

A bright yellow sunburst with rays emanating from the top left corner, filling the upper half of the cover.

energize your business

with the

Law of Attraction

by Kevin F. Murray



*5 Simple Steps to
Design and Create
Your Own Prosperity*

[PASSION + PURPOSE = PROSPERITY]

Energize Your Business with the Law of Attraction

**Five Simple Steps to Design and
Create Your Own Prosperity**

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Five Simple Steps to Design and Create Your Own Prosperity

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ISBN 13: 978-1-61611-142-7
10: 1-61611-142-9

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exercises, lessons, audio, meditations and prac-
tices that expand on this book

Gratitudes

I am forever grateful to my wife Jen, who listens, again and again, as I practice and refine these messages. She is my partner in attracting a beautiful life filled with love, service, mindfulness and fun!

And thank you to my children, Owen and Sparrow. Your energy inspires me to keep building my energy. Being your dad helps me connect living-in-the-moment with creating a brighter future for all earth creatures. I love you.

And I am grateful to my clients and my Toltec community, where I learn to express myself more and more from who I am- which is Life in service to Life.

Thank you.

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[brackets] are found at earthandlight.com:

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home of Energize Your Business

A Note to the Reader

This is a **business** book; and this is a **spiritual** book. Are you curious to see these topics put together?

The purpose of this book is to remind you that you are a powerful creator and that

You are here to live the life of your dreams. Starting NOW!

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By following the simple steps in this book and the additional OnLine content, you will learn and practice how to:

**-Build and maintain Your Daily Energy** with simple practices you design

**-Enhance the **Impact**** of the service you give to others in your life

**-Increase your income** by defining Ideal Clients and defining the Partners who will introduce you to more of your Ideal Clients

**-Get 100% of your work done in less time** by developing key Business Systems

**-Work with the Law of Attraction to bring to yourself what you desire.**



There are only three obstacles in the way of living as a powerful creative being, and fortunately, you have the solutions in hand with this book. The three obstacles are:

- 1- you forget you are a powerful creator;
- 2- you have not defined with **CLARITY**- in writing- what your dreams and desires are. This is different from what family, friends and Society say your dreams should be.
- 3- There are many older beliefs in your mind competing for your attention. These beliefs use your energy and distract you from what you really want.

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Life either happens to us or we live on purpose. We either consume what is already out there or we create for ourselves. As you work with this book, you will begin to master directing your energy investment thoughtfully instead of letting your day consume your energy. That last sentence is important! Either you invest your energy consciously or your energy will be consumed. Either way, your energy is used to create a day, a life. Are you ready to take back control of your

attention and reclaim your energy to live the life of your dreams? The **Good News** is that you already have all the energy you need to begin this process.

You are part of a new generation of humans that create beautiful lives and impact-full work while connecting to and serving the Source of Life and **all** life on Earth.

We are part of something bigger that includes all of us. As we inquire into our purpose and explore our energetic nature, we connect ourselves with more awareness to the bigger truth of who we are. This is what is most needed now on Earth.

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I am so grateful for you. ***Thank you*** for giving yourself time with this little book. It is my hope that you move your life in new directions that bring you peace, joy, happiness and whatever forms of Prosperity you are desiring. Supporting you in moving your attention and energy is my Purpose, Passion and Heart's Desire!



# The Law of Attraction

You are sending out energy all the time. This energy rides out on your thoughts, words, actions and emotions. You direct this power by where you focus your attention. This energy contains messages that attract to you the circumstances, conditions and the **emotional quality** of what is in your life today.

*Life* is responsive to your attention. What you give attention and energy to will increase. If your attention is scattered and unfocused, so is what you get back from *Life*. If your attention is clear and directed, so will be the response in terms of what you attract. *Life* does not have an opinion or preference for you. It is neutral. It will give you more of what you give your attention to; “positive” or “negative.”

The emotional strength and consistency of the messages you send create a response where “more of the same” comes to you. “Like attracts like” is a simple way of saying this. If you are miserable, you attract more

misery. If you are grateful, you attract more to be grateful for. This is called **The Law of Attraction**. Imagine being able to harness and focus this natural Law in the direction of your dreams and desires.

Some key concepts and practices around the Law of Attraction are:

- The more you **Think, Speak and Act** about something, the more you attract it;
- The more **Attention** you give something, the more you attract it;
- The more **Emotional Energy** you put into something, the more you attract it;
- The more **CLARITY** you have about something, the more you attract it;
- **Gratitude** accelerates the process
- Sharing **GOOD NEWS** attracts more good news. We have a practice in my business - "It's not Good News until you share it!"

Whether or not you believe in the Law of Attraction, it is active all the time. You've been activating it your whole life. Isn't it time to have it work on purpose, for you?

What is in your life today was attracted by the thinking, speaking and acting that you

have done. If you want other circumstances and results in life and business, you need to change the energetic messages you send out. This book guides you in creating clarity and consistency of the message you are sending out to attract what you desire.

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As an example of this from my life, I was focused on DEBT until I realized that my attention and emotion on “debt” was attracting it instead of resolving it:

[Kevin’s “Debt” Audio Story]

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You are responsible for your level of Happiness and Prosperity. Where are you putting your attention and energy now? This is the best place to begin, and then we can chart a course to where you’d like to be. These exercises guide you to see where you are putting your attention and what you’ve been most recently attracting in your life:

[Law of Attraction Exercises]

# Step 1 - Your Daily Energy

Everything required to create *anything* in your life is already here. If something is “missing” you need to raise your energy level to the energy of what you desire. This applies whether you desire more money or free time, better employees, a better relationship, more ease or peace. Your greatest resource is your energy level. Do you pay attention to it?

You manage other resources: money, clients, suppliers, gas in your car. Even if you have other great resources; with low energy, it is challenging to get through a day, let alone create big changes in your life. You are up to big things and ready to create a new level of prosperity for yourself.

To attract anything “more” than what is in your life today requires increasing your energy. The energy I refer to is a combination of your physical energy and your emotional energy. You are more in control of your energy than you think. You are responsible for your energy level – no one else is.

Your energy follows your attention, and what you give attention to increases. As you pay attention to your energy level, you naturally feel your energy rise. This extra energy needs a place to go. Either you direct it with your attention or it will flow back to old beliefs and habits that may not be in the direction you want to go. How do you direct your energy with your attention?

Here are two practices. One is to see where your energy goes when you don't give it attention. Use a simple Daily Journal to track how you are feeling and to make notes of what pulls your attention emotionally. [Daily Energy Journal]

Another practice is to do what you love and give yourself some self-care. What brings you joy, rest, peace, energy and revitalization? Walks in woods, music, reading, meditation, eating well, exercise, breathing mindfully? You know what it is for you. Do you include these things in your days, weeks and months? How about at work? Which parts of your work do you enjoy? Do

you make these activities important enough to include in your schedule?

Build these things into your life. If not you, who? If not now, when? This next practice helps you build and maintain higher levels of energy from what you enjoy and what connects you to life. New energy comes into your life and inspires you while old patterns that no longer serve you are released.

[Your Daily Energy Calendar]

One place energy goes when you are not paying attention is *Tolerations*. When you list the things you tolerate in your life, and see the energy these things take, you begin to reduce and eliminate these things. This practice reclaims wasted energy:

[Tolerations: Reduction and Elimination]

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As you pay attention and open to increasing energy, be on the lookout for Good News, wonderful coincidences and synchronicity. Be sure to share your Good News with others who will appreciate your successes.

Step 2 - Your Business and Its Impact

You just looked at how to impact yourself to see what lights you up! The next step is to define clearly what your business is and its impact on your clients. When you define your Business Impact, you develop a competitive advantage that's very hard to beat and you create powerful attractor energy that begins bringing you Ideal Clients and Ideal Partners. Most business people can tell you the business they are in, but that is far different from stating the impact that the client receives from you.

For example: You need a plumber, you look in the Yellow Pages and see two ads. One for a plumber who does piping, water heaters, etc. The second ad says "We give your family peace of mind in your home water systems." Which one are you more likely to call?

What does Business Impact mean? It means you consider all the ways your work

will serve and benefit the client, their work and their lives. (If you can't see the beneficial impact of your business on clients, you need to find another business. Life is to be enjoyed, and work is such an important part of our lives.)

A simple yet challenging question is: What is your business? A quick answer may be descriptive, but a better answer can really inspire you and new clients that are looking for what you provide.

We are exposed to thousands of messages every day. How will your message rise above the clutter and noise to reach your clients? Using the Law of Attraction, you need to be clear, share your message consistently and power it with emotional energy. Your message should focus on the benefit and impact that the client wants to receive.

Why should a client choose you versus a competitor? Without knowing your Business Impact, getting business is simply the "luck of the draw," you'll win some and lose some. If you want to earn more business, you need to be clear about your Impact.

When you are clear about your Impact, and excited about delivering it, clients pick up on your enthusiasm and enjoyment. It makes a better buying experience for them. This next OnLine exercise will help you go from a simple statement of “what your business is” to a powerful attractor statement of “what’s in it for the client.”

[Business Impact Statement Generator]

Take a breath, read the next statement aloud, breathe and read it again. Close your eyes and imagine the energy of these words going out into the world:

“I am grateful for my clients. I enjoy the Impact my work delivers to them. People are served by me and the work I do. What I do contributes to other lives and other businesses and helps the whole inter-connected planet work.”

Doesn’t that feel GOOD?

You enliven your business by looking at the impact that you provide and what impact

you get out of it too. If you focus only on the client, you leave yourself out. You want it built in to your plan that YOU get to prosper, and enjoy all the rewards that you would hope for any client, associate or friend.

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Imagine: All business people are clear about their Impact and they are thrilled about the service they provide.

**WOW!**

There would be billions of loving touches and tons of grateful energy going out every day in workplaces all around the world.

That is what you are part of creating.



## Step 3 - Attracting Your Ideal Clients and Ideal Partners

With the first two steps, you have more energy available and you know the impact that you desire to bring to your clients. Who is most able to receive the impact that you want to offer? Who will value it the most? The answer is: Your Ideal Clients.

The owner of business A has 20 “Ideal” clients, works 30 hours a week, loves his work and earns \$100,000 a year. The owner of business B has 40 clients, some good, some not so good, works 50 hours a week, makes \$80,000 and is not so happy. Which business do you like?

Moving forward using the Law of Attraction, you specify and attract the clients you prefer to work with. This creates a **HUGE** difference to you in terms of less energy out and more joy and income in.

How do you define Ideal Clients? Start by looking at the clients you enjoy and value most. What is it specifically that you

enjoy and value? It might be things like: they pay quickly, don't haggle, they're friendly and appreciate you, they refer new clients, they are within a 50 mile radius of the office, with 50-100 employees, they generate \$5,000 of business for you per year. It's up to you!

Don't forget to add **emotion** as the fuel to power your desires. How does it *feel* to work together? For you and for them? Do you want joy, fun, mutual admiration, collaboration, laughs? Attract Ideal Clients with this exercise: [IdealClientDesign]

**You can have more than one type of Ideal Client.**

In my Energy Conservation business, I have different Ideal Client profiles for Commercial, Industrial, Retail and Institutional sectors.

Why put energy into attracting anything less than Ideal Clients? You know what you get *without* an Ideal Client Profile; the good, the bad and the ugly. You know less-than-ideal clients take a lot of time and energy, don't pay on a timely basis and don't really value you. They communicate poorly and

create extra work. Well, this is what happens until you are very **Specific** about your Ideal Clients. Make it easy for the Universe to deliver them to you.

The next questions: Who already has your Ideal Clients? What partners can introduce you to your Ideal Clients so you start on a “warm” call not a “cold” call? With clarity of Ideal Clients and Ideal Partners you have the ***easiest, most leveraged, powerful and effective way to generate new clients.***

Who has your Ideal Clients? Who has been serving them for 5-10 years? Are there Associations, Trade Magazines and Conferences for your Ideal Clients? Are you getting an inkling of the power of this already? To dig deeper into this, and create detailed Ideal Partner Profiles, use this exercise: [Your Ideal Partners]

## **Creating Partner Programs**

Once you have identified Ideal Partners, contact them and create mutually beneficial relationships. The most important thing is the incentive- what’s in it for them? It could

be financial or you help them offer greater service to their clients, or a bit of both. Maybe you swap leads?

They need to know what you deliver to their clients. They need to be confident that you deliver it well. You need to remove your Partner's risk of introducing you to their clients. You need to remind them often of their incentive and which of their clients are Ideal for you.

Create a simple program to make it easy for them to work with you. You drive this program. It's more important for you than them. Once you have a program for a Partner, minor tweaking can create one for another Partner in another field. Here are some great guidelines for:

[Partner Program Design and RollOut]

It's amazing when you start to think and work in this way. Almost everyone can be a partner. The challenge is not in finding new partners. It is more in selecting the few who will get your attention and that will attract the best results with the most leverage for you.



## **Step 4 - Your Business Systems**

This step is designed to heighten your Systems Awareness and inspire you to improve your business systems. When you systemize your business processes, tasks take less time and results are more consistent. You also create more time to focus on employee, client and vendor relationships. Creating smart business systems also sends a message that you are open for business and ready for more clients.

All businesses have many systems. Are yours formal or informal? From answering the phone to making appointments, from filing to billing; all of these are systems. Do you give attention to your systems? Are you doing things the “best way” that is the lowest cost and takes the least time?

Formal written systems are easy to follow and create consistent results for you and the client. Informal systems make for inconsistent results. Systems infused by Your Daily Energy, Ideal Clients, Ideal

Partners and Business Impact help you create a business that works for you.

Could you use extra time? You can eliminate 20% of the time it takes to get work done with clearly defined systems. You also improve the client Impact by streamlining your processes and being consistent. With clear systems in place, you can delegate more of your work and be assured of high quality. Showing your business systems to new clients and partners reduces their perceived risk in working with you.

When you see “Systems” in all aspects of your business, and you refine them, that signals the universe that you are open and ready to receive more.

Does your business deliver consistently? Define the “best” processes, put them in writing and put all these System Process notes in a binder for you and for anyone else sharing your work.

Here are some guidelines and examples of business systems documentation:

[Business Systems Guidelines]

## **Step 5 - Your Miracle Manifesting Plan**

With this last step, you pull all the previous steps together into your personal roadmap to Prosperity. You create a series of powerful attractor statements and actions called Your Miracle Manifesting Plan. This plan keeps your attention on what you desire and magnetizes you to pull these desires into life and business. To receive the higher energy results you desire, you need to increase your energy to match. This step is how you do it.

Your Miracle Manifesting Plan will be an anchor for your attention. In the process, you increase your energy and apply this extra energy to your new creations. As you hold higher levels of energy, you need to increase your attention even more to focus it. This is a new way of being that asks for a commitment from you.

This plan, created by you, is designed to inspire you. You'll know when you've crafted the right words; when you feel the energy

flowing in you. Maybe you'll feel lighter, like anything is possible. If you don't feel lit up and inspired, it's time for editing, re-writing or help until your new words spark that energetic flow again.

When you combine these Five Steps with the insights and actions that you created in each section; add to that some daily quiet time for you to visualize and feel the energy of your words, you are on your way to creating the life of your dreams.

In this next exercise you use the power of your Word to create statements of Intention, Attention, Action and Repetition for each Desire you want to manifest. The same key concepts apply as in using the Law of Attraction. Create language that is emotional, uplifting and exciting. You want to inspire yourself. Use present tense words to speak about your desires as though they are already here – because they are!

One of the most important elements of the Law of Attraction is ACTION. The Universe respects action and risk-taking. When you do things you've never done before; when

you go out of your comfort zone; when these actions are taken in the direction of your dreams, you multiply the attracting effect versus simply thinking and speaking about what you want. Action creates traction.

Add a large portion of gratitude. You are so fortunate to be able to play with Life in this way. Be grateful now for all you have already received, and be grateful now to know that everything you desire is here, and be grateful to know that you are building your energy to meet the level required to live the life of your dreams.

Your plan will support you in keeping your attention, directing your energy, stepping into new actions, and looping back around to give yourself feedback on the process. I love helping clients with this. You can feel it when they lock on and they are moved by their own creation. It's magic. Create some sacred space for yourself as you work on this. Enjoy!

I am so excited for you to be stepping into this next phase of your life. As you master these tools, you can use them again

and again whenever you feel desire stirring within and you feel that creative urge. I am so grateful to be able to bring this to you.

[Your Miracle Manifesting Plan]

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A challenge in increasing self-awareness is that we historically refer to the mind for answers, information and advice. This is a limited source of knowledge. By contrast, we can refer to and connect with Source, which has infinite information and guides us when we can quiet down and listen. Please listen to this in a quiet moment:

[Knowledge vs. the Unknown Meditation]

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Thank you again! I see more and more of us turning to God, or Spirit, or Life to find new ways of living together with all creation. My humble desire is that you and I can be part of this awakening and emerging energy that takes us to unknown levels of love and service. SO BE IT!

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