of the Universe. If I wish to be happy, I know that I must choose my judgment to be good, happy and constructive. Then, I am making right use of the law of the Universe.

I am now a person who always chooses to see the good in others, as I know we are all individuals on our own spiritual journey.

I choose to love the Divine in others, to be happy, healthy and to live in peace.

I am now happy and whole.

“Gratitude”

*I greet this day with love in my heart!
I am living this day as if it were my last.*

Today, I begin a new day. Today I have a clean start.

*I am grateful for this day and all the good I have
and all the good that keeps flowing to me in a
never-ending cycle of increase and enjoyment.*

*I know that all I could ever require
is supplied to me from the One source,
Infinite Good, Infinite God.*

*So, Thank You, God, for this day,
and for my beautiful, happy, healthy,
prosperous, purpose filled life!*

“Mind and Consciousness”

The past is gone.

Today, I begin a new thought.

This thought is now being created into my reality.

I forgive myself for the past.

*Today is a new day and I begin today
with all of the love and faith in the world.*

There is no way, and no how,

*that any negativity can come upon me
because my positivity overwhelms it in goodness and in light.*

So today, from right now, I am born again;

I start again with newness.

The past negatives cannot affect me today.

*I only create in this moment goodness, prosperity,
health, happiness and wonderful relationships.*

*I experience all the multi-dimensional abundance in my life
right now, in a never-ending cycle of increase and enjoyment.*