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# Growing Business with Soul

Practical Spirituality  
for the Busy Entrepreneur

Jasmine Sampson

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For Sam, Daniel, Aiden and  
the children of the world.

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## PREFACE

# How This Book Began

**Just as an acorn comes ready to become an oak tree, provided certain conditions are met, so there is in me, and in you, a potential waiting to be nurtured into being. This book will show you how.**

*Growing Business with Soul* brings together two interwoven strands of my life experience and work.

Thirty years ago I was a young wife and mother, raising three young sons, one of whom had special needs. My husband frequently worked late into the evening and I was battling chronic exhaustion, loneliness, resentment and my own super-high expectations of myself as a wife and mother. I began searching for techniques and strategies to help me cope with life: things to heal the pain within me, and which would do something to help ease the conflict with those around me.

I began the search within my Christian tradition and was blessed to meet with a compassionate and powerful consciousness that was actively involved in helping me release childhood pain and meet the challenges of my daily life. I discovered that I have a gift of healing and the ability to sense the hidden emotions of those on whom I focus my awareness, and I began to use that gift within the context of my church to help others who were struggling as I was. By my late twenties I was passing on to others the techniques I was using myself to cope with life as I experienced it. I do this in different ways now, but the essence of that work remains the same.

The other strand of my life is my sense of being in service to a Higher Power. For as long as I can remember I have been consciously aware of my relationship with the reality and power of the invisible realm we call *spiritual*.

My sense of guidance led me first to teaching, then to focus on my role as a mother and on my own healing. Later came a call to ordination as a Christian minister. I worked for a time as a hospital chaplain, and later as a parish minister, before establishing a spiritual 'drop-in' centre in the heart of our local CBD. Shortly after this I was guided just as clearly to 'follow God into the world' and stepped outside the church to pursue my vocation in the world. Since 2005 I have been entirely outside of organised religion.

In leaving the church I stepped away from a recognised career-and-income path and have had to face the challenges of offering my skills and gifts to the world through the vocation of self-employment. I found that traditional business advice somehow didn't fit me. At some deep level it didn't make sense to me and in trying to apply the strategies I felt like I was trying to force myself into a mould built for somebody else.

I sensed that what I really wanted to do was use the spiritual principles I employ to such good effect in every other part of my life to develop my business, but I didn't have the confidence to do that at first. So I kept on trying to do the traditional thing, working with several different coaches and becoming more and more discouraged and frustrated. The most basic steps eluded me. For example, no matter how much I tried, I just couldn't describe clearly what I was offering or who I was offering it to.

Finally I decided to trust myself and my sense of guidance and let go of trying to be anything other than myself. I recognised that my business wasn't something I needed to *build*. It wasn't something outside of myself and separate from me. Rather, it was something I was *growing*. My call was to allow the business that was *already inside me* to manifest itself into the world.

When I finally stopped turning outwards, decided to trust myself and drew on the personal and spiritual growth tools I had used for years for myself and my clients, I began to make real progress. I let go of all expectations about how my business should be developing and instead concentrated on staying faithful to myself and using the practices and strategies I outline in this book.

Implementing these tools as *deliberate business practices* gave me a sense of peace and progress that had been lacking when I tried to conform to traditional models. I have always loved what I do, but as I persevered I began to experience a whole new level of focus, purpose and fulfilment.

I knew that my business and I were growing, even though I couldn't at first see what the external shape would become.

Using the exact processes I will share with you, I was finally able to lay the solid foundations for business success that I had been unable to do *before I had done the inner work*.

**In just six months my business moved from 'barely-getting-by' to thriving:**

- I discovered a coach who was offering exactly what I had been looking for.
- I clarified my unique contribution and identified my ideal client group (you!).
- I finished and published this book and developed the online course that accompanies it.
- My income increased ten-fold.
- I moved from only seeing clients 1-1 to having a vibrant online business with an international impact.

My life's passion is to evolve spiritually, mentally and emotionally, and my work has always been to share with others the techniques and practices that help me. This book is a constellation of the best of my life's discoveries. *Growing Business with Soul* gives you the strategies and tools that I have used to grow a thriving business doing what I love and am uniquely gifted to do, and living from the love, peace and joy that is the essence of every human being.

You can do the same.



## INTRODUCTION

# Maximise Your Impact

**As an entrepreneur, you are already demonstrating leadership, courage and creativity. You have the potential to be one of the forerunners of changing human consciousness.**

This Book Is for You If...

- You are an entrepreneur with a desire to fulfil the highest possibility for your life
- You want to put your skills and experience at the service of humanity as a whole
- The concept that your business is a potential *inside of you* that you want to grow makes sense to you
- You find that traditional business models don't quite fit you *or*
- They used to work ok but aren't any longer *and/or*
- You sense that more is possible for you but don't quite know how to achieve it

This book is also for you if...

- You consider yourself spiritual, but not religious
- You would like a framework of meaning to support you in life and in business
- You would like a set of simple and effective practices that will empower you to navigate the 'unknown territory' of your future with confidence and joy
- The idea of building your business in partnership with a Higher Consciousness excites you

## Help for a World in Crisis

We are living in a time of unprecedented movement and upheaval. Everything is changing, not just at the level of society and economics, but at the deeper level of human consciousness itself.

It is fairly obvious that this planet will not sustain the burden of environmental exploitation that has been placed upon it in recent centuries. The economic models of the industrial age – rampant consumerism and consumption of the Earth’s resources without regard for the future – cannot continue. Sickness, poverty, famine and violence continue to be the experience of millions of people all around the world.

Humankind has lived with these problems for centuries, and all our attempts to eradicate them have failed. Technology has enabled us to travel into space and communicate across the world in a matter of seconds, but has failed to address the real problems of the human heart and spirit.

## The World Doesn’t Have to Be This Way!

The problems we see around us are expressions of deep beliefs we hold about ourselves as a species and as individuals. It is a well-known truth that a problem cannot be solved from the mindset that created it, and attending to society’s problems without addressing their underlying cause is a fruitless exercise.

Our personal and collective suffering is rooted in the deep sense of alienation and loneliness that lies in the human heart. We feel isolated: from unacknowledged parts of ourselves, from other people, from nature and from the creative Life Force. Nothing less than a deep healing of the human heart, and a new vision of ourselves and our relationship with the world around us, will be sufficient to overcome the challenges we face.

Healing your heart *and* helping you to fulfil the highest possibility for your life and your business are the dual aims of this book.

If you care about peace, about justice, about poverty and world hunger, about the environment, then you have in your hands the tools needed to make real and lasting change at the place where our troubles all start – at the level of human consciousness itself. The world needs people who are willing to let go of the old models of belief, feeling, thought and action and evolve into new ones.

As an entrepreneur, you are already demonstrating leadership by stepping away from existing structures to forge a path of your own. With this courage and creativity you have the potential to be one of the forerunners of changing human consciousness. The practices and principles in this book will teach you how to partner consciously with the creative energy of the universe to maximise your impact and create even greater levels of fulfilment.

If you are ready to respond to the next evolutionary pressure, move beyond the limits of your ego-mind and embrace your quantum potential, then this book is your 'how-to' manual.

### The How-To of Practical Spirituality

This is a book about practical spirituality. In it, I share with you the ideas and practices that have evolved for me over more than 30 years of conscious spiritual development, training and work: first as a teacher and mother, then as hospital chaplain and parish minister, and later as a workshop facilitator, life coach and spiritual mentor.

My 'working spirituality' is primarily shaped by my experience, both inside and outside the Christian Church, in conversation with a wide variety of traditions and teachers, from the ancient spiritual truths spoken about in all of the great religions, through modern spiritual teachers to the discoveries of quantum science.

### God by Any Other Name ...

In a book of practical spirituality one must inevitably talk about a Higher Power or Higher Consciousness – *God*.

The word 'God' is a severely limited and negative concept for many people. Although linguistically it comes from the same root as the word 'good,' the cultural associations of medieval theology and the history of Christendom make this a term loaded with negative associations for most people in the Western World. Accordingly, throughout this text I seldom use it.

My concept of God is the underlying, organising Consciousness of the Cosmos – what Gregg Braden refers to as the *Divine Matrix* and Dr. Amit Goswami calls *The Ground of All Being*. I usually refer to this reality as *Life Force*, *Source*, *Spirit*, and *Higher Consciousness*.

When you see these terms, please substitute the word(s) that are most useful to you and your belief system.

## What You Will Find Inside

As you will learn in Chapter 1, we live in a universe of interconnected relationships. I have organised this book in four parts, based roughly upon four different areas of relationship we find in our lives. Inevitably there is some overlap of concepts, and the practices of one part can be applied to all.

Part I is the longest section and looks at growing your relationship with the universe itself.

- Chapter 1 explores the concept of a *Conscious Universe*, while Chapter 2 examines the nature and *Power of Love* as the creative power at the heart of the cosmos. Having explored foundational principles, we then move on to practices to help you and your business grow.
- Chapter 3, *Daily Meditation*, and Chapter 4, entitled *Pray*, go hand in hand as they explore two ways to develop an intimate relationship with the Life Force.
- Chapter 5 focuses on our existential fear and provides a meditation to *Heal Your Trust in the Universe*.
- Chapter 6, *Take Your Place in the Global Jigsaw*, discusses your unique contribution to the world and takes a look at Soul Themes.
- Chapter 7 teaches you ways to *Ask for Guidance* and Chapter 8 shows you how to *Harness the Power of Intention*.
- Having put these principles into practice you can now *Welcome Your Shalom*, as described in Chapter 9.

Part II has two chapters focused on growing your relationship with yourself:

- Chapter 10 invites you to *Embrace Your Uniqueness*, and Chapter Eleven looks at how to *Practise Forgiveness*.

Part III presents transformative practices for your relationships with other people:

- Chapter 12 encourages you to *Let Go of Judgement*, while Chapter 13 explains how to *Use the Technology of Love*.

Part IV looks at your relationship with the world around you:

- Chapter 14 shows you how to *Ask for More Money*, while Chapter 15 focuses on *Appreciation and Blessing*.



In each chapter, I provide a theoretical framework to explain a principle or practice, together with examples of how this can be applied in everyday life. Each chapter ends with a summary of main points and a short paragraph explaining what this means for your business, plus suggested *Grow Your Business Action Steps*. In most cases there is also a meditation process for you to use.

### Free Online Resources for You

As well as the wealth of meditations, exercises and processes in this text, I have created online a series of resources as a gift to readers of this book. You can watch videos, listen to meditations, explore supplementary material, and download full instructions for all my favourite transformational processes at [www.JasmineSampson.com/bookresources](http://www.JasmineSampson.com/bookresources)



### How to Use this Book

Parts of this book will be more interesting and/or useful to you than others. That is the way it should be. I suggest that you read through the book quickly for an overview and then return to work through the exercises and meditations.

Chapter 3, *Meditation*, Chapter 11, *Forgiveness*, and Chapter 15, *Blessing*, are foundational practices. Begin with the exercises in these chapters and then move onto the parts that interest you most. Practise a meditation or exercise until it no longer feels alive for you, then choose another. As you develop your skills and confidence, be open to the parts that appeal to you least. The things we resist most vigorously frequently hold the potential to be our greatest blessing.

You don't need to do everything I suggest. If you implement only one practice or one idea, and integrate it fully into your life and business over the next 12 months, you will make a significant change to your future. A small change sustained over time is far more effective than attempting to implement too much at once and stopping soon after you've begun.

## My Prayer for You

My prayer for you, as you work through this book, is that you will be empowered to contribute your unique gift to the world, grow to maturity the business that is already within you, and experience the fulfilment of your heart's desires.

May you step into partnership with Higher Consciousness, let go of struggle, and experience the power of love to transform your life and the lives of everyone around you.

May you be blessed beyond your wildest dreams. May you be the blessing you are destined to be.

Always remember that you are unique and precious. The world **NEEDS** you and your gifts.

# PART I

## Growing Your Relationship with the Universe

A foundational practice for *Growing Business with Soul* is developing a relationship with the Life Force that is as deep and intimate as that between a mother and her unborn child, and allowing the wisdom of that Higher Consciousness to guide you and grow your business.

I'm not suggesting that you accept what is written here just because I say so. I am, however, asking you to be a good scientist, keep an open mind and experiment with the ideas and practices that I offer in this book. Take particular note of how you feel and how you act as a result of engaging with the ideas, meditations and exercises.

I suggest that you adopt a *What if this were true?* attitude to the ideas you will read here. Try them out for size and adjust them until they fit. Experiment with the exercises and meditations and see what evolves for you. You will inevitably adapt and discard ideas and practices as you evolve your own 'working spirituality.' This is as it should be.

Chapters 1 & 2 lay the conceptual framework for the practices that follow. We begin with a quick overview of what the discoveries of new science are telling us about the nature of the universe.



## CHAPTER 1

# Living in a Conscious Universe

We live in a time of evolving understanding of the universe and our place in it. Old scientific models are being challenged by quantum theory, and science and spirituality are drawing closer together. I am indebted to the works of Gregg Braden and Dr. Amit Goswami whose writings make accessible to my non-scientific mind the findings and implications of quantum research.

### Understanding the Universe

At this point in history, there are in the world around us three different ways of understanding the universe: those of religion, old science and new science.

**Religion** tells us that spirit and matter are different. The spiritual world is real, but is fundamentally separate and different from the world of matter. The physical world is sometimes seen as unreal, or as fallen from a pure spiritual world or heaven. 'God' is to be found 'up and out' from the earth.

**Old science** says that only things that can be physically measured are real. 'God' does not exist. Spiritual experiences happen when certain parts of the brain are stimulated. Consciousness is a product of the brain.

**New science** based in the discoveries of quantum research, says that everything is conscious. The universe is made of energy that vibrates at different rates. Fast vibrations are invisible to the human eye. Slow vibrations create what we know as physical matter. Evolution happens in response to an underlying intelligence. 'God' is 'under and through' the entire cosmos. The material world emerges out of an intelligent, guiding consciousness.

For centuries, the mystics of all traditions have told us of the consciousness that underlies all creation. As quantum discoveries are now describing the same reality, science and spirituality are reuniting and humanity is ready to embark upon the next great stage of our evolution. No longer will mystical reality be the domain of a few exceptional individuals. We are all invited to interact with this reality for ourselves and to become practical mystics – consciously playing our part in the unfolding of a new world order.

### Implications of Quantum Discoveries

Quantum theory studies the very smallest building blocks of matter – the tiniest particles that make up the physical world as we know it.

Some odd things happen at the level of the quantum particle. Experiments show that separated particles are in instantaneous communication with one another, can exist in two places at once, live in the past as well as the future, and have the capability to change both the future and the past through choices in the present.

It is increasingly being realised that the possibilities that operate at the level of the smallest building blocks of matter also operate at the level of human consciousness. *The only difference between those isolated particles and us is that we're made of a lot of them held together by the power of consciousness itself.*<sup>1</sup>

Quantum theory is clearly demonstrating what the sages of all time have told us: that humans are part of a spectrum of both visible and invisible reality that includes the whole cosmos, and exists outside the limitations of time and space; that everything is connected by a shared 'Field of Consciousness'; and the consequences of every emotion, thought and action ripple throughout the universe.

### Learning to Create Consciously

New science tells us that physical matter emerges from a sort of quantum 'soup,' in which multiple possibilities co-exist at any one moment in time. From the infinite potential of the universe, a physical reality manifests through the power of choice. Gregg Braden calls this potential reality *The Divine Matrix*. Theoretical quantum physicist Dr. Amit Goswami calls it *Ground of All Being*. I most usually refer to this underlying consciousness as the *Quantum Field*.

Quantum science also tells us that everything in our universe, both visible and invisible, is in fact energy, vibrating at different speeds. There is more

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<sup>1</sup> Gregg Braden *The Divine Matrix* p 210

space than matter inside every atom and, although our world looks solid and unchanging, in actual fact it is constantly ‘flickering in and out of form’, faster than the human eye can perceive. This is true even of physical things like rocks and trees and our bodies.

If we want to effect change, the implications of this theory are significant. Throughout this book, I talk a great deal about making a conscious choice about what we want to create. Choosing a new reality with our rational mind is only part of the process. Human emotions communicate with the Quantum Field via our DNA. How we feel about something plays a very significant part in what we experience in our day to day reality.<sup>2</sup>

*In order to effectively change an outward reality we must change our emotional response to a situation.* This involves learning to co-create consciously with the universe and is a foundational practice of *Growing Business with Soul*. We explore it in some detail later in this section.

## The Process of Change

Evolution occurs both in steady incremental steps and in occasional quantum leaps from one state of being to another, without any intermediate step. The same is true for us. We grow towards a new possibility by taking small steps in that direction. As we consistently do this and train ourselves to think and to feel in a new way, there comes a point of quantum leap when we bridge the gap between where we are and where we want to be in one evolutionary bound. I guess we reach an internal tipping point where the emotional and mental energy we have created for the new reality has sufficient critical mass to tip the Quantum Field into creating a new physical form.

There is an intermediate stage during the process of conscious creation in which the old and the new potential realities coexist alongside each other. This is frequently quite an uncomfortable time, because all the change is happening at the invisible level, and we need to hold firm to our intention to change our visible reality. It’s rather like planting a seed that germinates underground for a long time before shoots become visible in the outer world.

This happens for us both individually and collectively. If we look only at international news media, we will be convinced that the old realities of violence, greed and injustice are stronger than ever. However, there is another, more positive reality, which is clearly emerging steadily, when you know where to look.

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2 For more on the implications for daily life of quantum research see Gregg Braden: *The Divine Matrix*.

There is emerging evidence of a significant shift in human consciousness. Millions of people around the world are waking up to who they truly are and taking significant steps towards fulfilling their potential. There will come a point where the collective consciousness reaches its tipping point and the choice of kindness and justice, which has always been our potential, becomes the deciding choice in human consciousness. When this happens, we will experience a new reality taking shape on the international stage.

At the moment we are living in the messy and uncomfortable stage where two contrasting realities coexist. We are all contributors to the underlying field of consciousness, and our physical reality is shaped by the emotional messages each individual sends into the *Quantum Field*.

By reading this book, you have identified yourself as part of the emerging shift of consciousness for humanity as a whole. Choosing to become conscious and clean up your emotional world helps not only you, but everyone on the planet. It is quite possibly the most important work of your lifetime, and is a major focus of this book.

### Take 100% Responsibility for Life

The first step of empowerment – individually, and ultimately collectively – is to take responsibility for what we are creating.

Reflecting on his experience in Nazi concentration camps, Jewish psychologist and Holocaust survivor, Viktor E. Frankl, concluded: *Everything can be taken from [us] but one thing: the last of the human freedoms—to choose one's attitude in any given set of circumstances, to choose one's own way.*<sup>3</sup>

Taking 100% responsibility for your life is not about pretending to have control of all the circumstances of our lives. None of us stands alone. The circumstances of each individual life arise from a complex combination of influences, including culture, economics, our unique soul journey, and the mental, emotional, physical and spiritual environment in which we have been raised and are currently living. Our thoughts, words, emotions and actions all have an impact on everything around us. My choices impact you, and yours impact me. Nor is responsibility about assigning blame. It does not mean that things are your fault because they are the way they are.

Taking 100% responsibility for your life means recognising *that in all situations you have the ability to choose your response* – you have response-ability.

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<sup>3</sup> *Man's Search for Meaning*: quoted online at [http://www.goodreads.com/author/quotes/2782.Viktor\\_E\\_Frankl](http://www.goodreads.com/author/quotes/2782.Viktor_E_Frankl)



Being able to choose our responses means that first we need to recognise that a choice is possible. Many of our reactions arise spontaneously from deep within our being, much faster than conscious thought. Once this instinctive response has occurred, the ego-mind follows up extremely quickly with an interpretation of events that is consistent with our prevailing beliefs about ourselves and life. This emotional-mental groove becomes deeply engrained over time. The first step in becoming conscious is to notice when you have reacted automatically to a situation. Learning to interrupt your emotional-mental groove long enough for consciousness to emerge is a slow task. Be patient with yourself.

Coming to see yourself as part of a conscious universe, and as contributing to every last experience through your thoughts, emotions and words as well as your actions, can be an unsettling experience. Most people resist this concept at first, but once accepted and integrated, it creates great psychological freedom and is an essential step on the road to spiritual and psychological maturity.

Developing co-creative responsibility demands a whole new set of spiritual, mental and emotional muscles that need to strengthen over time. Like any new skill, constant practice is required, along with plenty of regular rest and a change of environment from time to time.

It is okay to move back and forth in your concept of the spiritual realm and understanding of the universe. I know in my own journey I have had moments of regressing when I just needed to relate to the safe 'Father God' of my childhood belief system. Constantly being an adult and choosing to exercise your co-creative responsibility can be overwhelming at first, so take a rest when you need it. In fact I would encourage you to let yourself be a child from time to time.

### **Let Yourself Be a Child from Time to Time**

Many years ago, when my youngest son was a toddler, I took my family to the beach one winter day. A tractor had recently been on the beach, its tyres leaving deep ruts and grooves in the mixture of wet sand and soil at the edge of the car park. Whilst my long adult legs negotiated the depressions easily, they were enormous to my son's little toddler legs, and he tripped and fell repeatedly before I picked him up and carried him onto the sand below.

Sometimes I feel like a toddler tripping on tractor tracks as I negotiate life.

While the perspective of Spirit looks past the ups and downs of human life to the destination ahead, from our human viewpoint they can seem enormous. They can fill our mental horizon, throwing us off balance and tipping us head over heels. It is at points like these that we need to remember that it is okay to ask Higher Consciousness to carry us.

I have learnt over the years that I'm not expected to grow in a perfectly straight line. There are times when I need to ask for everything to be taken care of, when I say 'Stop the world, I want to get off' or 'God, I need a holiday.' These pauses are probably an important part of the integrative process.

So lighten up and take the pressure off yourself. Start your journey from wherever you are now. You will grow according to your own unique pattern and soul's path.

### Welcome Not Knowing

You learn to grow in life by asking the right questions, and by experimentation, trial and error. Open up to the questions that are important for you to ask, and be prepared to not know the answers straight away. **Not knowing is an extremely powerful spiritual state.** Be prepared to let yourself stay in the state of *not knowing* for as long as you need. It is an exceptionally important skill to learn.

Not knowing is a state when all doors of possibility remain open. When you are in this state, keep listening to yourself, follow your energy as it flows and trust an outcome to emerge in the best way for you at the best time. Don't second-guess yourself. If you feel strongly that you want to do something, do it. Equally, don't leap to conclusions or try to force an answer.

There have been many times in my life when I have felt guided to take a particular step, and immediately assumed a particular consequence as a result. For example over a period of five years I attempted to build a network marketing business in two separate companies. In both situations I felt clearly guided to take that step. However, neither business was successful and ultimately I left them behind. From a human point of view you could say that I made a mistake or misheard my guidance. I think it is more true to say that I needed all the experiences that those particular decisions brought me. So the step was right, even though the outcome was vastly different from what I had naively assumed it was going to be.

## One Step at a Time

Any journey is made one step at a time. You only need to know where to put your foot next. Take that first step and the next one will become clear when the time is right.

Simply because you commit to a conscious spiritual journey, don't expect everything to become clear or easy. In some ways choosing to be conscious is harder than living unconsciously. Once you have opened your mind to a new idea, you can't go back to not knowing it. Paradoxically, your challenges may become greater as you move forward in this new way of being, but as you open up to what you are capable of and move into fulfilling your potential, I can promise you that your satisfaction and fulfilment will become exponentially greater.

## Main Points of This Chapter

- Science shows that everything in the universe is made of energy and arises out of a unified field of consciousness – the Quantum Field.
- Our emotions communicate with the Quantum Field via our DNA to create our reality.
- To change what is happening in our lives, we have to change how we feel about it.
- Taking 100% responsibility for life means learning to choose our outcome by responding consciously to every situation.
- Not knowing is an extremely powerful state.

## What This Means for Your Business

Growing your business is first and foremost an inside job. Every part of your life is connected, and your conscious and unconscious emotions are a deciding factor in the degree of success that is possible for you. Your business success is created by your thoughts and feelings as well as your actions.

Cleaning up your emotional life and becoming conscious of your choices are as important to your business outcomes as setting goals, marketing and delivering your product or service.

## Grow Your Business Action Steps

Start to notice when you experience a strong negative reaction to something. Take some time to reflect and journal the answers to the following questions. Ask yourself:

- *What did I do as a result of how I was feeling?*
- *What other choice could I have made?*
- *What would have been the probable outcome of the other choice?*

Next time a similar emotion is evoked, see if you can catch the moment before you react automatically and make a conscious choice about your response.

This takes practice – be patient with yourself.