

The 90-Day Prosperity Experiment

Day 1: The Business of Blessing *by Kate Nowak*

Hello from my heart to yours!

Four summers ago I made the decision to act as the "guinea pig" in my own personal experiment in blessing. While I'd already been blessing those around me for years and experiencing positive results, the truth was that other than saying a quick blessing over my children daily, I'd never really practiced blessing consistently. It had always been an on-again, off-again kind of thing. I would bless people, objects or circumstances for awhile and then life would manage to get in the way and I'd stop, usually not starting again until the next time trouble, like a storm cloud, began building on the horizon.

Then in the summer of 2004 I made the decision to test the practice of blessing in the marketplace. At the time, I was trying to market the product line for a fledgling soy candle company a business partner and I had started the year before, and though our product was excellent, our pricing terrific, and our customer service outstanding, I truly loathed having to make sales calls.

This, of course, was not a good thing. The future of our company rested on was my ability to create new wholesale accounts, but every time I would approach a potential client, I could feel the knots building in my stomach and I was consistently losing sales. I knew if something didn't happen fast, we would have

no choice but to close our company doors. I didn't want to fail and even more, I didn't want to be the reason my business partner failed.

Since blessing had worked for me in the past, and I knew firsthand how powerful a blessing from total strangers could be, I decided to give it a try in the marketplace. I wanted to find out if the practice of blessing could be used as a viable approach to marketing.

To test my theory, I stopped making sales calls all together. Instead, I made daily blessing calls. Of course, I didn't tell anyone what I was doing, but rather than approach clients for the purpose of pitching my product line, I would simply drop by a potential wholesale customer's place of business for a brief visit, let the client do the talking while I listened, and in the process shower him or her with thoughts of blessing and unconditional love. Other than using my company business card as a way of introducing myself, I wouldn't even mention my company or its products unless prodded, and then, only if I felt that our doing business together would bless the customer.

The results were mind-boggling. Almost instantly sales rose from an average of one or two new wholesale customers a week to that many new accounts each day! The more I refused to sell, the more I sold. Even when I would visit a business only to find the owner or manager gone, I would stay a few minutes and chat with the sales clerk or assistant manager and then leave my card. More often than not, I would later receive a call from the owner or manager telling me they were sorry they'd missed my call and asking me to send information about our product line, which I did, resulting in more sales. The more I blessed others, I realized, the more I was blessed in return.

It wasn't long before I was actively looking for other ways to bless. Because our company also had a retail store, I began going to work early each morning just for the purpose of blessing the store. I would stand in the middle of the small shop and imagine it glowing with love. In my mind, every shelf would radiate with

love and joy and every customer who entered our doors would be blessed with love, peace and happiness. This daily blessing process only took a few minutes each morning, but almost immediately I began to notice that we were attracting happier customers, the kind that liked to spend money and were thrilled to spend it in our shop. Even the sales staff began to report that more and more customers were commenting about how much they liked coming in, because they found the store such a peaceful and relaxing place to be.

Because of rapid growth, when we made the decision to sell the company on Ebay a year later, we were able to do so in only four days and at twice the asking price. And even then, blessings were part of the equation.

I do want to stress here that I was not blessing for monetary gain at all. Blessing doesn't work that way. Nothing in the universe does. **Anytime you give to gain, you lose.** I did have an ulterior motive, however, because I also knew that if I could get my mind off my own turmoil by helping someone else, things would be better for all concerned. Blessing others is an excellent way to move from negative energy to positive energy. As I've said before, it's an instant mood-lifter.

I wanted to share this story with you because I hope it will show you as it proved to me that when we choose to bless the world around us, we are blessed in return. It truly is better to give than to receive.

That is the reason I believe that, together, we can make an amazing difference in the world, and in the process, make a dramatic and positive impact on our own lives as well.

Today's Quote:

Your desire to help another become abundant creates more abundance for you.

-- Peggy McColl
from *Distinctions of Wealth*

Today's Affirmation:

I feel more prosperous already!



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