

Yoga of Marketing

Inspiration Over Information

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Kalamali Joy
Sharing Inspiration with the World

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Dedication

To my guru, Paramhansa Yogananda, for showing where true success lies.

To Yogananda's direct disciple, and my teacher—Swami Kriyananda, for all you have done to share Paramhansa Yogananda's wisdom in this world.

Preface

If we were to create a wheel that included as its spokes all facets of life, one might find within it education, the arts, leadership, business, spirituality, religion, community, home life, health, and medicine.

To help the whole wheel move forward in life, all of these spokes need to provide proper support. To do this, spiritual qualities need to be developed in one's wheel—qualities that run harmoniously with “other wheels”—such as kindness, caring, generosity, calmness, and joyfulness, applied to all areas of life.

However, most of the world's wheels are still trying to run solely on greed, power, self-interest, and restlessness. And many of the other wheels are falling behind, while still others try to grow bigger and stronger by getting ahead. Yet the whole system cannot progress if the wheels forget to be thoughtful and helpful to one another.

What we need now more than ever, are more individuals who know that by helping others succeed, they too, will be successful. People who know that by bringing happiness and harmony into their way of life—no matter what bumps in the road lay ahead—they will find that which they are seeking.

The inspiration for this book is Paramhansa Yogananda, author of one of the best-selling spiritual classics, *Autobiography of a Yogi*.

Yogananda came to the US in 1920 to share the ancient yoga teachings of India. His applications of these profound yet practical teachings to this current age of energy were far ahead of his time. He inspired successful leaders like Steve Jobs, George Harrison, Luther Burbank, and Henry Ford to seek these revolutionary ideals and apply them to their own lives.

Yogananda came into my life in 2010 during a Christmas break from public health school in Boston. I came home to California to visit my family and my mental state was so worrisome to my father, that he handed me a copy of *Autobiography of a Yogi*. I carried the book with me across the country and began by simply reading a chapter before bed.

My life slowly began to transform as yoga and meditation became a twice-daily practice. A new and improved attitude allowed me to rediscover joy and gratitude. I stopped drinking and seeking outward experiences for my peace of mind. All of this was a direct result of the consciousness emanating from the book.

On January 5, 2011 I walked into a karma yoga ashram program at Ananda Village in the Sierra Nevada foothills. I had been determined to find a yoga retreat to celebrate graduation, and came upon The Expanding Light Retreat—home to a spiritual community dedicated to Yogananda's ideals of simple living and high thinking. From there, I was given the opportunity to apply all I had learned in communications to sharing Ananda with the world.

Ten years have passed since I began serving in this way. Along the way, many lessons have been learned. Some marketing and some simply, learning to listen!

This book is based on the varying experiences of working with devotees who love and serve God and want to share the divine light with others. My hope is that what we have learned together can be shared now with the world of truth seekers and light workers who believe in universal upliftment.

I hope that by sharing the wisdom of Yogananda, and his direct disciple Swami Kriyananda, my teacher, you too will be inspired to change your life and others' for the better.

Prologue

There is no reason to continue going through life without inspiration—that which we are here to find within ourselves, and to share with mankind.

“If your vocation does not satisfy your heart, it is not the right path for you. If you want to reach the abode of lasting peace and happiness, you should pursue whatever path your heart’s desire tells you to follow.”

—Paramhansa Yogananda

Following this inspiration is a pathway to success. Feel what lays dormant inside of you, waiting to be shared; bursting with energy, enthusiasm, and joy!

We are here to grow with one another, to aspire to become a part of a greater reality, and to awaken to our infinite potential. We are here to learn lessons, to find purpose, to give meaning to life, and to expand our God-given higher natures.

Now is the time to begin an inspired life full of purpose and meaning.

And it is time to learn how to be *successful in the highest sense*, by rediscovering the boundless fountain of enthusiasm and joy for life that resides within.

“To be alive is to be on fire with purpose, to move forward with undaunted determination toward a goal. You must be enthusiastically active, make something of yourself, and give something worthwhile to the world.”

—Paramhansa Yogananda

The purpose of this book is to help you tune into the inspiration and meaning of life that you are seeking, and learn how to effectively share it with the world. To become a channel for inspiration and light for truth seekers everywhere.

This requires a new approach to marketing (high-minded, inspirational marketing), and the study of how to cultivate the qualities of success in daily life—such that they translate to all the things that you do.

This combination is important, for you could learn all the best marketing techniques in the world, but without the right attitude for success and proper daily habits, you may find it challenging to implement them effectively.

This book provides the ancient spiritual principles from the East, as taught by Paramhansa Yogananda, for cultivating qualities and attitudes needed for success; and practical methods for marketing efficiency from the West. With this meeting of Eastern spiritual principles with Western methods of efficiency, we can achieve greatness.

This book is divided into four parts: 1) Magnetize Success 2) Manifest a Vision 3) Share Inspiration and 4) Market Your Purpose.

Within each chapter there are practice exercises to help you successfully apply these principles, and begin, right then and there, to practice marketing your endeavor. By doing the exercises, you will create an experience that will hasten your learning through direct experience. Furthermore, the benefits of the exercises are scientific. Why not at least test them in the laboratory of your own life, applied to your own creative endeavor? In this way, the book becomes your own experience. Your own insight will help make what you are learning more meaningful, and your participation will solidify all you are learning.

The time for light to spread across the earth through open and willing channels is now.