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NEW Spirit JOURNAL

Locally owned and published in the Pacific Northwest

Helping You Create Abundance In Your Relationships,
Finances, Health, Career, and Spiritual Life

VOL. 4, NO 10 JAN. 2009

FREE

From \$1 million in debt
to business guru, Ernie Chu says

Your Passion Is Your Currency

by Judith Campanaro

An investment banker, corporate executive and entrepreneur, Ernie Chu has become a widely recognized expert on financing emerging growth companies. In his new book, *Soul Currency: Investing Your Inner Wealth for Fulfillment and Abundance* (New World Library), Chu identifies the spiritual equivalent of business success and redefines financial value, such as currency, into the organic aliveness of spirit.

Chu speaks from experience and tells the story of how he was personally one million dollars in debt and honorably got rid of that debt in little more than a year. Says Chu, "With no job, virtually destitute, I turned to prayer and found the Church of Religious Science where I enrolled in a year-long class. I learned I had the power to change my circumstances by changing my thinking and that by opening to the power of love I could also open to flow and abundance. It was important that I found my own inner spiritual center."

Judith: You mention in your book the importance of remembering the truth of who you are. A question often asked is "How do I find my purpose in life or how do I know what my true path is?" Can you elaborate on this?

Ernie: I think what it comes down to is that we are born as loving human beings. All the things that we strive to be, we already are. What is really interesting is that we believe that we have to do more in order to be more. Actually it's quite the opposite. Basically it's a matter of subtraction rather than addition.

You don't have to take another class or read another book to get more information. You might choose to take a class or read a book so that you are reminded of what you already know. I think that we unconsciously or consciously build up these mechanisms around us to support a lot of the beliefs we have. Some of these are about the struggle that grows out of not feeling worthy and confirming that the world is a dangerous place.

Obviously when we start to have ideas about the world it also reflects our beliefs and the beliefs of those around us. The soul's currency is love. When I talk about that essentially I'm not just talking about the feeling of love or talking about being a better person but really I am talking about the

"When you begin to value yourself and what you have to offer, you will ultimately share with the world what is uniquely yours."

connection to that source energy. What we are in our real essence has to do entirely with how we deal with or what we believe love to be.

It is this currency that creates fulfillment, love and abundance. It's meant to be the expression of your soul. None of us have that knowing of what God is going to produce but it is usually far greater and far richer than anything we can imagine.

Judith: Sometimes the hardest thing for people is not about loving others but being able to love themselves.

Ernie: There's a belief about what self is but really what it comes down to is there is no self. There is what some people call selfless and I call it self more. The more is really the infinite presence that activates us. It is present in every cell of our body and in our consciousness when we let it be.

When you look at it that way, you essentially look for love to flow through you and connect you to all of life. What most people do is they learn to radiate love outward. They see themselves as the inward side and they radiate love outward. They forget, of course, that when they shine their light to the outer world that light

should also be as easily shined to the inward world.

The inward world is the self more which is really more being God. If you look at it that way and you say, "Well what's not to love about God?" Most people would really agree with that. There is one celestial heart. It is everywhere present and everywhere present in us and when you start to see that you get away from the idea of just the physicality of your body.

Judith: Is just recognizing the fact that you have those divine gifts enough to get the ball rolling?

Ernie: It's the way that you speak to yourself about the divine qualities. When someone talks about divine gifts from a spiritual perspective, they may have a greater appreciation of the fact that this is their birthright and resides within them.

But to the average person or to even people who are spiritual but who are going through a difficult time, they tend to forget this. The language really is important as to how we describe it. I have chosen to call them assets rather than gifts because the word assets is more suggestive of the enormous value they have.

Ernie Chu says it's important to get in touch with the divine inside ourselves. "The soul's currency is love," he adds "and it is this currency that creates fulfillment, love and abundance. When you begin to value yourself and what you have to offer, you will ultimately share with the world what is uniquely yours."

photo by Tim Kelly



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