

**For Spiritual Entrepreneurs For Whom
Traditional Marketing Doesn't Work**



**THE PRACTICAL GUIDE
TO USING YOUR
HIGHEST INTENTIONS IN
MARKETING**

Really Clear Marketing

ReallyClearMarketing.com

TABLE OF CONTENTS

Who is this guide For?	3
Introduction	4
What's in this Guide?	4
Part 1 About Intentions	5
What is an Intention?	6
Why Are Your Intentions More Important Than Marketing Goals?	7
How Can Intentions in Business Transform Lives?	9
Part 2 Discover Marketing for Healers	11
Step 1: Find Ideas. Ask for Inspiration. Jot Down.	12
Step 2: Write Your Intentions	13
Step 3. Apply Intentions to Your Marketing	14
PART 3 An Example	16
How My Intentions Changed this Guide	16
About Really Clear Marketing	20
Appendix	21
Step 1: Find Ideas for Your Intentions Worksheet	22
Step 2: Write Your Intentions Worksheet	23
Step 3. Marketing + Intentions Review Chart	24
Resources and Inspirations	25
Notes: Part 1	25

WHO IS THIS GUIDE FOR?

Any solopreneur says marketing is a challenge. Often these folks start a business out of a passion. But with little marketing experience, they flounder. And wonder, “*What is good marketing?*”

For spiritual entrepreneurs, the challenge is greater. Their big question is: “***But is marketing good for my soul?***”

Listening to spiritual entrepreneurs – healers and teachers -- at my spiritual center, I hear about the heavy cost they pay to successfully balance answers to both those questions about marketing.

As a career marketer who’s also been on a lifelong spiritual quest, I wrote this guide to share practices I use for my business, and for my coaching and consulting clients’ businesses.

This approach, developed over time, anchors marketing to your highest intentions. And is combined with sound marketing principles. To reach the people you’re meant to serve. And feel good about marketing your business by marketing honestly.

This guide shows you how to use a 3-step process to unite your heartfelt intentions with a marketing project. In 2 hours or less, using 3 single-page worksheets, you can recognize the 2-3 actions to take so your marketing project is fully united with your values.

This guide is marketing help just for healers, coaches, teachers – anyone who is a spiritual entrepreneur. To help you reach more of the people you’re here to serve.

All my best,

Arlene

Arlene O’Reilly
Really Clear Marketing

PS Questions? Or let me know what you think about what you’ve read here. I’d be thrilled to hear from you.

[Send me your message.](#)

INTRODUCTION

**"The number one principle that rules my life is intention."
Oprah Winfrey**

If you are a spiritual entrepreneur looking for a new approach to marketing, this guide is for you. Marketing has to agree with your highest intentions to express good in the world.

There is a way to market your business that takes into account all your intentions.

When you link intentions that come from your heart to every project, strategy or tactic -- your marketing is energized. You know what to do. And you know what to say "No" to.

*Intention as used in this guide is about how you want to be -- how you want to express your truth through your business and marketing. As used in this guide, an intention is not achieving a goal or wanting to possess something. **An intention here is about expressing good.***

Once you've identified specific intentions, you can quickly decide if a marketing project or tactic meets your personal principles of excellence. Your marketing can follow your heart.

What's in this Guide?

This guide can teach you what you need to know about creating intentions and applying them. So, all your marketing can meet your high standards. Also included is an example of how intentions can change marketing plans, and more:

- ✦ **What is an Intention? And Why is an Intention Important to Your Marketing?**
- ✦ **Discover How to Create Marketing for Healers, Coaches, Teachers - Any Spiritual Entrepreneur**
- ✦ **An Example - How My Intentions Changed this Guide**
- ✦ **Worksheets**
- ✦ **Resources for Inspiration**

PART 1 ABOUT INTENTIONS

Do you ever feel like this?

- ✦ *“Marketing is like throwing spaghetti against the wall and seeing what sticks.”*
- ✦ *Traditional marketing doesn't speak to my desire to serve. It's way too focused on money.”*
- ✦ *“I'm tired of pushy coach selling.”*

This is where applying intentions to marketing helps spiritual entrepreneurs. Simply, the process is sizing up all your marketing alongside your commitment to express good. Apply those specific intentions and you'll know which marketing strategies or tactics to use because they are right for you.

When you follow your intentions in each step of your marketing, you stay true and authentic to who you are. And at the same time get more confident with marketing.

In this guide, you'll discover the kinds of intentions to set. And then follow 3 simple steps to consciously create your intentions for your marketing.

Intentions and marketing goals work together. Goals are the final destination. Intentions protect you while aiming towards those marketing goals. Achieve them with your integrity untarnished as you go about your marketing from a spiritual foundation.

Before we look at the steps of setting and using intentions for your marketing, let's look at what an intention is. Then, I'll explain how goals and intentions work together.

What is an Intention?

People sometimes substitute "intention" for "goal". But in this guide, they are two separate ideas. And used in two distinct ways in here.

A marketing goal is measurable. It's something you want to have. You pull it off. Or not.

An intention is how you want to express yourself. It's already a part of you. You're reconnecting to a universal good. It's impossible to achieve or measure an intention. It's a state of being.

Intentions come from your heart. Goals come from your mind. Goals are the way you express your intentions in the physical world.

Wayne Dyer, in his book, *The Power of Intention*, describes an intention as this:

“My awareness of intention as a power for me to reconnect to, rather than something my ego must accomplish, has made a huge difference in my life's work.”¹

Intentions often include qualities of good (love, truth, generosity, etc.) you want to express.

Joining intentions to your marketing goals gives you freedom to act on these higher orders of good. That are already in your heart.

You don't have to trustingly follow a marketing expert's advice. You want to stay ethical, so knowing your intentions for your marketing gives you a path follow to stay true to yourself.

Intentions
are...

Treasures of Your Heart

- Based on love.
- Always unselfish, expansive, inclusive.

Always Good

- In mind: experienced as good ideas to help others.
- As emotions: felt as inspirations.
- In our bodies: helpful behaviors bringing joy.

About Giving...Not Getting

- Expressing, giving and creating.
- Goals are about getting.

Putting You on the Right Path

- Intentions are the direction you take to the destination.
- Goals are the destination.

Happening Now

- Already within us. No time needed to achieve it.
- An expression of who you are now.

Why Are Your Intentions More Important Than Marketing Goals?

The old, traditional way of marketing always begins with goals -- measurable results. Like:

- ✦ More Revenue
- ✦ More Clients
- ✦ More Leads

Next is choosing the ways to reach the goals using strategies and the latest tactics. For example:

- ✦ Run Facebook 2 ads for 1 week with an irresistible opt-in offer
- ✦ Launch a new podcast. Interview an expert every week
- ✦ Do more in-person networking. Go to at least 1 event a week.

This is the exact point where traditional marketing leaves you floundering.

Because this process is only about goals and numbers. This point is where you part ways with traditional marketing. It doesn't work for you.

Nothing is wrong with you. What's wrong is business experts advising you to only zero-in on your goals. Their advice leaves you stranded. And you're unsure how to tie in your marketing to your highest intentions.

Spiritual entrepreneurs have problems with goals. Research explains why.

Psychologists' goal setting research of the past 20-plus years reveals that if you don't feel a deep purpose or commitment to your goal -- failure and unhappiness are in the cards for you.

Dr. Nico Rose, Germany's noted authority in positive psychology asks, "Why does it (goal setting) go wrong so often? Why do people lose their motivation while being on their way? Or, even more interesting: Why do they reach their goals and end up being disillusioned and unhappier than they were before?" 2

Researchers found the answer. Dr. William Liccione, a business compensation expert, simply explains:

“Before goals can positively impact individuals' behavior, individuals must accept the goals as their own or commit to pursuing them.”³

So, what makes a goal worth committing to? Dr. Rose observes again:

“We exert more effort when pursuing goals that are “close to our heart” ... More effort leads to progress and a higher likelihood of goal attainment. And in turn, reaching goals makes us happy. But that’s not the end of the story: ... the act of moving forward is satisfying in itself.”⁴

Researchers have seen this over and over. You'll go full out for your goals only if they are intimately linked to your true values, needs and interests -- your intentions.

Goals must be in harmony with your intentions. Otherwise, you'll feel empty -- even when you reach your goals.

When you apply intentions to your marketing, you'll be confident making those decisions. You won't mess up. You won't make a marketing decision that's out of line with your standards. You won't hesitate. You'll only go after marketing ideas and tactics that agree with your intentions.

How Can Intentions in Business Transform Lives?

Entrepreneurs are overwhelmed with all the stuff they're supposed to do. They're balancing two worlds. Staying real about running a business, growing it and prospering. And keeping it heart-centered.

Even one of the greatest entrepreneurs we know once had a problem juggling both these worlds.

[Oprah Winfrey](#) upended how she produced her TV show in 1989 when she connected her heart to her business. [Gary Zukav's, *The Seat of the Soul*](#) inspired her. His explanation of intention revolutionized her thinking.

After reading Zukav's book, she realized the hidden intention driving her personal life and career: Oprah wanted to be liked by everyone.

Zukav defines intention as:

*"Every action, thought, and feeling is motivated by an intention, and that intention is a cause that exists as one with an effect. If we participate in the cause, it is not possible for us not to participate in the effect. In this most profound way we are held responsible for our every action, thought, and feeling, which is to say, for our every intention."*⁵

She was drawn to Zukav's book after being unnerved by one of her shows. White supremacists used their appearance as a recruiting tool. This was not the insightful

conversation Oprah wanted to have about the causes of their hatred. She felt she had made a huge mistake giving them time.

This realization jolted [Oprah](#). Her overwhelming need to be liked caused this situation. To others, she always said *yes*. To herself, she said *no*.

She made profound changes. She let go of yearning to be liked. Instead she set the intention to put her desire for good ahead of what anyone else wanted from her.

Oprah's new intention changed her show. She gathered all her producers and told them:

"We are now going to become an intentional television show."

"...the idea behind it — the vision — is that we are going to be a force for good, and that is going to be our intention." That meant no more episodes where audience members argued with white supremacists.⁶

Winfrey believes this change led to her first Emmy win.

"And changing the paradigm from just doing a television show, from just being on TV, to actually **intending to be of service to the viewers changed the trajectory of the show,**" she says.⁷

Her innovation to daytime TV launched Oprah's brand as we know it today. Her influence has transformed more lives than anyone might have dreamed of back in 1989.

Like Oprah, demand something more. Set an intention for your marketing project. And if any part of it doesn't measure up to your highest intention -- then don't do it. Do what is right for you.

"The number one principle that rules my life is intention."

Oprah Winfrey ⁸

PART 2 DISCOVER MARKETING FOR HEALERS

Your intentions are about who you want to be as a spiritual entrepreneur. Your goals are about what you want to do. Intentions and goals can be in harmony with each other. Then you're marketing with heart.

At the end of this heart-led process, you can have 2-3 actions that feel right to you. Completing these actions can fully unite your project with your values.

You can discover how to make your marketing wholehearted in 2 hours or less, with the help of 3 worksheets - 1 for each step.

How to create marketing that follows your heart



3 Steps to Wholehearted Marketing

Before you begin, start here.

- ✦ Decide which specific marketing project to set intentions for. It can be for all your marketing. Or for a specific project, like a social media plan. Begin wherever you are guided to.
 - > I have separate lists of intentions for my business, website and content creation. But I also created specific intentions for this guide. [See page 16.](#)
 - > You can have any number of intentions. Aiming for 3 to 5 is a good start.

- ✦ If you meditate or do any kind of mindful practice and if guided, spend time in that practice before you begin any one of the 3 steps.
- ✦ You can do all 3 steps in one session. Or spread across a couple of sessions. Whatever works best for you. In an hour or less, you can have created your list. And then in the space of another hour or so, reviewed your marketing project. And then realize exactly what to do so your project is in line with your intentions.

Step 1: Find Ideas. Ask for Inspiration. Jot Down.

Use the [Step 1: Find Your Intentions Worksheet on page 22](#) of this guide. Below, you'll see intention categories that are also listed on the worksheet.

On the worksheet, write down answers to questions for categories that apply to you. Listen to your internal voice for guidance about what you're here to express through this particular project. Then circle the words or phrases in your answers that strike you as important.

Categories for intentions with examples

- ✦ **Expressing:** Who you intend to be as an expression of good through this particular project.
 - > *To express unconditional love in all my marketing*
- ✦ **Giving:** What you want to give through this project.
 - > *To speak words that raise people up to a greater understanding of goodness within themselves.*
- ✦ **Support:** How you want to be supported in expressing this particular work.
 - > *To be fully supported in complete abundance and health.*
- ✦ **Relationships:** Offer and accept support for the important relationships connected with this work.

> *To work with people of like heart and mind.*

✦ **Wellness:** Support for your mental and physical wellbeing.

> *To love and support my clients and myself in the full expression of their wellbeing.*

✦ **Enrichment:** Supports your financial wellbeing in the world.

> *To create, teach and inspire and give so that the abundance of those I serve may be revealed as well as my own abundance.*

Step 2: Write Your Intentions

Begin with what you discovered in *Step 1: Find Your Intentions Worksheet*. Begin writing your intentions using words and ideas you circled in the Step 1 worksheet. Use the tips on the following checklist.

Checklist for writing your intentions.

✦ **One sentence:** Begins with "To be..." Recognize this good already exists within you. There is nothing for you to become or do.

✦ **Open-ended:** You could never completely fulfill any intention. (Goals, however, can be attained.)

✦ **Can't change others:** You cannot require someone to act in a particular way or to change. You can want a higher good for them, however.

✦ **Qualities of Good:** Describe a quality of good to be expressed through this project into the world. Love, Truth, Joy, Beauty, Faith, Peace, etc.

Use [Step 2: Write Your Intention Worksheet on page 23](#). Write intentions down and check against the guidelines. Once you're happy with your intentions, you're ready for Step 3.

Step 3. Apply Intentions to Your Marketing

Now that you have a list of intentions for your chosen project, you're ready to do a review. Compare the different elements of your project to each of your intentions.

This comparison process reveals where your marketing fully agrees with your intentions. And the gaps. The gaps between what you want to express and the existing plan of action. Those gaps are where you can adjust in your marketing, to make sure it aligns with your intentions.

These are the best techniques I've found to complete this side-by-side comparison.

Again, if you practice meditation or any other type of centering practice, you may want to spend time within before you do the review.

Technique 1: Read the intentions for the project. Listen to your inner voice for whatever comes up. Ask for guidance on next steps to take.

Technique 2: Follow the [Step 3: Marketing and Intentions Review Chart on page 24](#) to guide you through the comparison process. This is quick to do.

- 1) First, create a chart with your intentions as headings and the project elements down the far-left column. Use paper and pencil if you like. It's fast.
- 2) Then for each project element, read each intention. Make notes in the appropriate box of what comes up for you.
 - > How does each element of the project support your intentions? Is it ok? Or falling short? Is there more you're being called to express?
- 3) Finally, contemplate what you felt and learned. What are you being called to do? These can be the next steps for you to take.

No matter which review technique you use, you'll end up knowing where your marketing fully agrees with your intentions. And where the gaps are. The gaps between what you want to express and the current plan of action.

Now you know exactly what to change in your project. Maybe you're guided to do more. Do less. Do something different. Or don't do anything at all. Let intuition guide your next steps.

In very little time, you'll be sure of the 1, 2 or 3 areas to adjust in your project. After you make those adjustments, you'll be reassured your marketing is authentic to who you are.

EXAMPLE: Facebook Ads Marketing and Intentions Review Chart					
Marketing Project Elements	Your Intention #1	Your Intention #2	Your Intention #3	Your Intention #4	Your Intention #5
Offer					
Copy					
Visuals					
Goals					

PART 3 AN EXAMPLE

How My Intentions Changed this Guide

One of the best ways to understand how to use intentions for your marketing is looking at an example. I'll walk you through my review of my intentions and marketing ideas for this guide.

Right away when I started my brief review, I felt lots of discomfort. And protests. All these feelings shot up to the surface right away. But I ignored them. For as long as I could.

Because what I was guided to do, conflicted with my marketing goals. In a big way. Yikes!

First, I realized I had to give up the opt-in requirement for the guide.

And also realized I had to devote a big chunk of time (more than I planned) to clarity. Striving to make sure, whatever I wrote would be perfectly clear to any reader.

My intentions for this guide.

- ✦ **Marketing Project Name:** The Practical Guide to Using Your Highest Intentions in Marketing
- ✦ **Project Goal:** Increase my mailing list. Annual goal: add 500 more people. Number of potential signups from this guide -- unknowable right now.
- ✦ **Marketing Purpose:** To show spiritual entrepreneurs *how to change* their marketing by leading with their highest intentions.

Intentions for me:

- ✦ To be a presence of love and generosity inspired by wisdom.
- ✦ To create and publish a marketing guide for spiritual business owners that is excellent, clear and highly valuable, and supports readers' greater expression in their businesses.
 - ✦ To be fully supported in ease, intelligence, inspiration and financial abundance in creating, publishing and sharing this guide.

Intentions for readers:

- ✦ To realize an awareness, understanding and acceptance of marketing that is loving, kind and truthful.
- ✦ To be financially prospered in their business including through using this guide.
- ✦ To be healed of limiting beliefs about marketing and business.

I'm grateful for the good this guide brings to all.

What Changed?

The opt-in: Do I to ask for an email *before* the download? Or later?

My first Intention for this guide is: *To be a presence of love and generosity inspired by wisdom.* After I read this out loud a couple of times, this realization hit me over the head:

I wasn't living up to my intention to be generous. Or as generous as I was called to become.

In marketing lingo, what you're reading here is called a freebie. It usually functions as a gift given in exchange for an email. You get to download a freebie only *after* you've given your email. Your email is added to the freebie giver's mailing list. It's a fair and widely accepted marketing practice. It helps build a mailing list.

Originally, I planned to ask for opt-in to my mailing list in before someone could download this guide. Good idea, right? Since my goal this year is to add 500 more people to my list.

{I went through this before, General Data Protection Regulation ([GDPR](#)), the new privacy regulations from the European Union came up in our sights. GDPR changes how marketers can obtain and use email addresses of people in the European Union. You can still ask for their email addresses to send the freebie to them. But you can't automatically add their email to your list. They must give you their specific consent to be added to your list.}

An intention is a directed impulse of consciousness that contains the seed form of that which you aim to create. Like real seeds, intentions can't grow if you hold on to them.
Deepak Chopra

But something kept poking me hard about being generous.

A few years ago, I consciously set the intention to be a better giver of gifts. To get past always expecting something in return. A gift. Or a kind word. So, I practiced giving freely to family and friends. And as a happy result, I am better at giving. (More of the time.)

But now, I was being told to be an even better gift giver. Not only with family and friends. Or with people needing charity.

But to be a good gift giver in my business. With people I don't even know -- yet.

Questions (showing up as resistance) raced through my mind: "What does it mean to be generous? Am I really a good gift giver if FIRST I require someone's email before I give the guide?"

Oh, I fought this guidance. I tried to wiggle out this with rational reasons for asking for opt-in. Because, otherwise, how would I reach my goal? 500 new subs!

Your intention and your attention shape your experiences. Gary Zukav

Then it hit me. Hard. I realized I really, wanted to *get something first. Before giving the gift.*

Finally, I let go. I gave in to my inner voice. That I have to trust I'll reach my goal. In ways I can't imagine right now. While expressing my intention to be more generous.

So now, everyone who wants can read this guide on the website. And also download a PDF with one click. No email required first. No strings attached.

It's not that I believe asking for an email in exchange for a freebie is a bad or devious marketing practice. Not at all. I still happily give my email to someone when I think that freebie could help me. And I want to hear more from them.

I am **not** saying everyone ought to offer their freebies without first asking for an email. Only that, by using this process I discovered what is right for me. At this time.

And I truly hope you find this guide useful or inspirational. Even if you never give me your email address:)

What else got my attention?

My reaction to my second intention was different than what felt with my first intention.

Intention #2: To create and publish a marketing guide for spiritual business owners that is excellent, clear and highly valuable, and supports readers' greater expression in their businesses.

With this second intention, I *knew* clarity was to be my primary focus while creating the guide. If the guide was clear, then it would also be both excellent and valuable.

A reader needs clarity. Because when she's confused and frustrated, she'll give up and stop reading. It's not a reader's job to do the hard work of figuring out my message. It's my job to make the message clear.

So, as I noodled, drafted, wrote and edited this guide, I kept asking myself, "Will this idea be clear to a reader? Is this confusing if you're reading it for the first time? Does it make sense?"

Each morning, I re-read what I wrote the day before. If I didn't understand a phrase or a paragraph that next morning, then I fixed it. Or ditched it.

With these two examples, you can see how my original plans for this guide changed because of my intentions. And I truly feel good about my choices.

I hope you see the possibilities for using intentions in your marketing. And how with this 3-step process you can start creating wholehearted marketing that grow your business.

Get More Original Insights & Free Help With Marketing From Your Heart

Sign up to hear from me. Get new articles, info about classes, free online trainings and events. Get an email about every 2 weeks.

Bring your whole heart into your marketing

About Really Clear Marketing

I'm Arlene O'Reilly. And I founded Really Clear Marketing to serve spiritually centered entrepreneurs. To offer marketing help for healers, coaches and teacher. So they can join their values and marketing together. To build a business they can be proud of.

You don't have to become a marketer. But you can approach marketing your business from a spiritual center. Because your business, most likely, is rooted in expressing your higher purpose or calling.



For most of my life, I've walked two paths. First, a spiritual path. An inner journey of study and practice that began as a teenager.

And that second path is a 25+ year career in direct marketing and advertising, serving scores of clients.

Now, I work exclusively with spiritually centered entrepreneurs. Helping them find a central marketing message. A description that attracts more clients. So then they can transform more lives.

For more to help you find that balance between marketing and your values, visit

ReallyClearMarketing.com

APPENDIX

- ✦ [Step 1: Find Ideas for Your Intentions Worksheet](#)
- ✦ [Step 2: Write Your Intentions Worksheet](#)
- ✦ [Step 3: Marketing + Intentions Review Chart](#)
- ✦ [Resources and Inspirations: More About Setting Intentions](#)
- ✦ [Notes: Chapter 1](#)

Step 1: Find Ideas for Your Intentions Worksheet

This is the first step toward creating your intentions.

Purpose: This worksheet is to get your ideas flowing. Understand what's in your heart.

Marketing Project Name: _____

Project Purpose: _____

Marketing Goal: _____

Above, fill in the information about your project on the 3 lines.

Below, write your ideas, answers and feelings to the questions that apply to you and your project. You're NOT writing your intentions yet.

After you're done, look over your answers. Highlight or underline important words and phrases.

- ✦ Expressing: How do you want to be expressing through your marketing piece? Which qualities of good do you want embodied in this work? How do you want to be inspired?

- ✦ Giving: What do you want to give to others or create through this project? Which qualities of good do you want to express through this project? Who are you serving?

- ✦ Support: How do you want to be supported in the expression of this project?

- ✦ Relationships: If this project involves or affects other people, how will they be blessed?

- ✦ Wellness: Does your project involve physical and/or psychological healing? If so, who will be healed and how?

- ✦ Enrichment: Is prosperity and financial abundance a key aspect of the project? If so, who and how will they be prospered?

Step 2: Write Your Intentions Worksheet

Purpose: Write your intentions on this form. Then use the Checklist to see if it's a good intention for you. Look for places your guided to make changes.

6 POINT EVALUATION CHECKLIST

- | | |
|--|---|
| 1. Short: Is my intention 20 words or less? | 4. Quality of Good: Include at least 1? |
| 2. Open ended: Never can it be fully achieved | 5. Harmless: Good for me or another? |
| 3. Inspires: Do I feel uplifted reading it? | 6. Single purpose: Only about one thing? |

You don't have to answer all questions yes, for the intention to be good for you. Ask your inner self.

Marketing Project Name: _____

Project Purpose: _____

Marketing Goal: _____

Intention:

Intention:

Intention:

Intention:

Intention:

Step 3. Marketing + Intentions Review Chart

Purpose: Here's where you apply your intentions to your marketing. This chart helps you see exactly what your heart is asking you to change in your project. So your marketing project can be in agreement with your higher intentions. You're intentionalizing your marketing.

Create your chart: First, create a chart like the one below. A.) List project elements down the left side column. (Project elements could include: offer, copy, headline, photo, etc.) B.) List your intentions across, at the top of columns.

How to use: Then for each project element, read each intention. Write down in the box if that project element is ok. Or if uncomfortable feelings or resistance comes up, notice where that takes you. Use these feelings to understand if you should change something in the project. Or if there's something that needs more attention.

Questions to get started: What's here for me to know? Is this good for me to do in this project? Does this element agree with the intention? How can I express more insert your quality of good? Where am I falling short? Is there more I'm being called to express? How would that look in this project? Insert your quality of good, show me how to do this.

Marketing and Intentions Review Chart					
Marketing Project Elements	Your Intention #1	Your Intention #2	Your Intention #3	Your Intention #4	Your Intention #5

Resources and Inspirations

More About Setting Intentions

[The Power of Intentions Learning to Co-create Your World Your Way](#) by Dr. Wayne W. Dyer

[The Seat of the Soul](#), by Gary Zukav

[The Seven Spiritual Laws of Success A Practical Guide to the Fulfillment of Your Dreams](#)

by, Deepak Chopra

[The Four Spiritual Laws of Prosperity, A Simple Guide to Unlimited Abundance](#) by Edwene

Gaines

See Part Four: The Fourth Law: Divine Purpose. This chapter is a good explanation of purpose or intention.

Many thanks to Rev. Lloyd Strom and Rev. Marcia Sutton at SacredDays.org. Their practices for creating covenants and intentions were my inspiration for creating this guide.

Notes: Part 1

- 1 The Seat of the Soul, Gary Zukav, 1989
- 2 "To Thine Own Self Be True": Self-Concordance and Healthy Goal-Striving | Mappalicious, "To Thine Own Self Be True": Self-Concordance and Healthy Goal-Striving, <https://mappalicious.com/2014/06/27/to-thine-own-self-be-true-self-concordance-and-healthy-goal-striving/>
- 3 Goal commitment - Liccione - 2009 - Performance Improvement - Wiley Online Library, Goal commitment - Liccione - 2009 - Performance Improvement - Wiley Online Library, <https://onlinelibrary.wiley.com/doi/pdf/10.1002/pfi.20092>
- 4 "To Thine Own Self Be True": Self-Concordance and Healthy Goal-Striving | Mappalicious, "To Thine Own Self Be True": Self-Concordance and Healthy Goal-Striving, <https://mappalicious.com/2014/06/27/to-thine-own-self-be-true-self-concordance-and-healthy-goal-striving/>
- 5 The Seat of the Soul, Gary Zukav, 1989
- 6 Oprah Winfrey talks about her favorite book - Business Insider, the book that inspired Oprah Winfrey's business philosophy has nothing to do with business, <http://www.businessinsider.com/oprah-winfrey-talks-about-her-favorite-book-2015-11>
- 7 Oprah Winfrey: These are the 4 things you need to know for success, according to Oprah Winfrey, these are the 4 things you need to know to be successful, <https://www.cnbc.com/2017/05/23/oprah-winfrey-these-are-the-4-things-you-need-to-know-for-success.html>, Leah Ginsberg
- 8 Oprah Winfrey talks about her favorite book - Business Insider, the book that inspired Oprah Winfrey's business philosophy has nothing to do with business, <http://www.businessinsider.com/oprah-winfrey-talks-about-her-favorite-book-2015-11>

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