



LightPlayer Newsletter

January /
February
2006

Articles about self-help, health, gardening, spirituality, environmental issues and national concerns brought to you by the LightPlayers, Yvonne Perry and Loretta Peters-Martin.



Yvonne Perry, ATM-S, is a public speaker and freelance writer who specializes in assisting people on their spiritual path through her communication skills. She has self-published seven books. Her latest book, *More than Meets the Eye*, is about near-death experience, spirit communication, transitioning to the afterlife and much more — a great comfort for those who are afraid of death or for anyone grieving the loss of a loved one. Yvonne holds a Bachelor of Science in metaphysics from American Institute of Holistic Theology and is available as a ghostwriter or keynote speaker. She is Toastmasters' Area 55 Governor and a mentor for Century City Club. www.yvonneperry.net

Loretta Peters-Martin, CCH, ACH, is a Certified Clinical Hypnotherapist, Life Coach and Nutritionist. She is also a singer, songwriter and musician, and her voice has been heard on jingles and voiceovers in the southeast radio market. As President of the Georgia Music Industry Association, Loretta educated the community about the business of music. She now offers group hypnosis clinics on everything from improving self-worth to weight loss and nutrition, as well as other topics. Loretta also holds seminars and workshops on achieving abundance and prosperity, while teaching others how to tap into their full potential. Her greatest joy, along side expressing herself musically, is helping others attain health, wealth and happiness. www.lorettapeters.com



Author's Update

by Yvonne Perry

Write on! Creative Writing Services is a team of gifted writers representing a wide variety of subject interests. Check our blog for articles and information about writing, editing, and publishing.

<http://yvonneperry.typpad.com/ghostwriters>

During the first quarter of 2006, our website will feature a free pdf download of my first ebook, Email Episodes. You will laugh out loud as you read this hilarious account of events that take place in the life of a wife and mother whose life is falling apart. Her kids are teenagers, her husband wants a divorce, she's having a mid-life crisis, and dealing with issues from her childhood. What a time for the church to turn its back on her!

Download the ebook while it's FREE!
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GETTING YOUR MESSAGE TO THE MARKET, by Mitzi Crall

Finding our life's purpose is an awesome experience. It is a natural transition to want to use our special gifts as a full-time vocation.

If you decided to go it on your own, success depends on many things, but none are more critical than your ability to market, advertise, and communicate your unique skills to prospective clients. After all, people have to know what you are doing before they can turn to you for help. The keys to effective marketing and communications are not as elusive or complicated as many people think.

As a general rule someone has to see your business name three times before it is remembered. Enhance your impact by creating a company look that is consistent. This includes a logo, name style, a color scheme and two fonts, one san-serif for headlines and a serif font for body copy.

Be unique and original. It's hard to stand out if your materials look just like those of your competitors.

Engage your audience. Your marketing message is one of hundreds that people will encounter during any given day. You have less than 4 seconds to attract attention, and about 20 seconds to get your message across. Yet, ironically, the longer you can keep a prospective client involved in your message the more likely you are to get a positive response.

Testimonials work. If you have happy clients who are willing to share their stories, make the most of it.

People want to know, "what's in it for me?" This is very important. Are you telling your audience what you want them know (how good you are at what you do), or are you telling what they want to hear: How is this going to help me? Use at least half of your copy to focus on the benefits your client will receive from your products or services.

When you write copy, sounding personal is much more important than professional. Write as if you were writing to a friend, not an audience. Then design your copy in a way that makes it easy to read. Leave plenty of white space. Break your copy up with subheadlines. Indent paragraphs. Use pictures. People like pictures of people best of all.

When you use pictures, add captions. They always get read, so make them informative.

Inviting people into your message is the key to getting it read. In fact, you can increase the readership of mail piece up to 25 percent simply by telling people to read it.

Learn more tips and techniques used by top advertising agencies. Pick up a copy of 100 Smartest Marketing Ideas Ever, by Mitzi Crall, Ph.D. Mitzi spent 20 years setting records in corporate marketing and is now exposing the proven techniques of large ad agencies for small-business owners. She currently works as a clinical hypnotherapist, is a certified NLP practitioner and trainer, and contracts as a corporate sales and management trainer. She is heard on radio stations across the country and is quoted in business journals around the world.

Permanent Change

Resolutions, Schmezholutions. New Year's Resolutions rarely work. People are so gung ho that they jump right in and quickly burn themselves out with unrealistic goals and inflexible workout schedules. Therefore, the benefits don't last. Gyms are crowded every January, and the crowds subside in February. Only the die-hards remain...or those who have stuck with their workout schedules because they chose to make it a way of life. One can't make positive life changes by suddenly shocking body and mind into making drastic and sudden changes. Change works from the inside out. Permanent positive changes such as achieving and maintaining ideal weight takes baby steps like eliminating certain foods and/or habits one at a time while slowly and GENTLY incorporating the new, positive changes. Let go of the vicious cycle that you create each year and learn how to do it in the most effective way to guarantee PERMANENT change.

Achieve and Maintain Ideal Weight
Stop Smoking
Overcome Depression
Eliminate Self-Sabotaging Behavior

812-6711 or 356-8494
www.lorettapeters.com

Let Go of Your “Story”!

2006: The Year for Change

by Loretta Peters-Martin

Over the past couple of months, I have come across many people who are in emotional turmoil and physical pain...or who suffer from constant depression or other issues. What I realized during my observations is that many people do not *want* to heal, improve their lives, or work through their issues, even though they *say* they do. It seems to be easier for many to stay sick or unhappy than it is for them to get help and make positive changes. Why?

People are terrified of change and so they choose to stay in their vicious cycles. Take, for example, the wife or girlfriend who is verbally or physically abused by her (in)significant other. The abused woman becomes comfortable in that relationship, and her self-esteem has been beaten down so much that she can't possibly perceive how she could escape and live on her own. The abusive relationship is the only way she knows. It is a familiar comfort zone, just like it is for most people in a job or relationship that stopped serving them long ago. Excess weight, addictions, dis-ease and other health problems can also serve as comfort zones. It is easier to stay in one's "muck" than it is to get help and change. Some people would rather remain unhappy, stay sick, depressed, be physically beaten or even go to their graves rather than improve their situation -- simply because of their overwhelming fear of change.

We must *welcome* change! Long ago I learned and reaped the benefits of recognizing the vicious cycles I was creating. I took the first steps toward healing and growing. Now I am happy, healthy and I enjoy life to the fullest, and I wish the same for everyone! Change is not to be feared. When we are not tuned in to our emotions and feelings, excitement and fear can feel quite similar and confusing. After all, the brain certainly has us programmed to believe that change is something to be feared. Fear is a lie – it is the untruth. (False Evidence Appearing Real).

Another reason people don't want to get help is because they really don't believe – deep down inside – that they will ever heal their problem. After all, they have tried everything – diet pills, drugs, alcohol, self-help books – all which established hope at the beginning, but quickly failed. Why? There is an underlying belief system that is engrained so deep within their subconscious that it would take too much work and effort for them to weed through it all...or they tried therapy or marriage counseling but gave up way too soon. I have known many people who ceased counseling because they felt they were getting worse, simply because they were crying more often. Self-growth and self-discovery takes work and effort. It can, however, be an easy and gentle process with the right support system in place.

Another thing I noticed with folks over the holidays is that rather than address their issues, or even ask for advice or recommendations so they can do something about their problems, they simply wanted to "vent". Venting can be a healthy outlet, but people who complain habitually can make those around them miserable. You know the type of people I'm writing about – the energy suckers – those who, 6 months later, are still whining and complaining about the same mess they were in 6 months before – but never really take anyone's advice or recommendations. They just want to hang on to their "story", as author Caroline Myss calls it...because it's comfortable for them. Although I have met many people over the past couple of months who are in turmoil and crying out in pain, I can only help those who really *want* to be helped. What I have observed is that many do not want to be helped because to change is scary and challenging.

Are you holding on to *your* story? Are you hanging onto fears which no longer serve you? When are you going to seek resolution with an open mind? When are you going to move forward, let go of your "gunk" and start living your life to the fullest? When are you going to heal those chronic health problems, financial problems, weight issues, addictions or depression? When are you going to stop smoking and eat healthy and exercise? Oh -- you're a skeptic. You don't believe it can be done. You don't believe people can actually heal from heart disease, cancer or depression? I have seen it with my own eyes as well as experienced it for myself – people turned around from aids, cancer and serious, chronic depression. One's attitude and willingness, partnered with taking responsibility, are the biggest steps to making changes. There are two types of people: those who take responsibility for their lives, health and wellbeing, and those who continue blaming the rest of the world (parents, ex's, society, government, etc.) for what is going on in their lives. Which road will you choose?

How about creating a new and more exciting story for 2006?

BENEDICTION: A USEFUL CURRENCY, by David Teems

Have you ever been in the presence of someone who simply made you feel good about yourself and about life, someone who made possibility seem possible, who seemed to speak a language that was alive and animated with belief, a language free of the common corruptions of uncertainty or doubt, the twin troublemakers that contaminate our speech as well as our lives? Have you ever spoken with someone and suddenly became aware that there is life at a higher elevation and that the steps to get there are fewer and closer than you imagined, that the world is much more beautiful than you remembered it just a few conversations earlier, that there is something as beautiful within you? Has anyone ever suggested that within you are all the qualifications, all the requirements necessary to live life the way it was originally designed, a higher life, one that comes close to being heaven on earth, suitable for the divinity that longs for itself within you, that groans for expression and release?

If so, benediction is present and active, doing what it does so well, reinterpreting life as a celebration of promise and possibility. Blessedness on assignment, that works best in circulation. Benediction that purges the cynic from the soul, like an armed guard. Benediction that silences the NO that preaches in the pulpits of the mind.

Benediction is what love does to the speech. It resonates joyful on the tongue, like a poem or a proverb and there is nothing finer, there is perhaps no higher music, no more sacred art, than blessedness when it is found in the mouth of sincerity. It's the best evidence we have of indwelling deity, the voice of the inner temple asserting itself in the liturgy of life.

Benediction may be defined as outwardness, otherness, a giving out from ourselves, a warm beneficence. It may also be defined as well being in verbal packing, love in transit, love in audible currency, in little pithy bursts of goodspeak, an offering that will outlast time and all happy seasons. Miracle and possibility in a common conveyance. Love, and a mouth to put it in.

Benedictions liberally employ the word MAY, the little word with the big heart. Consider words like magnificent or majesty, magistrate, might, or even maiden. Among the relics between Old English and Middle English, the roots look the same. MAY is a word of assent, of permissions, of allowance, agreement, endorsement, consent, approval. In the etymological backlight mentioned above, there are suggestions of highness and authority, might and enablement, not to

mention something feminine and divine (the Romans named the month itself after Maia, the goddess of increase and growth). All these elements work comfortably together in the intimate confines of this soft, easy little word. Here are a few examples, to show you what I mean.

MAY others see in you what they long for in themselves.

MAY wonder return to you again, childlike, fearless, primal, charged with originality and daring, the stuff of ecstasy and awe, evidence of the divine, wonder that made it easy to believe.

MAY tenderness be found in you in a world afraid to touch, a world sterilizing itself.

MAY humility be the code that unlocks life when it seems secret and aloof.

MAY is simply the prelude, the invitation, the grand proposal, the assent to the blessing that follows, the YES the soul loves.

There is great medicine in the word. If you can't seem to shake your own troubles, you can invert them, you can impose some kindness on someone, in whatever form you choose, and like any good investment, however small, let it work. It will bring mutual returns.

More than a life force, benediction is an olive branch in the mouth of doves. It's a hush to the uncertainties that steal about the heart, an antidote where impossibility and hopelessness have envenomed life. It's peace to the ones who practice and who understand their use. They are electric. They hum with life. They give off light and warmth. And benediction has a lovely echo.

The above examples are just a start. Create your own. Let invention thrive. Let it prosper. Let blessedness rule the heart as well as the tongue. Let it put wonder back into life again. And may you be prolific, eloquent and liberal in the employment of benediction. May you show kindness and grace wherever you trade with words. May all that has been reduced to noise in you become music again.

And finally, may your soul be refreshed with an unexpected Sabbath, a necessary pause, a rest, a replenishing of your hidden stores. May death and age be driven back another day, worry and the overload of care be banished from your little kingdom. May liberal Joy give you permission to play again, to dream, to slow the times, to lengthen the day with blessedness. She is beautiful. May she come to you with full hands.

David's latest release, [To Love Is Christ](#), from J. Countryman (Thomas Nelson, 2005) includes over 1,000 benedictions like the ones above. Available at Barnes & Noble, Lifeway Christian Stores, Family Christian Stores, and Walmart.com. More at www.davidteems.com.

E-Commerce Corner

This section is a free community calendar where anyone may list items for sale, upcoming community events or services offered by your business. Email your entry to write_on_yvonne@comcast.net to be listed here.

Volunteers Needed: The Safe Haven Family Shelter needs volunteers to show up at 6:00 p.m., serve dinner and stay over until 6:00 a.m. Whatever you can do to help, please contact Becky McConnell at (615) 256-8195 or bmccconnell@safehaven.org. Volunteers will enjoy staying overnight in the nice, clean dorm room with a private bath and TV.



Waterfront Custom Home near Hilton Head in Seabrook, S.C. Huge deck overlooking river. Shrimp, crab, fish and boat off your dock. 3,800 sq ft. 4br-4ba, 3 fireplaces. Oak

floors, Garland stove, \$549,000. **To view Photos**, E-mail Bobbie Langford at jetmissions@yahoo.com.

Hair Do's by Dixie. Haircuts and Styles. Specializing in Holiday Parties, Sweet Sixteen Birthdays and Wedding Parties. Bride \$100: will style up to 4 different times, and you choose from the first 3 styles. Maid of Honor \$75. Brides Maids \$25. Call Dixie Messer at (615) 673-9621.

Adorable 1B apartment with lots of land, woods and trails to Percy Priest Lake. Ideal location, lots of privacy, 20 minutes to downtown. Non-smoker. \$635 per month includes all utilities, cable TV, washer and dryer. Contact Pat Matranga at (615) 886-7100 or email pat_matranga@comcast.net.

Moving Sale, Antiques: Cherry Secretary \$2200; 4-drawer dresser, (c.1860) only \$2300; incredible Oak Library Desk \$350. All Beautiful, All Negotiable. Contact Veronica O'Grady at (615) 417-0468.

Century City Toastmasters Club meets the first & third Thursdays of each month from 6-7 p.m. at 22 Century Blvd in Donelson, Ste. 120. For more info: Toastmistress@comcast.net

First Class Flyers Toastmasters Club meets the first & third Wednesdays of each month from 12 noon - 1 p.m. at Aquinas College located at 22 Century Blvd., Donelson, 4th floor. Toastmistress@comcast.net

Treatment and/or Training to Enhance Your Body/Mind Connection. Singing Heart Shiatsu & Medical Qigong is offering a 2-day orientation class for Qigong Movement Training at the Ki of Life Center, 1200 Hillsboro Road, Franklin, TN. Two 3-hour sessions (2/4/05 & 2/11/06, 1-4pm). For more info or for private sessions, call Caroline Deery at **615-715-7585**.

Children's Books by Yvonne Perry

Books in the *Sid Series* share messages that support the whole child—body, soul and spirit. The teaching stories build self-esteem and empower young ones to follow inner guidance, be truthful and overcome fear. Great for toddlers and young readers.



Now Available at
www.yvonneperry.net

"Freedom requires consistent and constant acts of courage." ~Anonymous