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Introduction

Back in November of 2016, I shared a handbook, “How to Earn an Annual Salary of \$50,000+ as a Professional Reader Working 30 Hours Per Week.” To be precise, I worked out the path to about 27 hours per week for an annual earning of \$56,760.00.

Since then I’ve figured out how to earn \$100,000+ by working 40 hours per week.

This is an excerpt of seven chapters from a companion textbook that will be part of my forthcoming 2019 online course, “Sole Proprietorship in the Sacred Arts,” which will offer a comprehensive primer on how to succeed as a sole proprietor in one of the sacred or divinatory arts and how to build a solid foundation for a six-figure home business.

So who the hell am I to be talking at you about running a business? For starters, I’m a full-time corporate transactions attorney in venture capital. That means for the last decade, my job has been to sit in on pitches by entrepreneurs (yes, a lot like that television show *Shark Tank*, but no, not as visually glamorous), then run due diligence on their businesses, and give my legal opinion to my bosses—venture capitalists—on what I think about the health of that business, whether we should invest, and how much I think we should invest, along with what percentage of equity we should ask for. Basically, my job is to predict whether a startup business will be successful or not and the fact I’ve kept the same job for the last decade might suggest I’m doing okay at it and my bosses are happy with my track record.

As I’ve said many times, I’m not a fortune-teller or psychic. My accurate predictions about the future successes of these businesses have nothing to do with spidey senses and everything to do with science. I know how to spot patterns. I know how to read people (and read profit and loss sheets, how to see trends from studying case history). I can see through the surface and assess whether the entrepreneurs standing before us have what it takes to make it, whether their product (and brand) has what it takes to make it, because I know what to look for. And I’m going to share with you everything I’ve learned in venture capital.

But I’m not just a business lawyer. I also do exactly what you are trying to do. I am a professional tarot reader, astrologer, and feng shui consultant. I practice what I preach (though hopefully I’ve never come across as preachy....). I am an occultist. I actively practice the craft. It’s in my blood and bones. I cannot extract it from my everyday routine. The craft is woven tightly into my mundane lifestyle. I read cards for people and I read their birth charts in person, at live social and community events, festivals, privately out of my own home, and online, over long distance. I’m also the author of a bestselling book, *Holistic Tarot*, which has been the recipient of numerous awards. Oh, and my second book was *The Tao of Craft*. I’ve recently completed the production of a hand-illustrated tarot deck, which I will be self-publishing and releasing for sale later this year, in winter 2018.

Now what was all that puffed up boastful verbiage for? To establish my credibility, fool. Establishing your authority is critical to creating value and you can’t achieve at the highest

echelons of financial success in this industry if you don't create value. So what I just did was tried to demonstrate how you create value. If I did it right, then now you believe I'm someone worth listening to about how to run a successful sole proprietorship in the sacred arts.

Here's the reality. Even though everything I've said is factually accurate, it's still illusory. There's no tenable causation between the points I've listed out and your likelihood of success as a sole proprietor. My success is not an indicator of your success. My knowledge base and professional background is not an indicator of your success. And yet I more than likely achieved the effect of convincing you that my success, knowledge, and professional background can be indicators of your success. That's what I mean by being illusory. I created, I *fabricated* my value. Yet I certainly didn't do so unethically. Again, everything I said was true, not even half-truths, but true-truths. And that's what I want to show you how to do: how to create value so that your target market wants to pay you enough that you earn six figures.

Really? Six figures? Can you really earn six figures from reading cards, selling spell kits, or writing horoscopes? Let me run through how I did it.

I first began offering professional tarot and astrology readings in 2010, but if we're also being honest, I wouldn't say it "officially" started until 2013. Between 2010 and 2013, I was not generating enough business income to credibly call myself a professional. I maintained a regularly updated blog on all things metaphysical and had a website through which I offered my reading services. I did everything right (or so I thought...perhaps the better way to phrase it is I did everything by the book) and then waited for the clients to come. I built it. Now it's their turn. Right? To come? Build it and they will come? Well, they didn't. A *good* month of income would have been \$100.

Around 2012 I finished writing a book on tarot and in 2015, *Holistic Tarot* was released (it took about two years for that book to go from a loose leaf manuscript on an editor's desk to the book being stocked for the first time in stores). That same year of *Holistic Tarot's* release, requests for my tarot reading services skyrocketed. Just to be fair to myself, business had already begun picking up between 2013 and 2014, but I'd be lying if I didn't acknowledge that *Holistic Tarot* was a business game changer.

By the end of fiscal year 2016, even during the time I released the "How to Earn \$50K" handbook, I was making six figures a year from my metaphysical practice alone, and doing so part-time, meaning I still held down a day job where I was earning a regular paycheck, though in reality, by then I was working closer to 40 hours per week on my metaphysical practice, not the 27 hours prescribed in the \$50K handbook. So, using 2 years' worth of sales data, here's a breakdown by percentage of how I earned over \$100,000 each fiscal year from metaphysical arts alone:

Reading Services	31 %
Online Course Offerings	60 %
Products	9 %

“Reading Services” include tarot readings, astrology readings, feng shui consultations, and basically, all forms of divinatory reading services I offered.

“Online Course Offerings” included the tarot courses I offered, my beginner’s astrology course, I Ching course, tarot courses, etc.

Here and there I’d offer metaphysical products, such as consecrated water, anointing spell oils, sigils and talismanic craft, and this also includes my Metaphysician’s Day Planner. I categorized all of these items under “Products.” However, the percentage given for “Products” here is inaccurate. In 2016, yes, percentage of income from Products was low to non-existence. In 2017 with the debut launch of the Metaphysician’s Day Planner, the percentage of income from Products came close to triple what it had been.

The foregoing percentage breakdown is provided for the purpose of giving you a benchmark to work with. It can’t be used as a statistic because it only represents my personal results. Nonetheless, I hope it gives you a clear sense of how you might want to structure your business model to optimize your earnings.

Let’s start at the very beginning. Here is how you succeed financially and attain material prosperity as a sole proprietor in a sacred art: you can’t start off as a business. You must begin with a genuine passion. Ultimately, even if you weren’t paid to do this, you’d still do it. Earning an income so you can keep a roof over your head, food on the table, and enjoy a sense of financial security has to be just icing on the cake.

Why do you need that passion? Oh, for so many very pragmatic and not at all fluffy-motivational reasons. First of all, you are not going to be an overnight success. You are going to be cutting your teeth in the dirty, unappreciated, largely ignored trenches for much longer than you’re comfortable with before you start to generate any significant income. And if you don’t love what you do, you’re probably going to tap out too early and never make it out of those trenches. And if you quit that early on, why bother starting at all? To make it through those trenches, you really need to love this racket.

From 2010 to 2011, the first year I hung out that figurative shingle and put myself out there as a tarot reader, I made under \$1,000...for the whole year. Then from 2012 to 2015, the next three years, my business approach was a combination of getting paid money and doing exchanges, such as a tarot reading for a work of art, or a tarot reading for tarot decks, tarot reading for gemstones and crystals. In total, each fiscal year I was probably bringing in less than \$20,000 per annum.

If I wasn’t in total love with what I was doing, I probably would have dropped out after that fourth year. Labor and personal energy investment in this line of work is high, burn-out rate is high, drop-out rate is high, haters will hate on you with more vitriol than naysayers in other industries seem to do, and you don’t always get the privilege of faking a sick day. You’ve got to be there for your clients. This is not like a cubicle desk job. And, as I’ve just demonstrated, the money is shit for quite a long time before it starts to get better.

Unlike many 9-to-5 day jobs where you are physically present but you can mentally check out, this line of work is the opposite. You are mentally “on” every millisecond that you’re working. That is *exhausting* and will deplete your energy quickly if you don’t know how to recuperate efficiently and exercise self-care.

You don’t get to half-ass your work on Friday, or call in a favor from your buddy and have him cover for you Monday morning. Your reputation is built brick by brick, reading by reading, but it can come crashing down in one fell swoop if there is a reckless misstep. So, you really do not get the luxury of half-assing your work.

If you are not passionate about this line of work, you’re going to drop like a fly. This work is grueling, physically, emotionally, and psychically.

In fact, my methodology for earning six figures as a metaphysical proprietor requires an upfront investment of three years where you do not earn money.

That’s right.

You need to be engaged with the community that metaphysical proprietorships are built around for three consecutive years, volunteering free content, sharing knowledge freely, and in a marketing and public relations sense, treat your venture *as* a business without getting to *be* a business. Heck, as I just acknowledged, it took me *four* years, not three.

This is not to say you can’t hang out a shingle during that time and hold yourself as a professional metaphysician or mystic. Go for it. But during that time, you need to manage your expectations. That’s what I mean by a three-year investment. Any money you make from your passion is just a pleasant surprise of a bonus, *not* what you’re using to pay the bills or put food on the table.

Nonetheless, that three-year trial is your initiation. If you can make it through those three years willingly, lovingly, and still passionate about the work that you do, thereby proving to yourself you really are not in it for the money, then the rest will be smooth sailing. (Well, comparatively speaking. Business is never “smooth sailing.” But it will be substantially easier than those first three years *and* you’ll be making damn good income to show for it all.)

Now, from 2015 to 2016, I experienced a massive leap in income. What could have caused that? Probably the publication of *Holistic Tarot* in January of 2015, that’s what. Then by 2016, I was earning a steady six figures from my divinatory work.

So, do you need to publish your own *Holistic Tarot* to experience that hike in earnings? Yes and no.

No, you don’t need to publish a book per se. However...

Yes, you need to do something of public impact. That “something” of “public impact” has to be *similar* to the publication of a book. It has to be a major public event that is going to get you noticed. You need a conventional point of success to start with.

It is almost impossible to make that leap from just another tarot reader barely able to scrape by to one of the most profitable of tarot readers in the world, *unless* you instigate a major public event.

What is a major public event? Well, you could start a popular, compelling YouTube channel, though it would need to have content and aesthetics that will attract people’s attention. You could start offering online courses that gain traction and become popular. You can become more vocal and thus more visible as a fixture in the community and get your name recognized. Get interviewed by major news outlets. You have to, in one sense, go viral on social media. Or if you want to keep it local, then you need to do something that turns you into a big deal in your hometown.

Can you still succeed without a major public event? Yes, absolutely. You put in enough elbow grease, dedication, personal commitment, and invested energy, you can succeed at anything in any way you like. You do not need a major public event. That being said, such a major public event for sure represents a powerful, magical catalyst. Without it, you’re taking the long and hard road. With it, you’re just making it a whole lot easier on yourself to reach that six-figure income.

So a critical key to success in this industry is standing out. You have to find a way to stand out. And that’s going to take creativity.

Passion is the energy that fuels your creativity and that creativity is how you’re going to produce a business operation that is unique. The more creative you can be with how you shape your business model, the more likely you are going to finally make a name for yourself in this industry and rise to the top. Passion is the fuel. The more passion you’ve got, the more energy resource you’ve got to power up to the top of the food chain. So if you don’t have a sincere passion for the metaphysical arts, then you’re starting off with insufficient fuel for that very necessary creativity.

Nevertheless, let’s be clear about one thing. Making six figures in this industry is the exception, not the norm, so I am not sharing any ordinary business method. This is a business method for the exceptional. If you can bring exceptionalism to the table, then I can get you to that six-figure mark by showing you what the core formula is. You then have to input your own creative data to make that core formula work. Without your creativity, the formula won’t work. To make this work in your favor, you’ve got to step up and be exceptional.

Myths of the Six-Figure Mystic

Gurus trying to sell you courses, books, or coaching to become a sole proprietor tend to emphasize the rewards of launching your own business. You become your own boss. You set your own schedule. No more doing what you don't want to do. No more answering to an unreasonable, overbearing manager. No more of that daily grind. Right? Wrong.

Whatever long hours you thought you were working in your regular day job, just double it and that's how many hours per week highly successful entrepreneurs will work.

Yes, you become your own boss, but with that comes a mountain of worries, uncertainty, and having to do everything that goes into the operation of a business—from leadership at the top and making executive decisions that could make or break your venture to the very unromantic, unsexy work of customer service, line-editing your marketing copy, and crunching numbers to balance your own books.

Sure, you now get to set your own work schedule, but if you don't put in the hours, then it gets instantly reflected in your gross income. Whereas with a regular day job, if you're clever, most days you can get away with doing hardly any work at all and your boss will still give you your paycheck.

The so-called four-hour work week as a home-based entrepreneur? It's a falsehood. Well, no, it's not a falsehood. You can certainly achieve that, but only on the broken backs of the underprivileged (e.g., outsourcing by hiring low wage laborers in developing nations, unethically convincing people who really should be saving their money to waste their money on that stupid overpriced thing you're trying to sell them, etc.).

You can't make six figures working four hours a week unless you are exploiting a whole bunch of people and engaging in underhanded business tactics. Since our focus here is on proprietorship in the sacred arts, I'm assuming things like your karma and being able to live with yourself and look yourself in the mirror are important to you. If that's true for you, then there is no such thing as the four-hour miracle cream for financial success as a sacred arts proprietor. You're not just working hard to earn your keep; you're working harder than everybody you know.

Interestingly enough, one of the daily habits of successful people now being peddled (though true) is that multi-billionaires and the most high-achieving among us wake up at 5:00 am or earlier every morning. Why is this a key habit of the successful? Because it means they have more hours in the day to get in more work. They are *not* on the "four-hour work week" schedule at all. The most successful among us have already gotten in four hours of productive work before you've even gotten out of bed. Daily.

Another myth that needs to get busted is that starting your own business means you can now take it easy, take more vacations, and relax on a beach sipping a pina colada while

passive streams of income pour in from all corners of the earth into your bank account. My experience—and the experience of my professional peers—has been that running your own business actually means *less* vacation time, *less* opportunity to “take it easy,” and all around less pina coladas because if you want to be at the top of your industry, you’ve got to hustle.

There is a reason I keep referring to you as a sole proprietor or entrepreneur. You’ve got to keep that spirit if you’re running a business in the sacred arts. I’m just going to be blunt. If you turn your work into a corporation where you’re a passive shareholder sipping pina coladas on the shores of physical paradise while the cold, unemotional gears of a machine turn to generate your profit out of these sacred practices that I hold so dear to my soul, then get out.

On the lighter side, that’s the myth I want to bust: do you have to sell out to earn six figures in this industry? No. You don’t have to lie, or cheat, or misrepresent, or change who you are, or overcharge, and you don’t have to follow the ordinary playbook of Business 101 to win. You don’t have to mimic the aesthetics of the purported spiritual business gurus with 1.5 million followers on Instagram or drop \$30K on a brand facelift performed with the surgical precision of an industry-hardened publicist who barely knows what the fuck tarot is or the difference between a tropical and sidereal chart or comes at you with popularized preconceived notions on what a witch is. You can win by playing up your strengths and learning from your weaknesses. Sun Tzu *Art of War*, baby. (By the way, yeah, read that book and apply everything you read to your sole proprietorship. I’m not kidding.)

Yet another myth: if you build it, they will come. There’s this mythology of merit that gets circulated about how so long as you’re really great at what you do, then success is inevitable. I just haven’t found that to be reality. You can be enormously talented, but if you don’t know how to hustle, you’re not going to get very far with that talent. As a sole proprietor, sales success isn’t necessarily tied to your skill level or god-given gifts. Sometimes it doesn’t matter how amazing you are at what you do; you are beholden to market conditions.

Your god-given gifts and talent won’t get you very far six-figure earning wise unless people see you. You’ve got to be seen and you’ve got to be heard. That’s how you attract opportunity. But we’ll talk more about the whole “build it, they will come” notion later.

Speaking of market conditions, the work of a sole proprietor is anything but steady. When the money is good, you get so busy and flooded with work that you actually find yourself in a position where you have to reject work, *turn away money*, because you’re that busy. Then when the market is in a slump, crickets. You either sit home and twiddle your thumbs (don’t do that) or you get resourceful real fast and figure out an alternate strategic plan for that period of time to get some income generating despite the slump.

Six figures isn’t earned by consistent eight thousand, nine thousand dollars per month increments like an employee’s paycheck. It’s only one thousand dollars this month, and then twenty thousand dollars another month, or a seasonal dry spell, and then a seasonal

upturn. One fiscal quarter looks nothing like the other. It's inconsistent and therefore you always need to save for a rainy day. You have to become an expert at money and time management so you can sustain a livelihood through the dry spells and also know how to organize your priorities when you get slammed with opportunities in every direction.

Success also takes time. And it's going to take a lot longer than you think. You need to build your reputation first. You also have to risk the experience of those long dry spells to get the reward of a six-figure business doing what you're passionate about. You can't quit during the gestation phase it takes for entrepreneurship to yield fruit. To not tap out too early, you've got to be patient and you've got to endure. It is going to get rough and low before it gets amazing, and if you don't have what it takes to weather the rough patches, you'll never stay in the game long enough to reap the rewards.

A lot of sole proprietors tap out around the two-thirds mark, just before they're about to get into the rhythmic momentum that prognosticates the rapid ascent up to high success. Right before that high point of success, you are going to experience some pretty low points. It's those low points that too often people quit. They assume there is no end in sight for the low. That's simply not true. Patience and endurance are what sees you through.

I've often heard references to me as an "overnight success." That's just false. Six-figure sole proprietorships do not happen overnight, even when it *looks* like it has.

I have had an online presence with my tarot work since 2003. I remember posting tarot readings and my thoughts about tarot on Xanga. Any of you even remember when Xanga was popular? I wrote long-winded essays about esoteric tarot on LiveJournal. I must have written and posted hundreds of different drafts of my tarot reading services. I used to have a blog where I posted a daily Celtic Cross reading. Then I was writing horoscopes for the twelve zodiac signs for a while.

Over the years, my activity online with tarot increased, decreased, it would wax and wane, sure, so sometimes I might go whole periods of minimal activity and sometimes it was pretty much every day and was ruling my life and I was talking to complete strangers on the Internet about reading with reversals and Paul Foster Case. An inconsistent presence? Yes, probably. An overnight success? No.

Holistic Tarot is why some people were referring to me as an overnight success or remarking about how I seemed to have come out of nowhere. Well, sure, if by "overnight success" you mean 12 years. I've said this before: Just because you didn't know I existed yesterday, and only found out about my existence today, doesn't mean I didn't actually exist yesterday. I was not an overnight success. You just weren't paying attention back when I was a nobody.

I was patient with myself and I endured, persisting through 12 years of relative anonymity doing the same thing I'm doing today. I succeeded at achieving a six-figure business in the sacred arts because I was patient and because I had endurance. Those who succeed in this

industry have to see the journey through to the end. You don't give up just because shit got a little hard or you're not getting the results you had fantasized you'd get.

I didn't give up trying to peddle my tarot reading services or blogging about the craft even though I was only getting 10 page views a day (9 of them my own checking back to see if anyone left a comment...) or when I was only making \$100 a month (as opposed to \$100 an hour) and yeah, just like you, I was hearing about all the incredible success stories, the folks in the industry making bank or with a gazillion followers or who were constantly getting name-dropped, or who themselves bragged about how good they had it. Instead of comparing my weak-sauce game at the time to the heavy-hitting players and letting that get me down, I persisted through patience and endurance.

It takes time. It takes many years of feeling like no one appreciates you before people start to take notice, and you need to just suck it up and make it through all those years of people not appreciating you and continue to do the Work, put in the best efforts, and keep your chin up. You've got to make it through some really rough patches of feeling unworthy, working through self-doubt, weathering uncertainty and insecurity, and only if you can keep from letting those rough patches derail you from your path will you make it to the top of your industry.

One of the biggest secrets to success is having the stamina to make it to the end. It's like a game of chicken. You need to have more stamina, more persistence, more grit than anybody else. Most people drop like flies the moment they don't get rewarded for their efforts. You need to *not* get rewarded for your efforts or talent for a long time before people wake up and see you. Do you have the stamina to keep up your game until that moment people wake up and see you? If you do, you succeed. If you don't, you fail. It's simple as that.

So yeah, one of the biggest secrets to success is being able to wait it out and stay in the game longer than anybody else. While you're waiting around, let's work on some basics. We begin by setting the parameters to figure out what type of business model you'll be working with, and then we finetune your voice and what it is you represent.

Your Business Model

Financial journalist and *New York Times* bestselling author Michael Lewis defines a business model as “how you plan to make money.” Business management experts talk about certain categories and forms of business models.

You need to know what your business model is. It’s along the lines of the oracle “know thyself.” If you don’t even know what your business model is, how can you fully optimize its potential and avoid the pitfalls of its weaknesses?

So, what’s your business model? The ones most likely to be applicable to a sole proprietorship in the sacred arts are as follows:

The Bundling Model

Bundling is when you package different yet related goods and/or services together so your client is paying for the convenience and also for a holistic or multi-faceted experience. For example, tarot and astrology bundled reading services, a tarot reading and a reiki healing session, get an astrology reading and then learn astrology basics, feng shui consultation plus house clearing, a psychic reading plus the casting of a spell, acupuncture and a psychic reading, etc. Almost all the in-person readings I do (I offer reading services both online through digital delivery and in-person at my home or a quiet public meeting space) are bundled packages: a birth chart reading, then tarot, and as needed, aura clearing or energy healing work.

Tiered Levels of Service

You don’t just sell one type of reading or session; there are different tiers of service. For example, a 5-minute tarot reading, a 30-minute tarot reading, etc. Or readings are tiered by subject matter, or by a particular approach. Perhaps you offer both a self-reflection/guided shadow work reading session and also a mediumship/spirit contact reading session. In other words, if I want an astrology reading, I can choose from different tiers depending on (a) how much I’m willing to pay, and (b) the level of divinatory or spiritual experience I’m seeking. So you might offer a \$25 birth chart reading, a \$50 reading, and then a \$100 chart reading. Ideally, for tiered services to work, the more expensive the service, the more value the customer gets per dollar. Just by way of example, if the \$25 reading is in effect \$2 per minute, then your \$100 reading should come to about \$1 per minute, so that the customer perceives a greater value in going for the higher tiers.

The Subscription Model

Subscription services charge a periodic fee, payable each period, for continued access. For example, offering a subscription service for access to spell-crafting how-to guides, online course materials, or even regular face to face consulting or coaching time with you on a

periodic basis. Monthly or weekly subscription services for horoscopes or tarot readings delivered to the client's e-mail inbox tend to be popular. You can also produce tutorial content through videos and handouts, and offer those through a closed-community subscription service as well.

Of course, you can mix and match. Your business model can be a combination of bundling, tiered levels of service, and paid subscriptions. You're also not limited to these three core business models. There are plenty other categories, though these three are the ones I decided were most relevant to someone who might pursue sole proprietorship in a sacred art.

For your business model to succeed, do not overlook public perception.

If what you're offering is new, different, and has never been offered before, then fundamentally it needs to feel "familiar" to the public. Otherwise they will assume it's too different and not what they're looking for.

If what you're offering is a good or service that is in a saturated market, which frankly let's be honest, would be tarot reading services, or birth chart reading services, then the public needs to perceive your particular good or service as being new, different, and never been offered before.

Thus, the first prong of your analysis is to truthfully identify for yourself whether what you have to offer is new or old. A divinatory reading with bobby pins is probably going to be considered new. But if you don't anchor that business model in something that will feel fundamentally familiar to the public, then it's going to be hard for that public to catch on to your idea of divination with bobby pins. On the other hand, offering straightforward tarot readings is old, so to stand out in that market, you need to exude different vibes. Your tarot readings have to *feel* different to the public.

Not too long ago, the public came to associate all tarot readings with fortune-telling, so when professional readers were coming forth with psychology-based or counseling-based tarot reading sessions, that idea gained traction among clientele quickly. The concept of the tarot reading was familiar, but the concept of a psychology-based tarot reading *felt* different to the public, so it achieved popularity and soon became the next wave of tarot trends. At the time of this writing, you find that the market has swung the other way. After becoming saturated with psychology-based tarot reading styles, there now seems to be a return to more traditional fortune-telling or magical styles. So now, when you double down on the mystery and mystique of tarot, it *feels* different, it's *perceived* as familiar yet unique. Interesting, huh?

The market always wants something that is similar enough to what they know to feel familiar, but different enough from what they know to feel new and innovative. Your business model must appeal to both to truly succeed.

Your Business Model

In a few concise sentences, define your business model. What services are you offering? How will you be offering those services? What is the structure of your business?

Something Old and Familiar

What aspect of your business model is "old and familiar"?

Something New and Innovative

What aspect of your business model is "new and innovative"?

If you want to give yourself the best chance possible to succeed as a sole proprietor in the sacred arts, then I say you also need to diversify your portfolio of skill sets. Can you be *just* a tarot reader and make six figures, or *just* an astrologer and make six figures, or *just* sell incense? I'm very sure someone out there has done it, but such a bird is even rarer than the one who makes six figures from a general home business. (It's already quite an accomplishment to be a six figure home business in *any* field.)

The sacred arts as an umbrella industry is niche. To go even more niche and try to earn six figures is not inconceivable, but not smart business. This means you are going to need to learn some new skills if you don't have them already. If you're a professional tarot reader, learn astrology so you can also add astrology to your service listings. Study under a shaman or learn sound healing. Learn feng shui or reiki. In terms of my service listings, I offer tarot readings, astrological readings, and feng shui.

Another option is to diversify your streams of revenue, so even if you're *just* a tarot reader or *just* an astrologer, you're not trying to earn all your money from just reading services. Earlier in the Introduction, you'll have noticed my breakdown of how I arrive at six figures. Straightforward reading services, for me, only make up 31% of my sacred arts income. That's not to say every proprietor will be the same way. We become known for different offerings, so for some professionals, their breakdown may be the reverse of what I shows you: 60% from reading services and only 31% from course offerings, or maybe a proprietor generates most of the income from products and only a small portion from services.

The relevance of giving you my own personal breakdown is to demonstrate to you the importance of diversifying. Even if you're a powerhouse tarot reader, don't rely just on getting tarot reading service requests to earn income. Teach tarot as well. Think of creative ways to offer tarot experiences for prospective clientele. Tarot reading parties with a nominal entrance fee. Create your own tarot deck, or produce an oracle deck that you can sell to your clients. User-friendly oracle decks that anyone can simply pick up and use are a great way to generate income because there's a wider public appeal for them. With tarot decks, there's a learning curve involved and not everyone wants to dedicate time to learning the tarot. An oracle deck, on the other hand, does not require much learning.

If you want greater market reach, then do not limit your business model to just one avenue. This may mean going back to basics and learning new skills, like finally studying and mastering astrology, that thing you said you've never been interested in, or learning numerological name and birthday analysis.

Fostering a Sense of Community

I'm adding this section specially to business model considerations in the sacred arts industry. Sure, it applies to many modern-day fields, but it rings especially true in holistic business. Look at all the most successful leaders in the industry: they have all fostered a sense of community and those who orbit those leaders feel like they belong in that

community. Whether I like it or not, agree with it or not, tribalism is the most effective marketing ploy you can use in your business model.

The rationale is rather simple. When you appear as a community leader, people come to rely on your guidance. If your speech has established a pattern of reliability (which is why the very next chapter here is on your voice and what you represent), then when a person from that community is looking for more personalized spiritual or holistic guidance, that person will think of you first, because you have established yourself as a community leader.

To be a community leader, you can't think only about yourself. You cannot integrate into the community with the motivation of what benefits you can reap from that community. You have to begin from a place of desiring to contribute. You need to contribute to that community first before you will gain that community's trust.

Be alert. Look around. In what ways can you help? Is there a recurring pattern of confusion around a particular subject area in which your expertise and knowledge would be able to shed light on? Then do so freely. Is there a voice of balanced, grounded reason you could lend to a social or ideological controversy that has stirred up in that community? Lend that voice of reason and don't be afraid to speak up. Is there a sub-group within the community that is being passed over, ignored, or marginalized? Be a vocal advocate for that sub-group.

Eventually, on the larger scale, create gathering places and platforms for those who resonate with your point of view to come together. When you can facilitate the assembly of the like-minded, you've fostered a sense of community among them and around your business model. You've in effect brought together a loyal collective of your target clientele.

Your Voice and What You Represent

VOICE		
Point of View <i>(your perspective)</i>	Mission Statement <i>(your purpose)</i>	Vision <i>(your potential)</i>

Now that we've figured out a business model (or at least defined one tentatively for the time being), you've got to build the business. If you want to give yourself the best chance at succeeding as a sole proprietor, then you've got to start at the foundation. Don't even bother with choosing a catchy domain name or look into what a limited liability company is until you know without a shadow of a doubt what it is you stand for. Understand that at the core of it, you are not selling a good or a service—you **are selling an idea**.

Without exception, every high-achieving, profitable, and successful business venture is selling you an idea. You won't achieve your potential at sales of your good or service if you don't first master the skill of selling your idea.

So: What idea are you selling? That is the question you must answer with specificity and with originality. The success of your venture rests entirely on how well you can answer that question.

You can absolutely separate the success stories from the failures by **how distinct the founder's voice is**. There are no exceptions to this rule. You will not succeed if you do not speak with a distinct voice.

What is "voice"? Voice is the summation of your perspective, your purpose, and your offered potential. Your perspective is expressed as your point of view; your purpose as your business mission statement; and your offered potential is your vision. This chapter will walk you through how to define your point of view, draft a mission statement, and establish your vision.

If you study the work and ethos of Doreen Virtue, a motivational speaker and spiritual thought leader who emphasizes communion with Judeo-Christian angels, you will see mastery of voice. Virtue presents a clear, unambiguous point of view, which is the emotional fulfillment that can come from contact with angels and ways you can commune directly with angels. No matter what you think of her as a spiritualist and self-professed mystic of angels, as an objective entrepreneur studying her business model, you can't deny that she presents herself with a distinct and clearly defined voice.

In fact, interestingly enough, the controversy she sparked in 2017 when she distanced herself from the New Age community to embrace a Christian point of view can be

attributed entirely to her change of voice. Your voice defines your business. Success of your business, failures, who you attract, who your detractors are—will all hinge on your voice and what you represent.

If your voice isn't clearly defined, then you can't succeed. So don't take another step before you've clearly defined your voice and you know definitively what it is you will be representing. What *idea* are you selling through your goods or services?

Tyler Henry, a self-professed clairvoyant medium who operates under the name “Hollywood Psychic” brands himself as the trusted, go-to psychic medium for Hollywood celebrities, and so if such renowned public figures trust him for his abilities, then you, too, should trust him for his abilities. It's an unambiguous, well-stated, and memorable point of view that launched him quickly to fame.

Mark Anthony, author of *Evidence of Eternity* and *Never Letting Go*, trademarked the brand name “Psychic Lawyer” and “Psychic Attorney” for himself and presents a perspective that brings to balance his pedigree as a fourth generation psychic medium and his professional experience as a lawyer to help his clients with spirit communications. Again—the voice is clearly defined and what he represents is clearly defined.

In all instances of named sacred arts practitioners, a clear voice was established, one that is memorable, distinct, and serves as a powerful beacon for attracting that voice's target audience. Likewise, if you want to succeed as a sacred arts practitioner, you must learn how to express your business with a memorable and distinct voice, one that will be an effective beacon for attracting your target audience.

So, what exactly is voice? Voice is the summation of your point of view, your mission statement, and your vision.

What is Your Point of View?

Think of your work in the sacred arts as speech. It is an expression of you. Your work communicates to the world what your values are, aesthetic and ideological. Control and oversight of how your work communicates your values and who you are is precisely why sole proprietorship has such a draw.

So before you begin, ask yourself: “Why am I speaking? What do I wish to express?” When you step forward to become what essentially amounts to being a public figure in the sacred arts community to offer your work, you are in effect reaching for a megaphone so that as many people as possible can hear you speak (or read your words). So you must ask yourself: why am I reaching for the megaphone?

I sought my own public platform in the sacred arts to showcase a more analytical, academic, and rational-based approach to fields that are often seen as the antithesis of those three descriptives. As for what I wished to express once I held the megaphone, the

truth is that message changed from year to year. It evolved as I evolved. In the beginning I made a concerted effort to conceal my faith-based beliefs. Then as years went on, you may have noticed that I revealed more and more of my faith-based spiritual beliefs.

I published *The Tao of Craft*, my second book, meaning I reached for the megaphone because I wanted to be the voice of a native practitioner of Taoist magic speaking in English, a voice that had been eerily silent. The overwhelming majority of book titles in the English language on esoteric Taoism were published by Caucasian men. I reached for the megaphone to be an Asian female voice speaking about the subject on a public platform.

I launched divinatory service offerings in tarot, astrology, I Ching divination, past life readings, and more because I wanted to help facilitate communion with the energies beyond our material and physical world, to inspire subscription of faith. Through my divination services, I sought to express a conviction in a united, collective Divinity that organizes all other energies and beings of this world, the existence of a cycle of life or dharma and karma, and the ability we each possess to change paths, alter the future, and manifest our intentions. At the heart of my work is the drive to make a difference, and I hope if nothing else, that intent shines through.

Likewise, your aspiration when you speak should be to make a difference. Your voice should be used to empower yourself and empower those around you, especially when you are aspiring to be a practitioner of the sacred arts. While many aspects of the craft are left to how Spirit moves you, your voice is not one of them. Command your voice with concentration and gusto. Have full control of it. Understand yourself.

Why am I speaking?

Why do I seek a public platform in the sacred arts? What is my purpose for exercising efforts in communicating with the wider public? Why am I reaching for the megaphone?

What do I wish to express?

Now that I'm holding the megaphone, what do I want to broadcast to the community at large?

Let's Talk About Style

One aspect of voice is your point of view. What is the essence of your brand? What is your story? How would you describe your culture and the tradition that grounds your practice? These are the questions you should think about as you take your beginning steps.

Point of view is the perspective from which information or a story is presented. It's your perspective. Brand point of view refers to the culture, lifestyle, principles, and the collective belief system of your branding and marketing. Let's start by identifying three adjectives that describe the brand you seek to cultivate. What is the persona you will be conveying through your sole proprietorship?

Three adjectives that describe your persona	1.
	2.
	3.

For me, I told myself I wanted to be approachable, well-informed, and buoyant. By buoyant, I meant I wanted to convey optimism. I used these three adjectives to anchor everything I did that related to my sole proprietorship and public work in the sacred arts.

Likewise, after you've identified your three adjectives, before you publicize anything that you do, filter it through your three adjectives. Does your website design and marketing materials convey those three adjectives? Does what you have to say about yourself on your

“About” page convey those three adjectives? Do the templates for your services communicate those three adjectives? Does every single blog post or video you publish convey those three adjectives? Every facet, great and small, that you reveal to the public should to a meaningful degree convey your three adjectives.

You’ll want to turn these three adjectives into a personal mantra. Showcase the three words prominently (but privately) where you will always see them before you start any work relating to your venture. You don’t necessarily need to share these three adjectives with anyone. They can be your secret. In fact, challenge yourself to convey those three adjectives without ever using those words directly. In other words, if one of your adjectives is “compassionate,” then challenge yourself to communicate that idea through your style of writing, style of design, what you share, and do so without ever actually using the word “compassionate” to describe yourself.

Let’s Talk About Substance

Now that you’ve figured out your style, you’ve got to figure out your substance. Your story is unique and thus will advance public discourse. Yet your story resonates with enough familiarity that many are going to be assured that you “get” them, that you understand their plight because you’ve been something similar, too.

What is it about the sum of your innate qualities and experiences, the background you come from and the choices you’ve made in life that are worth sharing to the public because sharing your story could make a difference in someone else’s life?

Let’s start by identifying your core values. What are your values? I’ll give you an example. For me, I value rationalism, but I also value faith. I value the necessity of having faith in a greater beyond, in a Divinity or Spirit. I value self-awareness, ownership of our vices, and self-empowerment through acknowledgement of those vices, which is achieved through shadow work. I value cultural open-mindedness and I value an eclectic, personalized, customized spiritual path. Those are some of the core values I’ve sought to convey through my work. Now it’s your turn.

Successful sole proprietorships, especially entrepreneurs who rely heavily on social media for disseminating brand recognition, must embody a distinct personality. That personality is part of your point of view. *New York Times* bestselling author and one of the most recognizable thought leaders in the New Age spiritual community today is Gabrielle Bernstein. She’s widely been called the “Dalai Lama for the Gossip Girl.” That persona sticks and because she masters expression of her point of view in that vein, Bernstein rises to the top.

Brigit Esselmont of Biddy Tarot is perhaps one of the most popular and well-recognized names in tarot because she began with a well-defined values proposition—that everybody is intuitive, so anybody can master tarot easily and effortlessly if you follow tried and true methodologies (that she can teach you). She is a master of consistency and her work absolutely delivers on that brand promise. As a result, she surpassed many who have been

at it longer and is now a textbook example of a success story for proprietorship in the sacred arts.

If you reduced every success story down to a core component, that core component is the same among them all, and that is a distinct, well-defined, consistent point of view. To be a success story, you need to pin down your point of view before you endeavor to do anything else.

What are some of the values that you want to share through your work?

I know you hate being pigeonholed into a stereotype, but if you were forced to, then what would that stereotype be? Do you prefer the word archetype? Think about your persona when it's two-dimensional. What is that two-dimensional persona? Then think about how you can use the aesthetics of your two-dimensional persona to tell the very three-dimensional and nuanced story of your core values.

What is Your Mission Statement?

Let's talk about the mission statement. Point of view is your perspective and the values of your business. The mission statement is your purpose. Mission statements represent that part of your business venture's conscience. People want to know that you have a conscience, especially if you are a business in the sacred arts. You may assume you know what your mission statement is and think this section I've included here is fluff, but please do not be tempted to skip this section. When you're building a tower, don't do the interior design of your penthouse suite before you've installed the footings for a rock solid foundation.

Some examples of famous mission statements:

<i>Company</i>	<i>Mission Statement</i>
Disney	To make people happy.
Google	To organize the world's information and make it universally accessible and useful.
Levi's	We are the embodiment of the energy and events of our times, inspiring people with a pioneering spirit.
Ralph Lauren	To redefine American style, provide quality products, create worlds and invite people to take part in our dreams.
Starbucks	To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

While mission statements tend to be broad, they help keep you focused on your main objectives. There is no rule that requires you to have a mission statement, but they serve as great anchors for your brand point of view. You are also not required to publish your mission statement. This can absolutely be something you keep to yourself, a slim paragraph tucked into a draft of a business plan for your eyes only.

Nonetheless, as an entrepreneur, it is important to have one. When you become a big corporation, it is even more important, because the mission statement should inspire the people working for you. Your mission statement should serve as a constant reminder of why you are doing what you are doing.

Mission statements can be as simple and as broad as "to make people happy" or it can be longer and well-defined. It depends on what works for you. Also, many companies' mission statements are continually revised to keep up with the changing times. What you write today for your company's mission statement may not be applicable in five years or maybe

you've just thought up a better way of saying the same thing, so don't set the statement in stone.

My personal mission statement is something along the lines of, “**To elevate discourse on metaphysical faith-based topics.**” I strive to get people to think intelligently about faith, metaphysics, and what might lurk beyond the veil. I strive to keep all of my divinatory reading services in compliance with that mission statement. As you think about the mission statement for your venture, filter your drafts through the subsequent checklist.

Review your mission statement and consider how well it holds up against the following three inquiries:

- ☐ Does the statement give a general sense of your business purpose?
- ☐ Does the statement provide well-defined business objectives, yet remain broad enough for future business growth and expansion?
- ☐ Does the statement serve as a good foundation for your business?

Try to write a mission statement that answers yes to all three questions. Then proceed to draft your mission statement below.

MISSION STATEMENT	<i>Draft your mission statement here:</i>
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What is Your Vision?

No business venture succeeds at epic levels without having a strong vision. In fact, I dare say no person in the history of the world becomes a success story without being a visionary.

Every figure you or I have ever admired has imprinted somewhere in their brains, conscious or otherwise, a poetic, visionary sense of the bigger picture.

You cannot even begin to entertain the idea of being an entrepreneur without a well-defined vision. If you can't dream big, then entrepreneurship won't be right for you. Before you are anything else, as an entrepreneur you must be a visionary, because if you can't even dream great, then you can't possibly be great.

The point of view we discussed is your perspective. The mission statement is your purpose. Vision is the potential you've set for yourself.

Together these three components make up your voice. Once you know your voice, you will always have an inner compass guiding your business. Branding and marketing, which is discussed in the next chapter of this workbook, will make more sense with an understanding of voice. In the next series of prompts, think about your vision, your potential, and set yourself on the course for greatness by defining your goals.

Where do you fantasize to be with your venture in five years?

If you launched your sacred arts venture today, what is your fantasy of where you'll be in five years? What does that narrative look like? Where are you? What are you doing? What are people saying about you? What will you have achieved? What is your annual income?

Write a fictional resume or curriculum vitae for you five years from now.

Imagine yourself five years from now having achieved all that you are seeking out to achieve. That future, optimized version of you must now write a resume or curriculum vitae. List out your envisioned accomplishments and be as specific as possible. For example, since this is, to a certain extent, make-belief, pretend you've landed a certain well-known public figure or entity as a client. Who or what would that be? Pretend you've published a book or two under your belt. What are the titles of those books and have those books won any awards? Have you created a tarot deck? Are you a syndicated columnist for a particular well-known periodical?

John Doe is a patron of your sacred arts services. After completing the session, what has been your impact on John Doe's life?

Imagine your ideal client coming in for a consultation. You deliver to the best of your ability in your point of view, per your mission statement, and in your unique voice. Afterward, what has been your impact in John Doe's life? What do you envision your impact to be on the individual level?

Even a small fish can make a big wave if that fish is at the right place at the right time. Visualizing grandeur, what is the big wave you create? What great impact will your work achieve?

Getting Your Voice Heard

You've got your business model. You've defined your voice by setting your point of view, your mission statement, and your vision. You have a clear sense of what your style and your substance will be. Now how does a sacred arts professional get your voice heard?

Empathy. **You must treat those around you the way they want to be treated.**

Wait, you paid attention there, right? I did not say to treat them the way *you* want to be treated, no. You need to treat people the way *they* want to be treated. You need to be able to figure out how they want to be treated and then honor it.

When you speak through your point of view, that point of view must speak to people's lives, career goals, their hopes and dreams, and their core values. Mystics talk about sending out certain vibes to attract like-minded folks. There's this sense that as a proprietor of the sacred arts, you'll be able to manifest your ideal clients if you send out the right vibes. That's true, but what does that mean?

In business-speak, it means your marketing materials, presentation, and branding are unambiguously clear about what you can do for people in terms of improving their lives or how you can help them fulfill their goals, and you clearly define what your core values are. When you have clearly defined your core values, then those who resonate with your core values immediately gravitate toward you. Those who don't resonate with your core values move on. So you never end up with shitty clients. All your clients become your ideal clients because you've clearly and in no uncertain terms defined your voice.

The clearer your voice, the more likely it will be heard. When your voice is inconsistent from day to day and it's not clear to me, a prospective client, what your goods or services can do for me, then I'm not likely to buy in to what you have to offer. What does a tarot reading from you do or not do? What does an astrology reading from you entail? What is a reiki session and what can I expect from a reiki session performed by you? When you answer these questions, you need to transcend generalizations and answers everybody else in your industry peddles and instead, figure out how you can answer those questions in a way that expresses your personality, your style and, as we covered in this chapter—your point of view, your mission statement, and your vision.

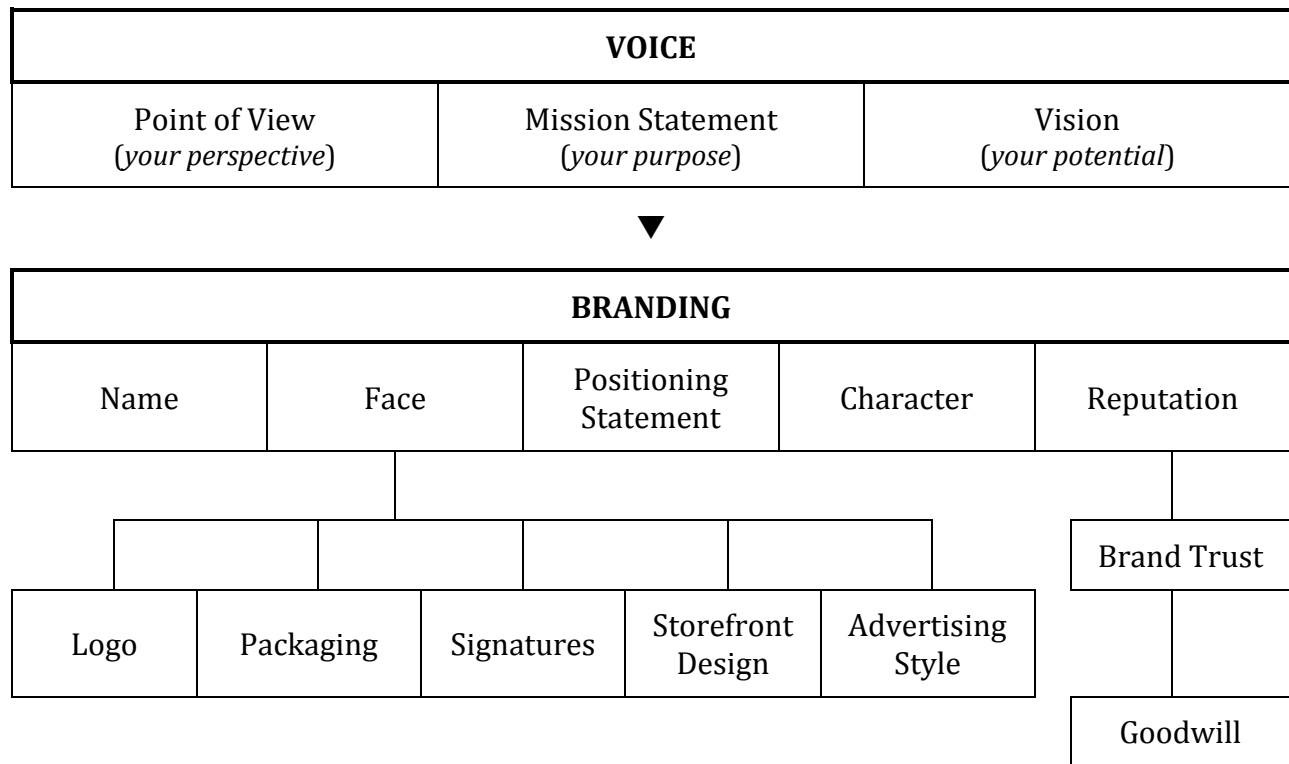
Secret to Consistent Sales: Consistent Voice

I would not even bother thinking about your sales and how much money you're making until you've built the strongest foundation you're capable of building when it comes to defining your voice and what you stand for. If you want to make six figures, your first order of business must be your voice.

When you speak through a consistent point of view, whether people agree or disagree with that point of view, subconsciously they will admire you for that point of view and they also *trust* your point of view. Even if they disagree vehemently, they secretly *trust* it, because you're consistent and you're clear.

A consistent voice is a memorable voice. They begin to associate your name with the product or service you're selling and when they find themselves at a point in their lives where they need that product or service, you will be the first name they think of, whether they like it or not. A consistent voice attracts opportunity. It's easy to hear through the cacophony of other chatter in the marketplace. Consistent voices stand out. Off the top of your head, name the top five public figures you can think of in your industry, or heck, for the purposes of this thought experiment, *any* industry. What those five public figures are likely to have in common is a consistent voice and a clear, unambiguous communication of what they stand for, whether you agree or disagree with that stance.

Branding Your Identity



When we hear the word “branding,” we tend to think of a perfectly coifed, strategically crafted image. I don’t believe that has to be the case. Branding just means establishing a reliable character and unambiguous point of view. In other words, voice, which is why the heavy-handed introductory focus on voice. As a brand, when you speak, you must speak with purpose. Everything that comes out of you, every communication, whether it is pictorial or your speech, must echo with your point of view, your mission statement, and your vision. Branding means your logo, your business name, the trade signatures you become known for, and the aesthetics of your business platform must all resonate and align with your voice and what you say you stand for. That is how you establish brand trust and goodwill. When you can achieve brand trust and cultivate goodwill, you don’t need to be asking anyone how you can earn six figures. Success is all but guaranteed if you can achieve brand trust and accumulate a trove of goodwill.

I don’t believe that branding means you’ve got to scrub away your flaws and hire an army of savvy professionals to mold you into something popular. In fact, given how dime-a-dozen those folks now are in our industry, if you go that route, you run the risk of *not* standing out. One of the most challenging aspects of trying to teach someone else how to launch a wildly successful operation is the irony: you can’t become wildly successful if you imitate someone else. Your branding needs to be distinguishable. If I look at your branding and

aesthetics and immediately think of somebody else more famous than you, then you've lost the game of branding.

Naming Your Sole Proprietorship

The name of your venture will be a crucial part of your brand identity. Don't take it lightly. Consider how the name will look, sound, what imagery the name might evoke in consumers, and whether the name might be confusingly similar to existing, recognizable names in the industry.

For example, someone in the tarot world is already well-established as "The Tarot Lady." Theresa Reed is "The Tarot Lady" and nearly everyone knows that. So if you're starting out as a budding sacred arts professional today, then calling yourself "The Tarot Lady" or any name confusingly similar to that will, beyond possible legal implications of getting you into trademark trouble, in the long-term, be bad for business, because you're not starting out with a unique and distinct point of view, or brand identity.

The subsequent page is a step-by-step checklist to walk you through a rudimentary do-it-yourself business name search. Of course, I am required to tell you to consult with a trademarks attorney or other professional to confirm legal compliances, but the checklist is a good place to start.

THE INFORMAL PRELIMINARY BUSINESS NAME SEARCH

Step	Database	Description
1	Domain Name Registries	Is the www dot com for your brand name available? These days, that's almost more crucial than the availability of your business name.
		<i>A Few Starting Points.</i> Websites such as register.com, checkdomain.com, whois.com, or godaddy.com allow you to check whether your desired domain name is available.
2	TESS, the USPTO's Trademark Electronic Search System	<p>The U.S. Patent and Trademark Office has an online database called TESS (Trademark Electronic Search System), which you can use to check whether someone else has federally registered a trademark with the name that you want.</p> <p>However, a trademark does not need to be registered with the USPTO to be valid. A valid trademark can exist under a common law right,</p>

		<p>with no registration. Common law trademark rights come from actual use of a mark and may allow the common law user to successfully challenge <i>your</i> USPTO trademark registration. That is why it is crucial to check as many databases and avenues as possible to see what might be out there before registering for a trademark.</p> <p><i>A Few Starting Points.</i> As of this writing, the TESS database can be found at tess2.uspto.gov, but URLs change from time to time, so start your search at uspto.gov. At uspto.gov, you will also find a wealth of resources and information on trademarks and FAQs for how to use TESS.</p>
3	Secretary of State Business Searches	<p>List out the U.S. states that you will most frequently be doing business in. Run a search of all business entities registered with the Secretary of State or Department of State. For a business in the fashion industry, you won't want to skip searching in New York, Delaware, and even California.</p> <p><i>A Few Starting Points.</i> Through any popular online search engine, run a search for "[Your State] Secretary of State Business Entity Search." This will lead you to the state sites, typically ending in ".gov." By following the directions on the state sites, you will find a search page that allows you to check whether your desired business name is available.</p>
4	DBA County Searches	<p>Even if your desired label name is not registered as a corporation, it could be taken as a fictitious business name. A fictitious business name, i.e., "doing business as" ("dba") is a name that is different from your personal name, if you're operating as a sole proprietorship, or your registered company name.</p> <p>Every state has different rules about dbas. For example, in both New York and California, dbas are filed by county with the clerk's office, but in Florida, Pennsylvania, and Wisconsin, they are registered through the department of state.</p>

		Some states, like Mississippi don't require any registration at all. Also, laws change, so consult with a local attorney.
		<i>A Few Starting Points.</i> Run searches in county or state records for registered fictitious business names to make sure yours is not already taken.
5	General Searches	<p>Use any web search engine and run a search with your business name as the key words. Find out what's out there using your desired business name or names similar to yours. A distinct, unique, and memorable business name will take you far.</p> <p>For example, when running searches for the women's clothing line Adampluseve by Adam Lippes, an adult novelties store Adam & Eve pops up. Lippes later changed the name of his line to ADAM, perhaps to avoid any confusion with Adam & Eve.</p> <p><i>A Few Starting Points.</i> Examine what comes up when you type your business name into Google, Yahoo, Bing, Baidu, or your favorite web search engine.</p> <p>Remember when searching in any of the databases listed here, search similar sounding names to yours and names with different spellings. Come up with as many similar-but-different names from yours as possible and be sure to search those, too. You want to know what other names or trademarks your business name could potentially be confused with.</p>
6	Foreign Registrations	If there are countries other than the U.S. that you anticipate you may be selling your brand in, then consider registering your trademark in that country. For instance, if you plan to distribute your goods in Vancouver or Toronto retailers, then you may want to register your trademark with the Canadian Intellectual Property Office. Canada also has a trademark database like TESS that you can search for registered marks and offers highly informative guides and references

		<p>on Canadian trademark law.</p> <p>Also, more and more U.S. businesses are taking the additional step of registering their trademarks in China. Note that unlike the U.S., where a trademark applicant may need to submit specimens to prove use of the mark before that mark can be granted registration, China follows a "first to file" system, which means anyone can apply for a trademark, with no proof of use. In the past, this has created many problems for foreign brands who enter China to do business, only to find someone squatting on their trademark. If you have global ambitions, then you might want to consider filing your trademark in China.</p>
		<p><i>A Few Starting Points.</i> Registering foreign trademarks should <i>never</i> be a do-it-yourself project! Retain an intellectual property attorney from that country who is familiar with trademark registration to assist you. In most cases, filing for one trademark in one class of goods won't be too costly, so hiring legal counsel is definitely a good idea.</p>

I cannot emphasize enough the importance of searching for similar sounding names to the one you want. Do not search only for your desired business name with the desired spelling. You have to get creative and come up with as many variations as possible and search for *all* of them.

In addition, study the existing trademarks or businesses that are using a name similar to yours and, when you run a search for your brand name in a web search engine, what other sites are listed in the search results? Are there other businesses that could be foreseeably confused with yours? Are there sites that you may not want people consciously or subconsciously associating with your site?

If you come up with this brilliant idea to brand yourself "The Tarot Oracle" or "Your Daily Horoscopes" and you really want to go with this branding, hold up for one second and do your due diligence. Is someone in the professional field already branded with that name? If so, you might want to reconsider your brilliant idea.

There is also the question of whether you need to come up with a business name. No, you don't. As a sole proprietor in the sacred arts, you can use your real name. In fact, if you identify your business with your real name, then you do not need to file and pay for DBA

registration. You would simply be a sole proprietorship who files your business taxes alongside your personal taxes.

A Note on Trademarks

Trademarks protect the marks of commercial trade, how one identifies a brand. Copyrights protect original literary and artistic expressions. The name of your brand would be a trademark, not a copyright, and therefore protected by trademark law, not copyright law.

The main distinction between a copyright and a trademark is its use in commerce. Copyrights don't identify a brand, whereas the whole point of a trademark is to mark a commercial brand. While tarot deck art might be copyrighted, it's not likely to be trademark protected. On the other hand, the name of a tarot deck can be trademarked, but probably not copyrighted. The name of your tarot business is not protected by copyright, but is protected under trademark law if you qualify for trademark protection under its requirements.

A trademark can be a word, phrase, logo, or other graphic symbol used by a business proprietor to distinguish its products. The main purpose of a trademark is to designate the source of the goods or services, so in effect, it's a signature. To obtain trademark protection, the mark needs to be distinctive, and not merely descriptive or generic and affixed to a product that is actually sold in the marketplace. Trademarks registered with the U.S. Patent and Trademark Office are granted the right to use the ® mark. Otherwise, common law trademarks are designated with the "TM" mark. There's also such a thing called a service mark, which in the broadest sense, is a trademark used to distinguish a service rather than a good.

For example, "Radiant Rider-Waite Tarot" is a registered trademark filed on October 17, 2017, though no claim is made to any exclusivity over the word "Tarot" in that trademark. The trademark has nothing to do with the tarot deck images based on the Rider-Waite-Smith tarot system. What the registered trademark means is you cannot now sell a tarot deck called the "Radiant Rider-Waite Tarot" (or a name confusingly similar to that). There is also a registered trademark for "The Rider-Waite Tarot Deck" filed on June 4, 1990, and so once again, the trademark has no bearing on the artwork of Pamela Colman Smith and the tarot deck system devised by Arthur Edward Waite; rather, the trademark simply means you cannot now create and sell a tarot deck that is branded "The Rider-Waite Tarot Deck" or use a brand name that might be *confusingly similar* to that. In these examples, the trademark protects the brand name of the tarot deck, not the tarot deck art. The tarot deck art itself has to be covered separately and independently under copyright law.

Trade dress can also be protected under trademark law. Trade dress is the overall appearance and image in the marketplace that a business proprietor presents to the public, comprising of its packaging, labels, distinct design or colors, etc. It's the total image and appearance, even particular sales techniques that mark your brand. The distinct way you market and brand your tarot business, such as with certain distinguishing trade colors and a particular style, can also be protected under trademark law as trade dress.

Registration with the USPTO is not required for you to hold a valid trademark. However, if you do not register, then you can only represent your mark with the “TM” symbol. You would hold a trademark under common law. A common law trademark is still protected. You can exclude others from using your trademark even if you haven’t registered, though you would then need to prove trademark infringement, which has its own set of requirements and body of law, like the one covered here for copyright.

To permissibly use the ® mark, you need to register. There are also subsequent filings you would need to maintain, called the Section 8 and Section 15 filings, respectively. I tend to encourage business proprietors and deck creators to file for a registered trademark for their business name or deck name, especially if you want to exclude and block others from being able to do business under the same name or name their tarot or oracle decks the same as yours. Whether it is cost-effective for a small business proprietor or independent artist to pay for a trademark registration can be an issue, however. If you’re filing the trademark application on your own, without hiring a lawyer, the filing fee is in the ballpark of \$300, in which case I think it’s totally worth it and yes, is cost-effective. However, if you have to account for legal fees, then no, after a balancing of pros and cons, it’s probably more prudent financially to rest on the common law.

The Face and Appearance of Your Venture

What does your brand and platform look like? Devote a good chunk of time thinking about that question, about the face that your venture will present to the world. The face of your business venture is what the public sees. That includes (1) your logo, (2) packaging, (3) what’s referred to as signatures, (4) your storefront design, and (5) your advertising style.

Designing a Logo

Consider the logos or symbols that will come to represent your brand. Visual memory (remembering images) is far stronger among the general populace than verbal memory (remembering words). That means logos are easier for people to remember and recognize than brand names, especially foreign, arbitrary, or uncommon brand names.

As a metaphysical practitioner, you may even want to seize upon the logo design as an opportunity to infuse craft into your business. Consider sigil magic when designing your business logo.

Do you *need* a logo? Depends. For me, I didn’t opt for a logo because the platform I was striving to establish is as an author. If your platform is built on being a psychic, or being a shaman, then you might not need a logo. If however you offer a blending of products and services, then consider a logo to help you stand out. For services, a designated pictorial logo doesn’t seem to be as necessary, but for products, I would strongly encourage designing an established logo.

COLOR MEANINGS

Color has a profound effect on our mood and psyche. We make fashion choices based on color. Brands should consider the impact of trade colors on their image. Consider what your trade colors might evoke about your brand.

Red	Power, strength, vitality, ambition, protection from yin	Black	Power, defense, protection from yang, mystery, secrecy, control, mystery, sophistication
Pink	Love, romance, health, hope, inspiration, nurturing, innocence, freshness	White	Spirituality, purity, awakening, transformation, clarity, neutrality
Orange	Creativity, courage, change, progress, stimulation, energy, enthusiasm, welcoming warmth	Gray	Alleviate sorrow and grief, deep thought, coping, reflection, rational intellect, refinement
Yellow	Joy, happiness, cheer, friendship, influence, science, persuasion	Brown	Stability, health, grounding, duty, security, wealth retained, comfort, stability, endurance
Green	Wealth, prosperity, luck, health, fertility, growth, rejuvenation	Gold	Imperial color; wealth, status, power, triumph, prosperity
Blue	Confidence, knowledge, scholarship, status, wisdom, serenity, accurate perception, peace, calm, loyalty	Silver	Removes negative energy; encourage stability, spiritual protection, clairvoyance
Purple	Spirituality, intuition, royalty, nobility, eminence, premonition, power	Indigo	Intuition, third eye, service to humanity, divination
Magenta	Emotional balance	Maroon	Edification, erudition

Logos are much easier for people to remember and for folks to embed into their subconscious than the name of your business. People may or may not remember who you are, but if you've got a distinct and unique logo, they'll for sure remember that. A logo can also act as a sigil, helping you to infuse magic into your business. Then, everything you put that logo-sigil on, you're stamping it with an element of magical empowerment.

A Palette of Symbolic Colors

Brainstorm a set palette of colors that represent you and your point of view. Do you want a palette that is bold with sharp contrast or a more subdued pastel set? When people look at your website design, marketing copy, and the overall face of your brand, what chakra should feel stimulated first—the ruby reds and dark, earthy tones for the root chakra or white, gold, and silver for the crown chakra?

Seven Meridian Chakras	General Correspondences	Color Correspondences
Crown Chakra	Higher consciousness, path to enlightenment, soul fulfillment, spiritual knowledge	White, gold, silver, light metals, pale amethyst, pearl
Third Eye Chakra	Intuition, clairvoyance, clairsentience, claircognizance, cliraudience, inner wisdom	Indigo, dark violet
Throat Chakra	Truth, integrity, actual knowledge, persuasion, high reputation, glory	Blue tones
Heart Chakra	Compassion, love, humanity, altruism, benevolence, mercy, grace	Green tones, pink tones
Solar Plexus Chakra	Personal power, confidence, intelligence, wit, optimism, high achievement, career success	Amber tones, yellow, pale greens
Sacral Chakra	Creativity, strong emotional quotient, strong physical health, innovation, audacity, fearlessness	Deep orange tones, magenta tones
Root Chakra	Physical vitality, motivation, confidence, leadership, combat, warrior spirit, stability, security	Red tones, black, dark grays, dark metals

Presentation and Dress

How you look can become as distinctive as your logo. How you dress and the way you look is the one thing clients remember the most about your brand identity. Your dress and overall presentation of your appearance will send a loud message about your craft and your brand philosophy, so make that message count. You want the message that your dress conveys to work for you, not against.

In a consumerist culture, perception *is* reality. What clients perceive to be the quality of your branding *is* the quality of your branding.

A 2007 social experiment provides a great example of how important presentation and appearance is. A violinist played several Bach pieces at a subway station in Washington, D.C. In the 45 minutes that he played, only six passersby stopped to listen. That violinist was world-class prodigy Joshua Bell playing some of the most intricate music pieces ever written, on a \$3,500,000.00 violin. Just a few nights before his subway performance, he sold out at a Boston theater, where tickets were going for \$100 each. Likewise, you could be the Joshua Bell of your field, but if your appearance and presentation doesn't match, you'll never attract the audience, or in this case clientele, that you deserve.

You could very well be the most psychic of the psychics, the most effective medium in the world, a masterful tarot reader, a gifted astrologer, a reiki master with extraordinary healing hands, the witch or the life coach with a magic touch, but if your objective is to succeed as a business, then you need to understand and work within the principles of a consumerist culture. Your appearance matters.

Ethony of Bad Bitches Tarot and the headmistress of the Tarot Readers Academy has done a phenomenal job at defining and maintaining a consistent presentation for her branding. If you want to see how branding is done right in the sacred arts industry, go study Ethony's aesthetics. The smart, sassy, modern witch who is empowered in every way, and bold about the power she possesses is the brand point of view and voice that Ethony delivers, and delivers well.

Now, what should your presentation and dress style be? That's the question. And the answer depends on your brand.

What are Your Signatures?

Arwen Lynch of Tarot by Arwen has made the catchphrase, "Seek joy, y'all" her signature. Among those in the tarot world, I can say, "Seek joy, y'all" without once mentioning Arwen's name and everyone will know I'm making a reference to Arwen. That's called effective use of a signature.

Your signature does not need to be a catchphrase. A signature can be an essence. I think I'm known for my analytical and academic approach to metaphysical topics, and as a personality, for my candor.

Getting into the content of metaphysical practice, your business signature can very well be a proprietary methodology to your craft. That you're a Whole Signs Sidereal astrologer rather than, say, the more common Placidus Tropical can be part of your signature. That you read tarot strictly with the Tarot de Marseille can also be a signature. A particular lineage or tradition that defines how you practice your sacred art can also be part of your signature.

How a signature is arrived at will differ for each proprietor, but you need to have a memorable signature. What are you *known* for? As soon as your name comes up, something distinct and memorable needs to immediately follow the recall of your name. When I hear Brigit Esselmont of BiddyTarot, I immediately think of a deftly organized tarot certification program. That has become part of the BiddyTarot signature. However, I also think of her generous online tarot card meanings glossary, which has become one of the most sought after online resources for tarot card meanings. Lune Innate, an online personality and reiki master, is known for blending reiki and ASMR, offering a wealth of free, relaxing content through her YouTube channel. She also offers distance reiki healing sessions and video and telephone consultations. James Bridge of Left-Hand Tarot and author of *The Satanic Tarot: Diabolical Adventures in Lesser Magic* is known for his tarot work through the lens of Satanism. Katrina Wynne's signature is her trademarked approach to tarot, Transformative Tarot Counseling. James Wanless has become renowned for his *Voyager Tarot* and the system of tarot he has developed and teaches around the *Voyager Tarot*.

Your Preliminary Brainstorm Notes

Brain dump ideas for your signatures. Write down keywords and stream-of-consciousness thoughts on what it is you want to be known for as soon as your name is mentioned.

BRAND FACE EXERCISE

Begin cultivating your brand face with a few general ideas on what you imagine your brand to look like. At this early stage of conception, everything is still subject to change, so don't be concerned with perfection. This is, after all, just an exercise.

1.	Brand Logo	Create a dozen thumbnail sketches of what you might want your brand logo to look like. Start with a concept or story, then consider stylized lettering, initials, crests, or abstract symbols that will best express your line.
2.	Packaging	The quality of your packaging needs to reflect the price points of your goods or services. It should also reflect your voice. If environmental conscientiousness is a stated value of your line, then consider eco-friendly packaging materials. Will you be using packaging styles that are relatively standard in your industry? Or will you opt for a unique, creative, and distinctive approach to packaging? Jot down descriptive and conceptual phrases.
3.	"Signatures"	Signatures are the fastest way for a consumer to recognize your brand. Sketch patterns and abstract symbols that could potentially be proprietary to your line. What combination of colors might best represent your brand? Is there a special fabric or hardware you could use throughout your line? Is there a special design you could apply to the shirt collars, or hemlines, necklace chains, or purse handles? Brainstorm the possibility of signatures.
4.	Storefront Design	<p>Sure, once upon a time, storefront design meant your brick and mortar store. However, even an online business has a storefront. Your storefront is your website, your marketing materials, your business card, and the design layout of you're your social media accounts.</p> <p>Your storefront design should go hand in hand with your packaging and advertising style. Research and list a few established brands with storefront designs that you like. What aspects of the brands' designs appeal to you? Now, the important second step: how will your own storefront design be distinct from theirs? Be inspired by what's out there, but make your design your own.</p>

5.	Advertising Style	Advertising style must reflect your voice and reaffirm the image you want to present. It is an important component to your brand face, not just to marketing or sales. Consumers will make a judgment call on your brand when they see your advertising style. Create a preliminary outline on what advertising styles will best showcase your brand face.
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What Is Your Positioning Statement?

The positioning statement is the heart of your brand identity and will later serve as a compass for tailoring your marketing strategy. It's considered the single most important tool in branding. Your positioning statement will address who your target customer is, how you want that target customer to view your brand, and what the frame of reference is for the products or services you sell. While there are myriad formulas, different approaches, and varying combinations for drafting a positioning statement, here is what works for me:

POSITIONING STATEMENT BRAINSTORM – STEP ONE

1. Name of Business	:	_____
2. Three Adjectives	:	_____
3. What You Sell	:	_____
4. Mission Statement	:	_____
5. Voice Aspiration	:	_____

To start the brainstorm on your positioning statement, complete the above five prompts. The three adjectives in prompt 2 should be taken from the point of view brainstorm exercise you worked through earlier. Most of what you will fill in for the above Step One comes from the previous chapter exercises.

As for voice aspiration, how do you want to be perceived? Do you want to sound scholarly and informed? Do you want to sound compassionate? Do you want to sound like someone who is believably connected to divinities? Do you want to come across as an occultist? Or a witch? Or a reiki master? Your voice aspiration is what you sound like to others who only know you by your branding.

Now complete the following sentence:

POSITIONING STATEMENT BRAINSTORM – STEP TWO

_____	offers	_____
<i>1. name of your business</i>		<i>2. three adjectives</i>
_____	that will	_____
<i>3. type of goods/services</i>		<i>4. mission statement</i>
and more specifically,		

<i>5. voice aspiration</i>		

Don't worry about grammar. Don't worry about a perfect sounding positioning statement. You don't need to show anyone else what you wrote. In fact, later on, you're going to want to fine-tune the above sentence into something that actually makes coherent sense.

The purpose here is to give yourself a center for your branding objectives. The positioning statement is to help you figure out where your market niche is. It will help you determine what kind of impression you want to make in the mind of your target client.

So, for example, mine might be: "Benbell Wen offers approachable, well-informed, and buoyant tarot and astrology readings that will elevate discourse on metaphysical faith-based topics and more specifically, reconcile the esoteric and intuitive with rational thought."

That sentence would be for my eyes only. Then I'd hammer it out into a shorter, more succinct, and punchy positioning statement that I can then share with the public. The first draft, something like the long-winded run-on sentence I wrote, is just for you to start defining the scope of your positioning statement.

Describe Your Character

The character is that one single person you know for sure your business point of view will speak to. You want to please this one single person, not because you're a people pleaser, but because you genuinely love and care about this character, so you want your business to be one that will make this character happy. Who is that character? Bring this character to life in the subsequent character exercise. This character exercise doesn't mean your target market is limited to just this one character. Rather, this is your bull's eye. In classic marketing training 101, you need to start with that bull's eye customer, a concept we will get into a little later when we talk about marketing, and by securing this one character, or archetype, as your most loyal customer and avid fan, you will naturally loop in everyone this character knows, and then everyone that those people know, and so on.

CHARACTER EXERCISE

Profile	
Gender	:
Approx. Age	:
Location	:
Education	:
Dress/Style	:
Aspirations	:
Philosophy	:
Interests	:

Physical Traits	Mental Traits	Ethical Traits
♦	♦	♦
♦	♦	♦
♦	♦	♦

Name a group, class, or community your character is part of	Name one way your character differs from the generalizations attributed to that group
	▷
	▷
	▷

Building a Reputation

On my orientation day for law school, the dean began his welcome speech with the following words of advice: above all else, protect your reputation. You can earn back the money you lose and even your associates and partners will come and go, but once you've lost your reputation, it is gone for good. That advice applies here to business brands. By keeping careful watch over your brand's reputation, you will eventually acquire brand trust and brand loyalty, which will factor into your business venture's goodwill.

What is brand reputation? First start with your promises. As a brand, what do you promise to be? What do you stand for? What benefits do you promise to deliver? How do you promise to be different from your competitors? What do you promise to contribute to the world around you? These promises are the subtext of every sales transaction.

Many branding experts define a brand as the promise you make about what the target client can expect. The brand promise statement is different from your positioning statement. The positioning statement was for internal corporate use only. The brand promise will be conveyed to the target client. Every component of your brand, from your brand face (logo, packaging, signatures, storefront design, and advertising style) and your brand character should communicate your brand promise statement. Thus, while it may not appear word for word, it will be the cornerstone of your taglines and ad campaigns.

In the subsequent exercise, after you have jotted down initial responses to the questions in the left column of boxes, synthesize those responses into a brand promise statement. Your brand promise statement is the reputation you should try to uphold.

Reputation induces your target client to trust your brand. Brand trust, in turn, fosters goodwill. Goodwill is the quantification of how successfully you've implemented your brand strategy.

Wow, I'm asking you to determine what your business contributes to the world around you? Yeah. I am. Whether or not your business will measurably contribute to the world is surely one thing, but if you don't believe, with every fiber of your being, that your business *will* absolutely contribute to the world and improve it, then why the hell are you starting your business? If it's just for the money, I promise you there are much easier ways to make money. Keep at a minimum wage \$8.00 per hour job, 40 hours per week, save just *half* of your gross earnings, and in 65 years you'll have saved half a million dollars. Yeah. Seriously. In 13 years, just a touch over one decade, you'll have a hundred grand in your savings account.

The reason you start a sole proprietorship in a sacred art isn't money. It's to make a difference in the world around you and as a secondary thought, hope that you can earn a livelihood from doing so. So yeah. I'm asking you: how does your brand contribute to the world around you?

Brand Promise Exercise

Who are you, as a brand?		
What does your brand stand for?		Brand Promise Statement
What benefits do you offer?		
How does your brand contribute to the world around you?		

So let's circle back to the myth I allegedly tried to bust about "if you build it, they will come." I said it isn't true. Well it is and it isn't. If you build the physical site and think that's what "build it" means to lure them into coming, then I'm right and you're wrong. Myth busted. You don't simply build a business and by having done so, clientele will organically start to roll in.

However, if you build *your reputation*, then yes, they will come. Thus, what you build is intangible. What you are building is goodwill, not a material construct. To build a strong business foundation, build it on top of a reputation.

With that said, your reputation is by leaps and bounds your most valuable asset. As you move forward in your ventures, any time a business decision boils down to choosing between your reputation or your money, it has to be a no-brainer: choose your reputation.

Always. You can earn back that money you lost, but earning back your reputation is much harder to come by. Whatever you've got in terms of your reputation, hold on to it.

Brand Trust

Every brand that has a cult following has succeeded at nurturing brand trust. Brand trust is an indicator of your company's credibility and your customer's loyalty. Brand trust absolutely affects consumer purchasing behavior (i.e., more sales). When someone truly believes in your brand, she will want everyone to know her affiliation with your brand. She won't be shy about declaring to all her friends that she got a consultation or reading from you. She'll want to recommend your services to everyone she loves and cares for. If you have earned her trust, then she will go out of her way to promote on your behalf. That buyer or client will appoint herself an unofficial spokesperson for your brand and persuade others in her circle to be your patrons. That's called word of mouth advertising and there is nothing in the marketing realm more potent than it. To inspire word of mouth advertising, you must nurture brand trust.

How do you establish brand trust? An entrepreneur and founder of a billion-dollar public company once gave me business advice I'll never forget: UNDER-SELL AND OVER-DELIVER

We are often tempted to engage in puffery, to make ourselves sound better than we actually are, because secretly, we're insecure with our actual qualifications and are afraid that if people knew the truth, they wouldn't love us. So under-selling yourself isn't about not having enough faith in your work or mystical abilities. In fact, it's the opposite, Under-selling yourself demonstrates a rock solid confidence in who you are, what you're capable of, and what you stand for.

So as a proprietor in a sacred art, you don't need to claim a heritage or legacy that you don't actually have. Forget the part about misrepresentation; it's just not good business sense because the one future we can always predict will happen is that all that we attempt to conceal in darkness will eventually come out into the light. It's only a matter of when and how. You also don't need to claim 100% accuracy. You don't need to claim to be an award-winning renowned psychic. Don't talk about how powerful and effective your spells are or how amaze-balls your reiki lineage is. Focus on the work and even more specifically, focus on your work one client at a time, one case at a time.

Goodwill

Goodwill is a term that no one *really* understands, but is used anyway in trademark law, the business world, and accounting. Lawyers, business executives, and accountants are all confident that they can describe what goodwill is and think they understand it, but there is no agreed upon definition of the term.

At least most acknowledge that a tangible (yet intangible) asset is acquired when a business succeeds at keeping its promises and there is brand trust attached to a given name or logo. When your company has developed a distinct brand identity, the result is

goodwill. A main rationale often cited for the existence of trademark jurisprudence is the safeguarding of a brand's goodwill. The concept is considered so vital to commerce that a whole body of law arose to protect it.

One way to see the value of goodwill in dollar amounts is to observe an acquisition. When a company is bought for more than its book value, the difference between the purchase price and book value is the dollar amount attributed to the company's intangible assets, goodwill being one of them.

$$\begin{array}{ccccccc} \boxed{\text{Purchase Price}} & - & \boxed{\text{Book Value}} & = & \boxed{\text{Intangible Assets}} \\ & & \downarrow & & \downarrow & \downarrow & \downarrow \\ & & \text{Tangible Assets} - \text{Liabilities} & & \text{Goodwill} & \text{Patents} & \text{Etc.} \end{array}$$

If you have an accounting background, you won't like that oversimplified formula. In fact, you probably disagree with other accountants on the exact formula to use. Even trademark lawyers disagree amongst themselves over the nature of goodwill.

Regardless, to the budding entrepreneur, what you need to know about goodwill is this: Goodwill is an inextricable part of your brand identity. It is the soul of your business. It is what you get when you have kept your brand's promises, and it is what you don't get when you haven't. Do not overlook the consequence of a company's soul, the irreplaceable merit of goodwill.

How do you acquire invaluable goodwill? By keeping your brand promises. By staying true and consistent to your point of view, your mission statement, and your aspirational voice. You acquire goodwill when you under-sell and over-deliver.

Positivity is Charisma

It sounds cheesy, but it's true: to build your reputation, emanate with positivity. Positivity is the charisma that attracts people into your orbit. You need to signal out a positive, vibrant energy. I'm not saying you've got to be a happy daisy, but what your business represents overall needs to emanate with an energy that people can feel, an energy that leaves them feeling positive, motivated, and inspired. That kind of energy is magnetic and will attract high-volume business.

When I say "emanate with positivity," I don't mean you need to be a nauseating ball of sunshine. In fact, I think that can be counter-productive. What I mean by positivity is you're a fighter. You come across as a fighter. When you get knocked down, the one thing everybody can count on is you're going to get right back up again and get in the ring. You come across as someone who will go to bat for your values. You say what you mean and you mean what you say. You don't have to be a perfect role model and you're not trying to be one, but you're a fighter that the people can get behind, can put their faith in. That's what I mean by "emanate with positivity."

How do you emanate with positivity? Take the time to get to know people who are part of your target audience, one by one, personally, and actually having a personally-vested interest in what they're up to. It's about being someone's cheerleader at the very personal one-on-one level, even if it's something like leaving a quick comment of support on someone else's platform that's very specific to that person's life event, or commenting about an idea someone has shared. It's about promoting your professional peers, genuinely, and supporting them from a place of authenticity, not just because you think "it's the right thing to do."

A very easy and concrete way to emanate with positivity is to not always talk about yourself. Talk about what's going on with other people, too, and do so in a positive, loving way. Talk about current events or issues that matter to your community. You may have heard business advice peddled in the mind, body, and spirit industry that in effect discourages your public commentary on social issues and to avoid getting political, because getting political risks alienating portions of your target market. I disagree vehemently with that advice. I think when you talk politics coming from a place of love and positivity, rather than hatred and negativity, you can't really go wrong, even when people disagree with your stance. It's when what you're saying amounts to judgement and criticism of others that you're probably going to get into hot water.

When you avoid talking about hard topics, especially when you're positioning yourself as a teacher, community leader, mentor, coach, or even just a voice of the community (and yes, you are doing all that if you're cultivating a public platform as a sacred arts professional), then you come across as self-absorbed. Don't be afraid of tackling difficult topics. However, do so from a place of positivity. Do so from a place of positive advocacy, not harsh criticism of the other side or negative judgment.

Also, just so we're clear, emanating with positive, loving energy doesn't mean you need to be all cheery, sunshine, and rainbows all of the time. You can absolutely have a gothic, or darker, or more occult aesthetic, not be a bubbly, energetic personality, and still bring forth positive, loving energy. When I say positive, loving energy, I just mean you actually give a shit about other people. Show that you actually care about the people who care about you. That's it. That's the whole secret. Actually giving a shit about people other than yourself is, believe it or not, one of the top essential keys to success as a sacred arts entrepreneur.

A Conventional Point of Success

A practical place to begin building your brand reputation is to attain a conventional point of success. Become well-known for something that most people would be impressed by (hence, it's conventional). Modern-day love and light life coaches will probably disagree with me on this point and try to convince you that you can just sit home, light a wish candle, and meditate because the power of your mind will attract success to your doorstep.

A lot of self-help gurus talk about how only you can define or measure success and to never buy in to conventional standards for success, and while I definitely agree with them if what you're seeking is personal happiness and feeling a stronger sense of life fulfillment, I don't necessarily think it's practical advice when you're trying to, you know, make money, and lots of it. I'm not trying to life-coach you here. I'm not your guru trying to lift you up toward enlightenment. I'm trying to give you concrete pointers on how to earn six figures from doing what you're passionate about. And one concrete point is yeah, you do need to play by certain rules that social norms have set and one of those rules is a conventional point of success.

To make money doing what you love, you need to be in high demand. To be in high demand, people need to be paying attention to what you're doing. To get people to pay attention, you need to have achieved something that represents a conventional point of success, something that makes people go, "oh, wow, to have achieved that, this person must be pretty awesome."

In spiritual entrepreneurship, that can be publishing a book, yes, even a self-published book. A lot of self-published books are doing way better sales-wise and publicity-wise than the traditionally published ones. It can be publishing an oracle deck, a set of learning cards, prayer cards, or affirmation cards. It can be doing workshops and speaking at various conventions related to your field of expertise and therefore having cultivated an impressive curriculum vitae. It doesn't even need to be spirituality related. It can be having achieved an admirable height of professional success in an entirely different industry. That's a very helpful conventional point of success.

Gaining a large, loyal social media following also helps. I know there's a lot of condescension recently for spiritual entrepreneurs with large social media platforms or who are "too" heavily involved in social media, whatever that means. I think that kind of condescension more often than not comes from people who are just maybe a little bit jealous of that success? Not only is there nothing at all wrong with having a large social media platform when you're a spiritual entrepreneur, but it's just smart business.

The reality is, a large social media following, whether you're a YouTube star, have gained Instagram fame, or you're just a very well-known, vocal, and well-respected voice in the online community formed around your subject area, that kind of constant public exposure will predictably and regularly bring in good business.

And the most powerful thing you can do is cultivate goodwill. Goodwill is a conventional point of success. Generating goodwill builds up your reputation as someone reliable, trustworthy, and generous. That reputation will take your business far.

I can't stress this enough: if you want to become one of the highest-paid professionals in your industry, then before money starts flowing in on its own, don't worry about the money. Worry about your reputation and building up a brand. That means you have to give a lot more than you receive, but give strategically. Rather than give one-on-one free readings, give free general public readings, or run regular horoscope columns, or give out

for free valuable knowledge and information. Be indispensable and useful to others first, before opening your hand out and asking to be paid.

Once you've built up your goodwill as a business asset, people know you, people recognize you as a fixture in your community, and therefore they trust in your value. When you begin to charge, people will be more than happy to pay it. You won't have to explain why you're charging what you're charging or justify your service fees, because the dedicated hard work you've done for the last several years and the reputation you've cultivated justify those services for you.

Can you succeed without first achieving a conventional point of success? Of course you can. But I also think any spiritual business guru who says you can just magically wish high-paying clientele to come to your front doorstep is deceiving you or doesn't actually have a good handle on reality. The bleak reality is without a conventional point of success first, it's extremely difficult to launch a business into the six-figure range. Whether that's books, decks, a popular horoscopes column, a podcast, well-produced YouTube channel, or strong social media following, breaking out of the cycle of \$10K to \$20K per year into the realm of \$100K requires cultivation of a solid, credible reputation.

Just Be Yourself?

As an aspiring entrepreneur seeking advice from seasoned folk about how to brand your identity, you might get the response, "just be yourself." What does that mean exactly? I think that "just be yourself," while it is good advice and should be adhered to, is also lazy advice. It doesn't really answer your question.

Perhaps a better way to frame it is "be who you are willing to be." In terms of branding your identity, think about some of your strengths and attributes. You want a point of view that will emphasize your strengths and attributes. Then think about an aspiration, a character or profile you would aspire to embody that, conceivably, through the diligent application of your strengths and attributes, you and anyone could achieve.

An easy way to run this thought exercise is to think of a celebrity who is a glorified version of yourself or, more accurately, someone you would secretly aspire to be. The mere fact you resonate with this celebrity means there are some strengths and attributes you already have in common with that celebrity, though clearly, not at the same A-game level as that celebrity. So, the celebrity represents an aspiration.

For this thought exercise, it's best to think of a celebrity in a field that has absolutely nothing to do with the professional field you want to go into business in. The purpose of the exercise is to identify a fine-tuned already-a-success-story version of who you *could* be, and *want* to be. So, for instance, don't go for a celebrity in the sacred arts field.

Let's say you're an astrologer and seeking to create a business around giving astrology readings. Now you're working on branding your identity. Say that you've always admired

Taylor Swift and there is an essence about you that is a common denominator with Taylor Swift's public figure platform: girl-next-door charm, candor, girl's girl, girly girl, and romantic. In fact, that's why you love her vibes, the way she comports herself, her best-known personality traits, and how she acts in public—it's because she represents a more polished version of someone you already are innately. So: Study Taylor Swift and channel her persona when you go about branding your identity as an astrologer. Make Taylor Swift your spirit animal. The voice and tone in your blog posts, website copy, and aesthetics will be just barely reminiscent of a Taylor Swift persona, even though everything you're talking about is astrology related.

Sounds kooky. I know. But it works. It isn't about fawning over a celebrity. Rather, it's about finding a public figure (because public figures tend to be more accessible, have more information and energies for you to draw upon for yourself) who is successful on the basis of personality traits you already possess but haven't exactly fine-tuned. So, observe how that celebrity fine-tunes those personality traits that you already have and learn by observation. Find ways to cull those traits from that celebrity's industry and apply them to yours.

Yes, just be yourself, but if I may, I'm going to tweak that and say just be your higher self. Envision what your higher self looks like, talks like, acts like, and that's the persona to exude through your branding. "Higher self" doesn't mean flawless. In fact, "higher self" usually means bold acknowledgement of your flaws, your shadow, and knowing how to transform your weakness into strength. Build your branding around a character profile of your higher self as you'd imagine that person—I think that's a bit more practical as a point of advice than simply saying "just be yourself."

Good Storytelling

There is no exception to this rule. Every highly successful public figure's platform is a character arc. Read any professional biography. It reads like the Cliff Notes to a novel. So-and-so public figure used to be like this and that, and after this really interesting experience, changed and became like that and this. Every successful public figure's biography reads like a journey has taken place and in the sacred arts business, typically it's the story of an internalized journey of self-discovery that has brought this person to this level of achievement and now capability to help others.

Same with branding. The brands we come to love and demonstrate fierce loyalty to are brands that tell a story. Maybe they tell a story about philanthropy, or a story of struggle followed by success. Maybe it's a heartwarming rags to riches story. To cultivate customer loyalty, brands must tell a good story. To narrate a compelling story, start by thinking about a memoir of how you came to do the work that you do, what challenges you faced, your failures, and then your triumphs after those initial failures. Remember: your story cannot just be a list of successes and strengths. It needs to show your disappointments, your insecurities, what went wrong, what obstacles hindered your initial stages, and then how you persevered to overcome those issues.

Creating Value

What most financial analysts know and keep secret is that value is illusory. Over a long-term head to head comparison, hedge fund managers do not outperform the index. Yet these hedge fund managers are paid millions of dollars for their salary. Why? Because hedge fund managers are magicians who have mastered the esoteric art of glamour. That's why. They know how to cast the illusion of value.

One of the first questions you'll ask is: what should you charge for your services?

Instead, ask yourself how much money you want to make for an annual salary, what kind of lifestyle you want to be able to command, and then how can you create value for your products or services to the extent that clients and customers collectively will pay you that annual salary?

Let's return to the aspiration of six figures. To gross in \$100,000.00 of income as a sole proprietor in a fiscal year, you need to earn \$8,333.33 per month. For easier math, let's round down to \$8,000.00 per month. That means each week, you need to figure out how you are going to earn around \$2,000.00 in those seven days, and five if you refuse to work weekends. (Very few high-achieving entrepreneurs "refuse to work weekends," by the way.) Every week, you need to create \$2,000.00 worth of value to your target market. How?

Value is worth, merit, and importance. Worth is determined by market factors. Is the quantity and quality that you give for your price competitive against others in your field? If you're more expensive, then as a client I better be getting better quality. If you're not that great at what you do or you are inexperienced, then you better be cheaper than your competitors. Does cheap mean lower quality and expensive mean higher quality? No, of course not. But it's certainly an undeniable starting point of measure, especially when it comes to worth and thus creating value.

Merit here goes to your reputation. What is the reputation you command? If you're viewed by your peers as the cream of the crop, then you've created more value for yourself. People will pay you more for your reputation. That is why brand trust and goodwill are so important to cultivate—by investing a lot of your energy and resources in cultivating brand trust and goodwill, you advance your professional reputation, and by advancing your professional reputation, you create value.

Finally, importance. Doctors can charge you a pretty penny because your health is important. You're going to break bank just for the doctor to examine you for all of five minutes and tell you she has no idea what's wrong with you. Or...she tells you something you already know—that you've got the flu, or you're allergic to nuts.

Religious leaders can get away with the so-called "prosperity gospel" where millions of the faithful will bankrupt themselves to give everything they've got to a pastor so that pastor can buy a private jet. How? How does that work? By creating value through establishing

importance. Saving your soul is important, yeah? On the totally negative and dark side, that is how con-artists in the fortune-telling industry get you. What's a thousand dollars and a gold Rolex watch when faced with a multi-generational curse that will plague your children?

So how do you create value by establishing importance without being smarmy and fraudulent? I create value for my online astrology courses by establishing the importance of understanding your own natal chart and being able to read the stars not only to better understand who you are, your strengths and weaknesses, but also how to spell-craft under the stars in a way that optimizes your strengths and rectifies your weaknesses.

In my astrology business, the biggest part of my income comes from parents wanting to prepare the \$175.00 full astrology book for their children. I would say about 50% of my natal chart monograph services are booked by parents on behalf of their children. Oftentimes, a parent has three children. In one go, that's three \$175.00 readings booked. I've succeeded at establishing the value of an astrological *Book of Life* that's meant to accompany you through every phase of your journey, and to also be used in bibliomancy to help you navigate career decisions, relationships, and personal development.

If we're being honest, does anyone actually *need* an astrological *Book of Life* to thrive? No. The high demand for that service doesn't come from any inherently objective necessity. It comes from my ability to create value. People see the value of having their own *Book of Life* and therefore are willing to pay the \$175.00 for a birth chart reading.

Establishing importance also means aligning what you're good at with what your target market wants. If your target client is someone to be hand-held, who needs affirmations, reiki healing, and permission to do what she dreams of doing, then to create value, you need to fulfill all those things. As a business platform, you need to be a proprietor who sends out the energies of a healer, a soft-spoken nurturer, and one who will be an unconditional, non-judgmental ally.

Importance also relates to demand. You're important when you fill a practical demand. An easy way to do so as a spiritual entrepreneur is to cross over to another market niche, one that's generally considered marketable, and operate at the intersection of your sacred art and that more profitable market niche. Based on market research, here are the top most profitable market niches online:

Most Profitable Market Niches Online

- Beauty and Fashion
- Health, Fitness, Nutrition
- Inspirational (Self-Help)
- Lifestyle
- Personal Finances; Wealth Management
- Pets and Animals
- Technology
- Travel

In other words, if your spiritual-centered business can attract someone who is actually looking for one of the above-listed market niches, you create more value for your business. *The Wild Unknown Tarot* surpassed sales and popularity compared to all other recent tarot deck sales because it crossed over into the beauty and fashion niche. Spiritual entrepreneurs who attract the health, fitness, and nutrition crowd increase their importance and thereby create more value for their goods and services. And let's not even get started on the myriad of examples when sacred arts professionals become thought leaders in the realm of personal finance and wealth management. Everybody strives for prosperity.

The three keys to creating value are establishing worth, merit, and importance. Break down your business model to assess how you're conveying the worth of your products or services, how you're communicating your merits (why should I go to you for those products and services over one of your competitors), and convincing your target market of the importance of your products and services to their lives or to their pursuit of happiness.

CREATING VALUE

Worth	
Framing "what you're worth" subjectively based on your personal confidence in yourself isn't helpful from a business and marketing standpoint. Here, we want to address what you're worth in market terms. Like it or not, this means you need to compare yourself to your business competitors. Do some competitive research and assess the quality of your work and the quantity you give for your services compared to others who are in the same pricing range as you.	
Notes on Your Quality Compared to Competitors in Same Price Range	
Notes on Your Quantity Provided Compared to Competitors in Same Price Range	

Now assess what changes you may need to make to your products or services to stay competitive. Don't think of price reduction as indicative of less worth. A temporary price reduction can draw more customers and therefore give you more opportunities to deliver your brand promise, build brand trust, and acquire goodwill. Once you are able to build on your reputation, you can slowly raise your price because you've created more worth. Not only did I start with free readings, but for at least a year, I was doing readings "for trade," way below what I personally believed I was "worth." However, by going that route of a temporary price reduction, I built brand trust and goodwill quickly, far more quickly than most in the industry. In the subsequent space provided, jot down notes on how you might modify your quality and quantity metrics to increase your worth.

Self-Assessment for Improving Brand Worth

Merit
<p>Merit takes on a slightly different definition in marketing speak. Here, when we are talking about merit, we mean how you are perceived. We are not talking about some self-help inspirational talk you-define-your-own-success conception of merit. Here, merit is what your society perceives about you. You can be the born sorceress-psychic with your gifts endowed straight from the blessings of Isis, but in this particularized definition, you still wouldn't have any merit <i>unless</i> society and your target market perceives you as having all that. Likewise, you can lack all of that <i>but</i> if your society perceives you as being blessed with the gifts of Isis, then guess what: you do. You've got that merit. Merit is illusory. Merit is a glamour spell. Separate it from who you actually are and what you're actually worth.</p> <p>So. What's merit? An easy assumption to make is that obtaining master-level certifications in sacred art fields will increase your merit. That may or may not be true, depending on your target market. Which notable teachers you've studied under might be part of creating value through perceived merit. How you speak, the vocabulary you choose to use, how you dress, how you comport yourself can all go toward people's judgment of your social class and educational level, which subconsciously go toward their perception of your merit.</p>

<p>Notes on your physical appearance and persona that convey your merit.</p> <p>E.g., how you dress, the accessories you share on social media, the aesthetics of your website, online presence, marketing copy, etc.</p>	
<p>Notes on your professional biography that convey your merit.</p> <p>E.g., public appearances, media mentions, notable clientele, corporate clientele, publications, conferences, etc.</p>	

Importance	
<p>Importance is the third prong of creating value. What is the importance your target audience places on your product or service? How can you persuade your target audience of your importance?</p>	
<p>Think about the character profile of your target client. What makes your target client happy? Describe your target client's pursuit of happiness.</p>	

<p>In what way can you contribute to a prospective client's pursuit of happiness?</p> <p>This is the single-most important question to answer well, and to get the metrics just right. To hold importance, you need to be part of someone's pursuit of happiness. What you have to offer has to, in short, make them happy.</p>	
<p>The below listed industries are considered the most profitable market niches online. How can you cross over and operate at the intersection of your sacred art profession and one of these niches?</p> <ul style="list-style-type: none"> ▪ Beauty and Fashion ▪ Health, Fitness, Nutrition ▪ Inspirational (Self-Help) ▪ Lifestyle ▪ Personal Finances; Wealth Management ▪ Pets and Animals ▪ Technology ▪ Travel 	

The Magic of Prosperity Consciousness

A secret in archery for hitting the bullseye is to detach from the desire to hit the bullseye. Preoccupation with the target can cause inconsistent form, thereby leading to a missed shot. Instead, focus on consistent form and a shooter is more likely to hit the target. The single most important aspect to archery is the shooter's mind. Archery is a mental game and to succeed, the mind has to focus on form, not on the bullseye. Consistent form is what facilitates consistent bullseye shots.

Like archery, the cultivation of prosperity is a mental game and to attain wealth, the aim should not be on wealth; it should be on the form and the work that you do, which incidentally leads to wealth. The common denominator for the plethora of books on how to become a millionaire and treatises for attaining wealth is to treat the attainment of wealth as a mental game. If the modes for attaining wealth are rooted in the mind, then that mindset needed for attaining wealth is what I describe as prosperity consciousness.

Taking a holistic approach to sole proprietorship in the sacred arts, not only are metrics such as your business model, branding, and creating value imperative to success, but equally important is your mindset. You need to operate your business through prosperity consciousness.

Prosperity consciousness is what manifests material prosperity. What, then, is prosperity consciousness? To start, your financial goal cannot be money or to be rich. I understand that there are many different ways to craft and spellwork and the vast majority of literature on money magic will probably tell you to define a very specific dollar amount. Yes, I agree that sometimes it works, but I don't think it is sustainable magic. For prosperity consciousness, you have to go beyond the short-sighted thinking of being rich. You have to aspire to be wealthy. Go big or go home.

I hope I can inspire you toward attaining wealth, not getting rich. There is a difference. To me, however, the distinction between being rich and being wealthy is not in net worth. It's in your mindset and through your mindset, actual attainment. To be wealthy means to no longer face any risk of material insufficiency and come what may, to possess the abundance that will support the desired quality of life. That abundance becomes such a guarantee in your life that you no longer have to think about money. To be rich is just addition, multiplication, and easy math.

Through my professional work, I've had the opportunity to observe the wealthy. Let's talk about some of my observations. On the surface, millionaires and billionaires appear to be driven by money and wealth. Like the onlookers watching the archer shoot the target, it seems like the archer is focused on the bullseye. To the contrary, the expert archer is focused on form. Likewise, the wealthy may seem to be driven by wealth, but their preoccupation is not on the object wealth itself but on how to attain that wealth, on the process, and thus like the archer, is focused on form.

Another conclusion I've reached about the wealthy is they are master magicians, and yes, as in occult practitioners, even though they don't realize that the underlying work they're doing is transmutation of unseen energy.

By and large, millionaires are average, unimpressible people. Most of them are not intellectually gifted or exceptionally talented. On a 4.0 scale, the average undergraduate GPA of millionaires is 2.92. Yet they tend to be convinced of their own intellectual prowess and exceptionalism. They believe something about themselves that data does not quite back up. Millionaires apply magical thinking on themselves. In other words, the mindset and form that enable millionaires to attain their wealth bears close resemblance to the mindset and form that magicians use in their craft.

The wealthy and successful are not exceptional. However, all of them engage in magical thinking. They are convinced of their own exceptionalism.

They're just using magic and energy differently from those who are more outwardly identifying as occultists or sacred arts practitioners. If you, a sacred arts practitioner, simply apply a modicum of the energy work you've been studying to your own prosperity consciousness, then you'd be able to do what these millionaires have been doing all along subconsciously.

Prosperity consciousness is a form of magic. It's fusing specific intent with what resources are available to you to manifest what you want. The most successful entrepreneurs do that...all the time.

As a mental game, prosperity is not unlike the magician's work, and by magician here, I mean traditional ceremonial magicians and those who practice the craft, the occult arts of harnessing unseen energy. The cultivation of prosperity is itself a form of magic, a craft that few in this world—the one-percent—actually master, because a large part of that cultivation is about learning how to harness unseen energy. To even have a fighting chance at harnessing that unseen energy, you first need to believe that unseen energy is there, without seeing it. That's magical thinking. That's the conviction that you can see what nobody else can see. That's believing in your own exceptionalism.

Prosperity is not defined by what you have. It is defined by your capability for attaining the resources to support what you seek.

To achieve prosperity, you must first detach from seeking happiness or wealth as your primary objective, because when you are attached to either, neither can be attained. Those who achieve happiness do not set out to attain happiness. Much like the alchemist, they seek a life purpose, work toward a greater goal beyond themselves, and focus on what they can contribute to the world around them, rather than what the world owes them. The wealthy don't just want money. They want to achieve greatness. Taking a cue from that, you can't just want to earn six figures, or earn any set income as a sacred arts professional; you need to pursue greatness. You need to believe in your own greatness.

Through work and a personal mission statement, both the mogul and the magician come to attain happiness. Those who achieve wealth do not set out to attain wealth. Rather, they possess a sincere passion for the *process* of accruing wealth.

There is an important distinction between simply desiring wealth and desiring to accrue wealth. When you desire to accrue wealth, the fundamental definition of your goal is to seek opportunities for work that lead incidentally to wealth. You are aiming and tossing a grappling hook to the top of a wall, and then relying on your own strength and skill, scaling the wall by pulling your own weight up the rope. When you simply desire wealth, you are squinting up at the wall's height, wishing you were there on top, instead of here at the bottom, but it is a weightless thought with no plan of action, no accountability, and no acknowledgement of your own inner strength or skills.

You cannot attain wealth when you want wealth. That's the catch to prosperity consciousness. You must want achievement, which in essence is to want work. See, what you want is *work*, not money. That nuance, that subtle shift in definitions and perspective marks the difference between those who simply dream of prosperity but continue to suffer financial insecurity and those who achieve it, ending their cycle of financial insecurity.

The single-minded pursuit of happiness does not lead to true, lasting contentment, but only temporary pleasures for the body. The single-minded pursuit of wealth does not lead to true, lasting prosperity, but to a cycle of suffering as a result of misdirection and greed. Here's the rub: to be wealthy, wealth cannot be your objective. From my observations, even the wealthy who are greedy about money aren't as much obsessed with the actual money or even spending money or what money brings them as they are with the ego trip they get from earning more money than you. See? Earning. What they lust after is still *the work*.

From the intersection I stand at, my observations have led me to conclude that magicians and moguls are more alike than they are different. Most ceremonial magicians (that I know of) aren't focused on becoming millionaires. At most, they seek to maintain a baseline of financial security. Their aspirations are focused on energy cultivation for spirit or otherworldly connections, alchemy, divination, and so on, not channeled to earn them a million dollars.

Now what if they tried? What if principles of magic, or the harnessing of life force and metaphysical energy, are directed toward financial prosperity, by channeling your psychic abilities and transmuting those abilities into prosperity consciousness? What both magicians and moguls share is ego. The problem with magicians who aren't achieving wealth is they aren't being productive with their egos.

I'd like to share with you two true stories, about Joe and Paul. Joe, an immigrant and factory worker, came from poverty. He grew up during the famine in China and witnessed his family members die of starvation. He came to the United States with little more than the shirt on his back. In the United States, he continued to suffer from financial insecurity and remained a member of the poor working class. In a conversation with me once, Joe sighed,

shook his head, and said, “People like me, who come from where I came from, will always be poor. We don’t have what it takes to become wealthy, not in this lifetime.”

Paul, like Joe, was also an immigrant and factory worker who came from poverty and grew up during the same famine in China and likewise, witnessed his family members die of starvation. He, too, came to the United States with little more than the shirt on his back and like Joe, started on the assembly line of a factory.

Both Joe and Paul have only a high school education. However, after two decades in America, Paul became a self-made millionaire. Optimizing his experience on the assembly line, Paul started his own factory operation, expanded it, and expanded it again, and within twenty years, bought himself a five-million-dollar home.

Paul, figuratively speaking, believed in magic. More than that, he believed himself to be a magician, one capable of harnessing magic and creating magnificent change for himself, the kind of change otherwise believed by someone like Joe to be impossible.

Paul refused to accept the circumstances he was dealt and worked tirelessly every day of his life, every hour of that life toward change. Paul never took “no” or “impossible” for an answer. Since he believed in change, believed in his own power to change, and he possessed unrelenting ambition, Paul looked at every encounter through the lens of change-making: how can I optimize this encounter to accrue more? What work can I do to transform this encounter into my prosperity?

Joe, on the other hand, did not believe in change. His resignation to the circumstance that people like him, who come from where he came from, will always be poor kept him at his status quo. Unlike Paul, Joe does not filter every one of his encounters through the lens of change-making. Joe accepts his fate the way it was dealt to him. He works within what he perceives to be his limitations. He *believe* in his own limitations. He is not a magician.

Paul refused to accept the fate he was dealt and pushed tirelessly for personal change. Paul was capable of envisioning what was not yet there. That is how he became a mogul, by adopting the attitude and approach of a magician.

Magicians possess a borderline obsessive zeal for their craft. Paul, too, possessed an obsessive zeal for working himself out of his allotted financial circumstances. While Joe went to a bar after work to indulge in what physical pleasures he could afford, Paul would forebear from such pleasures and spent every free moment off the assembly line thinking about the assembly line. He observed his supervisors, bosses, and the factory machines closely to learn the skills of the trade in a way that would later empower him to become a factory owner himself.

Another key difference between Joe and Paul: Joe did not take his factory work seriously and instead, treated it as what he perceived it to be—a low-wage job for getting a needed paycheck, whereas Paul took that same factory work and experience he gained on the assembly line as an opportunity for expansion and turned his factory work into a

profession. Career counselors often talk about the difference between a job and a profession. We make the mistake of assuming that the difference between the two is in education or degrees.

Proving that to be wrong, Paul demonstrates to us that the difference is in mindset, in how we perceive the work that we do. If you don't think the work you do is important, then it is not and no one will value your proficiency in it. If you believe your work is important and you value it, then your mindset creates a magical environment that induces others to value it, too, and your proficiency becomes an opportunity for prosperity. That's prosperity consciousness.

Let's face it: in our current society, the fortune-teller, the shaman, the witch, the psychic, medium, the spiritualist is not valued. This work is not considered important. The majority of society's members do not value it. So we who practice these sacred arts have in turn come to not value it. Of course, we would never admit that openly. We will preach how important our work is until we turn blue in the face, but do we really believe it?

How you approach your business tells me whether or not you really believe it. The fact some of you reading this still don't believe you can earn six figures doing the work you're doing right now tells me you don't really believe the work that you do is important. We can publicly share as many testimonials of happy clients as we want and declare feel-good messages about how valuable our contributions are, but are you trying to convince others or are you trying to convince yourself?

Here's why millionaire moguls are probably better magicians than you are. Let's just take the stock market as an example. The stock market is a complete and utter psychic fabrication. And yet it isn't. It's very real. It has *become* real by the very real consequences the stock market has on people's fates and fortunes. Stock values and securities are created. It's entirely illusory. Yet all of society, right down to you, will be affected by what happens to this entirely illusory operation. Subjective and ever changing perceptions of worth, merit, and importance create a stock's value. Hedge fund managers are magicians who master the art of creating value. What sacred arts practitioners need to do is redirect their abilities into this craft of creating value.

Let's circle back to the myth that you can earn your six-figures, then relax and enjoy the fruits of your labor, or the myth of that four hour work-week as an entrepreneur. The actual majority of wealthy moguls work harder than most seem to realize. They don't wake up one morning on the right side of bed, stumble onto a pot of gold, and then become an instant millionaire, or overnight success.

That said, after exhausting trials and much failure, many of them do appear to wake up one morning with the right idea at the right time and place and then strike gold, but what we onlookers neglect to focus on is the exhausting trials and series of failures that preceded that lucky strike.

As Ray Kroc, the founder of McDonald's writes in his autobiography: "People have marveled at the fact that I didn't start McDonald's until I was fifty-two years old, and then I became a success overnight. But I was just like a lot of show business personalities who work away quietly at their craft for years, and then, suddenly, they get the right break and make it big. I was an overnight success all right, but thirty years is a long, long night."

Attaining wealth and prosperity is not so much an arbitrary lucky strike as it is a statistical probability in favor of these moguls, because these individuals consistently and proactively put themselves in the path of opportunity exposure. That's the prosperity consciousness you need to adopt. You don't become that one-percent level of success in your industry because you're exceptional (no offense to you), but you achieve that success because you keep on showing up for work and just by sheer statistics, you get the lucky strike over that one who never shows up. Likewise, I am not in any way exceptional. I achieve success because I keep showing up.

The wealthy that I encounter are not just one-percenters when it comes to wealth. They are the one-percenters when it comes to how early they rise every morning to begin their work; the one-percenters in how late they go to bed because they're still working. They work while they eat. They think about work and strategize about work while they shower. They take less vacations. When they are on vacation, albeit it's a vacation that costs more than the ninety-nine-percenter's net worth, they are still at work, doing work, thinking about work, working.

That is not to say the rest of the population, the ninety-nine-percenters do not work hard. Most of us work hard, though in a balanced way and in a manner that is perceptive of our physical limitations. The one-percenters I encounter do not perceive physical limitations.

They are also not balanced. There is an obsessive zeal for attainment. Every iota of energy, whether it is an idea, a person, an experience, an opinion, any encounter, any form of energy that flows through their conscious mind is filtered through the lens of "how will this further advance my work?"

It is an attitude and philosophy of life that I found uncannily similar to that of ceremonial magicians. Ceremonial magicians are notoriously obsessive and zealous about their craft, about pushing beyond their physical limitations. Magicians see the magical energy of everyday mundane matter. Magicians see occult power and potential in what others see as just rocks, a plant, a candle, a cup of water.

In witchcraft and ceremonial magic, the theoretical principle of casting spells is to collect the metaphysical potential energy of everyday mundane items, conducting that energy in an efficient way to produce a result that otherwise appeared to be impossible, e.g., heal a physical ailment, find true love, etc. Moguls operate on the same theoretical principle. They see potential in everyday mundane encounters that others overlook. They pool all encounters and opportunities together efficiently to conduct those energies toward building their wealth in ways that otherwise appeared to be impossible, e.g., the factory worker Paul becoming a self-made millionaire.

As Dan Miller notes in *The Eventual Millionaire*, millionaires do not achieve their wealth potential by hoping to be lucky, but by acting on opportunities that others ignore. Likewise, the magician sees what is occulted, what is beyond the veil.

Magicians are not extraordinary individuals specially selected by the gods to be divinely endowed with occult power. Few magicians, in fact, become practitioners of magic because of pedigree. They are ordinary people from unimpressible backgrounds who initiate into a particularized mystery tradition.

Self-made millionaires and the most successful and prosperous professionals of their respective industries are rarely that way as a result of special pedigree, exceptional talent, intelligence, education, or background. In fact, many of them come from unimpressible middle class oftentimes even working class families and throughout their school years, were not considered particularly bright.

The difference between these self-made millionaires and everybody else in the neighborhoods they came from is, again, I will repeat this until you get it—the perception of limitations, which is exactly what distinguishes the esoteric from the exoteric, the magician from the mundane—the magician dabbling in the esoteric breaks through all perceptions of physical limitation. The magician and the mogul believe in their own magic.

To be that one percent of sacred arts professionals who can earn six figures—and more—doing this work, you have to be convinced of your own exceptionalism. Physical limitations do not apply to you. Also, both magicians and moguls fail consistently, experience profound failure, will absolutely get their asses handed to them at some point, and endure rough patches of despair. For starters, by and large the ceremonial experiments of magicians do not work. You don't summon a spirit every single time you try. The ones who boast about how powerful and consistently successful their magic is are either deluding you or deluding themselves. Failure is the first work of the magician.

Moguls are the same way. Successful and prosperous people must fail, and fail many times. They fail more times than most people even try. The benchmark of success is how an individual assesses personal failure, learns from it, moves on from it, and how productively past failures are used to calibrate future success.

Learning *how* to fail is also important in prosperity consciousness. When I fail, I don't immediately attribute it to anything innate that I lack. Maybe that's narcissism. I don't know. I attribute specific failure to a specific thing I probably did wrong. But that's something I *did* wrong. *I'm* not wrong. I'm not inherently lacking or incapable. You see, I never stop being convinced of my own exceptionalism. That doesn't make me objectively or quantitatively exceptional, and yet there you have it. The peculiar dichotomy.

The final myth of the six-figure mystic I want to bust is that the six-figure mystic doesn't exist. That simply isn't true. You can absolutely do the work of the magus and attain wealth doing it. Step by step, layer by layer, vertical and lateral, "Sole Proprietorship in the Sacred Arts," an online course I anticipate launching in 2019, will show you how.