

**CONSCIOUS ENTREPRENEURS – A Radical New Approach to Purpose, Passion
& Profit! - Can You Shift Your Economy Using Awareness?**

**INTERVIEWS AVAILABLE
WITH CONTRIBUTING AUTHOR
YARROW**

FOR IMMEDIATE RELEASE

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***Contributing Author/Entrepreneur Creates Unique System for Integrating a Conscious
Operating Procedure into Your Business to Increase Revenue and Personal Satisfaction***

ANNAPOLIS, MD – July 17, 2008... Yarrow, contributing author to Conscious Entrepreneurs – A Radical New Approach to Purpose, Passion & Profit © 2008, is creating her own personal satisfaction – expanding her business, adding new services, creating paradigm-changing products, attracting new clients, and realizing more revenue than ever before. This is the best year of her life! At this rate she will triple her business by next June. To top it off, she's spending more time bringing balance into her life with soul-replenishing vacations, community service, exploring special interests and giving herself more time for personal development and pursuit of a healthy lifestyle.

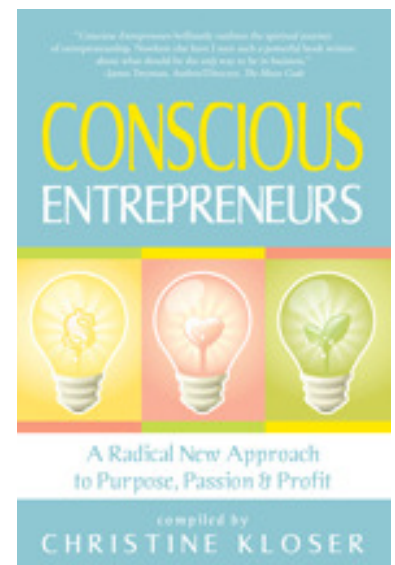
How's she doing it? By “**being**” the unique “IS Fac^tor” outlined in her chapter beginning on page 199: “*The IS Fac^tor – A Conscious Strategy to Achieving Your Bottom Line©*” in the anthology Conscious Entrepreneurs© 2008,

As one of 47 contributing authors to the anthology, Yarrow practices the unique skills of personal accountability and personal responsibility driven by the “conscious” spirit in which she relates.

“It’s all about energy for me,” says Yarrow. “Using a relational approach to people with the ‘energy’ that I am part of their solution dissolves any resistance to the necessary re-engineering of their thinking.”

Yarrow’s chapter includes conscious operating tools that provide tangible, practical techniques for entrepreneurs who want to bring their business into the Conscious Business MOVEMENT that is sweeping the U.S. and the world. Her chapter guides entrepreneurs to create more satisfaction in their lives without compromising their spiritual values.

Yarrow’s chapter, *The IS Fac^tor – A Conscious Strategy for Achieving Your Button Line©*, illuminates the way for entrepreneurs to secure more personal freedom in their lives while at the same time generating more success and wealth.



By creating a strategy that powerfully combines spiritual principles with proven business strategies, she has created an easy-to-follow guide to increasing both business success and personal freedom. Business owners following the strategy will learn how to capitalize on their own vision, passion and spiritual essence to make their businesses rise above the crowd and attract the kinds of clients that drive success and freedom.

“Yarrow’s chapter about “The “IS Fac^tor” is truly enlightening. It made me look at my life and my business with completely fresh eyes. This is your blueprint to become a truly conscious entrepreneur.” Linda Hollander, the “Wealthy Bag Lady”, is the author of the #1 best-seller, *Bags to Riches: 7 Success Secrets for Women in Business* and the founder of the Women’s Small Business Expo.

Yarrow is a personal energy coach, engaging speaker and business trainer. Since 1997, she has been an entrepreneur, continually exploring new ways to integrate her spiritual understandings with strategic business tactics and to teach practical techniques to individuals as they explore their self-development. She is president of Chi Rising LLC, through which she provides personal energy coaching, training, and inspirational speaking to entrepreneurs worldwide.

Yarrow derived the principles in the chapter through spending hundreds of hours training with world-renown spiritual and business leaders such as Eric Dowsett (*The Moment That Matters*) and graduating from Psychosynthesis, a 3-year spiritual psychology from the University of California, Berkeley, along with her personal life experience.

Yarrow provides practical guidance on strategies for entrepreneurs who want to produce radical changes in their business and life and “be” the change they want to see in the world by asking “how can I better serve?” She addresses methods to align oneself with the kinds of clients that don’t drain one’s energy and who pay gratefully for the services you provide. She explores ways to design one’s business to ensure that it connects with a ready marketplace and fulfills a purpose to make a difference in the world.

“As an entrepreneur and the CEO of Women’s Support TEAM, consisting largely of entrepreneur’s, I applaud Yarrow for outlining how your conscious awareness of your passion and purpose can make a positive impact on the success of your business. When you apply the principles set forth in *The “IS Fac^tor” – A Conscious Strategy to Achieving Your Bottom Line* – you will feel better about yourself and see your business take off.” Paula Constantino, CEO WomensSupportTeam.com and FindACoachOnline.com, paula@w-s-team.com

Yarrow’s 5 Secret Re-Factors guide entrepreneurs to develop and define their own unique “IS Fac^tor.” Followed by tools to foster the self-development of entrepreneurs into consciouspreneurs.

The *IS Fac^tor*, beginning on page 199, includes five strategies to guide entrepreneurs on how to conquer the “it just is” thinking and become the “IS Fac^tor” that allows them to think beyond and live a purpose-drive business and soul-satisfying life by integrating these conscious strategies into their approach each day.

This chapter answers the question? “Can I have a profitable business when always putting clients and people first?” “The answer is a definitive Yes!” says Yarrow. “You can have financial success, you can make a difference, you can operate your business employing spiritual principles, and have a balanced great life as part of the package. *The Is Fac^tor* is an entrepreneur’s guide to a successful, authentic, inspired, easy and fulfilling business experience...no matter what the economy.”

As a bonus, Yarrow makes available free recorded guided meditations that readers can secure on her website, www.ConsciousToolbox.com, to support the chapter's insights, helping business owners solidify their spiritual, business and personal success.

Millions of entrepreneurs around the world are awakening to the **new approach to business**... a "conscious" or "spiritual" approach to business! But, here's the problem, it's nearly impossible to find books on this topic. Because it's so new, there isn't a lot of information available that INTEGRATES **consciousness/spirituality and business** specifically for entrepreneurs.

Until now...

Conscious Entrepreneurs – A Radical New Approach to Purpose, Passion & Profit is available at www.ConsciousToolbox.com.

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Editor: 300 DPI Downloadable Images of Yarrow and Conscious Entrepreneurs – A Radical New Approach to Purpose, Passion & Profit at www.ConsciousToolbox.com/media

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Review copies available upon request.

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