



The SHIFT-IT e-Zine



Christina Merkley
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A Note From Christina

Dear Christina,

Happy New Year!
Welcome to 2007.

I hope you survived (opps I mean thrived) during your holiday season. I myself am not the biggest fan of the Xmas season - does it show? Hee hee. So I'm frankly glad it is all over and the New Year is here. I had a nice quiet break though, which was great. Nice to sleep in, take a break from the phone and email, see a few

Welcome to your January SHIFT-IT e-Zine.

1. A Note From Christina
2. SHIFT-IT Tele-Class Notice
3. Graphic Bootcamp: Advanced Training
4. Feature Article: Decipher Law of Attraction
5. Past Month's Blog Entries
6. More Links & Resources

NEW: SHIFT-IT TELE-GROUP



Make Your Work Graphic Facilitation © 2003

Standing on a crossroads? Need to make some changes? Want to shift into becoming your next self? Imagine participating in a private tele-group where you uncover your own answers and decisions about what is next for you.

friends and family and basically chill out. We can all use a measure of that now and then, eh!

Some good things got pulled together over the last few weeks too. I am pleased to announce that the [new SHIFT-IT online store](#) is now up and functioning. Chock full of SHIFT-IT self-coaching tools, including the [S-I Home Retreat Kit](#).

The **SHIFT-IT Home Retreat Kit** is my new baby (sorry Mom, false alarm, not a real baby --- but it's a heck of a cool system!). The Kit guides you in conducting your own SHIFT-IT Graphic Coaching Retreat from

Announcing my new SHIFT-IT Tele-Series. Gain insights, clarity and momentum. Bust through negative thinking, doubts and inertia. Package includes the new SHIFT-IT Home Retreat Kit. Now you can access the power of the SHIFT-IT Process (and me - Christina), without leaving the comfort of your own home.

Seven call tele-series starts on Feb. 19th. Great pack of S-I materials (Kit, MapPack, Markers, etc) included.

[Click Here for More Details:](#)

NEW: GRAPHICS BOOTCAMP



At long last the **Graphics Bootcamp** is here! Advance training in the rare skills of [Graphic Recording](#) and [Graphic Facilitation](#). One of the few places in the world (I'm not kidding!) where one can get personalized, mastermind-group type attention to build competency and confidence in these effective methods.

Take your skills up to the next level. More demos, more practice, more icons, more tips and techniques. Gather with like-minded learners from across North America. For

home. There are 17 graphic templates in all (I call them Merkley Maps - is that too vain?!) with full step-by-step directions. Clients who have worked directly with me say that it is written just as I talk --- that I use the actual words and concepts that they themselves experienced up close.

Also, things are heating up in the events and workshop department too. For the first time I'll be offering a **SHIFT-IT Tele-Coaching Group**. 7 weekly calls to lead participants step-by-step through the S-I system. Calls will be recorded and you get the S-I

consultants, facilitators, trainers, budding graphic recorders, etc who have attended the Meeting Graphics 101 workshop previously (or have equivalent experience).

Bootcamp runs March 28-29 in Victoria B.C. Canada. Limited to just 12 attendees.

Click Here for Full Details:

FEATURE ARTICLE: DECIPHER THE LAW OF ATTRACTION

Law of Attraction is turning up all over the place it seems (actually that is part of the law!). Perhaps you have been hearing about it? Its getting a lot of play in movies like [The Secret](#) and [What the Bleep Do We Know](#), etc. My favorite teachers of it, [Esther and Jerry Hicks](#) (ala Abraham), are topping the charts with their books on the subject: Law of Attraction, [Ask and It Is Given](#), and [The Amazing Power of Deliberate Intent](#).

I've been studying LOA for about five years now and it can take a bit to really start to comprehend it. But once you do, it turns out to be an elegantly simple concept.

What is LOA? Law of Attraction is an energy concept - kind of like Newton's Law of Gravity. It is a proposed universal principle. Advocates of the principle (folks on the cutting edge or the kooky edge --- depending on how you look at it) believe that there is an underlying 'attraction' law that governs how things work in the world.

Home Retreat Kit as part of the package. A handy way to get good guidance in doing your visioning, planning and manifestation work so you can 'become your next self'.

And, for the last few years I've been offering basic training in the skills of **graphic facilitation** and **graphic recording** (the underlying visual skills that I developed in my organizational work). Many mentees have been prodding me to offer a more advanced public workshop. Soooo, I am pleased to announce that the first **Graphics Bootcamp** will be held in late March. See details below

The basic premise is that everything in the universe/world/whatever you want to call it, is made up of energy. And every energy (or thing) has a particular mark or frequency --- a 'vibration' if you will. Law of Attraction states that similar energy is attracted to similar energy, or more simply: Like Attracts Like.

Thoughts and Feelings are Things: In this theory, thoughts and feelings are counted as things – and as such they have an energy to them (they have a specific frequency or vibration). There are obviously a whole spectrum of thoughts and feelings in the world --- a full range of them. This range moves from 'good feeling thoughts' to 'bad feeling thoughts'. Not in the moral or values based kind of good and bad. But in how those thoughts actually 'feel' in you as you think them. The kind of mood or effect they have on you. Some thoughts that you think feel bad (as in uncomfortable, uneasy, sick, etc), while other thoughts you think feel good (as in comfortable, easy and nice).

The Power of Your Focus: The 'so what' around LOA really starts to kick in when you consider the power of your focus. What you focus on expands. What you choose to think about, ponder, feel, consider, return to, etc - is what you get more of. Like a big laser beam or giant photocopier. Like is attracted to like. You will get what you focus on. So if you want to start changing what your reality is made up of (i.e.you want to change or shift your life), you need to get aware and conscious of what you are choosing to focus on. Because that is

if you are interested to learn more.

Last but not least, in several days I will be off on a Hawaiian adventure --- soaking up the rays and learning as much as I can from my favorite Law of Attraction (LOA) mentors Esther and Jerry Hicks. In the spirit of my upcoming adventure, I've chosen to write an article on LOA for this issue. So I can hopefully pass along some principles that have been very impactful in my life and that are woven throughout the SHIFT-IT process.

Yours in SHIFTing!

Christina Merkley, The
SHIFT-IT Graphic Coach

how you are getting what you are getting. And by changing what you are focusing on, you change what shows up in your reality.

Situations, things, people, circumstances, etc don't just randomly show up in your life. They are a visible and tangible symptom of where the majority of your thoughts and feelings are on a regular basis.

An Example: An example of this is 'right livelihood'. A good percentage of my coaching clients are people who want to improve the state of work or career in their life. They want more joy, satisfaction, creativity, prosperity, etc out of the work that they do. They want to make a shift.

My job as a coach (and a coach who uses LOA principles) is to get them feeling as good as they possibly can overall, and most particularly about the subject of 'work'. I need to get their focus off the negatives that have them feeling bad and onto things that feel better. To do that, we become 'selective sifters' --- we choose to focus on the aspects of work (in the past, present and desired future) that feel good (or at least somewhat better, if they are really entrenched).

Sometimes people are so used to complaining, worrying and ruminating about the subject that it can be a real challenge to 'flip them' onto things that have an improved vibration.

Now, this might seem simplistic or not a big deal – but when you understand what is going on, it really is a BIG deal. It is the difference

SHIFT-IT Graphic Coaching Services



Experience Graphic Coaching for yourself. One-to-one sessions either in-person (having everything drawn out large right in front of you), or by phone (working with my line of coaching templates and manuals that we email back and forth).

A very powerful experience to literally SEE inside your mind and heart to where your answers are. Understand yourself and the flow of your life at a new level. See what your thinking is and how it is working for you or against you. SHIFT blocks, negative beliefs and patterns. Create a clear personal vision that guides and motivates you as you take steps aligned with your bigger picture. Unique. Powerful.

between making a shift or not. How you 'feel' is everything. The trick is to get people to feel better and to literally 'vibrate' differently than perhaps they ever have before. (Or, in the case of my clients who have reached heights of satisfaction and success and then lost them, to get them back into the vibrational state that they once had.) Once they consistently hold a different vibrational pattern, the Law of Attraction will kick into effect. Instead of attracting things that match their negative focus, they will start attracting things that match their more positive one. Better things will start showing up (in this case, improvements in the career area of their life). Yes, action has a role in all of this. You can't escape that. But the better feelings come first, then aligned action.

Why Graphics Work So Well With LOA: I am a pioneer in graphic coaching. That means that I use visual or 'graphic' methods to help clients make shifts in their lives. The use of visuals is particularly useful when one is using LOA principles. Drawing and writing out what is going on inside your head and heart helps you literally SEE what you are doing (and how you are getting what you are getting). You can choose to map out what feels good (as opposed to what doesn't). Markers, pens and paper force you to funnel and harness your focus for the better. Make things more visible, conscious and understandable. Indeed, the pen really is mightier than the sword!

Additional Resources: Obviously I've just

Long lasting effects.

Info on Christina's
Coaching Packages:

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www.shift-it-coach.com
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touched on the subject of LOA in this article. Just given you a taste or tease. I'll be writing more about the Law of Attraction and graphic coaching tips in future articles so you can get an even greater handle on this powerful concept. In the meantime, I'd suggest you check out the movies and books listed above and keep an eye and ear out for LOA principles (now that you have read about them they are bound to start showing up in your life more and more). Next month I'll be freshly returned from an LOA cruise --- so I'll have more to share than (after I get done asking Abraham all my LOA questions!).

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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 Merkle, "The SHIFT-IT Coach" is creator of the SHIFT-IT Graphic Coaching Process. To learn more about SHIFT-IT, Graphic Coaching and Personal Visioning and Planning, visit www.shift-it-coach.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.

- Power of Forgiveness
- Hay House Radio Broadcasts
- Ass'n of Web Entrepreneurs
- A Room with a View
- Visual Biographies - Cool Charts

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

Click Here to Read SHIFT-IT Blog:

About Christina, The SHIFT-IT Graphic Coach:



Christina Merkley, M.A. is a Graphic Facilitator and Coach specializing in Strategic Planning and Visioning. Having worked for such notable companies as BBC, Readers Digest Funds, eBay and Stanford University, she uses interactive, visual thinking processes to literally draw the best thinking out of organizations, groups and individuals. Creator of the SHIFT-IT Graphic Coaching Process, after years in San Francisco, she is now based in charming Victoria, British Columbia, Canada.

Full Bio

Coaching for Individuals & Couples:

In-person and telephone options for one-to-one private coaching. Using the specialized Graphic Coaching methods. For individuals, couples and business partners. Understand the evolutionary flow of your life or business. Neutralize the negative past. Clarify your vision. Move forward with confidence and renewed excitement. Become Your Next Self.

[Click Here for Overview of Graphic Coaching](#)

SHIFT-IT Online e-Store



Browse the new **SHIFT-IT e-Store**. Retreat kits, booklets, map packs and more. Graphic Coaching

Tools to help you Become Your Next Self.

[Click Here](#)

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 literally get everyone on the same page - all using invigorating large scale graphics that get your thinking up on the wall so you can see clearly, make decisions and resolve your conflicts.

www.makemark.com