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## A Note From Christina:

Dear Christina,

Ok, its fall, I can admit it. The kids and teachers are back in school, facilitation clients are booking their strategic planning events, and coaching clients are back from their summer vacations with new insights about what they next want to create (lots of folks leaving unfulfilling jobs, relationships, geographies, etc - its heating up nicely!). While I lament the eventual passing of the hot days (not that we had too many of

## Welcome to your September SHIFT-IT e-Zine.

1. A Note From Christina
2. Events Schedule
3. SHIFT-IT Tele-Class
4. Article: Be the Scriptwriter of Your Life
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## EVENTS CALENDAR:

**Sept. 30, 2007, 7pm: Next Law of Attraction Evening.** In Victoria? Come on over to my studio for another fun Law of Attraction evening. Meet other SHIFT- IT and LOA-interested folks. We'll watch the new Abraham-Hicks DVD, The Secret Behind the Secret and down assorted bevies and snacks. [RSVP me.](#)

**Sept. 16-Oct. 28, 2007: SHIFT-IT Tele-Group:** Virtual coaching group. Get clarity. Get SHIFTEd. Work step-by-step thru the SHIFT-IT Coaching Process via 7 tele-calls: includes Home Retreat Kit. [More Info.](#)

them this particular summer), its always kind of nice to 'get back at it' eh.

Talking about getting at it, check out the events section for the gatherings that are brewing here for the fall. A new 7-week SHIFT-IT Tele-group is forming (still room to be a part of that). Plus the fall graphics trainings are filling up fast - last chance to get in on them this year, plus fees are increasing in the new year due to the fantastic results attendees are getting (I'm learning to value myself and the skills I'm developing in others even more, so prices will be climbing - its only fair for what you get, I practically give away the farm, so to speak!).

If you are a [Facebook](#) junkie, which I'm rapidly becoming, send me a friend request indicating you are an e-zine reader - I'd love to match a few more names with

**Oct. 18-21, 2007: Int'l Forum of Visual Practitioners Annual Conference**, Santa Fe, New Mexico.

Workshop presentation: SHIFT-IT: Graphic Coaching and Law of Attraction Basics. [More Info](#).

**Oct. 31-Nov. 1, 2007: MEETING GRAPHICS 101 WORKSHOP (level 1):** Introductory graphic recording and graphic facilitation skills for facilitators, consultants, trainers, coaches, managers and other process leaders and assistants. Foundational basics for the beginner. No art skills necessary. **Just 4 spots left!** [More Info](#).

**Nov. 2-3, 2007: THE GRAPHIC BOOTCAMP (level 2):** Intermediate graphic recording and facilitation instruction. Offered right after MG 101 for those traveling from afar. Tons of at-the-wall drills and practice. Demos. Template construction. Advance icons. Plus business and sales tips - how to market the benefits of working visually. **Only 3 spots left!** [More Info](#).

**Ongoing: Private Mentoring and In-house Trainings:** One-to-one graphic recording and graphic facilitation training for yourself or for your company/group. Come to me or I come to you. [More Info](#).

## SHIFT-IT TELE-CLASS SERIES



Clarify your desired change. End doubt and confusion. Break through self-limiting beliefs, attitudes and self-

sabotage. Last session we had folks from Canada, U. S., New Zealand, Holland and England. Join us Sundays, September 16 - October 28.

Learn powerful Law of Attraction techniques.

faces and learn who you are and what you are up to. Reading those 'status notifications' is a hoot - some very funny and interesting people out there!

Also, FYI on a fr\*ee tele-seminar series I'm participating in Sept. 18th, organized by the Association of Web Entrepreneurs - a chance to pick up a few more SHIFT-IT tools to help you with your own change process. Always nice to let us entrepreneurs know about helpful resources that can really assist in those start-up and build through phases.

Whatever phase you might personally be in yourself, in business or in life, it behooves you to learn how to be a creator as opposed to a regurgitator. Funny language I know but true. So this month's article is all about taking responsibility to become 'the scriptwriter' of your

Affordable access to the SHIFT- IT Graphic Coaching Process - from wherever you are in the world. Conducted via 7 tele-sessions, with special webpage for downloads and sharing. Includes The SHIFT-IT Home Retreat Kit plus private coaching with me on your specifics.

[Go to More Info & Sign-Up Page:](#)

## BE THE SCRIPTWRITER OF YOUR LIFE



*"Be a creator, rather than a regurgitator of what is".* How's that for an opening line - out of the mouth of Abraham, my

favorite Law of Attraction source. Couldn't think of a better way to grab your attention - to the importance of getting your focus off of your present situation and onto what you really do want - that creation that lies beyond your regurgitated status quo.

### **Break the Cycle - Stop Just Re-creating Your**

**Status Quo:** Most of us, I'm afraid to say, are just plain lazy (or, at the least, uninformed). We are caught in the habitual trance of just focusing on what is, instead of doing the more structured work of focusing on what we really want. As we get what we habitually and primarily focus on, we just keep re-creating our present circumstances, inadvertently getting more of the same. Same old work, same old relationships, same old money situation, same old weight issues, same old unsatisfying geography etc.

We wake up with the ability to create anew each day - but unfortunately most of us don't take advantage of this amazing ability. Instead, we just keep turning our attention to the same old stuff, so we just re-create the same old stuff over and over again. Never really knowing what we are sadly doing. So it mistakenly

own life - instead of the victim being bounced about by your status quo. Hope it pushes some buttons and gives you some ideas about how to take charge of the habitual vibrations you are putting out.

Yours in SHIFTing IT,

Christina Merkley

The SHIFT-IT Coach

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### Coaching Services:

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Private one-to-one coaching sessions - by phone or in-person. Very unique and powerful Graphic Coaching and Law of Attraction methods. A powerful one-two combination to see what and how you are currently creating your world - and to shift your thoughts and vibration for the better - so you can get the

looks like we don't have the power to create anything new in our lives. But we do. Oh, do we!

**Your Amazing Ability to Create:** In order to break the spell and the unconscious re-creation of an unsatisfying status quo, you need to start training yourself to get off of your "now" and onto your true desired state. You need to trick yourself into focusing more on what you really do want, and less on what you don't (the same ol' crap). One easy and seemingly simplistic way of doing this is to develop a 'script-writing' habit. Start to view yourself as the scriptwriter of your own life - because that is exactly what you are (whether you realize it or not).

You create your life. You create what happens to you. If you want to experience changes in your life, you need to take more conscious control of the 'character' that is you. You need to start scriptwriting what and who you want to be, rather than staying stuck on who you currently are (unless you really enjoy who you are and what you are doing, if so, then fixate away!).

### How to Become the Scriptwriter of Your Own Life:

How do you become the scriptwriter of your own life? How do you write a good script? Well, I'm glad you asked. You become a scriptwriter by thinking of yourself in the 'third person'. You make yourself an it (or a 'he' or 'she'). By separating your perspective away from yourself enough, so you can get a bit of an unbiased, observer kind of view on yourself and your life. Then, like a Hollywood scriptwriter, you treat yourself like the interesting, successful main character in the script of a movie or play. However, instead of a tragedy or comedy of errors, you reserve the right to only produce successful and happy kinds of scripts - the kinds of scripts with great endings and lots of good feeling emotions (ok, a chick flick if you must - but these scripts work for both men and woman!).

**Begin Your Script:** Sit down with pen and paper (or open a file on your computer) and begin with a short opening of what your character (you) is currently up to.



results you really want.

More Info:

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## Testimonials:

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"I've worked with Christina on over a dozen consulting and change management projects since '97. She's exceptional --- reactions to her work have ranged from happily impressed to outright awe. On a particularly high-level e-business strategy workshop for a Fortune 20 client, a member of the Dow-30, the executives' collective opinion was that her abilities "allowed us to see things we'd been trying to see for weeks." Ken Weitzel, Managing Director, **Ken Weitzel, The Corporate Executive Board, Washington, DC**

"Christina's talents for reading a group's energy and utilizing her range of tools and models to help create insight and growth are awesome. She is one of those

To demonstrate, I'm going to write a script on a composite male client of mine, for the sake of this example, let's call him "Peter". I open my script with a short description of Peter's status quo (for your script, you would insert your name and the particulars of your current situation):

Peter is an solo entrepreneur in the consulting industry. He is doing ok in his current work and life. He's single. Kind of wishes he could have a significant other in his life again. Is self employed and has been for a while. He likes his strategic planning work with organizations but is not particularly happy with the clients he is attracting or with the level of income he's reaping. A lot of the time he feels kind of flat line about his life and work and wishes more exciting things could happen to him, like they used to when he first was starting out.

**Start to SHIFT-IT:** At this stage of your script you want to make a shift from beating the drum of what IS happening, to beating the drum of what you WANT to happen - bridging from your true status quo into an imagined, best case scenario future. You are the scriptwriter of your own life. Poke around for what feels good to you. What would you like to happen to the character that is you? If you had a magic pen that made anything you wrote occur, what would you write? Your brain, psyche, unconscious, the universe - whatever you want to call it, is waiting for directions from you. Give it what it craves - start getting directive! Here's Peter's script shift:

One day, a shift started to happen to Peter. For whatever reason he woke up on the 'right side of the bed' and just continued to. He started to get more optimistic about himself and his work - got a sense for what he wanted next for himself. He started to read about things that interested him. Heard about things that perked him up. Got into interesting conversations and meet some new

unique facilitators that can help you see things you haven't seen before without you even knowing its happening. Her work visually, creatively and intellectually is first class. I would work with her anytime, anywhere."  
Gordon Rudow, CEO,  
Bonfire  
Communications, San  
Francisco, CA

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[www.shift-it-coach.com](http://www.shift-it-coach.com)  
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people. He received some phone calls and emails that really inspired him, from people who's energy and wave length he really enjoyed. Business started to pick up in subtle yet significant ways. He realized he was attracting more and better work. And that cool situations were popping up. And, even more interesting, his personal life took a shine for the better too as he ran into ---

**Define and Feel the Emotions:** See how this script is developing?! Its starting to pick up pace and get interesting. The emotions are starting to swirl - that means a new vibration is kicking in. To amp up this effect, start describing how these things make the new you feel - so you can piggyback on their feelings and actually start to feel them as you write:

All of these things made Peter feel great. He felt alive and vital. Invigorated. Healthy. Attractive. On top of the world. It is powerful to be back in the groove again. To interact with people from a place of confidence and enthusiasm. He is really interested in things. Curious. Happy. Appreciative. He feels himself attracting positive things, situations and people - that are a good match to him. It feels so good to be in the flow like this. To have things happen easily, smoothly and with almost no effort on his part. He takes real pleasure in ---

**Keep It Going Until You Are Complete for Now:** Keep writing your script until you feel complete - at least for this scriptwriting session. Its important that you keep the energy and content feeling good. If you write something that doesn't feel good, erase it and try again. Keep searching around for things that feel good to YOU. Again, specifics can add drag and interference, so if you feel the energy snagging a bit, reach for a more general scenario to feel better again. Our rational minds can get hung up on details, so go

high level if this happens to you. General statements often are 'purer' in energy than detailed ones - at least to begin with.

**What You Are Doing:** If you haven't already figured it out, what you are doing with scriptwriting is getting beyond your regular habitual thinking so you can experience something fresher. We get so bogged down in the now that it is very difficult to find the feeling place of something better. Scripts help you find that feeling place. Yes, it is imaginary. But don't underestimate the power of your imagination. In order to create something more satisfying in your life, you first have to think and feel positively about it. Scripts help you do that. They help you get beyond regurgitation into new creation.

**Just Do It:** Yes, some of this visioning and imagination work can seem a bit strange or perhaps silly at first. Like make believe. And it is. Make believe it is (but silly it is not). If you are feeling embarrassed about this stuff, then keep it to yourself and practice scripts when you are alone or have even just a few minutes to think them out in your mind, you don't need to always write them out (but writing is a stronger method than just thinking).

It might seem strange at first, but what you are learning is a powerful way to bypass your current vibration in order to create a new one. And that new vibration must occur first before real things can start showing up in your physical reality. That is what the Law of Attraction is all about - that which is like unto itself is drawn. The order is 'be' then do and have. You have to figure out how to BE it before you can actually have it. Scripts are one of the ways you can trick yourself into being - so you can become a vibrational match to what you want.

**Author's Note:** I'm currently going through a high study period of the Law of Attraction teachings of Jerry and Esther Hicks and am being heavily influenced by them. If you like the scriptwriting process, check out

[www.abraham-hicks.com](http://www.abraham-hicks.com) (as these folks are who I've learned scripting and plenty of other LOA processes from - they are great!).

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**WANT TO USE THIS ARTICLE IN YOUR E-ZINE OR WEB SITE?** You can, as long as you include this blurb with it:

Christina Merkley, "The SHIFT-IT Coach" and creator of the SHIFT-IT Graphic Coaching Process® is a Visioning and Strategic Planning Expert specializing in Graphic Facilitation and Law of Attraction techniques. Based in charming Victoria, British Columbia, Canada, she works deeply with individuals, couples and organizations in defining and getting what they really, really want. For more information visit: [www.shift-it-coach.com](http://www.shift-it-coach.com) and [www.makemark.com](http://www.makemark.com)

## BLOG POSTS & EZINE ARCHIVES

Check out the new posts since you've last read the [SHIFT-IT Blog](#). Graphic ramblings, insights and other tidbits - -- the new blog where you can participate by leaving messages and reading what others think about SHIFT-IT related stuff.

- Viz Think Conference in SF
- New A-H Book Released
- Int'l SHIFT-IT Tele-group Forming
- AWE Tele-Summit
- Gratitude Dance - the video
- LOA Evening
- Why Bother with a Personal Vision?
- Trio for Training
- GF in Contract Magazine
- My Beach Office

Besides the Blog, there are plenty of articles to read in the Ezine Archives. [Browse past issues here.](#)



[Go to SHIFT-IT Blog:](#)

## Private Coaching:

Ready to bust out of your status quo? Want to start properly applying the Law of Attraction principles?

Let's work together - either by phone or in- person. I'll literally draw what you really want right out of you - via my innovative graphic coaching methods. And I'll teach you how to effectively focus your thoughts and feelings to overcome the habitual patterns, blocks and self sabotage that keep you stuck. So you get more of what you want and less of what you don't.

[View Coaching Packages:](#)

## AWE Tele-Summit: Sept 18th



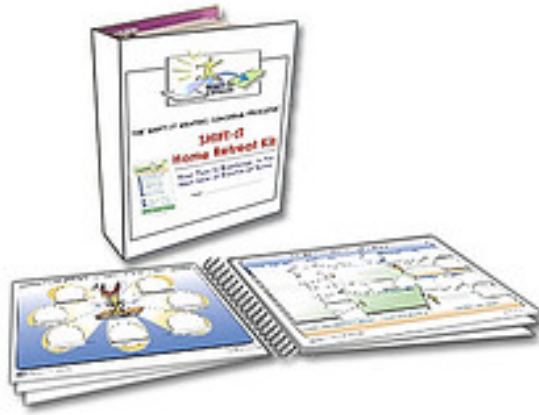
Check this out: I and a great roster of other speakers, mentors,

marketing & internet gurus will be participating in a terrific tele-summit by The Association of Web Entrepreneurs on Sept. 18th.

I love Sheri McConnell, the founder of this organization: bright, enthusiastic, generous with her expertise ( plus she's the young mother of four! - I am amazed by her). And, the best part for you - the tele-summit is completely fr\*ee and includes large download manual (some of my SHIFT-IT tools are in it - stuff I don't usually give away!). Great info for solo business professionals, coaches, writers - frankly anyone who wants to develop their marketing and internet chops. Hope I 'hear' you then.

[More Info: AWE Tele-Summit](#)

## The SHIFT-IT HOME RETREAT KIT



Can't travel to me?  
Independent type who likes to 'do it yourself'?  
Now Graphic Coaching tools right at your fingertips.  
Conduct your own SHIFT-IT

Graphic Coaching Retreat® - from the privacy of your own home.

Your life isn't a dress rehearsal. In fact, its happening right NOW. Is it going the way you want it to? Get organized and sure with the step-by-step SHIFT-IT Graphic Coaching system.

In this innovative kit, I map you through your past, present and desired future, so you can plot out your next directions and strategies. You pinpoint and flip the negative beliefs, assumptions and attitudes that stand in your way - to stop sabotaging yourself and your goals. SHIFT-IT has already helped hundreds live life by design, not by accident. Learn how it can help you too!

**More Info**

## **Make Your Mark Graphic Facilitation**

Christina's other site, chock full of information on working graphically with groups and organizations (custom chart work, graphic recording and graphic facilitation). Visioning and strategic planning meetings that get everyone on the same page - by literally drawing the best thinking out your group. Understand your landscape, make decisions and move forward with confidence.

[www.makemark.com](http://www.makemark.com)

## About Christina, The SHIFT-IT Coach:



Christina Merkley is The SHIFT-IT Coach. Creator of the SHIFT-IT Graphic Coaching Process®, she guides individuals, partners and organizations in defining and getting what they really, really want.

A teacher of Law of Attraction, she is also an expert in visual meeting techniques, strategic planning and visioning: having worked for such notable companies as BBC, Readers Digest Funds, eBay and Stanford University. After a move from San Francisco, she now lives in charming Victoria, British Columbia, Canada - where she maintains a vibrant coaching, facilitation and training practice.

[Full Bio](#)

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