

Excerpt from
Sole Proprietorship in the Sacred Arts
An Online Course
by Benebell Wen



The Magic of Prosperity Consciousness

A secret in archery for hitting the bull's-eye is to detach from the desire to hit the bull's-eye. Preoccupation with the target can cause inconsistent form, thereby leading to a missed shot. Instead, focus on consistent form and a shooter is more likely to hit the target. The single most important aspect to archery is the shooter's mind. Archery is a mental game and to succeed, the mind has to focus on form, not on the bull's-eye. Consistent form is what facilitates consistent bull's-eye shots.

Like archery, the cultivation of prosperity is a mental game and to attain wealth, the aim should not be on wealth; it should be on the form and the work that you do, which incidentally leads to wealth. The common denominator for the plethora of books on how to become a millionaire and treatises for attaining wealth is to treat the attainment of wealth as a mental game. If the modes for attaining wealth are rooted in the mind, then that mindset needed for attaining wealth is what I describe as prosperity consciousness.

Taking a holistic approach to sole proprietorship in the sacred arts, not only are metrics such as your business model, branding, and creating value imperative to success, but equally important is your mindset. You need to operate your business through prosperity consciousness.

Prosperity consciousness is what manifests material prosperity. What, then, is prosperity consciousness? To start, your financial goal cannot be money or to be rich. I understand that there are many different ways to craft and spell work and the vast majority of literature on money magic will probably tell you to define a very specific dollar amount. Yes, I agree that sometimes it works, but I don't think it is sustainable magic. For prosperity

consciousness, you have to go beyond the short-sighted thinking of being rich. You have to aspire to be wealthy. Go big or go home.

I hope I can inspire you toward attaining wealth, not getting rich. There is a difference. To me, however, the distinction between being rich and being wealthy is not in net worth. It's in your mindset and through your mindset, actual attainment. To be wealthy means to no longer face any risk of material insufficiency and come what may, to possess the abundance that will support the desired quality of life. That abundance becomes such a guarantee in your life that you no longer have to think about money. To be rich is just addition, multiplication, and easy math.

Through my professional work, I've had the opportunity to observe the wealthy. Let's talk about some of my observations. On the surface, millionaires and billionaires appear to be driven by money and wealth. Like the onlookers watching the archer shoot the target, it seems like the archer is focused on the bull's-eye. To the contrary, the expert archer is focused on form. Likewise, the wealthy may seem to be driven by wealth, but their preoccupation is not on the object wealth itself but on how to attain that wealth, on the process, and thus like the archer, is focused on form.

Another conclusion I've reached about the wealthy is they are master magicians, and yes, as in occult practitioners, even though they don't realize that the underlying work they're doing is transmutation of unseen energy.

By and large, millionaires are average, unimpressible people. Most of them are not intellectually gifted or exceptionally talented. On a 4.0 scale, the average undergraduate GPA of millionaires is 2.92. Yet they tend to be convinced of their own intellectual prowess and exceptionalism. They believe something about themselves that data does not quite back up. Millionaires apply magical thinking on themselves. In other words, the mindset and form that enable millionaires to attain their wealth bears close resemblance to the mindset and form that magicians use in their craft.

The wealthy and successful are not exceptional. However, all of them engage in magical thinking. They are convinced of their own exceptionalism.

They're just using magic and energy differently from those who are more outwardly identifying as occultists or sacred arts practitioners. If you, a sacred arts practitioner, simply apply a modicum of the energy work you've been studying to your own prosperity consciousness, then you'd be able to do what these millionaires have been doing all along subconsciously.

Prosperity consciousness is a form of magic. It's fusing specific intent with what resources are availed to you to manifest what you want. The most successful entrepreneurs do that...all the time.

As a mental game, prosperity is not unlike the magician's work, and by magician here, I mean traditional ceremonial magicians and those who practice the craft, the occult arts of harnessing unseen energy. The cultivation of prosperity is itself a form of magic, a craft that few in this world—the one-percent—actually master, because a large part of that cultivation is about learning how to harness unseen energy. To even have a fighting chance at harnessing that unseen energy, you first need to believe that unseen energy is there, without seeing it. That's magical thinking. That's the conviction that you can see what nobody else can see. That's believing in your own exceptionalism.

Prosperity is not defined by what you have. It is defined by your capability for attaining the resources to support what you seek.

To achieve prosperity, you must first detach from seeking happiness or wealth as your primary objective, because when you are attached to either, neither can be attained. Those who achieve happiness do not set out to attain happiness. Much like the alchemist, they seek a life purpose, work toward a greater goal beyond themselves, and focus on what they can contribute to the world around them, rather than what the world owes them. The wealthy don't just want money. They want to achieve greatness. Taking a cue from that, you can't just want to earn six figures, or earn any set income as a sacred arts professional; you need to pursue greatness. You need to believe in your own greatness.

Through work and a personal mission statement, both the mogul and the magician come to attain happiness. Those who achieve wealth do not set out to attain wealth. Rather, they possess a sincere passion for the *process* of accruing wealth.

There is an important distinction between simply desiring wealth and desiring to accrue wealth. When you desire to accrue wealth, the fundamental definition of your goal is to seek opportunities for work that lead incidentally to wealth. You are aiming and tossing a grappling hook to the top of a wall, and then relying on your own strength and skill, scaling the wall by pulling your own weight up the rope. When you simply desire wealth, you are squinting up at the wall's height, wishing you were there on top, instead of here at the bottom, but it is a weightless thought with no plan of action, no accountability, and no acknowledgement of your own inner strength or skills.

You cannot attain wealth when you want wealth. That's the catch to prosperity consciousness. You must want achievement, which in essence is to want work. See, what you want is *work*, not money. That nuance, that subtle shift in definitions and perspective marks the difference between those who simply dream of prosperity but continue to suffer financial insecurity and those who achieve it, ending their cycle of financial insecurity.

The single-minded pursuit of happiness does not lead to true, lasting contentment, but only temporary pleasures for the body. The single-minded pursuit of wealth does not lead to true, lasting prosperity, but to a cycle of suffering as a result of misdirection and greed. Here's the rub: to be wealthy, wealth cannot be your objective. From my observations, even the wealthy who are greedy about money aren't as much obsessed with the actual money

or even spending money or what money brings them as they are with the ego trip they get from earning more money than you. See? Earning. What they lust after is still *the work*.

From the intersection I stand at, my observations have led me to conclude that magicians and moguls are more alike than they are different. Most ceremonial magicians (that I know of) aren't focused on becoming millionaires. At most, they seek to maintain a baseline of financial security. Their aspirations are focused on energy cultivation for spirit or otherworldly connections, alchemy, divination, and so on, not channeled to earn them a million dollars.

Now what if they tried? What if principles of magic, or the harnessing of life force and metaphysical energy, are directed toward financial prosperity, by channeling your psychic abilities and transmuting those abilities into prosperity consciousness? What both magicians and moguls share is ego. The problem with magicians who aren't achieving wealth is they aren't being productive with their egos.

I'd like to share with you two true stories, about Joe and Paul. Joe, an immigrant and factory worker, came from poverty. He grew up during the famine in China and witnessed his family members die of starvation. He came to the United States with little more than the shirt on his back. In the United States, he continued to suffer from financial insecurity and remained a member of the poor working class. In a conversation with me once, Joe sighed, shook his head, and said, "People like me, who come from where I came from, will always be poor. We don't have what it takes to become wealthy, not in this lifetime."

Paul, like Joe, was also an immigrant and factory worker who came from poverty and grew up during the same famine in China and likewise, witnessed his family members die of starvation. He, too, came to the United States with little more than the shirt on his back and like Joe, started on the assembly line of a factory.

Both Joe and Paul have only a high school education. However, after two decades in America, Paul became a self-made millionaire. Optimizing his experience on the assembly line, Paul started his own factory operation, expanded it, and expanded it again, and within twenty years, bought himself a five-million-dollar home.

Paul, figuratively speaking, believed in magic. More than that, he believed himself to be a magician, one capable of harnessing magic and creating magnificent change for himself, the kind of change otherwise believed by someone like Joe to be impossible.

Paul refused to accept the circumstances he was dealt and worked tirelessly every day of his life, every hour of that life toward change. Paul never took "no" or "impossible" for an answer. Since he believed in change, believed in his own power to change, and he possessed unrelenting ambition, Paul looked at every encounter through the lens of change-making: how can I optimize this encounter to accrue more? What work can I do to transform this encounter into my prosperity?

Joe, on the other hand, did not believe in change. His resignation to the circumstance that people like him, who come from where he came from, will always be poor kept him at his status quo. Unlike Paul, Joe does not filter every one of his encounters through the lens of change-making. Joe accepts his fate the way it was dealt to him. He works within what he perceives to be his limitations. He *believes* in his own limitations. He is not a magician.

Paul refused to accept the fate he was dealt and pushed tirelessly for personal change. Paul was capable of envisioning what was not yet there. That is how he became a mogul, by adopting the attitude and approach of a magician.

Magicians possess a borderline obsessive zeal for their craft. Paul, too, possessed an obsessive zeal for working himself out of his allotted financial circumstances. While Joe went to a bar after work to indulge in what physical pleasures he could afford, Paul would forebear from such pleasures and spent every free moment off the assembly line thinking about the assembly line. He observed his supervisors, bosses, and the factory machines closely to learn the skills of the trade in a way that would later empower him to become a factory owner himself.

Another key difference between Joe and Paul: Joe did not take his factory work seriously and instead, treated it as what he perceived it to be—a low-wage job for getting a needed paycheck, whereas Paul took that same factory work and experience he gained on the assembly line as an opportunity for expansion and turned his factory work into a profession. Career counselors often talk about the difference between a job and a profession. We make the mistake of assuming that the difference between the two is in education or degrees.

Proving that to be wrong, Paul demonstrates to us that the difference is in mindset, in how we perceive the work that we do. If you don't think the work you do is important, then it is not and no one will value your proficiency in it. If you believe your work is important and you value it, then your mindset creates a magical environment that induces others to value it, too, and your proficiency becomes an opportunity for prosperity. That's prosperity consciousness.

Let's face it: in our current society, the fortune-teller, the shaman, the witch, the psychic, medium, the spiritualist is not valued. This work is not considered important. The majority of society's members do not value it. So we who practice these sacred arts have in turn come to not value it. Of course, we would never admit that openly. We will preach how important our work is until we turn blue in the face, but do we really believe it?

How you approach your business tells me whether or not you really believe it. The fact some of you reading this still don't believe you can earn six figures doing the work you're doing right now tells me you don't really believe the work that you do is important. We can publicly share as many testimonials of happy clients as we want and declare feel-good messages about how valuable our contributions are, but are you trying to convince others or are you trying to convince yourself?

Here's why millionaire moguls are probably better magicians than you are. Let's just take the stock market as an example. The stock market is a complete and utter psychic fabrication. And yet it isn't. It's very real. It has *become* real by the very real consequences the stock market has on people's fates and fortunes. Stock values and securities are created. It's entirely illusory. Yet all of society, right down to you, will be affected by what happens to this entirely illusory operation. Subjective and ever changing perceptions of worth, merit, and importance create a stock's value. Hedge fund managers are magicians who master the art of creating value. What sacred arts practitioners need to do is redirect their abilities into this craft of creating value.

Let's circle back to the myth that you can earn your six-figures, then relax and enjoy the fruits of your labor, or the myth of that four hour work-week as an entrepreneur. The actual majority of wealthy moguls work harder than most seem to realize. They don't wake up one morning on the right side of bed, stumble onto a pot of gold, and then become an instant millionaire, or overnight success.

That said, after exhausting trials and much failure, many of them do appear to wake up one morning with the right idea at the right time and place and then strike gold, but what we onlookers neglect to focus on is the exhausting trials and series of failures that preceded that lucky strike.

As Ray Kroc, the founder of McDonald's writes in his autobiography: "People have marveled at the fact that I didn't start McDonald's until I was fifty-two years old, and then I became a success overnight. But I was just like a lot of show business personalities who work away quietly at their craft for years, and then, suddenly, they get the right break and make it big. I was an overnight success all right, but thirty years is a long, long night."

Attaining wealth and prosperity is not so much an arbitrary lucky strike as it is a statistical probability in favor of these moguls, because these individuals consistently and proactively put themselves in the path of opportunity exposure. That's the prosperity consciousness you need to adopt. You don't become that one-percent level of success in your industry because you're exceptional (no offense to you), but you achieve that success because you keep on showing up for work and just by sheer statistics, you get the lucky strike over that one who never shows up. Likewise, I am not in any way exceptional. I achieve success because I keep showing up.

The wealthy that I encounter are not just one-percenters when it comes to wealth. They are the one-percenters when it comes to how early they rise every morning to begin their work; the one-percenters in how late they go to bed because they're still working. They work while they eat. They think about work and strategize about work while they shower. They take less vacations. When they are on vacation, albeit it's a vacation that costs more than the ninety-nine-percenter's net worth, they are still at work, doing work, thinking about work, working.

That is not to say the rest of the population, the ninety-nine-percenters do not work hard. Most of us work hard, though in a balanced way and in a manner that is perceptive of our physical limitations. The one-percenters I encounter do not perceive physical limitations.

They are also not balanced. There is an obsessive zeal for attainment. Every iota of energy, whether it is an idea, a person, an experience, an opinion, any encounter, any form of energy that flows through their conscious mind is filtered through the lens of “how will this further advance my work?”

It is an attitude and philosophy of life that I found uncannily similar to that of ceremonial magicians. Ceremonial magicians are notoriously obsessive and zealous about their craft, about pushing beyond their physical limitations. Magicians see the magical energy of everyday mundane matter. Magicians see occult power and potential in what others see as just rocks, a plant, a candle, a cup of water.

In witchcraft and ceremonial magic, the theoretical principle of casting spells is to collect the metaphysical potential energy of everyday mundane items, conducting that energy in an efficient way to produce a result that otherwise appeared to be impossible, e.g., heal a physical ailment, find true love, etc. Moguls operate on the same theoretical principle. They see potential in everyday mundane encounters that others overlook. They pool all encounters and opportunities together efficiently to conduct those energies toward building their wealth in ways that otherwise appeared to be impossible, e.g., the factory worker Paul becoming a self-made millionaire.

As Dan Miller notes in *The Eventual Millionaire*, millionaires do not achieve their wealth potential by hoping to be lucky, but by acting on opportunities that others ignore. Likewise, the magician sees what is occulted, what is beyond the veil.

Magicians are not extraordinary individuals specially selected by the gods to be divinely endowed with occult power. Few magicians, in fact, become practitioners of magic because of pedigree. They are ordinary people from unimpressible backgrounds who initiate into a particularized mystery tradition.

Self-made millionaires and the most successful and prosperous professionals of their respective industries are rarely that way as a result of special pedigree, exceptional talent, intelligence, education, or background. In fact, many of them come from unimpressible middle class oftentimes even working class families and throughout their school years, were not considered particularly bright.

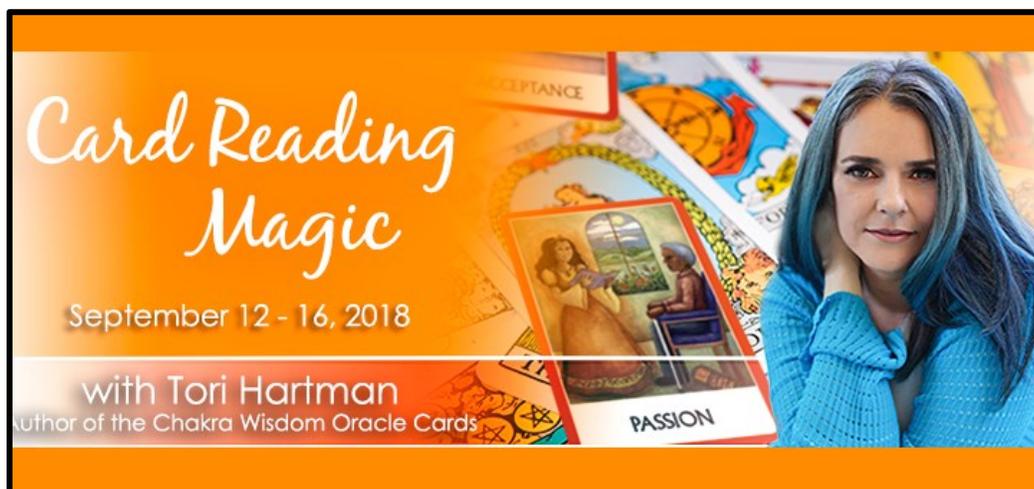
The difference between these self-made millionaires and everybody else in the neighborhoods they came from is, again, I will repeat this until you get it—the perception of limitations, which is exactly what distinguishes the esoteric from the exoteric, the magician from the mundane—the magician dabbling in the esoteric breaks through all perceptions of physical limitation. The magician and the mogul believe in their own magic.

To be that one percent of sacred arts professionals who can earn six figures—and more—doing this work, you have to be convinced of your own exceptionalism. Physical limitations do not apply to you. Also, both magicians and moguls fail consistently, experience profound failure, will absolutely get their asses handed to them at some point, and endure rough patches of despair. For starters, by and large the ceremonial experiments of magicians do not work. You don't summon a spirit every single time you try. The ones who boast about how powerful and consistently successful their magic is are either deluding you or deluding themselves. Failure is the first work of the magician.

Moguls are the same way. Successful and prosperous people must fail, and fail many times. They fail more times than most people even try. The benchmark of success is how an individual assesses personal failure, learns from it, moves on from it, and how productively past failures are used to calibrate future success.

Learning *how* to fail is also important in prosperity consciousness. When I fail, I don't immediately attribute it to anything innate that I lack. Maybe that's narcissism. I don't know. I attribute specific failure to a specific thing I probably did wrong. But that's something I *did* wrong. *I'm* not wrong. I'm not inherently lacking or incapable. You see, I never stop being convinced of my own exceptionalism. That doesn't make me objectively or quantitatively exceptional, and yet there you have it. The peculiar dichotomy.

The final myth of the six-figure mystic I want to bust is that the six-figure mystic doesn't exist. That simply isn't true. You can absolutely do the work of the magus and attain wealth doing it. Step by step, layer by layer, vertical and lateral, "Sole Proprietorship in the Sacred Arts," an online course I anticipate launching in 2019, will show you how.



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