

GOT SPIRIT?

Or,

HOW DO METAPHYSICIANS GET NEW CLIENTS?

by

Joe Vitale

A dissertation submitted in partial fulfillment of the requirements for the degree of
Doctor of Metaphysical Science, Msc.D.
in the Department of Graduate Studies of the
University of Metaphysics

DATE

Department of Graduate Studies

CERTIFICATE OF APPROVAL

Msc.D. DISSERTATION

This is to certify that the Msc.D. dissertation of

Joe Vitale

has been approved by the Examining Committee for the
dissertation requirement for the Doctor of Metaphysical Science
degree of the University of Metaphysics.

Dissertation Committee:

Dissertation Supervisor

Member

Member

“I will tell you the amazing story of the birth and growth of this Movement later on. Let me say here that thirteen years ago this Movement was unknown. Today, numerically, it is the eighth largest religion in America, and this has been done by mail alone. We have no churches, no ministers, no priests. We operate exclusively by mail, and we advertise the religion. Don’t you think the hand of God is behind us?”

Frank B. Robinson, The Strange Autobiography of Frank B. Robinson (1941:122)

TABLE OF CONTENTS

Introduction: Starving for Clients.....	5
Review of Literature: Starving for Information	6
Methods: In Search of Clients	7
Advertising for Spirit	16
Speaking Up for Spirit.....	20
Writing for Spirit.....	21
Finding Spirit Online.....	24
Results: Energy Marketing.....	27
Discussion: Why?.....	34
Summary: Got Spirit?.....	36
Bibliography.....	44

Introduction: Starving for Clients

I'm constantly puzzled by the number of healers, counselors, psychics, hypnotists and other metaphysical people who have no clue how to market what they do. They even seem to have a condescending attitude towards marketing, advertising, sales and publicity. It's not uncommon for a metaphysician to say, "I don't do any marketing. Spirit sends me clients."

Is that true? Does spirit conduct the business side of practicing metaphysics? If so, how does that work? If not, what *does* bring in the business? In short, how *do* metaphysicians get new clients?

I've been curious about this subject ever since I attended a seminar where a popular healer was to speak. I stood in line with everybody else. After talking to the lady in front of me for a few minutes, I asked for her business card. I was stunned to hear she didn't have one. She seemed a little embarrassed, but not at all concerned. Yet when I asked if she had any business, she said "a little."

This wasn't unusual. The more I talked to people in metaphysics, the more I discovered they have both feet in the air when it comes to how to get new clients. Yet I suspected the greatest metaphysicians---from Jesus to Phineas Parker Quimby to Mary Baker Eddy to Ernest Holmes---all either did marketing or had someone do it for them.

This dissertation will explore the marketing of metaphysics, then and now, online and off. I hope to answer why most metaphysicians don't market themselves, and how the most successful ones do. The result, I hope, ought to help people better understand how to "Promote Spirit."

Review of Literature: Starving for Information

Are there any books available for metaphysicians on how to market themselves?

Do an online search for books on “marketing” at www.amazon.com, the world’s largest bookstore, and you’ll see a staggering 16,673 titles listed.

Do a search for “metaphysics” and you’ll see 4,998 books listed.

But do a search for both words at the same time -- “marketing metaphysics” -- and you’ll receive no titles at all. None.

Of course, that doesn’t mean there aren’t any books on marketing targeted for the metaphysical-minded. My own book, Spiritual Marketing, was a number one best-seller at Amazon on June 4 and 5, 2002, and continues to sell well. While it is not about marketing per se, or only for metaphysical thinkers, it still counts as a marketing book for metaphysicians.

Beyond that, the pickings are slim. A search for out-of-print books on marketing for spiritual people will lead you to the expensive and now rare work by famed speaker and author Dick Sutphen, called How to Market Your Metaphysical Practice. While good, this book is very rare.

A little more research will turn up some little known works, such as How to Make a Good Living as a Professional Psychic by Joe Nicols. Because this book is privately published, almost no one knows about it.

If you read the biographies of famous healers and teachers, you’ll find clues to how metaphysicians market themselves. Quimby’s The Complete Writings, for example, reveals how he advertised himself with flyers and talks. Again, none of these are

marketing books per se, but contain some insights into how metaphysicians did and still can market themselves.

A search online for electronic books (writings not published but available as downloadable files) will lead you to Otto Collins' e-book, How to Market Your Holistic Health Care or New Age Business Like a Pro (Even If You're Not). It's a short book, and a valid one, but doesn't sell well. Collins wrote me an e-mail and said New Age people simply don't believe in marketing --- even though they ignorantly practice some aspects of marketing without even knowing it.

My own library of in-print and out-of-print books on marketing may be one of the largest independent collections in the world. Yet there are no books in it on marketing for the metaphysical.

In short, if a metaphysical-minded person wanted books on marketing for their field, they would be frustrated. They would assume metaphysical people don't know how to market themselves---or don't believe in marketing themselves.

But if that same person would expand his or her search and just look for books on marketing, they would be overwhelmed by the choices available. The truth is, most marketing books aren't tailored to professions. They are general in scope. Guerrilla Marketing by Jay Conrad Levinson, for example, probably the most popular marketing book of all time, was not written for any particular audience. Metaphysicians can use it to market their practices, as well as dog trainers, beauticians, and any other profession.

Again, books on marketing for the metaphysical are scarce. But that doesn't mean there aren't special ways and means successful full-time metaphysicians use to get more business. That's what we'll explore in this dissertation.

Methods: In Search of Clients

Why do most metaphysical practitioners dislike marketing?

The most obvious answer is they believe, “God will provide.”

That reminds me of the story of the man with a beautiful garden in his backyard.

One day a man walked by, saw it, and stopped to admire it.

“You have an amazing garden here,” the stranger said.

“Thank you,” said the owner.

“It’s really God’s garden, isn’t it?”

“Yes, it is,” replied the owner. “But you should have seen it when God had it all by Himself.”

The point is, God provides us with the basics, and we have to do something with what we’ve been given. If we just allow things to grow in the backyard, we’ll have a jungle, not a garden. Someone has to tend to the earth. Even if we’ve been given the talent to heal, we have to let people know we have it for us to be able to use it. In other words, we have to spread the word.

That’s marketing.

It’s no different than what Jesus, Phineas Parker Quimby, Mary Baker Eddy, or even Mother Teresa did. If someone hadn’t helped them spread the word, we wouldn’t know of them today.

Let me bring in the evidence. Otto Collins wrote the following in his e-zine (an online newsletter sent by e-mail to subscribers), [New Age Marketing Tips Newsletter](#), on 1/28/03:

A couple of months ago I was talking to Carl Galetti about the details of a seminar in Phoenix he was promoting by the famous advertising copywriter Gary Halbert. In the course of our conversation I mentioned to him that I wanted to improve my own copywriting skills and what he said to me was a very simple but powerful statement.

What he said to me was "It's the words that make ALL the difference. Saying the right words in the right way can truly make the difference as to whether someone buys from you or not."

Here's a powerful example from our business that shows you how much difference the right words can make...

Susie and I have a relationship e-book that we have sold for several months on our relationship web site at <http://www.creatingrelationshipmagic.com> called "Creating Relationship Magic." The book has sold well. But, we knew it could do better. We just didn't know how much better until one day when one of us made an "off the cuff" comment that has helped us sell 5 times as many books as we had previously been selling.

The interesting thing is, nothing about the book is different. The price was the same. The content was (and is) the same as before and yet sales have increased five times almost overnight.

So what made all the difference?

It was when we changed the words in our headline that we were using to try to get people to buy our book.

Our original headline was something like--

"How to Create a Magical Relationship" ...

But when we changed the headline to the one below, sales increased 5 times. The new headline is...

"How We Went From having Dull, Boring, Lifeless Relationships Filled With Lots of Drama in Our Previous Marriages to creating a Truly "Magical" Relationship in Our Marriage To Each Other..."

The point of this is-- most Holistic Health Care, Metaphysical business owners complain about poor results with their marketing, advertising and promotion. The truth is they keep doing the same thing over and over and expecting a different result.

If something isn't working, STOP doing it.

If your business isn't growing the way you would like, do something different. That's what we did. Our book wasn't selling as much as we would have liked. So, we started trying different things. The new headline for our sales letter made a huge difference.

Otto's experience is common to marketers. Since I am a full-time marketing specialist with numerous books and tapes to my credit, I can safely say I know what Otto is talking about. Most people in business don't have a clue how to create and implement sound marketing. Metaphysicians may be the worst at doing so.

If you flip through any metaphysical-oriented magazine, you'll find ads for books, tapes, products, and practitioners. But almost all of them focus on themselves, not on the buyers. And virtually none of them ever test their headlines or experiment with their words, as Otto and his wife did.

That's probably the second mistake metaphysical people make. (The first is not marketing at all.) Yet the most famous metaphysical people either did marketing or hired someone to do it for them. That's what I intend to prove in this dissertation.

Take Jesus, for example. According to Bruce Barton, author of the 1925 best-seller, The Man Nobody Knows, Jesus was a businessman (1925:27). He "hired" twelve employees, inspired them, and sent them out to spread his message. That's sound marketing.

Or take Phineas Parker Quimby, the man credited with being the father of New Thought. Martin Larson calls Quimby "The Advertising Therapist" in his book, New Thought or A Modern Religious Approach: The Philosophy of Health, Happiness, and Prosperity (1985:101):

"From 1847 to 1859, then, the tireless, searching Quimby went from town to town offering mental therapy through the power of faith. He distributed a brochure in 1855 which repudiated the mesmeric (hypnosis) technique and which read in part: 'Dr. P.P. Quimby would respectfully announce...that...he will attend to those wishing to consult him in regard to their health, and, as his practice is unlike all other medical practice, it is necessary to say that *he gives no medicine and makes no outward applications*, but simply sits down by the patients, tells them their feelings and what they think is their disease. If the patients admit that he tells them their feelings, etc., then his explanation is

the cure; and if he succeeds in correcting their error, he changes the fluids of the system and establishes the truth or health. *The truth is the cure.*”

As you can see, even the great father of metaphysical healing handed out flyers in order to get new business. In fact, here is a word-for-word exact flyer that Quimby himself used to market himself in the mid-1800s (available online at <http://cornerstone.wwwhubs.com/ntbooks.htm>):

Circular to the Sick

Dr. P. P. Quimby would respectfully announce to the citizens of _____ and vicinity that he will be at the _____ where he will attend to those wishing to consult him in regard to their health, and, as his practice is unlike all other medical practice, it is necessary to say that he gives no medicines and makes no outward applications but simply sits down by the patients, tells them their feelings and what they think is their disease. If the patients admit that he tells them their feelings, etc., then his explanation is the cure; and if he succeeds in correcting their error, he changes the fluids of the system and establishes the truth or health. The Truth is the Cure.

This mode of practice applies to all cases. If no explanation is given, no charge is made, for no effect is produced. His opinion without an explanation is useless, for it contains no knowledge and would be like other medical opinions, worse than none. This error gives rise to all kinds of quackery, not only among regular physicians but those whose aim is to deceive people by pretending to cure all diseases. The sick are anxious to get well, and they apply to these persons

supposing them to be honest and friendly; whereas they are made to believe they are very sick and something must be done ere it is too late. Five or ten dollars is then paid for the cure of some disease they never had nor ever would have had but for the wrong impressions received from these quacks or robbers (as they might be called), for it is the worst kind of robbery, tho' sanctioned by law. Now, if they will only look at the true secret of this description, they will find it is for their own selfish objects-to sell their medicines. Herein consists their shrewdness, to impress patients with a wrong idea, namely, that they have some disease. This makes them nervous and creates in their minds a disease that otherwise would never have been thought of. Wherefore he says to such, never consult a quack. You not only lose your money but your health.

He gives no opinion; therefore you lose nothing. If patients feel pain they know it, and if he describes their pain he feels it, and in his explanation lies the cure. Patients, of course, have some opinion as to what causes pain. He has none; therefore the disagreement lies not in the pain but in the cause of the pain. He has the advantage of patients, for it is very easy to convince them that he had no pain before he sat down by them. After this it becomes his duty to prove to them the cause of their trouble. This can only be explained to patients, for which explanation his charge is _____ dollars. If necessary to see them more than once, _____ dollars. This has been his mode of practice for the last seventeen years.

There are many who pretend to practice as he does, but when a person while in "a trance" claims any power from the spirits of the departed and

recommends any kind of medicine to be taken internally or applied externally,
beware! Believe them not. "For by their fruits ye shall know them."

Of course, even Quimby wasn't the best businessman. As Larson says (1985:143): "...Quimby, was so little concerned over money that he could never obtain the economic base necessary to create an apparatus which might become self-perpetuating by maintaining a bureaucracy with a vested interest." In other words, Quimby never founded a church or religion. Still, his marketing of his talents helped him live in our hearts even today.

Or take Mother Teresa. While she was Catholic, most people think she did not do any marketing. They assume money just came to her. Is that true? Not according to Anne Sebba, author of the book, Mother Teresa: Beyond the Image (1997:115). Here's a story from 1985:

"She (Mother Teresa) said she did not need fund-raising activities – God would provide. Geldof (a pop singer) then witnessed a clear demonstration of the way in which God provided. While the television cameras in the departure lounge were rolling, she snatched the live opportunity to say that she noticed on her way to the airport some palatial old buildings which appeared vacant and wanted to know if she could have them as orphanages. A government minister brought into the discussion stalled, too embarrassed to say no, especially when it became clear that Mother Teresa had done her homework beforehand and in fact knew all about the buildings."

Or look at Mary Baker Eddy. She certainly never kept quiet about what she had to offer to the public. According to Larson (1985:178), "...it has been estimated that her

(Eddy) personal accumulations reached \$3 million. Her gross income must, therefore, have approximated \$4 million between 1810 and 1910.”

How did she attract so much money? Eddy was fearless at marketing. She wasn't afraid to sell spoons for \$3 and \$5 each (which would be outrageous even today) or to force her followers to each purchase a dozen copies of her Miscellaneous Writings.

According to Gillian Gill's biography of Mary Baker Eddy, here is a circular Eddy used circa 1881 to market herself (1998:284-285):

Mrs. Eddy, President of the Mass. Metaphysical College,

Will interest all who may favor her with a call at her rooms,

13 First Street, N.E.,

With her Parlor Lectures on practical Metaphysics and the influence that mind holds over disease and longevity.

How to improve the moral and physical condition of man, to eradicate in children hereditary taints, to enlarge the intellect a hundred percent., to restore and strengthen memory, to cure consumption, rheumatism, deafness, blindness and every ill the race is heir to.

We have a certificate from the most celebrated and skillful Obstetrician and Surgeon in Massachusetts, stating our qualification to teach Obstetrics. And what is better, our system prevents the suffering that has attended accouchement, and with the great auxiliary of Mind, obviates the use of medicine.

CONSULTATIONS FREE

Advertising for Spirit

As anyone can see, Eddy knew the power of advertising. She even used the most powerful and persuasive word in marketing: FREE.

Another person who knows the power of advertising is John Harricharan. John is a best-selling author, popular speaker and busy metaphysician. He told me in a private phone conversation on February 21, 2003 that a friend of his, one of his clients, bought him a full page advertisement in New Age Journal magazine. The ad was designed to promote Harricharan's spiritual counseling. The headline on the ad read, "Call Who The Psychic's Call." That ad pulled so many responses that Harricharan only had to run it one more month. His schedule was then full for the next several months. People still remember the ad today and still call Harricharan for appointments. Clearly, proper advertising can create miracles, even for metaphysical practitioners.

Or look at a man who once created an empire selling his metaphysical materials through the mail and through advertising in the harsh times of the last century. During the Great Depression of the 1930s the average person didn't have enough money to feed themselves or their family, let alone enough extra cash to order books through the mail. Yet during those lean years one man made a fortune selling metaphysical books and courses entirely by mail. His name was Frank B. Robinson. He founded "Psychiana," the world's eighth largest religion and the world's largest mail-order religion.

You may never have heard of him or his movement before today. But during the 1930s and 40s, Robinson's name traveled around the world. Millions of people read his books, studied his lessons, and practiced his methods. The press called his positive

thinking, New Thought religion a "media business" because Robinson advertised so heavily.

According to Robinson's own autobiography (1941:200), in 1928 he wrote an ad for his new philosophy that began with the headline, "I TALKED WITH GOD." An advertising agency in Spokane, Washington said the ad would never work. But Frank believed in his message and trusted his hunches. He borrowed \$2,500 from people he barely knew, spent most of it on printing his lessons, and invested \$400 to place his ad in "Psychology Magazine."

That ad pulled 5,300 responses. Robinson ran it in numerous magazines and it always pulled a 3% to 21% response. Within a year he had a full-time job fulfilling requests for his books and lessons, soon shipping a million pieces of mail a year out of his office in Moscow, Idaho. The post office in that little town had to move into a bigger building to handle all the mail.

Robinson's ads appeared in 140 newspapers, 180 magazines, and on 60 radio stations, all at the same time. His postal bill in 1938 amounted to \$16,000 and his printing bill hit \$40,000. He received 60,000 pieces of mail a day, reached more than two million people, and sent his message to 67 countries---all within one year of running his first ad.

"Advertising is educating the public to who you are, where you are, and what service you have to offer," Robinson wrote. "The only man or organization who should not advertise is the one who has nothing to offer."

What can metaphysicians learn from Frank B. Robinson?

1. He believed in his product. When you don't believe in what you are trying to sell, it shows. It'll show in your lack of commitment to your marketing, in poor

advertising, in poor service, or in other ways. As I mention in my book, The Seven Lost Secrets of Success (1992:79), sincerity is one of the "lost secrets" to success. Robinson had sincerity. While his movement made tons of money, Robinson accepted only \$9,000 a year as his salary. Whether you call him a crackpot or a savior, he believed in his product. He knew he had something people wanted. In fact, Robinson sold his metaphysical religious lessons with a money-back guarantee.

2. He advertised relentlessly. If you don't tell people that you exist, they won't know it. The reason you aren't aware of Robinson or his movement today is because he's dead. (He died in 1948). No one is advertising his message. Without consistent and persistent advertising to educate the public, the world won't know of your business.

3. He tracked his results. Robinson believed in the spiritual world, but he also knew he lived on the earth plane where numbers matter. He tracked responses from his ads to know what worked and what didn't. For example, astrology magazines brought him an 18% response to his ads while national weekly papers brought 3%. Knowing that, Robinson could invest more money in larger ads in the better pulling magazines. Find out where your business comes from and focus more advertising in that area.

4. He continued to create products. Robinson knew once people tasted his goods, they would want more. He wrote 28 books during his short lifetime. These, along with his correspondence courses, gave him a deep product line. Your current satisfied customers will always be your goldmine. Create more for them to buy.

5. He remained optimistic. Despite the harsh reality of the Great Depression years, and despite competition from religious institutions that had been around for centuries, Robinson flourished. He didn't believe anyone or anything could stop him.

When you have that strong sense of an inner conviction, nothing CAN stop you. If you think you have competition with a similar business in the same town, consider what it must have been like for Robinson to have such empires as the Catholic Church, the U.S. Government, and famous ministers and politicians trying to close him down!

Whatever you may think of Robinson or "Psychiana," you have to admit he knew how to advertise his business. "After all, it's the results in human lives that count," he wrote in his 1941 book, The Strange Autobiography of Frank B. Robinson. "Talk is cheap."

As we just learned from Frank Robinson and Phineas Parker Quimby, advertising works. Even Joe Nicols, Texas psychic, urges metaphysical people to "...consider putting an ad in the yellow pages or in high profile local holistic magazines." (1999:41)

Jose Silva, founder of the famous Silva Mind Control movement, also used advertising to attract new clients. In a private telephone conversation with me on February 15, 2003, Ed Bernd, personal friend and business partner of Silva's, told me eighty percent of their clients came from word-of-mouth marketing. But he quickly added that Silva always ran half-page ads to attract people to his lectures. Most of the headlines on those ads used the magic word "FREE" and used benefit-laden headlines, such as, "Free - Learn to heal and be healed." According to Bernd, another famous ad by Silva had the headline, "In 40 hours you can learn to use more of your mind to get anything you want."

Clearly, advertising has always been a powerful tool of marketing.

But what are some other marketing tools metaphysicians have used to attract new clients?

Speaking Up for Spirit

Most metaphysicians find that speaking is great marketing, too. Virtually every well-known healer has given free talks to bring public awareness to their work. Many offer paid seminars to bring in immediate money while getting the word out about what they do. Jose Silva, for example, found speaking to be a powerful marketing tool.

In Robert Stone's book on Silva, he writes, "Free lectures...always yielded a good-sized class." (1990:93-94) Silva himself, in his own two-volume autobiography, wrote, "...as in all the other places where we went, we always started with a free lecture to let people know what we had to offer." (1983:2-139) He later added, "We always start with a free get-acquainted lecture for those who are not sure what our training is all about. By attending the lecture, people who are doubtful about taking the training can then meet us to help them decide. The most difficult part of our training is convincing the people of the many benefits that they acquire when they learn our method. There are so many benefits that it makes it difficult to accept." (1983:2-183)

Texas psychic Joe Nicols says, "If you have an inclination to do public speaking or presentations, those avenues give an additional opportunity for you to gain not only exposure and name recognition, but in many cases future clients." (1999:70)

Mary Baker Eddy, of course, leveraged speaking to help make her an icon. Gill writes in her biography of Eddy, "Preaching and lecturing were obvious ways to extend Mrs. Eddy's influence beyond classrooms and living rooms into halls and churches, and her oratorical skills also proved considerable. As we have seen, from the mid-1870s Mary Baker Eddy, despite the meager resources of her nascent movement, rented halls and also

inserted advertisements announcing her coming addresses in the local Lynn and then the Boston papers.” (1998:320)

Writing for Spirit

Going hand in hand with speaking is writing. Virtually every successful metaphysical practitioner is an author of a book. Being an author has always been a sound way to build credibility and increase public awareness. For example, here is a list of metaphysical writers (from <http://cornerstone.wwwhubs.com/framepage.htm>):

James Allen, Ralph Waldo Trine, Florence Scovel Shinn, Raymond Charles Barker, Prentice Mulford, Wallace D. Wattles, Henry Drummond, H. Emilie Cady, Charles Fillmore, Charles F. Haanel, Louise L. Hay, Mary Baker Eddy, Emmet Fox, Ursula Gestefeld, Emma Curtis Hopkins, Shakti Gawain, George Bendall, Henry T. Hamblin, Frederick Bailes, Warren Felt Evans, Catherine Ponder, Thomas Troward, Ralph Waldo Emerson, Ella Wheeler Wilcox, Christian D. Larson, Henry Wood, Phineas P. Quimby, William W. Atkinson, Malinda Cramer, Annie Rix Miltz, Orison Swett Marden, William James, Albert C. Grier, Nona L. Brooks, Gardner Hunting, Frank B. Robinson, James Dillet Freeman, Norman Vincent Peale, Horatio W. Dresser, Eric Butterworth, Marcus Bach, Ernest Holmes, Julius/Annetta Dresser, Elizabeth Towne, Brother Mandus, Rebecca Beard, Masaharu Taniguchi, Joseph Murphy, Glenn Clark, Joel S. Goldsmith, Jack Addington, F. L. Rawson, Napoleon Hill, Ervin Seale, Alfred North Whitehead, Walter C. Lanyon, Uell S. Andersen, John

Randolph Price, Alan Cohen, Agnes Sanford, Vernon Howard, Neville Goddard, Gary Zukav, C. Alan Anderson, Robert Collier, William Samuel, Marianne Williamson, Deepak Chopra, Wayne W. Dyer, Roy Eugene Davis, Stuart Grayson, and Stuart Wilde.

Need any more evidence that writing books is good marketing?

The first metaphysical person to use books to market metaphysics and in fact to create the New Thought movement was probably Warren Felt Evans. According to Braden, this “former Quimby patient and Methodist-minister-turned Swedenborgian-lay-leader” (1963:21) wrote his first book in 1869, titled The Mental Cure. Charles Fillmore, cofounder of Unity, considered Evans’ work to be “the most complete of all metaphysical compilations.” (1963:22) You might say the metaphysical movement began right there in 1869---with a book.

Mary Baker Eddy built her empire on writing. Gill writes, “She (Eddy) understood clearly from a very early stage that only so much could be accomplished by word of mouth...If the potential of the new movement was to be realized, Mary Baker Eddy would need to mobilize the powers of the printed word successfully.” (1998: 323-324)

She did just that, of course. First with the *Christian Science Journal*, which she cleverly marketed by giving free subscriptions to anyone who got six new subscribers, and then with her book, Science and Health. (1998: 325)

Mary Baker Eddy, maybe more than any other early metaphysical practitioner, knew the importance of marketing.

She wasn't alone, of course. Unity Church also used the power of writing to build its business. According to Larson's study, "As soon as Unity had publications of its own, it became a growing concern." (1985:325)

Later he writes, "However, as the outreach of Silent Unity became more widespread, and as Unity literature penetrated farther and more deeply, people who had been raised from despair or had been healed of maladies responded with gifts, sometimes generous or even munificent. Thus it was that a gradual but vast expansion became possible; and in due course, a beautiful and debt-free headquarters in peaceful surroundings was completed --- a phenomenon without parallel elsewhere in the Free New Thought movement."

Note again that literature---writing---was part of the formula for Unity's great success. Unity Village continues to send out letters, pamphlets, periodicals, and other publications. Each year it totals tens of millions of pieces of mail. Its reach expands the globe. (1985:328) Again, writing is good marketing.

The movement led by Ernest Holmes was primarily created because of the magazine he wrote, *The Religious Science Monthly*, later renamed *Science of Mind*. Larson says, "It has been the principal current literary organ of the movement ever since." (1985:360) The purpose of the magazine was and is to, "...promote the universal consciousness of life which binds together all in one great whole and to show that there is such a thing as Truth..." (1985:360)

Joseph Murphy's writings also marketed the message of metaphysics. Again, according to Larson's study, "...we would say that his impact on the movement may have exceeded that of any other minister or author, at least since the death of Ernest

Holmes.” (1985:309) Murphy wrote well over 30 books and dozens of booklets. One reason people know of the late Murphy even today is because of his books. Again, writing is good marketing.

Finding Spirit Online

Going online is smart marketing these days. Terry Cole-Whittaker, best-selling author and popular metaphysical minister, has started to use the Internet to market herself. At her website, <http://www.terrycolewhittaker.com/index2.html>, she offers a short e-book, 3 Keys to Fortune, free. This is traditionally an excellent way to build a customer database. By offering them something free, she is attracting new clients.

Dick Sutphen, famous metaphysical teacher, author and hypnotist, has also gone online. If you go to his website, at <http://www.dicksutphen.com>, you’ll see that he, too, offers a free e-book, titled, How to Fix Everything In Your Life At Once. He also offers a free weekly e-zine, or online newsletter. Again, these free items get people on his mailing list, and lead to new customers and new clients. Since Sutphen offers private past-life readings, the more names he has on his own mailing list, the better it is for him when he lets them know of his services. (An interesting side note is that Sutphen is so marketing-savvy he offers a seminar for hypnotists on how they can market and promote their practices. Clearly, Sutphen sees a need for marketing knowledge for metaphysicians.)

Mary Baker Eddy is now online, too, or at least the movement she founded is, at <http://www.tfccs.com>. There is nothing free at the site, which is probably keeping with the intense marketing style of Eddy herself, but it is highly informative and helps to keep Eddy and her teachings alive and well.

Science of Mind is also vibrant online, at <http://www.scienceofmind.com>. The colorful website continues to market the books, magazine and message of Ernest Holmes and the United Church of Religious Science. The site even contains an online shopping mall. A little more searching turned up someone selling an Ernest Holmes collectible item: "...the only live television recording of Ernest Holmes ever made..." at <http://www.theiamproject.com/Products/products-holmes-video.htm>.

Even Phineas Parker Quimby, the father of New Thought, is online. A visit to <http://websyte.com/alan/quimby.htm> will reveal a nice overview of the man and his beliefs. This continues to market his message today, while Quimby passed on in 1866. If that weren't amazing enough, Quimby's *entire* writings are available online, at <http://cornerstone.wwwhubs.com/ntbooks.htm>.

You can even learn how to give Spiritual Mind Treatments online, at <http://www.wmop.org/smt.htm>. There anyone can fill out a simple form and end up with a tailor-made treatment to help them. This is a wonderful tool for marketing the word of healing and metaphysics.

Even the University of Metaphysics is online, at <http://www.metaphysics.com>. This is where I first learned of the doctorate program that I am now enrolled in, which led to my writing this very dissertation.

One metaphysical practitioner I personally know doing very well online is Paula Langguth Ryan. Her website is at <http://www.ArtOfAbundance.com>. Paula focuses on prosperity issues, with a strong emphasis on tithing. Her ezine continues to be very popular, bringing Paula clients and speaking engagements, and leading to online orders of her books and tapes.

Another metaphysical practitioner I personally know and have worked with for over two years now is Ann Taylor Harcus. Her website is <http://www.innerhealing.com>. While her site is relatively new, Ann uses it to introduce people to her work. Instead of sending out a brochure, she directs people to her website. Also, anyone searching online for a healer will often find Ann.

John Harricharan, the best-selling author mentioned earlier in this dissertation, is also online. His website is at <http://www.insight2000.com>. He uses the site to build his email list, which is who he later tells about his metaphysical services and products.

A metaphysical author who deeply influenced me is going online now with his own website because he knows the marketing potential of doing so. Over the last 20 years Dr. Robert Anthony has helped thousands of people turn their dreams into reality with his life-changing books, audio programs and live seminars. He has been a student of mind power, psychology and metaphysics with extensive training in Reiki and Science of Mind. He holds both Bachelors and Masters degrees in marketing and a Ph.D. in behavioral psychology. Dr. Anthony has written numerous books, including Advanced Formula for Total Success. His website will be at <http://www.robertanthony.com>.

Clearly, the Internet remains a valid marketing tool for everyone, including metaphysical practitioners.

Results: Energy Marketing

But what about the metaphysics of marketing?

Can people attract clients with just spirit alone?

"It doesn't matter what you say in an advertisement," Esther Hicks told me over dinner with her husband, Jerry, one day probably 12 years ago.

Together they run Abraham-Hicks Publications, one of the busiest and most prosperous metaphysical businesses around today. They do over 50,000 invoices per month, which equals and even betters some of the biggest publishing houses in the world. Obviously, they know how to market.

"People will pick up on the energy in the ads, not the words in the ads," she continued. "They'll respond, or not, based on what they feel from the ad."

That was probably my introduction to "Energy Marketing" or what I now call "Mental Science Marketing." I've since met several people who practice this unusual new form of marketing.

Sandra Zimmer, for example, runs the Self-Expression Center in Houston. One day she and I were having lunch and talking about marketing. I told her I remember seeing her ads years ago, and that they seemed to have a halo around them.

"I put that there," she said.

"How?" I asked.

"I meditate on the ad I'm about to run and infuse it with my energy," she said.

"When the ad comes out, only those people who pick up on the energy in the ad will call me."

Since Sandra has been running a thriving business for many years now, I'd say her method works.

Two years ago I began seeing ads run by a healer named Ann Taylor H Marcus. Those ads had the same border of invisible light around them. When I called Ann the first time, I said, "Your ads are charged!" She knew exactly what I was talking about.

"I put my energy into those ads," she told me. "I sit in silence and consciously send my energy into them. I am charging them so they magnetically attract the people who need me most."

Considering Ann has now worked with well over 100,000 people, I'd say her method is working, too.

A month or so ago I was interviewed by Terri Levine, author of Work Yourself Happy. She had read my latest book, Spiritual Marketing, and wanted to know how someone "charges an ad" with magnetic power. It was the first time anyone had asked me that question.

"Well, I simply intend for the ad to pull the perfect clients to me," I began. "I know that intention rules the earth. So I simply decide to add my energy to the ad and program it to bring me the results I want."

I could tell I needed to explain myself further.

"Think of it as Mental Science Marketing," I went on. "There's a whole school of thought that says you can heal anything by tuning in to the underlying perfection in life. Well, why not heal a business in the same way?"

Before my Spiritual Marketing book became a #1 best-seller at Amazon last June, I may have been reluctant to talk about this unusual new form of marketing.

But the truth is, this is what I've been doing for maybe ten years. I simply haven't been talking about it in public.

You can probably understand why. Mental Science Marketing isn't as nuts and bolts as the marketing practiced by those who like to focus on headlines, benefits, guarantees, and other traditional elements of a good ad.

Mental Science Marketing is more internal.

It's flying by your gut.

It's listening to your intuition.

It's aligning your beliefs.

It's tuning in to your spirit.

It's, well, different.

But Esther Hicks is only partially right.

What you put in an ad does indeed matter. If you run an ad with nothing in it, you won't get any calls, despite what you may have done on an energy level. You still need to put **something** in that ad, if only a phone number.

That's where knowing traditional selling methods helps. But I've known people who created ads with all the right elements in it---headline, coupon, you name it---and the ads bombed.

So just writing ads with skill won't always work, either.

My policy is to combine both approaches. Learn all you can about how to write headlines and body copy. But also learn all you can about how to infuse your ad with your own energy. The combination can be irresistible.

John LaTourrette, for example, once had to write an ad to sell a new product he created. He used the Silva Mind Control Method to ask his higher self for guidance. He says in the book Jose Silva's Ultramind ESP System, "The answer was to get John Caples' books down from my shelf and go through them until I found the correct model for my ad." After LaTourrette followed his guidance and studied an ad from Caples (a legendary ad man and copywriter), he wrote one of his own. He says, "That ad produced \$1.2 million in its first year." (2000:181)

Again, there was a combination used here. LaTourrette worked with spirit *and* created an ad. The combination wasn't just profitable, it was enormously profitable.

The success of Unity Church is another case in point. Charles and Myrtle Fillmore managed to raise all the money they needed to build and expand their business. It wasn't until 1942 that the real secret of their financial support was revealed. According to Braden's historic overview, the Fillmores had created a now famous "Dedication and Covenant" on December 7, 1892, that read as follows: (1963:240-241)

"We, Charles Fillmore and Myrtle Fillmore, husband and wife, hereby dedicate our selves, our time, our money, all we have and all we expect to have, to the Spirit of Truth, and through it, to the Society of Silent Unity.

"It being understood and agreed that the said Spirit of Truth shall render unto us an equivalent for this dedication, in peace of mind, health of body, wisdom, understanding, love, life and an abundant supply of all things necessary to meet every want without our making any of these things the object of our existence.

“In the presence of the Conscious Mind of Christ Jesus, this 7th day of December, 1892 A.D.”

As Charles Braden goes on to explain in his book, Spirits In Rebellion, “Unity has never put a price upon its services other than a nominal one, because of legal necessity, on its publications...Unity has given freely, and yet there seems always to be money available to meet any obvious need.” (1963:241)

Please note that while the Fillmores signed an agreement with spirit, they *also* wrote, published and distributed materials to market their message and their offerings. In short, they had to do both: Implement marketing *and* work with spirit.

Just ask Jerry or Esther. They hired me to write an ad for them to run in a leading national magazine. I asked spirit to help me write the ad. I was led to research Abraham-Hicks even more than I already had done, and to study past ads from my collection. I then wrote it and they ran it.

"We got so many calls we had to stop running the ad," Jerry told me later. "It overwhelmed our office."

What made it work? The words in it or the energy in it?

My guess is that the words in it reflected the energy in it--and in fact amplified it.

In short, you need both. Just as studies show that most (not all) communication is visual, most (not all) marketing is mental.

Here's a challenge and an experiment:

Look at the next ad, sales letter, commercial, or even website with an inner radar searching for the energy in it. See if you can note what is radiating from the ad.

How does it make you feel? What is happening inside yourself while you view the ad? Then ask yourself what is actually in the ad---the words and images---that are helping you feel that way.

You might even go so far as to hold a sales letter in your hand and---before you read it---see what you sense.

Does it have a good feel?

Do you want to buy?

Are you seduced or repelled?

Now read the letter.

Were your feelings right?

If nothing else, this is a great way to increase your sensory awareness of everything from your five senses to your intuition.

Why not start right now, with this very dissertation?

How does this make you feel?

Are you picking up on my energy?

Do you have a sense of what I'm trying to communicate?

The fact of the matter is this: People buy for emotional reasons and justify their purchases with logic. When you are clear about your offer, your energy will be clear. When you proceed to create your ad, that energy will guide you. And when people read the final ad, it will be your energy that they will feel first. In short, the success of your marketing depends on *your* inner state of mind.

Everyone needs to know this --- including metaphysical practitioners. You can attract new clients through spirit --- by marketing *with* spirit. It all starts on the inside

first. Any metaphysical practitioner who wants to market themselves better has to first look within, and then act in the outer. Again, the mental leads to the physical. First spirit, then marketing.

Maybe Frederick Bailes can explain this better than me. In his talk titled, “The Creative Principle At Work,” published in Mind Remakes Your World, he says the following:

“There must be a recognition that money, like health, is first spiritual; it is spiritually conceived. The deep consciousness of this must become a living awareness within one. He must form what we call his *Mental Equivalent*, because only that will manifest in the outer of which he himself has formed a mental equivalent in the inner. In other words, *his inner consciousness of money means much more than the actual words of an affirmation.*” (1941:14)

Replace the word “money” with the word “marketing” in the above quote by Bailes and you’ll have a nice summation of what I’m trying to say here: Marketing starts on the inside of the person wanting to do the marketing.

Let me quote Bailes again:

“Too many metaphysicians seek to demonstrate money only when they get into a pinch. The rent is due, or a payment has to be made, and the person becomes panicky. In this condition one treats frantically, *but his affirmative words are belied by his inner anxiety.* The Law is perfect – it *could* cause thousands of dollars to flow into form for him. But his consciousness is imperfect – there is discord within him instead of peaceful harmony. God can only do for us what He does THROUGH us.” (1941:15)

Again, marketing works. Spirit works. The idea is to combine the two by first being clear within of what you want (new clients), and then following guidance on how best to achieve those results through marketing.

Discussion: Why?

After reading the above evidence, it should be clear to everyone that marketing works for metaphysical practitioners. It worked for Phineas Parker Quimby and Mary Baker Eddy, and it works today for Dick Sutphen and Terry Cole-Whittaker, among a long list of others. Marketing metaphysics works. It brings in new clients. Period.

It's also clear that advertising, speaking, writing, and the Internet, combined with what I'll call Energy Marketing, are the specific tools of marketing that work. They are the utensils proven to get results in every business, including metaphysics, when implemented correctly.

So the remaining question seems to be this: Why don't more metaphysical practitioners do them?

Why aren't more metaphysical people out there promoting themselves?

Why aren't they studying marketing and implementing what they learn?

Why aren't they following the lead of the founders of metaphysics and running ads, giving talks, writing more, and going online to market what they do?

These questions alone may require their own dissertation, but I think it's important that I stir things up and start the conversation right now.

Otto Collins, author of a previously mentioned e-book for metaphysical business people, wrote me the following in a private e-mail on January 13, 2003: "The problem

with 'new-agers' is that they believe that God, Spirit, The Universe (Whatever name you'd like) will provide without them doing their part. I believe that we have to walk in both worlds at the same time. Most new agers don't see that.”

Ann Taylor Marcus, the healer I mentioned earlier in this dissertation, wrote me in a private e-mail on February 18, 2003, “They (metaphysical practitioners) don't have a prosperity consciousness for the most part. They also have lots of issues, such as unworthiness and under deserving.”

John Harricharan, best-selling author and metaphysical counselor, told me in a private telephone conversation on February 21, 2003, “Most metaphysicians have an inner conflict. They call what they do a gift---which implies they got it for nothing---so they are not comfortable charging for what they do. But the truth is, their gift will be more respected if they charge for it. And more people will know about it if they market it better. They need to examine their own beliefs and then aggressively tell the world about their practice.”

Paula Langguth Ryan, a metaphysical practitioner, wrote me in a personal e-mail on February 25, 2003, “They're afraid of marketing! They're afraid that marketing themselves is 'impure' and 'sinful.' The deeper answer: They don't feel like they deserve to have more than they have. They don't feel like they deserve to toot their own horn. I think it's connected to humility, which is just a mask for the fear.”

It appears metaphysical practitioners need to clean up their inner state of consciousness before they can expect to successfully market themselves in search of clients. The tools of marketing already exist. What is needed first is inner clarity.

Summary: Got Spirit?

The January/February 2003 issue of “Hypno-Gram,” the newsletter of the National Guild of Hypnotists, contained a cover story article by Marc Hochman calling for hypnotists everywhere to join in creating a national advertising campaign to help people understand hypnosis. He went on to say, “We need to mass market a message about hypnosis that will change people’s attitudes about our profession, and make it more acceptable mainstream as well.”

I agree with Hochman, first for creating a message to help hypnosis, but more importantly I want to see successful metaphysicians join forces and create a message to help struggling metaphysicians realize that, with good marketing, their businesses can thrive and prosper.

Metaphysics is part of life, not separate from life. Marketing is part of business, not separate from metaphysics. Saying marketing has nothing to do with metaphysics is like saying spirit has nothing to do with flesh. We need both. The body houses the spirit. Marketing carries business. Even our American dollar bill says, “In God We Trust.”

I ask that metaphysical practitioners begin to learn more about marketing, off-line and on, and begin to experiment with ways to market themselves better. If the ultimate goal is to empower people, to help them realize their own divinity, then marketing can be the tool to help practitioners get the word out to those people.

Just as Hochman urged hypnotists to create a national awareness campaign, such as the famous “Got milk?” one for the milk industry, I urge my metaphysical friends to create a campaign along the lines of, “Got spirit?” It would make people aware of spirit,

practitioners aware of the power of marketing, and all of us aware that spirit and marketing are two sides of the same coin.

In the long run, it will only help us all.

For example, there's a new form of emotional healing called EFT, or Emotional Freedom Techniques. The inventor of it, Gary Craig, announced an advertising campaign to get the public aware of EFT in his weekly e-zine sent February, 2003. Craig says he raised \$12,000 from fellow EFT-ers to run this national ad. Because this is what I would love to see metaphysical practitioners do, I am going to include Craig's material on his ad here. This is a perfect model for all metaphysical workers:

Hi Everyone,

This article should help you do business with EFT.

I am about to launch a major advertising campaign which should be of value to not only EFT'ers but also to those using/promoting other energy related techniques. With appropriate advertising the word will spread much more quickly and this will hasten the day when the "tapping techniques" will become a household word. Everyone benefits when this happens because it creates a larger base of users that share a common conviction.

The first ad will appear in the next issue of the *Psychotherapy Networker*. For your perusal and study, I am including the text at the end of this article. If you prefer, you can see an exact copy of the ad (including the layout, photo, etc.) by clicking on the following link...

<http://www.emofree.com/ad1--Einstein.pdf>

You are welcome to print it out and give copies to friends and clients. It may prove to be a worthwhile interest getter. You are also encouraged to borrow any of the phraseology for use in your own advertising.

Please note that the above is a pdf file and thus you must have Adobe Acrobat Reader installed on your computer to view it. If you don't already have this reader, you can download it for free at <http://www.adobe.com>

Let me walk you through the lead-in to this ad so we can "take it apart" and thus view some of the business logic behind it.

First, please note that my biggest challenge here is to make this strange process believable to an audience of skeptics (to date, over 95% of the therapists reading this magazine have little or no exposure to EFT). Since the headline is the all-important doorway to any ad, I simply must use it to set the stage AND provide believability. Here's the headline...

STANFORD ENGINEER BRINGS EINSTEIN'S
DISCOVERIES TO PSYCHOTHERAPY.

Let's take it apart.

First, I used the term STANFORD ENGINEER because (1) the Stanford name exudes authority, (2) the term plays upon the widely accepted notion that many scientific advances come from outsiders to the field and (3) it portrays me as someone....an engineer....who can properly comment on Einstein's discoveries.

Next, I borrowed Einstein's name because there is no more believable authority in the world than Albert Einstein. His discoveries represent the

foundation of all modern physics and, to my knowledge, no-one disagrees with him. In the public perception...if Einstein says something, it is true.

So...since Einstein's most famous discovery is that all things (including our bodies) are made of energy, this provides a natural lead-in to our energy related procedures.

Now, look at the first 3 paragraphs. They build a bridge from the headline to the topic. They are designed to move the reader from our headline to:

"a major oversight in the field of emotional healing"

"everything (including our bodies) is composed of energy"

"energy related procedures have now been clinically demonstrated thousands of times to dramatically reduce the sting of traumatic memories, grief, anger, phobias and almost any emotional ailment you can name"

The rest of the ad points to the many advantages of EFT and, most importantly, the necessity to visit our web site. This is the ultimate goal of the ad. If readers don't visit our web site, then the ad fails.

Two items of importance about ads are...

1. ALL ADS ARE EXPERIMENTS...including this one. I will never know how well it "pulls" until after it has run. After that I can assess its effectiveness and adjust it accordingly.
2. It doesn't matter whether or not you like the ad. **THE ONLY MEASURE OF A GOOD AD IS HOW WELL THE PUBLIC RESPONDS TO IT.** In the case of this ad, I will be monitoring the activity on our web site both before and after the

ad has run. The extra traffic we receive will be my evidence of the ad's effectiveness.

I hope this helps. As promised, the text of the ad follows.

Stanford engineer brings Einstein's discoveries to psychotherapy

**New doors open as free and "almost free" materials provide
quality training in Emotional Freedom Techniques (EFT).**

(It often works where nothing else will)

www.emofree.com

Dear Professional,

There has been a major oversight in the field of emotional healing.

Over 70 years ago Einstein brought us his famous equation $E=mc^2$. Simply stated this means that everything (including our bodies) is composed of energy. This is so widely accepted that not one scientist on the planet disagrees with it.

Until recently, however, it has gone unnoticed by the psychotherapy profession. This is true even though energy related procedures have now been clinically demonstrated thousands of times to dramatically reduce the sting of traumatic memories, grief, anger, phobias and almost any emotional ailment you can name (see www.emofree.com). Further, it is usually rapid, long lasting and relatively gentle. It often works where nothing else will.

Let me hasten to add that these new procedures don't do everything for everyone. Unless you truly master them, you will fail at least 20% of the time. However, newcomers that use only the "mechanics" of the process achieve either

noticeable improvement or complete cessation of the problem about 50% of the time. Those who master the “art of delivery” enjoy this type of success over 80% of the time—even on such intense issues as PTSD, phobias, rape and grief.

The underlying idea here is that your clients aren’t “mentally blocked”. Rather they are “energy blocked”. This refreshing way of viewing the human system suggests that an important cause of emotional problems can be found in the disruption of the subtle energies that are known to circulate throughout our bodies. We find repeatedly that properly stimulating these subtle energies (by tapping on them with our fingertips) results in new levels of emotional freedom. That’s why we call the procedure Emotional Freedom Techniques (EFT for short).

Interestingly, our results aren’t limited to emotional issues. As you can appreciate, bringing relief to someone’s anger, fear or trauma also brings relief to physical ailments

Along these lines, I have personally used these techniques to relieve people’s headaches (even migraines), carpal tunnel, lactose intolerance, joint pain, stomach disorders, Irritable Bowel Syndrome, heart arrhythmia, high blood pressure, asthma and over 100 other physical ailments. Visit our web site at www.emofree.com and you will find an endless list of successes ranging from back pain to fibromyalgia. They are written mostly by your professional peers and their clients.

We also have successes with anxiety, depression and abuse. In addition, the true masters of EFT report impressive results with addictions, overweight and even psychotic problems.

Fortunately, it is both easy and low cost to add EFT to your “people helping toolbox.” Go to our web site and you will find a list of “free and almost free stuff”. This includes the completely free 79 page EFT Manual that you can download. It contains all the theory and the mechanics of EFT. You can also listen in on our free EFT email support list and receive recent case histories, tips, hints, how-to’s and other useful support.

There’s also a Newcomer’s package that I will send to you on an Honor System Payment basis (you can choose to either pay \$15 or more OR return it). It contains a set of 3 videos (about 1 hour each) on CD that play on your computer. These show EFT in action on such issues as rape trauma, shoulder pain, driving phobia, improved golf score, mouse/rat phobia chocolate cravings AND an hour long video showing the use of EFT on PTSD with a group of hospitalized war veterans at the Los Angeles Veterans Administration. There is also a video that gives you a personal experience with EFT by walking you through the process on a bothersome memory of your own.

The above will get you started. After that, if you want complete professional training you can order our low-cost advanced training videos. Workshops are also available around the world. You can view listings for them on our web site and you can even list your own. No charge.

As should be clear by now, this ad is part of a mission to bring these procedures to your attention. That is why there is so much free info on our web site and it is also why learning EFT in a quality way is so affordable. It is satisfying beyond words to know that thousands are getting impressive relief every day by using these procedures. It's what makes my motor run nowadays.

With great respect for all that you do,

Gary Craig, Founder, EFT

www.emofree.com

P.S. If you choose to use EFT you can list yourself for free on the "Find an EFT Practitioner" section of our web site (it is visited over 6,000 times per month by prospective clients).

As you can see from Craig's ad above, anyone can do this to increase exposure to their method. So, why not metaphysical practitioners, too?

As this dissertation proves, marketing has always worked for metaphysical people. More practitioners can implement it if they get past their own limitations about money, self-worth, and business in general. Then, when at least one metaphysical practitioner stands and asks all the others to contribute to create a national awareness campaign, the result could be an historic awakening.

Got spirit?

Bibliography

- Anderson, C. Alan. 1995. New Thought. New York: Crossroad.
- Barker, Raymond Charles. 1957. The Science of Successful Living. NYC: Dodd, Mead.
- Barton, Bruce. 1925. The Man Nobody Knows. Indianapolis: Bobbs-Merrill.
- Bernd, Ed. 2000. Jose Silva's Ultramind ESP System. Franklin Lakes, NJ: New Page.
- Braden, Charles. S. 1963. Spirits in Rebellion. Dallas: Southern Methodist University.
- Collins, Otto. 2000. How to Market Your Holistic Health Care or New Age Business Like a Pro (Even If You're Not). (E-book)
- Craig, Gary. 2003. EFT newsletter. Online e-zine. February 17, 2003.
- Deane, Hazel. 1945. Powerful Is The Light. Denver: Divine Science College.
- Fox, Emmet. 1942. Make Your Life Worthwhile. NYC: HarperCollins.
- Gill, Gillian. 1998. Mary Baker Eddy. Reading, MA: Perseus Books.
- Hochman, Marc. 2003. Hypno-Gram newsletter. NH: National Guide of Hypnotists.
- Holmes, Ernest. 1948. How To Use Science of Mind. New York: Dodd, Mead & Co.
- Holmes, Ernest. 1984. Living the Science of Mind. Marina del Ray, CA: DeVorss.
- Holmes, Ernest. 1941. Mind Remakes Your World. New York: Dodd, Mead & Co.
- Holmes, Ernest. 1938. The Science of Mind. New York: Dodd, Mead & Co.
- Kirkpatrick, Sidney. 2000. Edgar Cayce. New York: Berkley.
- Larson, Martin. 1985. New Thought or A Modern Religious Approach: The Philosophy of Health, Happiness, and Prosperity. New York: Philosophical Library.
- Moore, Laurence. 1994. Selling God. New York: Oxford University Press.

Murphy, Joseph. 2002. Think Yourself to Health, Wealth, and Happiness. New York: Reward Books/Prentice Hall Press.

Nicols, Joe. 1999. How to Make A Good Living As A Psychic. Austin: Tranquility Press.

Rawson, F. L. 1912. Treatment, or Healing By True Prayer. London: SSKTP.

Rawson, F. L. 1925. Life Understood. London: K.T.P. Publishing.

Robinson, Frank. 1941. The Strange Autobiography of Frank B. Robinson. Moscow, ID: Psychiana.

Sears, F. W. 1913. How to Give Treatments Personal and Absent. London: Fower.

Sebba, Anne. 1997. Mother Teresa: Beyond the Image. London: Weidenfeld.

Silva, Jose. 1983. I Have A Hunch. Laredo, TX: Institute of Psychorientology.

Speller, Jon. 2002. Seed Money In Action. Austin, TX: Hypnotic Marketing, Inc.

Stone, Robert B. 1990. Jose Silva. Tiburon, CA: H.J. Kramer, Inc.

Sutphen, Dick. 1981. How to Start A Successful Metaphysical Career. Malibu, CA: Valley of the Sun Publishing.

Quimby, Phineas P. 1988. The Complete Writings. Marina del Ray, CA: DeVorss.

Vitale, Joe. 2002. Spiritual Marketing. Austin, TX: 1stBooks Library.

Vitale, Joe. 1992. The Seven Lost Secrets of Success. Ashland, OH: VistaTron.

Vitale, Joe. 1998. There's A Customer Born Every Minute. New York: AMACOM.