

Strategic Marketing Matrix™ for Introducing New Thought to 100 Million People

Articles	Ezines	Printed Magazines and Newsletters	Online Quizzes and self-assessments	Online Mini-courses	Webinars	Teleseminars
Membership Organizations	Repurposing New Thought Content	Think Tanks and Brainstorming	Co-creative Visioning and Strategic Planning	Creating a Strategic Marketecture	Increasing Participation in Present Centers	Blogs
Seminars	Joint Marketing Ventures and Shared Advertising	Providing Cooperative Printing and Publishing Resources	Providing International Membership and Networking Services	Providing Cooperative Multi-Media Production & Distribution Services	Repositioning Churches as Centers	Web Sites
Workshops	New Thought Hall of Fame Awards Program	Providing Vehicles for Tax Deductible Donations	Introducing 100 Million People to New Thought	Providing Vehicles for Attracting and Allocating Equity Capital	Capitalizing on Available Public Domain Content	Booklets
Conferences Gatherings and Retreats	Publishing Stories of How New Thought Has Helped People	Providing Mentoring and Consulting Services in Publishing, Internet Marketing, etc	Coproducing Major New Thought Oriented Events	Establishing Demonstration Projects, Intentional Communities	Adapting Marketing & PR Materials to Address Current Events	Prayer Lines
Ministers, Teachers and Practitioners	Providing Opportunities for Co-creative Participation	Providing Templates for Business Plans, Grant Applications, Collaboration	Providing Central Order Fulfillment Capabilities	Providing Technical Assistance on Visioning, Promotion and Marketing	Adapting Programs and Products for New Thought (UDSS)	Ebooks
Spiritual Mind Treatment	Resource Showcases	Affiliate Programs	Internet Radio and Video	Audio/Video Programs	Printed Books	Public Domain Ebooks

Presenting 24 Proposals for Helping Introduce New Thought and An Invitation to Participate and Contribute Your Suggestions and Resources.

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Introduction

“Who Else Wants to Help the World Discover the ‘Real Secret’ of How the Wisdom and Spiritual Principles and Practices Known as New Thought Can Help Anyone Awaken to Their True Spiritual Identity, Realize More of Their Inherent Potential and Know How to Manifest Their Ultimate Destiny?”

[Our Invitation To Help Introduce and Share New Thought!](#)

We invite your participation in a project that could potentially help millions of people all over the world discover the **“Real Secret” of New Thought**. The goal of the research and demonstration project is to create, market and distribute programs that help people discover how New Thought Principles and Practices can help them awaken to their true spiritual identity, realize more of their potential and know how to manifest their ultimate destiny.

The [Ultimate Destiny University for Successful Living](#) supports the shared vision by [United Centers for Spiritual Living](#) and [International Centers for Spiritual Living](#) to introduce New Thought to 100 million people.

We had already created what we refer to as a [Strategic Marketing Matrix™](#) for our inspired vision of “blessing millions, earning stewardship over billions of dollars to reach and serve more millions of people and to leave a legacy that eventually produces a trillion dollars worth of positive impact”.

The next chapter presents an adaptation of a **Strategic Marketing Matrix** to help introduce 100 million people to New Thought presents our initial draft conceptualization of how that might actually be accomplished.



Ernest Holmes

“It has taken humanity thousands of years to learn that it has the power to control its own destiny.” — Ernest Holmes

Joel Osteen shares his version of the New Thought message live with more people on a single Sunday than the total number of people presently participating in New Thought.

Then there's another 4,000,000 to 7,000,000 who hear his message every week on TV and radio. That's amazing . . . and to us it suggests expanded outreach possibilities!

Well maybe it is now time for New Thought to fulfill its ultimate destiny as a leading source of Love, Light and Wisdom in our world. God knows we could use some help. . .

Helping Introduce New Thought to Another 100 Million People World-Wide

If you resonate with this vision, please read on and consider participating. At a minimum, we invite you to invest a few minutes of your valuable time to review any or all of the pages on each of the 24 proposed initiatives.

You can use the comment feature on each page to share your feedback so we may be sure to include your resources and recommendations. We also invite you to complete the poll below to help identify the **New Thought Ultimate Destiny Hall Of Fame Award** recipients. Please feel free to contact us by phone or email if you have questions or suggestions.

Thank you and God Bless you and your Ministry,



Rev. Dr Les and Rev. Dr. Audrey Turner
Co-Ministers, [Creative Center for Spiritual Living](#),
Escondido, CA



[Charles Betterton](#)
Co-founder [CEN TER SPACE](#)
[Ultimate Destiny University](#)

PS. If you know of other individuals or organizations who may be interested in participating in our New Thought Demonstration project, please do share this document with them. We also invite you to complete the polls on the web site to help us discern collectively what authors, trainers and leaders in the New Thought movement (past and present) are deserving of special recognition as someone who is living (or lived if they have "graduated" from this plane of existence) their ultimate destiny while helping others manifest their own.

Chapter 1 Strategic Marketing Matrix

Ultimate Destiny had already created what we refer to as a [Strategic Marketing Matrix™](#) for our inspired vision of “blessing millions, earning stewardship over billions of dollars to reach and serve more millions of people and to leave a legacy that eventually produces a trillion dollars worth of positive impact”.

The next page is an adaptation of a **Strategic Marketing Matrix** to help introduce 100 million people to New Thought. It presents our initial draft conceptualization of how that might actually be accomplished.

The outer row in dark blue includes mostly existing resources including organizations (such as UCSL, ICSL, AGNT, INTA, ANTN Unity, etc.) programs, products and other resources for providing information and services to individuals.

The first inner rows in green include [16 Enhancement Strategies](#) that could provide expanded distribution of existing New Thought resources. The inner most components in gold next to the shared goal of Introducing 100 million people to New Thought in the center of the matrix present eight proposed [New or Expanded Initiatives](#).

You will also find the proposals listed on the two main pages for [Proposed Enhancements](#) and [Proposed New and Expanded Initiatives](#). There is a poll on each of those pages so you can share your feedback on the potential viability of each of the 24 specific proposals, plus you can add your own suggestions. Please do participate however you are inspired to do so. Thank you.

Strategic Marketing Matrix™ for Introducing New Thought to 100 Million People

Articles	Ezines	Printed Magazines and Newsletters	Online Quizzes and self-assessments	Online Mini-courses	Webinars	Teleseminars
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Spiritual Mind Treatment	Resource Showcases	Affiliate Programs	Internet Radio and Video	Audio/Video Programs	Printed Books	Public Domain Ebooks

Strategic Marketing Matrix copyright 2008 by Ultimate Destiny.

Chapter 2 [Strategic Marketing Matrix Enhancements](#)



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[Strategic Marketing Matrix Enhancements](#)

The next few chapters present a brief description of 16 proposed enhancements and 8 proposed new initiatives presented by [Ultimate Destiny University](#) and [CENTER SPACE](#) on the web site at www.UniversalCenterForSpiritualLiving.org

The sixteen proposed enhancements to existing programs or products each have their own chapter in this document and their own page on the web site.

Chapter 3 [Adapting Programs and Products for New Thought](#)

Have You (Or Someone You Know) Written A Book, Created A Program Or Have A Story To Share That Could Help People Discover and Apply New Thought Principles and Practices?

This chapter will provide examples of existing programs and products that can be adapted and utilized in the campaign to introduce 100 million people to New Thought.

The first example is from [Ultimate Destiny University](#) which is inviting participation in adapting its 14-part, 1,000+ page [Ultimate Destiny Success System](#) into publications and workshops that can help attract new visitors to New Thought Centers and help them generate new revenue.

“It has taken humanity thousands of years to learn that it has the power to control its own destiny.” — Ernest Holmes

[Ultimate Destiny University](#)[™] has invested thousands of hours to discover, design and develop innovative systems and breakthrough processes that help participants know which of the thousands of available resources will be most valuable to them personally to help them see, believe and achieve all they can be, do and have stewardship over!



After several years of research and development, we are now just about ready to launch the **Ultimate Destiny Success System**[™] (UDSS). Whatever ultimate destiny means to any individual, these programs help participants discover their dreams, realize more of their potential and manifest more of their ultimate destiny!

The **Ultimate Destiny Success System** consists of 14 interactive programs with over 1,000 pages on every facet of realizing your potential, fulfilling your purpose and manifesting your ultimate destiny. Each program includes quizzes, self-assessments, goal setting and application exercises, featured resources, and free bonuses.

The main areas covered in the Ultimate Destiny Success System include:

Realizing Your Ultimate Potential; Fulfilling Your Life Purpose; Enjoying Positive Loving Relationships; Attaining Financial Freedom and Prosperity; Enjoying Ultimate Health and Fitness; Achieving Ultimate Success in Business and Career; Raising Your Consciousness; Enjoying Peace and Balance; Harnessing Creative Mind Power; Attaining Spiritual Enlightenment; Fostering Personal and Planetary Sustainability; and Making A Difference and Leaving A Legacy.

New Special Edition of the Ultimate Destiny Success System Featuring New Thought!

We are proud of the programs and products we have already co-created. However, the observations and insights shared on the first page of this letter caused us to realize that we could provide even greater services by adding more content that features New Thought resources. We now envision a series of publications and audio video programs that will help demonstrate the positive practical application of the principles and practices for spiritual living known as New Thought Principles and Practices. In addition to the UDSS, we are presently developing **Empowerment 101** and **Enlightenment 101** as directories of recommended resources.

We would like to have most of the quotes included in our publications be from New Thought authors. We would like to feature New Thought books, audio video programs, seminars and workshops in the list of featured resources included in every one of the 14 areas of manifesting your ultimate destiny. We also want to include personal stories of how individuals and groups have benefited from practicing New Thought.

We are presently seeking volunteers to help us collect these types of materials, stories and resources to share in a **Special New Thought edition of the Ultimate Destiny Success System**. Members of our "New Thought Research and Development Team" will be given free review copies of all of the components of the UDSS.

In addition, we will provide members free access to thousands of dollars worth of valuable information and resources on empowerment, enlightenment, leadership, transformation, etc. Many of these resources have been produced by world-class authors and trainers such as **Mark Victor Hansen, Jack Canfield, Bob Proctor, Deepak Chopra, Brian Tracy, Jim Rohn, Earl Nightingale, Paul J. Meyer, Barbara Marx Hubbard, Jean Houston**, etc.

Here are three more examples of headlines we are placing on the web sites and including in the orientation materials for the project:

**How Has New Thought Helped You (and Others You Know) Awaken to Spirit,
Realize More of Your Potential and Learn How to Enjoy A Healthier, Happier,
Richer and More Meaningful Life?**

Who Else Would Like to Enjoy Thousands of Dollars Worth of Free Resources for Empowerment and Enlightenment While Helping Create and Share Programs To Help People Discover the “Real Secret” of New Thought!

When we have collected enough resources and stories of how New Thought has helped individuals enjoy success in one or more of the 14 areas, we will publish a special edition of the Ultimate Destiny Success System. This edition of the UDSS will be made available to any interested New Thought Center as an introductory publication they may share with members (and potential members) on a love offering basis with 50% to 100% of any revenue generated from the sale of the UDSS donated back to the Center by Ultimate Destiny.

Ultimate Destiny is also seeking a few New Thought Centers, Ministers and Practitioners and Licensed Unity Teachers to participate in a research and development project. We will provide free access to 14 stand-alone workshops on the topics from the Ultimate Destiny Success System that can be offered through your New Thought Center. 100% of the workshops proceeds will be donated by Ultimate Destiny to the participating Center or ministry.

What Resources Do You Have To Share?

If you have written a book, developed a seminar or workshop or created any other program or product that could possibly be adapted in ways to help introduce people to New Thought, please contact us and let us know.

More details on this proposal are being collected to share on the web page at [Adapting Programs and Products for New Thought](#)

Chapter 4 [Adapting Marketing and PR Materials to Address Current Events and Interests](#)

When one of our partners shared an article in the Summer 2008 issue of **New Thought magazine** that he picked up at the [International New Thought Alliance Congress](#), we realized we may have a rich opportunity to help people all over the world discover how they may benefit from New Thought.

In the article by INTA President Rev. Cindy Lippert, she discusses why those of us in New Thought may need to re-create our message in more contemporary language in order to reach and serve many more. Rev. Lippert referenced “Joel Osteen who has become today’s most popular television minister by taking New Thought’s practical message, adding a dash of liberalism and a measure of old-time motivational speaking and Voila! Success! “

This chapter represents our whole-hearted agreement with Rev. Lippert’s insights and recommendations.

Joel Osteen shares his version of the New Thought message live with more people on a single Sunday than the total number of people presently participating in New Thought. Then there’s another 4,000,000 to 7,000,000 who hear his message every week on TV and radio. That’s amazing . . . and to us it suggests expanded outreach possibilities! In fact, it was a major factor that led to the creation of this web site in support of the vision to reach 100 million people with New Thought.

A few examples of probably hundreds of approaches used by many New Thought Centers to adapt marketing materials to address current interests and events in the larger population would include:

Producing fliers for programs and events that tied into movie screenings at New Thought Centers such as **What the Bleep, The Secret, The Celestine Prophecy, You Can Heal Yourself**, Dr. Wayne Dyer’s new movie, etc.

A similar concept applies when our Centers host **Conversations with God** study group, and **Course in Miracles, Oprah’s** program on **The New Earth with Eckhart Tolle**, etc.

Today, given the global economic challenges we face, positioning the message of New Thought in terms of **Spiritual Prosperity, The Art and Science of Living Rich, Using Spiritual Mind Treatment to Overcome Financial Challenges**, etc. are some examples of ways we might be more effective in our marketing and outreach.

One application of this concept is the way that [Ultimate Destiny University](#) is relabeling its 90 minute workshops based on [Co-creating Your Ultimate Destiny Success System](#).

The individual components include: Realizing Your Ultimate Potential; Fulfilling Your Life Purpose; Enjoying Positive Loving Relationships; Attaining Financial Freedom and Prosperity; Enjoying Ultimate Health and Fitness; Achieving Ultimate Success in Business and Career; Raising Your Consciousness; Enjoying Peace and Balance; Harnessing Creative Mind Power; Attaining Spiritual Enlightenment; Fostering Personal and Planetary Sustainability; and Making A Difference and Leaving A Legacy.

Ultimate Destiny is marketing the stand alone workshops with New Thought language such as:

**Discover How the Science of Mind Can Help You Enjoy
Loving Supportive Relationships**

**Discover How Spiritual Mind Treatment Can Help You
Enjoy Ultimate Health and Fitness**

**Discover How The Successful Living Principles and Practices Known as
New Thought Can Help You Attain Spiritual Enlightenment**

By advertising programs with more generic topics of greater potential interest to the public and holding the workshops in New Thought Centers, we can effectively introduce many more people to New Thought. And through this strategy, we reach and serve others in ways that meet their immediate interests and priorities and then lead them to additional resources we just happen to have available.

In the business world, it's known as relationship marketing, Imagine That!

What are your best ideas about ways we might more effectively “package” and “position” our rich legacy of New Thought programs and resources in order to reach more people?

More details on this proposal are being collected to share on the web page at [Adapting Marketing and PR Materials to Address Current Events and Interests](#)

Chapter 5 [Capitalizing on Available Public Domain Content](#)

“**Repurposing content**” and “**republishing public domain content**” are two of the hottest concepts in [Internet marketing](#). Public domain properties are books, music and other intellectual property that are no longer covered by copyright.

Repurposing content is really as simple as transforming content from one medium into another. For example, a book can be transformed into an e-book, a series of online classes, webinars, etc.

Republishing can be as simple as putting an original cover on a public domain work and giving it a new title. An excellent example is **Wallace Wattles’ Science of Getting Rich** which has been published under perhaps dozens of different titles.

If you saw **The Secret** movie or read the book, much of the contents were from Wattles’ earlier and classic works. The latest application of repurposing that content is the [New Science of Getting Rich program](#) with **Bob Proctor, Jack Canfield** and **Rev. Michael Beckwith**, three of **The Secret** teachers.

Some examples of possible New Thought public domain content that could be repurposed and or republished include:

Creative Mind
Creative Mind and Success
Spiritual Mind Treatment
The Science of Mind (1926 edition)

[Ultimate Destiny University](#) and [CENTER SPACE](#) (the Center for Spiritual, Personal And Community Enlightenment) have already developed special e-book editions of these 4 publications. We will be making them available on a donation basis to help support the evolution of this project.

[Ultimate Destiny University](#) is incorporating the contents of **Creative Mind and Success**, **The Five Steps of Spiritual Mind Treatment** and excerpts from the 1926 edition of **The Science of Mind** in its programs. They are also offering all three of those as e-books for anyone who subscribes to the free online newsletter for this New Thought Demonstration project.

There are hundreds of other classic New Thought publications that are public domain. We invite anyone who is interested in helping with this project to utilize these treasures to help introduce New Thought to millions of people to participate.

More details on this proposal are being collected to share on the web page [Capitalizing on Available Public Domain Content](#)

Chapter 6 [Co-creative Visioning and Strategic Planning](#)

The world of New Thought widely recognizes and appreciates the value of visioning as well as visualization. For example, the January 2009 issue of Science of Mind Magazine has several related articles. One of them is copied below after the introduction to the **10 Step Co-creative Visioning and Strategic Planning Process**.



In addition, **Ultimate Destiny University** has developed a [10 Step Co-creative Visioning and Strategic Planning Process](#). The creators have been paid as much as \$25,000 to facilitate the process for non-profit organizations, companies, chambers of commerce and communities. The complete [10 Step Co-creative Visioning and Strategic Planning Process](#) will be made available at no cost to participants in the New Thought Demonstration Project. In addition, several of the most powerful exercises in this program are included in the Resources Section.

More details on this proposal are being collected to share on the web page [Co-creative Visioning and Strategic Planning](#)

Chapter 7 [Creating a Strategic Marketecture](#)

[Ultimate Destiny University](#) has developed a template for a [Strategic Marketecture](#) as a tool to demonstrate how strategic alliances can be co-created to help ensure the ultimate success of participating organizations. This page provides an example of the [Strategic Marketecture](#) we developed to share our vision of how we could Bless Millions, Manifest Stewardship Over Billions and Leave a Trillion Dollar Legacy

The **Strategic Marketing Matrix** presented on the cover of this documents and the home page of the web site evolved out of the **Strategic Marketecture** design and **Strategic Marketing Matrix** we developed for [Ultimate Destiny University](#).



Strategic Marketing Matrix™ Copyright 2008 by Ultimate Destiny.

More details on this proposal are being collected to share on the web page [Creating a Strategic Marketecture](#)

Chapter 8 [Increasing Participation in Present Centers](#)

This chapter and the related page on the web site will share the results of several brainstorming sessions with new Thought Ministers. The answers to the questions we asked provide valuable insights about how New Thought Centers can be more effective in attracting new participants, and in helping meet the needs of those who do come.

Some of the best ideas are included in this publication as other specific proposals such as: [Repositioning Churches as Centers](#); [Adapting the Marketing and PR Language to Address Priority Interests and Current Events](#), [Co-producing Major New Thought Oriented Events](#), etc.

One specific resource that will be made available is a presentation on **101 Ways to Transform Your Church Into A Center for Spiritual Living**. This interactive presentation was shared by **Rev. Arleen Schmaltz**, a Unity Minister and [Charles Betterton](#) of [CENTER SPACE](#) at a **Focus on Fundraising Conference for the Association of Unity Churches**.

Please do share your suggestions, recommendations for ways to increase participation using the Comment function. You may also enjoy using the **Creative Mindstorming Exercise** and the **Strategic Visioning Exercises** to discern additional ways to expand our outreach and effectiveness in reaching and serving others. (These tools from [Ultimate Destiny University](#) can be found and downloaded from the page on [Co-creative Visioning and Strategic Planning](#).)

PS. Following is a draft document we prepared on this topic a few years ago. Maybe NOW is the Divine Time to bring forth what Spirit had us envisioning then.

Invitation To All New Thought Ministers, Practitioners and Licensed Teachers

How Could We Help You and Your Ministry?

As New Thought Ministers, we certainly know the challenges you experience. You are there to serve the needs of your community, attract new members to your organization, and keep current members satisfied. It takes constant diligence to choose the appropriate classes, workshops and programs that will fulfill your members' needs and keep them actively involved in supporting your church or center.

Over the past few months, several of us have been brainstorming to explore possible ways to leverage our resources through collaborative efforts. As a result, we have developed a strategic alliance with Ultimate Destiny, a company co-founded by like-hearted New Thought individuals and organizations like us.

Our purpose is to help New Thought organizations meet your needs in powerful and cost-effective ways. By forming strategic alliances, we support one another in filling the needs each one has, reducing costs for programs and services, and minimizing worry.

Our questions for you are:

How could a collaborative alliance best serve you at this time?

What are your needs? How can we help you do the best job possible at the lowest cost, the greatest effectiveness, and without stress? We invite you to consider the many ways that an alliance with our organization could help you be the best you can possibly be. Please call us at your earliest convenience. We will explore with you the most effective ways you can take your organization to the next level of success.

Our Invitation: If you, your Church or Center would be interested in exploring ways to grow more, serve more, teach more, reach more, and prosper more abundantly, we invite you to participate. Please contact us if you resonate with our vision and would like more information. We also want to hear from anyone who has created books, tapes, seminars, workshops or other resources that might be of interest to our members.

We have been brought together to share a vision of helping millions of people awaken to their true spiritual identity, realize more of their God-given potential and fulfill their ultimate purpose. We invite you to join with us to prayerfully discern ways we might most effectively collaborate to help accomplish this vision. We also seek appropriate and effective ways of sharing New Thought with a much larger audience than has been served before.

We envision several co-creative initiatives that would allow New Thought individuals, Churches, Centers and associations to be more effective at reaching, serving and empowering more individuals. In our preliminary meetings with new Thought Ministers, we have been asking survey questions to help us design effective programs to best meet your needs. For example, we have been asking questions such as:

Why do people come to church? What keeps them coming back?

What causes them to volunteer or participate actively?

What causes them to tithe to your church?

How do you create a powerful and effective youth program?

How do you develop leadership capacity for members and practitioners?

What topics will assist you in getting the skills you need in your church/center?

What speakers, authors, trainers would attract your members?

To help us determine the validity of both our questions and the answers we have been compiling, please take a few minutes to complete and return the Survey. Thank you!

More details on this proposal are being collected to share on the web page [Increasing Participation in Present Centers](#)

Chapter 9 [Joint Marketing Ventures and Shared Advertising](#)

The basic components of joint ventures and shared expenses in mutually beneficial ways are briefly addressed on the pages about [Creating A Strategic Marketecture](#), [Providing Central Order Fulfillment Capabilities](#) and [Co-producing Major New Thought Oriented Programs](#).

The idea is for New Thought participants and Centers to think strategically about ways that collaboration and pooling resources could produce greater leverage and return on investment. For one example, many New Thought Centers advertise in New Age publications.

What if several of us got together and created a more effective and cost-efficient insert featuring all the participating Centers? Or better yet what if enough New Thought Centers and participants with programs, products and services to market pooled our resources and published our own regional, national and even international quarterly (or perhaps even) monthly magazines?

We could apply the same concepts and create our own New Thought Internet radio network, and even our own New Thought Video Network.

Another example of ways we could collaborate is known as “**Best Seller Book Marketing**”. This is the concept of driving books to top position on Amazon.com or Barnes and Noble by encouraging massive numbers of people to buy a book (or CD, DVD, etc.) on the same day by offering them bonuses worth hundreds and sometimes even thousands of dollars.

This is a great and highly effective training program that two of the [Ultimate Destiny University](#) team members have attended in preparation for offering bonuses with the 14-part, 1,000+ page [Co-creating Your Ultimate Destiny Success System](#).

If you (or someone you now) has an e-book, an MP3, or some other product related to successful living that could be offered in mutually beneficial way to support the sale of any New Thought product, please contact us.

The big money is in media, Imagine That!

So we’ve shared a couple of relatively small ideas for your consideration.

What can you envision being possible?

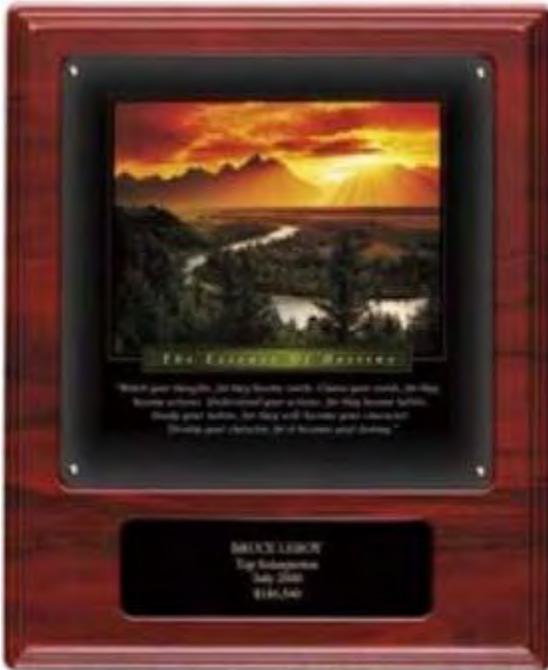
Please do share your amazingly brilliant insights and suggestions. . .

More details on this proposal are being collected to share on the web page [Joint Marketing Ventures and Shared Advertising](#)

Chapter 10 [New Thought Hall of Fame Awards Program](#)

Who are the individuals in the world of New Thought who are both living their ultimate destiny and helping others manifest theirs?

What authors and trainers have reached and blessed most people with the wisdom and wealth of New Thought?



Ultimate Destiny Hall of Fame Award

[Ultimate Destiny University](#) created the [Ultimate Destiny Hall of Fame Award](#) to honor and acknowledge authors, trainers and leaders who were nominated for that honor. Several of the leading New Thought authors were among the first 50 individuals identified to receive the [Ultimate Destiny Hall of Fame Award](#).

The essence of this proposed initiative is to launch another Hall of Fame Award contest just for New Thought. We will solicit nominations in the two categories of Presently Living and Graduates (those who have passed on and left us their rich legacy).

We plan to launch this initiative in the next couple of weeks. If you want to participate, please contact us or use the Comment form below.

In the meantime, we invite you to participate in our first poll.

What New Thought Authors and Leaders Deserve the Ultimate Destiny Hall of Fame Award?

- Bob Proctor
- Charles Fillmore
- Joel Goldsmith
- Michael Beckwith
- Marianne Williamson
- Edwene Gaines
- Joseph Murphy
- Terry McBride
- Jack Canfield
- Catherine Ponder
- Norman Vincent Peale
- Mary Manning
- Emma Curtis Hopkins
- Roy Eugene Davis
- Deepak Chopra
- Ernest Holmes
- Louise Hay
- Iyanla Vanzant
- Thomas Troward
- Esther Hicks
- Wayne Dyer
- Mark Victor Hansen
- Terry Cole Whittaker

More details on this proposal are being collected to share on the web page [New Thought Hall of Fame Awards Program](#)

Chapter 11 [Providing Central Order Fulfillment Capabilities](#)

Most publishers provide a sliding quantity wholesale discount on books and audio video programs. The more you buy, the deeper the discount. Many small New Thought Centers either don't have the capacity to display and sell New Thought publications or the quantity they purchase only gives them a minimal discount.

The objectives of this proposal are to help:

- (1) provide greater and wider distribution of New Thought (and related publications);
- (2) to enhance the ability of every New Thought Center to provide greater service to its congregants and visitors;
- (3) to provide higher profits to participating New Thought Centers who order through the central order and fulfillment center and
- (4) to retain as much of the distribution dollars in support of reaching more people and introducing them to New Thought.

There are already a couple of joint venture relationships along the lines of this proposal. With higher levels of participation, we could eventually become not only one of the major distributors of New Thought and related publications, we could become one of the largest publishers too, Imagine That!

This would be an excellent project for attracting funding required to implement it. If enough Centers are interested and we determine the appropriate titles to carry and at what inventory levels, the funding required to purchase books in quantity, ship them to our central order fulfillment center could be provided in several ways. For example, the funding could be made by grants, donations, equity investments in a participating company or LLC and or through revenue participation agreements.

More details on this proposal are being collected to share on the web page [Providing Central Order Fulfillment Capabilities](#)

Chapter 12 [Providing Opportunities for Co-creative Participation](#)

This fundamental principle of co-creative participation or what is known as “Metanoic development” is represented in many if not most of the specific proposals presented in this web site. For example, we have designed the site on an interactive wordpress blog site so anyone may participate and offer your input in shaping, evaluating, refining and implementing the specific initiatives.

The proposed new organizations such as the International Membership and Networking Organization, the New Thought Credit Union, the Equity Capital Project, etc. will all be refined, established and implemented by those individuals who come forward and accept responsibility for their manifestation.

In addition, [Ultimate Destiny University](#) is inviting New Thought Centers, Ministers, Practitioners and Licensed Teachers to accept the offer to have free access to hundreds of programs and a couple of thousand pages of workshop content covering just about every facet of living happier, healthier, wealthier and more spiritually fulfilling lives.

We also seek to stay “open at the top” as Ernest Holmes said. For example, while this initial project presents our 24 new and expanded initiatives, we are certain that there are far more significant ideas out there.

In a way, we have demonstrated The Field of Dreams. We have built it so you can come and participate as an honored co-creator and share the wisdom, inspiration and brilliance that you are.

More details on this proposal are being collected to share on the web page [Providing Opportunities for Co-creative Participation](#)

Chapter 13 [Providing Technical Assistance on Visioning, Promotion and Marketing](#)

The purpose of this page is to provide access to resources for coaching, mentoring and training in these **Mega Successful Living Skills for the Third Millennium** including some of the top answers to the question:

“What are the Mega Success Skills for the Third Millennium?”

Co-creative Visioning and Strategic Planning

Ability to articulate a vision (speaking)

Self-publishing and electronic publishing

Internet marketing

Developing joint ventures and strategic marketing alliances

More detailed information on the available resources for visioning are provided on the **[Co-creative Visioning and Strategic Planning](#)** page.

If you have an interest, skills, expertise and or resources that would help us be able to provide coaching, mentoring and consulting services in visioning, promotion, marketing, Internet marketing or other essential skills, please contact us. You may also use the Comment function on the web page below to share your feedback and recommendations. Thank you.

More details on this proposal are being collected to share on the web page [Providing Technical Assistance on Visioning, Promotion and Marketing](#)

Chapter 14 [Providing Templates for Business Plans, Grant Applications, Collaboration](#)

Just about every organization, whether it is a non-profit or a company, needs access to resources and tools for managing the assets and affairs of the organization. To help enhance the growth and success of existing New Thought organizations and those new ones we intend to help you bring forth, we will make every possible effort to provide state-of-the-art resources such as templates for:

- **business plans;**
- **marketing plans;**
- **master fundraising plans;**
- **grant applications;**
- **capital formation documents;**
- **visioning and strategic planning instruments;**
- **self-assessment tools;**
- **monitoring and evaluation procedures, etc.**

There are hundreds of available organizations that provide one or more of these types of resources and the objective of this proposal is to conduct research and development to determine which ones are most appropriate, effective and in alignment with New Thought so we can make those available to anyone who shares this vision of reaching, serving and blessing many more people through New Thought.

If you happen to have skills, expertise and or resources in any of these (or other essential management and organizational development skills), please do contact us and help us accomplish our bold vision. Thank you!

More details on this proposal are being collected to share on the web page [Providing Templates for Business Plans, Grant Applications, Collaboration](#)

Chapter 15 [Publishing Stories of How New Thought Has Helped People](#)

Can you imagine *Chicken Soup for the New Thought Soul*? With your help, we can actually bring forth a special edition of the series that [Jack Canfield](#) and [Mark Victor Hansen](#) have sold 150 million copies of so far

Join us at the next [Mega Book Marketing University](#) with Mark and Jack and let's ask them what they think about the idea.

How Has New Thought Helped You (and Others You Know) Awaken to Spirit, Realize More of Your Potential and Learn How to Enjoy A Healthier, Happier, Richer and More Meaningful Life?

Have You (Or Someone You Know) Written A Book, Created A Program Or Have A Story To Share That Could Help People Discover and Apply New Thought Principles and Practices?

We are presently seeking volunteers to help us collect stories and resources to share in a Special New Thought edition of the [Ultimate Destiny Success System](#) and in a new publication, [New Thought 101 Resources](#). Members of our New Thought Research and Development Team will be given free review copies of all components of the UDSS.

Who Else Would Like to Enjoy Thousands of Dollars Worth of Free Resources for Empowerment and Enlightenment While Helping Create and Share Programs To Help People Discover the "Real Secret" of New Thought!

In addition, we will provide members free access to thousands of dollars worth of valuable information and resources on empowerment, enlightenment, leadership, transformation, etc. Many of these resources have been produced by world-class authors and trainers such as Mark Victor Hansen, Jack Canfield, Bob Proctor, Deepak Chopra, Brian Tracy, Jim Rohn, Earl Nightingale, Paul J. Meyer, Barbara Marx Hubbard, Jean Houston, etc.

When we have collected enough resources and stories of how New Thought has helped individuals enjoy success in one or more of the 14 areas, we will publish a special edition of the Ultimate Destiny Success System. This new edition of the UDSS will be made available to any interested New Thought Center as an introductory publication they may share with members (and potential members) on a love offering basis with 50% to 100% of any revenue generated from the sale of the UDSS donated back to the Center by Ultimate Destiny.

More details on this proposal are being collected to share on the web page [Publishing Stories of How New Thought Has Helped People](#)

Chapter 16 [Positioning Churches as Community Resource Centers](#)

This page will include a presentation on **101 Ways to Transform Your Church Into A Community Resource Center**. This interactive presentation was shared by **Rev. Arleen Schmaltz**, a Unity Minister and [Charles Betterton](#) of [CENTER SPACE](#) at a Focus on Fundraising Conference for the [Association of Unity Churches](#).

[Ultimate Destiny University](#) is seeking a few New Thought Centers to participate in an innovative “[Ultimate Fundraising Program](#)” that will help centers and their members grow and prosper. We are also seeking volunteers to help evolve and expand outreach and marketing efforts of New Thought Centers by establishing model **Empowerment Training Mentoring Systems™** in your Center and or community.



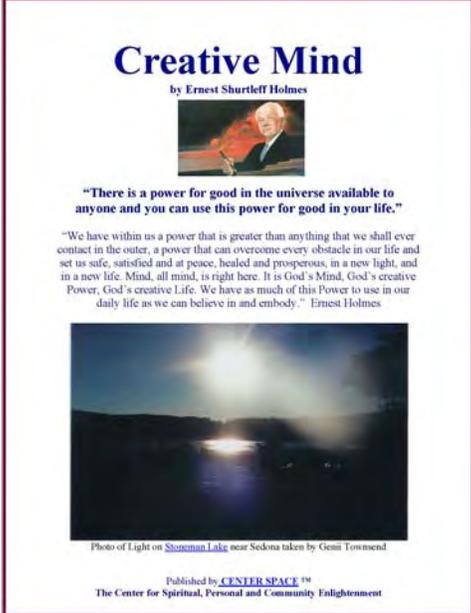
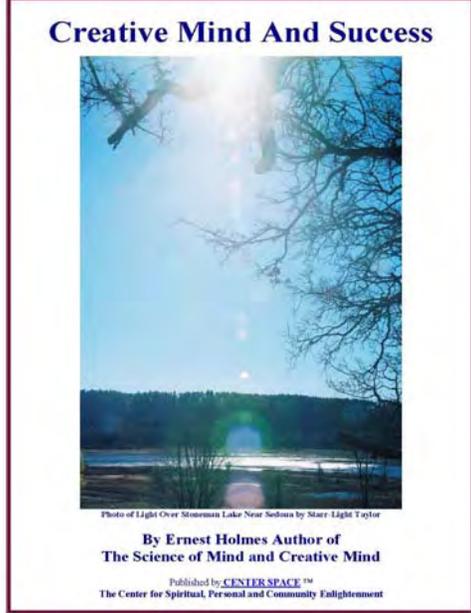
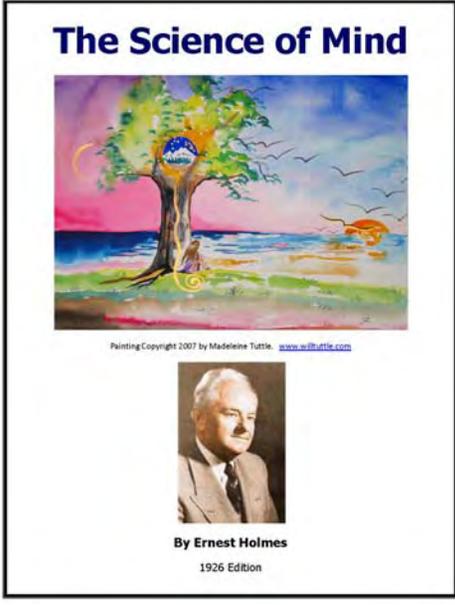
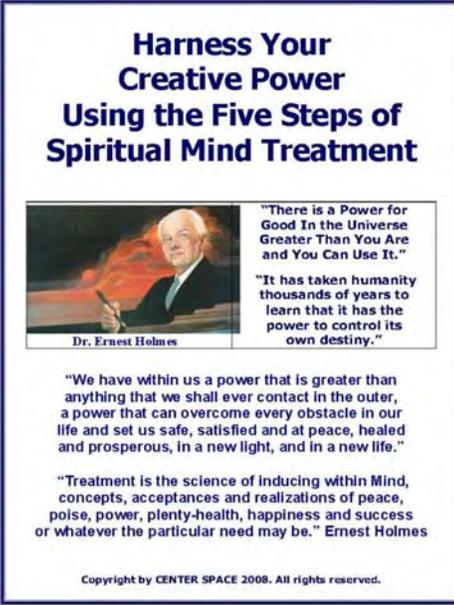
Example of an Empowerment/Enlightenment Training Mentoring System located in a participating Religious Science Center for Spiritual Living

Please use the comment function on the web page linked below to share your feedback and suggestions for ways we might most effectively position our New Thought churches and spiritual centers as community empowerment resource centers. Thank you!

More details on this proposal are being collected to share on the web page [Positioning Churches as Community Resource Centers](#)

Chapter 17 [Repurposing New Thought Content](#)

Repurposing content is one of the hottest concepts in Internet marketing. It is really as simple as transforming content from one medium into another. For example, a book can be transformed into an e-book, a series of online classes, webinars, etc. Some examples of possible New Thought content that could be repurposed include:

 <p>Creative Mind by Ernest Shurtleff Holmes</p> <p>"There is a power for good in the universe available to anyone and you can use this power for good in your life."</p> <p>"We have within us a power that is greater than anything that we shall ever contact in the outer, a power that can overcome every obstacle in our life and set us safe, satisfied and at peace, healed and prosperous, in a new light, and in a new life. Mind, all mind, is right here. It is God's Mind, God's creative Power, God's creative Life. We have as much of this Power to use in our daily life as we can believe in and embody." Ernest Holmes</p> <p>Photo of Light over Steinhilf Lake near Sedona taken by Geeni Townsend</p> <p>Published by CENTER SPACE™ The Center for Spiritual, Personal and Community Enlightenment</p>	 <p>Creative Mind And Success</p> <p>Photo of Light Over Steinhilf Lake Near Sedona by Sharr Light Taylor</p> <p>By Ernest Holmes Author of The Science of Mind and Creative Mind</p> <p>Published by CENTER SPACE™ The Center for Spiritual, Personal and Community Enlightenment</p>
<p align="center">Creative Mind</p>	<p align="center">Creative Mind and Success</p>
 <p>The Science of Mind</p> <p>Painting Copyright 2007 by Madeline Tuttle. www.wiltuttle.com</p> <p>By Ernest Holmes</p> <p>1926 Edition</p>	 <p>Harness Your Creative Power Using the Five Steps of Spiritual Mind Treatment</p> <p>Dr. Ernest Holmes</p> <p>"There is a Power for Good In the Universe Greater Than You Are and You Can Use It."</p> <p>"It has taken humanity thousands of years to learn that it has the power to control its own destiny."</p> <p>"We have within us a power that is greater than anything that we shall ever contact in the outer, a power that can overcome every obstacle in our life and set us safe, satisfied and at peace, healed and prosperous, in a new light, and in a new life."</p> <p>"Treatment is the science of inducing within Mind, concepts, acceptances and realizations of peace, poise, power, plenty-health, happiness and success or whatever the particular need may be." Ernest Holmes</p> <p>Copyright by CENTER SPACE 2008. All rights reserved.</p>
<p align="center">The Science of Mind (1926 edition)</p>	<p align="center">How to Use Spiritual Mind Treatment</p>

[Ultimate Destiny University](#) and [CENTER SPACE](#) the Center for Spiritual, Personal And Community Enlightenment have already developed special e-book editions of these 4 publications. We will be making them available on a donation basis to help support the evolution of this project.

There are hundreds of other classic New Thought publications that are public domain.

We invite anyone who is interested in helping with this project to utilize these treasures to help introduce New Thought to millions of people to participate. Please use the comment function to share your interests, suggestions and feedback.

More details on this proposal are being collected to share on the web page [Repurposing New Thought Content](#)

Chapter 18 [Think Tanks and Brainstorming](#)

In his classic book, **Think and Grow Rich**, Napoleon Hill reported on 17 traits of the successful men he studied. Of the 17 principles, he said that having a Mastermind group was one of the most important success skills.

[Ultimate Destiny University](#) is publishing a special New Thought edition of Think and Grow Rich along with many other classics now in the public domain such as **In Tune With the Infinite** by Ralph Waldo Trine, **The Secret of The Ages** by Robert Collier, etc.

Brian Tracy, one of the top success trainers in the world, says that the **Creative Mindstorming** exercise is one of the most powerful tools he has ever experienced. **Ultimate Destiny University** has adapted the **Mindstorming Exercise** to facilitate its application by individuals and groups.

This page will evolve with a list of the various available resources including books, audio video programs and training courses. Please use the comment function on the web page linked below to share your suggestions and feedback. Thank you!

More details on this proposal are being collected to share on the web page [Think Tanks and Brainstorming](#)

Chapter 19 [Strategic Marketing Matrix New Initiatives](#)



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[Coproducting Major New Thought Oriented Events](#)

[Establishing Demonstration Projects and Intentional Communities](#)

[Providing Cooperative Multi-Media Production & Distribution Services](#)

[Providing Cooperative Printing and Publishing Resources](#)

[Providing International Membership and Networking Services](#)

[Providing Mentoring and Consulting Services in Publishing,
Internet Marketing, etc](#)

[Providing Vehicles for Tax Deductible Donations](#)

[Providing Vehicles for Attracting and Allocating Equity Capital](#)

Chapter 20 [Coproducing Major New Thought Oriented Events](#)

This chapter and the related page on the web site will introduce possible events that could be co-produced to help introduce New Thought principles and practices. Several residents of San Diego County and Sedona have been brainstorming about this concept for a couple of years and there are two small-scale preliminary events planned for this spring in Sedona with Scott and Shannon Peck of The Love Center and Jan and John Randolph Price. (www.seedonow.com)

Several of the individuals and organizations participating in this New Thought demonstration project have been producing major events for up to 1,800 participants with world-class trainers such as Norman Vincent Peale, Brian Tracy, Les Brown, Jim Rohn, Mark Victor Hansen, Bonnie St. John, etc. Some of the hundreds of positive newspaper articles about these events are published at www.candoresourcecenter.com

Following is an unedited earlier concept proposal written in about 2006 for producing a New Thought symposium in San Diego. It is now being updated and refined.

Harness Your Creative Power and Manifest Your Ultimate Destiny Symposium!

Can you imagine the powerful possibilities as several hundred like-hearted visionaries gather for three inspiring days filled with fun, uplifting and transformative exercises and presentations by some of the most conscious and enlightened individuals on the planet!

[CENTER SPACE](#) (the Center for Spiritual, Personal And Community Enlightenment) and [Ultimate Destiny University](#) invite you to attend the first international symposium to explore possible ways to help individuals, organizations and communities share their dreams and discover how to manifest their ultimate destiny.

The objectives of the event are to generate quantum leaps in raising consciousness, fostering earth stewardship and sustainability, accelerated realization of potential and spiritual enlightenment.

The primary tracks would include: Enlightened Stewardship; Community Empowerment; Youth Empowerment and Leadership Development; Inspired Learning and Leadership; Spirituality and the Workplace, etc. The featured conveners and presenters could include: Patricia Auburdene, Lance Secretan, Peter Redding, Colin Tipping, Dr. Michael Swack, Deepak Chopra, Wayne Dyer, Les Brown, Bonnie St. John, Ron Haegy, Edgar Mitchell, Lynne Twist, Hale Dwoskin, Mark Tucker, Ken Blanchard, Bob Proctor, Brian Tracy, Scott and Shannon Peck, Bobbi DePorter from Quantum Learning, Gary Malkin from Wisdom of the World, Andrew Cohen on Enlightenment, Andrew Harvey, Eve Hogan, Terri Cole Whittaker, Barbara Marx Hubbard, Jean Houston, Marianne Williamson, Edwene Gaines, Mark Victor Hansen, Jack Canfield, David McArthur, Mary Manning, Jim Rohn, Don Beck, Richard Barrett, Ray Faulkenberry, John and Jan Price, D.C. Cordova, Arielle Ford, Michael Beckwith etc.

Potential cosponsors include: Heart Math, IONS (Institute of Noetic Sciences), Social Venture Network, Foundation for Inspired Learning, The Love Center, World Business Academy, Quantum Learning, Association for Spirit At Work, AGNT (Association for Global New Thought, ANTN (Affiliated New Thought Network), INTA (International New Thought Alliance) UCRS (United Centers for Spiritual Living), RSI (International Centers for Spiritual Living) the Community Economic Development Master's program at Southern New Hampshire University, the Alliance for A New Humanity, I AM Foundation, Institute for World Transformation etc.

More details on this proposal are being collected to share on the web page [Coproducting Major New Thought Oriented Events](#)

Chapter 21 [Establishing Demonstration Projects and Intentional Communities](#)

“Who Else Would Like to Help Create Intentional Communities and Retreat Centers Based on New Thought Principles and Practices?”

[Ultimate Destiny University](#) and [CENTER SPACE](#) (the Center for Spiritual, Personal And Community Enlightenment) are seeking to connect with potential co-creators of one or more companies and intentional communities based on New Thought Principles.

What we envision could serve as a larger scale model for conscious sustainable living with a focus on service, stewardship and spiritual orientation (rather than religious).

We are also proposing the development of intentional communities based on New Thought Principles and Practices. One possible example of an available location is described at <http://newthoughtcommunity.wordpress.com/>



Available 900 Acres Suitable for a New Thought Intentional Community

We have located this 900 acre property near Anza, CA that is for sale and that would make an ideal intentional community site. It has about 100 acres already developed with administrative buildings, full size gym, recreational facilities, dining hall for 350+-, and lodging for about 100. The infrastructure is in place that could enable the site to become a sustainable intentional community off of the grid for perhaps as many as 1,000 residents. This particular site is located about half way between Palm Springs and Temecula CA. For more information, <http://newthoughtcommunity.wordpress.com> and <http://www.newthoughtintentionalcommunity.org/>.

More details on this proposal are being collected to share on the web page [Establishing Demonstration Projects and Intentional Communities](#)

Chapter 22 [Providing Cooperative Multi-Media Production and Distribution Services](#)

Some of the best and most cost effective ways of introducing people to New Thought are publishing, printing and distributing books, e-books, and multi-media programs. What is envisioned for this proposed initiative is the establishment of an organizational vehicle to help facilitate producing, marketing and distributing New Thought Resources.

The concept is similar to a Writers, Producers Collaborative established by participants in this project in Sedona. There are hundreds of film and video producers in the New Thought world. Many of them would benefit from having access to resources that help them produce, fund, market, promote, and distribute their content.

As a result, they and the New Thought community will enjoy the greatest possible return on their investment of time, energy and money. The purpose of the collaborative is to gather and share access to resources for producing, marketing and distributing films, movies, audio video programs, seminars and workshops, etc.

Some of the participants in this New Thought project have expertise or contacts with expertise in producing, marketing and or distributing multi-media products. The concept is that we would attract many others with an interest and or expertise in helping co-create a cooperative media production and distribution resource for New Thought. That could include forming a new company, an LLC, a nonprofit (NPO) organization, strategic alliances with one or more existing NPO's or companies and any combination of the above.

More details on this proposal are being collected to share on the web page [Providing Cooperative Multi-Media Production and Distribution Services](#)

Chapter 23 [Providing Cooperative Printing and Publishing Resources](#)

Some of the best and most cost effective ways of introducing people to New Thought are publishing, printing and distributing books, e-books, and multi-media programs. What is envisioned for this proposed initiative is the establishment of an organizational vehicle to help facilitate publishing and marketing New Thought Resources.

The concept is similar to a [Writers, Producers Collaborative](#) established by participant in this project in Sedona. There are hundreds of authors, producers and potential self-publishers in the New Thought world. Many of them would benefit from having access to resources that help them publish, print, market, promote, distribute and repurpose their content.

As a result, they and the New Thought community will enjoy the greatest possible return on their investment of time, energy and money. The purpose of the collaborative is to gather and share access to resources for writing, publishing, producing, marketing and distributing books, audio video programs, seminars and workshops, etc.

Some of the featured resources would include: [Mark Victor Hansen's Mega Book Marketing University](#) and his annual **Mega Speaker Training**; Rick Frisman's periodic **Author 101 University**; Ariel Ford's **Everything You Should Know About Publishing, Publicity, Promotion and Building A Platform**; David Riklan's **Training on Creating and Marketing E-books**; Tom Bird's training, [Internet Marketing Explained](#) and the [Big Seminar with Armand Morin](#), and many other top trainers and coaches in these essential "successful living skills" for the 21st Century.

More details on this proposal are being collected to share on the web page [Providing Cooperative Printing and Publishing Resources](#)

Chapter 24 [Providing International Membership and Networking Services](#)

Yes, there are already dozens of New Thought membership organizations, and we are proposing the establishment of another one specifically created to help accomplish the goal of introducing 100 million people to New Thought.

We would invite every existing organization such as those listed as major New Thought associations to participate in co-creating the new organization. Seats would be made available on the advisory board for any established New Thought organization that wants to actively participate in this project.

People are more inclined to participate in an organization if they feel they can play an active and co-creative role in shaping the vision and mission of the organization and in helping it succeed. In many cases, people are also interested in participating in membership and networking organizations that facilitate networking among members.

Many New Thought Centers understand the significant mutual advantages of helping their congregants network and to do business together. Some of them publish member business directories and sponsor member business networking events.

The proposed new international membership organization would include several features designed to help members participate more directly in this New Thought global marketplace. One potential application is the creation of a New Thought Credit Union that could provide the full range of financial services to members.

More details on this proposal are being collected to share on the web page [Providing International Membership and Networking Services](#)

Chapter 25 [Providing Mentoring and Consulting Services in Publishing, Internet Marketing, etc](#)

Over the past three decades, some of the participants in this New Thought demonstration project have invested thousands of hours and hundreds of thousands of dollars obtaining and facilitating training in various development fields.

We have developed and delivered hundreds of training programs on successful living skills such as the Five Success Skills identified by [Paul J. Meyer](#) the leading self-improvement author of all time:

- **Positive Mental Attitude**
- **Goal Oriented**
- **Self-motivated**
- **Time Management**
- **Money management**

We have developed dozens of additional [Ultimate Destiny University Successful Living Skills](#) and we have brainstormed and asked workshop participants to answer the question:

“What are the Mega Success Skills for the Third Millennium?”

The purpose of this page is to provide access to resources for coaching, mentoring and training in these [Mega Successful Living Skills for the Third Millennium](#) including some of the top answers to our question above:

[Cocreative Visioning and Strategic Planning](#)

[Ability to articulate a vision \(speaking\)](#)

[Self-publishing and electronic publishing](#)

[Internet marketing](#)

[Developing joint ventures and strategic marketing alliances](#)

If you have an interest, skills, expertise and or resources that would help us be able to provide coaching, mentoring and consulting services in publishing, leadership, management, marketing, Internet marketing or other essential skills, please contact us.

More details on this proposal are being collected to share on the web page [Providing Mentoring and Consulting Services in Publishing, Internet Marketing, etc](#)

Chapter 26 [Providing Vehicles for Tax Deductible Donations](#)

Yes, there are already dozens of New Thought membership organizations and thousands of New Thought Centers that seek and require financial support. And yes, we are proposing the establishment of another non-profit membership organization specifically created to help accomplish the goal of introducing 100 million people to New Thought.

We would invite every existing organization such as those listed as major New Thought associations to participate in co-creating the new organization. Seats would be made available on the advisory board for any established New Thought organization that wants to actively participate in this project.

People are more inclined to participate in and make financial investments in an organization if they feel they can play an active and co-creative role in shaping the vision and mission of the organization and in helping it succeed.

The proposed new international membership organization would seek financial support from members, donors, private foundation and in some instances government grants to accomplish its purpose. The management team of [Ultimate Destiny University](#) has generated over 100 million dollars in the past for non-profit organizations and governmental bodies.

Our vision includes the attraction and stewardship of a multi-million dollar endowment to help ensure the ultimate success of this New Thought demonstration project. We anticipate that procedures would be established for any existing New Thought organization to submit an application for funding from the new organization for projects that support its mission.

More details on this proposal are being collected to share on the web page [Providing Vehicles for Tax Deductible Donations](#)

Chapter 27 Providing Vehicles for Attracting and Allocating Equity Capital

In addition to the new non-profit membership organization we are proposing, we are suggesting that one or more companies be created to provide equity capital to help accomplish the goal of introducing 100 million people to New Thought.

We would invite every existing organization such as those listed as major New Thought associations to participate in co-creating the new company or companies. Seats would be made available on the advisory board for any established New Thought organization that wants to actively participate in this project.

The proposed new equity vehicle would seek financial support from members, donors, private foundation and in some instances government grants to accomplish its purpose. Investments in the equity fund could be made as loans, purchase of shares, revenue participation agreements or Program Related Investments.

Individuals or organizations with programs, products or services that would support the New Thought demonstration project would be able to submit applications for funding from the new company. Of course, there would be formal application and evaluation and loan management procedures developed and implemented before any funds would be advanced.

The management team of [Ultimate Destiny University](#) has generated a couple of million dollars of equity capital for affiliated companies. It is our intention that this project will attract other far more qualified financial experts within or at least supportive of the New Thought community. If you are such an individual, or you know of one, please contact us or use the Comment feature to let us know. Thank you!

Our vision includes the attraction and stewardship of a multi-million dollar equity fund to help ensure the ultimate success of this New Thought demonstration project. We anticipate that procedures would be established for any individual or organization to submit an application for funding from the new equity fund program for projects that support its mission.

More details on this proposal are being collected to share on the web page [Providing Vehicles for Attracting and Allocating Equity Capital](#)

New Thought 101



**Resources for Helping Millions of People
Discover How To Apply the Spiritual
Principles and Practices for Successful
Living Known As New Thought**

"Change your thinking, change your life". -- Ernest Holmes

**As we change our approach and demonstrate conscious
sustainable living, we can help change and heal the world!**

www.UniversalCenterForSpiritualLiving.org

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**New Thought 101 — Resources for Helping Millions of People
Discover How To Apply the Spiritual Principles and Practices for
Successful Living Known As New Thought**

New Thought 101 Resources will feature as many of the available resources as we can identify that can help people learn how to apply the principles and practices for spiritually-based successful living known as New Thought. Our goal is to have the first draft of the electronic version ready to share at the [United Centers for Spiritual Living Community Gathering](#) in Anaheim, CA on February 16 to 19.

New Thought 101 Resources will include the 24 specific proposals presented on this web site and components of an earlier presentation on **101 Ways To Transform Your Church Into A Community Resource Center** that was shared at a **Focus on Fundraising Conference** for the [Association of Unity Churches](#).

In addition, **New Thought 101 Resources** will include a listing of New Thought books, audio and video programs, seminars and workshops and other available resources for helping introduce 100 million people to New Thought.

New Thought 101 Resources

Below is a first draft of 101+ possible resources that will be included in New Thought 101 Resources: There are forms near the end of the list and links for polls for you to share you input and recommendations. Please do participate!

Printed Materials

Books (Hay House, DeVorss, Amazon.com, etc.)

Newsletters

Magazines

Calendars

Greeting Cards

Internet Applications

Ebooks

Quizzes

Self-assessment Exercises

Articles

Slide Shows online

Courses

Webinars

Podcasts

Coaching, Mentoring and Consulting Services

Publishing

Electronic publishing

Ezine publishing

Treasure Mapping

Vision Boards

Affirmation

Meditation

Marketing

Promotion

Visioning

Strategic Planning

Internet Marketing

Joint Ventures

Speakers Bureau

Coaching

Three Round Method of Brainstorming

Daily Mindstorming

Golden Bridge Exercises

Outcome Success Map

Wheel of Life Exercises (for individuals, organizations, churches and communities)

Discernment Grids

Charting Daily Moods

Goal Setting

Time Management

Central book order and fulfillment operations

Central audio video production and distribution

Financial Services

New Thought Credit Union

Emergency Loan Fund

New Thought Bank

EquityCapital Pools

Investment Clubs

Limited Liability Companies

Project Management

Business and Organizational Development Services

Business Plans

Marketing Plans

Visioning and Strategic Planning

Management

Leadership Development

Human Resource Development

Training

Event Promotion

Public Relations

Fundraising

Grantwriting

Affiliate Marketing

Licensing

Franchising

Entrepreneurship

Establishing a non-profit organization

Membership Services

Membership Directories

Web Pages

Access to affiliate programs

Networking

Resources for personal and professional development

Travel

Resource Showcases

Expos

Seminar and Workshops

Webinars and Teleseminars

Lending Libraries

Barter Clubs

Media Resources

New Thought Radio Network

Internet Radio

New Thought Broadcast Network

Internet Video

Music DVDs and CDs

Audio CDs

Concerts

Template for Community Organizations

Empowerment Training Mentoring Systems

Empowerment Resource Centers

Centers for Successful Living

Success Center Partnerships

CAN DO!

Physical Facilities

Retreat Centers Intentional Communities

Residential Development

Cooperative Housing

Miscellaneous Resources

New Thought Ultimate Destiny Hall of Fame Awards

Speciality items (jewelry, candles, clothing lines, etc.)

New Thought Foundation

New Thought Ebay Stores

Spiritual Mind Treatment Resource Kits

What other resources would you suggest we include?

**You can send us an email, or use one of these forms and mail it to us at
PO Box 20072, Sedona, AZ 86341 or email it to**

newthoughtuniversity@gmail.com

**More details on this proposal are being collected to share on the web page
[New Thought 101 — Resources for Helping Millions of People Discover
How To Apply the Spiritual Principles and Practices for Successful Living
Known As New Thought](#)**

Chapter 29 Resource Section



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The whole world, from the least to the greatest, must know the truth, so that man may understand the great laws that govern his life. He must learn to control his own **destiny**, to heal his own body and bring happiness to his own soul.-- **Ernest Holmes, *Creative Thought***

Wake up! Your word is all powerful. Your consciousness is one with Omnipotence. Your thought is infinite. Your **destiny** is eternal and your home is everlasting heaven.
Ernest Holmes, *Creative Thought*

Chapter 30 Visioning Ways to Introduce New Thought to Millions of People

Ten positive ways we could help share New Thought with new people

List the top ten priority developments, accomplishments, etc. you would like to see materialize or and or through the New Thought Community within the next five years. They may be any combination of physical, attitudinal, environmental, or financial matters concerning publications, programs, products, organizations, projects, etc. Please complete this exercise without considering at this time factors such as whether the funding required to bring forth your idea is presently available.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

THREE PRIORITIES I AM WILLING TO TAKE A STAND FOR:

- 1. _____

- 2. _____

- 3. _____

ACTION STEPS I AM WILLING TO TAKE:

Name

Date

**Please return your completed forms by mail to New Thought University,
PO Box 20072, Sedona AZ 86341 or by email to
newthoughtuniversity@gmail.com.**

Chapter 31 Mindstorming for 20 Ideas Exercise

SPECIFIC GOAL STATEMENT OR QUESTION:

Date: _____

Please brainstorm and record below 20 answers to the question:

What resources can be provided to help people learn how to use New Thought?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

16.

17.

18.

19.

20.

ACTION STEPS:

Chapter 32 Outcome Success Map Exercise

OUTCOME SUCCESS MAP

In Four Simple Steps

1. **What is My Desired Outcome?** (**What do I want?**)

Describe in detail, with clarity and precision. To help you, what will the end result look like? What will it sound like? When achieved, what will it *feel* like to you?

2. **What will I need to do** to achieve my Desired Outcome? (**What will I do?**)

What *action* will I take? What strategies will I use to get what I want?

3. **What Inner Resources will I need** to carry out the strategies I listed in 2 above?

* Attitudes

* Skills

* Knowledge

4. **How will I know when I am successful?** (**How will I know?**)

(What *feedback* will I accept from the world that verifies I have achieved what I set out to create as my Desired Outcome?)

Please return your completed forms by mail to New Thought University, Box 20072, Sedona AZ 86341 or by email to newthoughtuniversity@gmail.com . Thank you.

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Chapter 33 Three Round Method of Brainstorming

The **Three Round Method of Brainstorming** is an exceptionally powerful and effective approach to problem solving and creative thinking. The process empowers a group of individuals to actively participate in a co-creative process that encourages everyone to contribute their best thinking on whatever problem or issue the group is attempting to resolve. It enables the group to discover their shared concerns and perspectives, it encourages positive thinking and generates a sense of community.

10 STEPS IN THE THREE ROUND METHOD OF BRAINSTORMING:

1. Review the **Rules of Creativity in Brainstorming**:
 - (1) Seek the greatest possible quantity of ideas (the most important rule)
 - (2) Defer judgment (until the time set aside for evaluating ideas)
 - (3) Freewheel (be as creative, innovative and "far out" as possible)
 - (4) Hitchhike (to generate more ideas, modify or combine other ideas)
2. Participants are divided into at least three small groups of 3-12 people each.
3. The entire group practices a brainstorming exercise to relax and ensure that everyone is familiar with and comfortable with the process. The Coordinator injects outrageous ideas to help participants be creative and uninhibited.
4. Each group appoints a Facilitator who encourages everyone to participate and refers to the Rules of Creativity if they get stuck generating ideas and a Recorder who writes all their ideas on flip chart paper.
5. The First Round consists of each group addressing the problem statement, issue or question which the Coordinator presents for brainstorming within a designated amount of time.
6. The Second Round consists of each group trading their list for another group's list. Each group reviews their new list, deleting any lower priority ideas, concerns or options contained on the list by drawing a single line through the idea to leave it legible for future reference.*
7. The Third Round consists of another trading of lists. The assignment in this round is to identify the top 3 or 4 most important ideas left on the list before them and then to record those priorities on a clean sheet of flip chart paper.
8. The new lists of 3-4 priority ideas from each group are posted somewhere where all the participants can see them. The Coordinator asks for input from participants in terms of any similarities contained on the different lists, their

observations on the process or the output. As ideas appear on more than one list, they are circled to help identify the top 1 or 2 priority ideas.

9. The Coordinator helps develop a new question designed to identify possible ways the top 1 or 2 priority issues can be positively addressed such as:
"In what ways can we address the issue of ..."
10. The small groups reassemble and start the process over with Step 5, focusing on the question related to finding positive ways to address the problems or concerns identified in the earlier exercise. They continue through Step 9.

The **Three Round Method of Brainstorming** process begins with addressing the negative factor, the problem, concern or question, and then it evolves into exploring what positive actions can be taken to address or resolve the "problem". The fact that everyone is encouraged to participate and share their input builds a sense of community and appreciation for diversity. The fact that the judgment or evaluation of an individual's ideas occurs in a different group eliminates the negative emotions that could otherwise interfere with the co-creative and community-building process.

The **Three Round Method of Brainstorming** generates a positive, cooperative atmosphere that can lead to continuing participation in a co-creative process of seeking solutions rather than just airing concerns or talking about problems. The successful application of this process on a regular basis in an organization or community can facilitate personal, organizational and community empowerment.

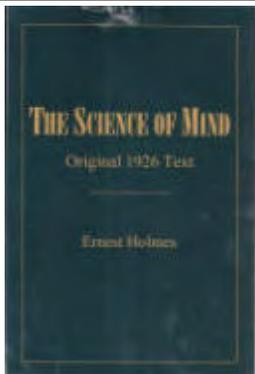
*The reason for ensuring that all ideas listed on the flip chart paper are legible even after they have been eliminated in Round 2 is to be able to retrieve all input from the exercises for later review and evaluation. Ironically, the most valuable ideas or concepts frequently get eliminated in the small group process because the idea or concept was too creative or innovative for its significance to be realized by the group during the exercise. The Coordinator or manager of the organization or group that conducts the process can realize significant benefits from reviewing all input captured during the **Three Round Method of Brainstorming** at a later time.

For more information on how your business, organization, or community can benefit from using the Three Round Method of Brainstorming, contact [Charles Betterton](#) at [CENTER SPACE](#), PO Box 20072, Sedona, AZ 86341. Telephone 928-284-5566.

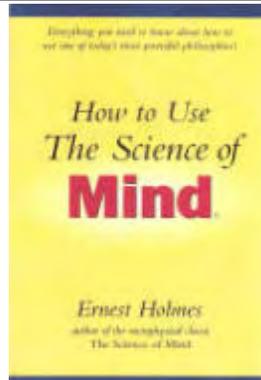
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The Center for Spiritual, Personal And Community Enlightenment helps people, organizations and communities see, believe and achieve more of their potential.

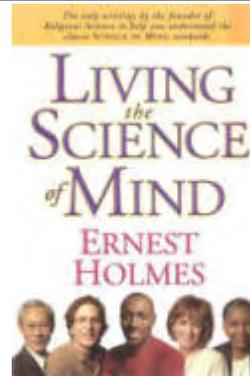
Chapter 34 Resources from Ernest Holmes and New Thought Authors



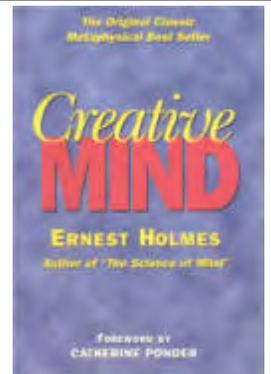
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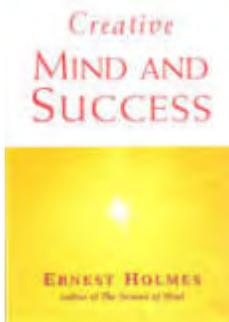
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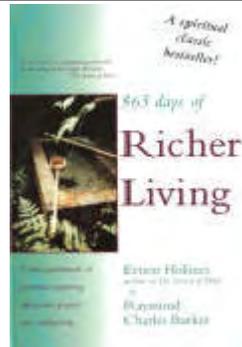
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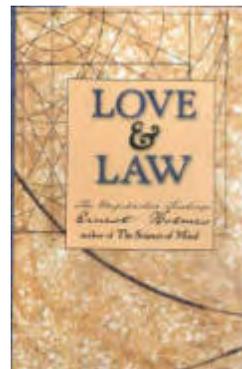
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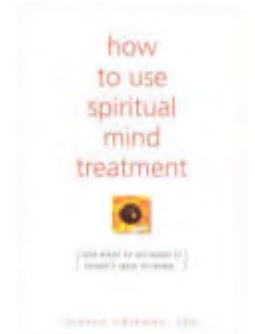
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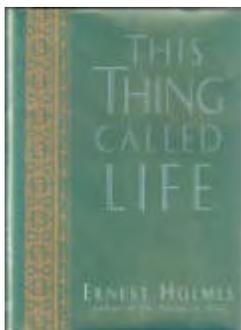
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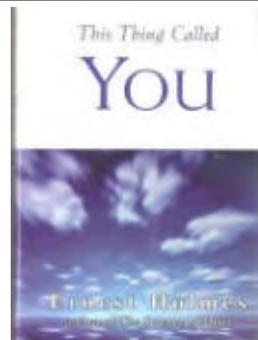
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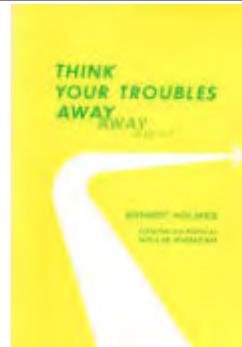
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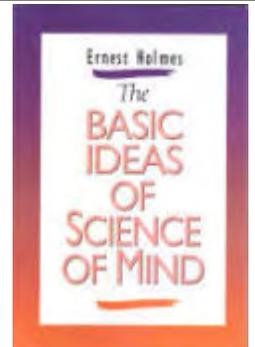
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Chapter 35 Resources Available from CENTER SPACE

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Chapter 36 Resources from [Ultimate Destiny University](#)

[Ultimate Destiny University](#)™ has invested thousands of hours to discover, design and develop innovative systems and breakthrough processes that help participants know which of the thousands of available resources will be most valuable to them personally to help them see, believe and achieve all they can be, do and have stewardship over!

After several years of research and development, we are now just about ready to launch the [Ultimate Destiny Success System](#)™ (UDSS). Whatever ultimate destiny means to any individual, these programs help participants discover their dreams, realize more of their potential and manifest more of their ultimate destiny!

[Ultimate Destiny University](#) is seeking a few New Thought Centers to participate in an innovative “[Ultimate Fundraising Program](#)” that will help centers and their members grow and prosper. We are also seeking volunteers to help evolve and expand outreach and marketing efforts of New Thought Centers by establishing model **Empowerment Training Mentoring Systems**™ in your Center and or community.



[Ultimate Destiny University](#) is grateful for the opportunity to donate our time, energy and funds to develop this web site and support the campaign to reach 100 million people with New Thought. To further support the campaign, we are about to publish [New Thought 101 — Ways and Resources For Blessing Millions of People with the Spiritual Principles and Practices Known As New Thought](#). We invite your help in developing this “resource treasure chest” of books, classes, audio/video programs, live events, etc.

We will also donate 100% of any sales of our [Co-creating Your Ultimate Destiny Success System](#) through this site to support the campaign. If a New Thought Center or participating individual generates a sale of our programs, we will donate the 100% to them and invite them to donate 50% to support this outreach campaign. —[Charles Betterton](#), Co-founder, [Ultimate Destiny University](#) and [CENTER SPACE, the Center for Spiritual, Personal and Community Enlightenment](#)

For more information on [Ultimate Destiny University](#), please download the 6 page PDF document, **Welcome to the World of Ultimate Destinyland**.
www.UltimateDestinyUniversity.com/new_thought.htm.

Welcome to the World of Ultimate Destinyland!

What's Your Ultimate Destiny?

What "Pieces" of *Solving Your Ultimate Destiny Success Puzzle* Are Most Meaningful To You?



Resources to Help You Solve Your Ultimate Destiny Success Puzzle, Realize More of Your Potential, Fulfill Your Life Purpose and Manifest Your Ultimate Destiny

“It has taken humanity thousands of years to learn that it has the power to control its own destiny.” - - Ernest Holmes

Ultimate Destiny™ has invested thousands of hours to discover, develop and design these innovative systems and breakthrough methods that will help you know which of the thousands of available resources will be most valuable to you right now to help you see, believe and achieve all you can be, do and have stewardship over, **Imagine That!** Welcome to YOUR Ultimate Destinyland!

Manifest Your Ultimate Success with the Ultimate Destiny Success System™.

This “Empowerment Treasure Chest” includes 14 interactive programs, 1,000 pages of self-assessments, goal-setting, planning and application exercises, coaching, webinars, featured resources and membership services to help you realize more of your potential.

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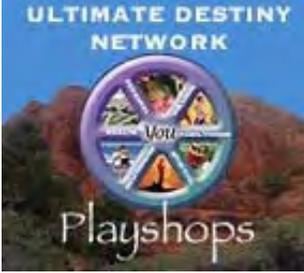
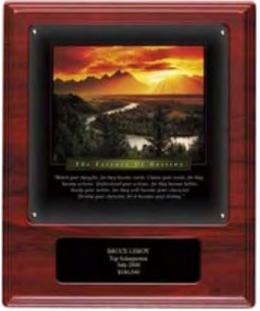
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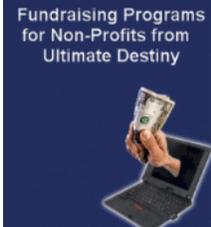
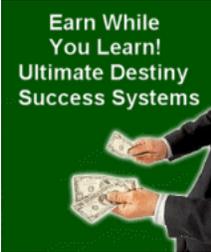
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	<p><u>Help Your Service Club, Church or Non-Profit Prosper</u></p> <p>Discover how just letting your members know about the resources available from Ultimate Destiny can earn non-profit organizations a donation of 50% up to 110% www.UltimateFundraisingPrograms.com</p>
	<p><u>Earn While You Learn!</u></p> <p>Join the Ultimate Destiny Network as an <u>Affiliate</u>, Strategic Alliance Partner, Licensed Trainer or Facilitator, become an author or publisher (www.ultimatedegabookmarketing.com), master www.UltimateInternetMarketingExplained.com, discover the www.UltimateScienceofGettingRich.com or perhaps even become part of the Company itself. www.UltimateEarnWhileYouLearn.com</p>
	<p><u>Help Expand the Circle of Success™</u></p> <p>Sponsor and participate in our program to establish non-profit Empowerment Resource Centers and reach and serve and help empower underserved populations. www.expandingthecircleofsuccess.org</p>
	<p><u>Sponsor An Empowerment Training Mentoring System™</u></p> <p>Help establish an Empowerment Training Mentoring System in your community to help residents learn successful living skills that will help them realize more of their potential.</p>

For more information, write to Ultimate Destiny, PO Box 20072, Sedona, AZ 86341
 Call 760-212-9931 or send an email to ultimatedestinyuniversity@gmail.com

Participation Form for the New Thought Research and Development Project

Please indicate which of the following topics you have quotes, content to share and or recommendations for resources that could be featured:

- | | |
|---|---|
| <input type="checkbox"/> Manifesting Your Ultimate Destiny | <input type="checkbox"/> Enjoying Loving Relationships |
| <input type="checkbox"/> Fulfilling Your Ultimate Potential | <input type="checkbox"/> Fulfilling Your Life Purpose |
| <input type="checkbox"/> Enjoying Ultimate Health and Fitness | <input type="checkbox"/> Raising Your Consciousness Level |
| <input type="checkbox"/> Harnessing Your Creative Power | <input type="checkbox"/> Attaining Financial Prosperity |
| <input type="checkbox"/> Attaining Success in Business/Career | <input type="checkbox"/> Attaining Spiritual Enlightenment |
| <input type="checkbox"/> Enjoying Peace and Balance | <input type="checkbox"/> Making A Difference, Leaving A Legacy |
| <input type="checkbox"/> Fostering Sustainable Living | <input type="checkbox"/> Solving Life's Ultimate Success Puzzle |

Please share any books, tapes, seminars or workshops you have produced on this topic that you would like to have considered for inclusion in the Ultimate Destiny Success System, Empowerment 101 and Enlightenment 101:

If you would be willing to provide any of your materials (such as e-books, books, pamphlets, downloadable audio or video, CD's, DVDs, teleseminars, webinars, etc.) to be featured as free bonuses to support the R & D project, please list them.

Please share any quotes on this topic, especially those from New Thought authors, ministers or other New Thought sources.

Please share any books, tapes, seminars or workshops you would recommend we feature on these topics, especially those from New Thought authors, ministers or other New Thought sources.

If your Center has an affiliate program or distributorship where we could help you market your programs and products and earn a commission, please provide the details of those possible mutually beneficial programs.

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