

# **HOW TO CREATIVELY SUCCEED**

Using Language  
of Art & Design  
to Create Success

**JENNIFER KERR-MARSCH**

MKM Project, LLC

# COPYRIGHT

*How to Creatively Succeed: Using Language of Art and Design to Create Success* –Jennifer Kerr-Marsch

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*“Composer, painter, poet, prophet, sage, these are the makers of the after-world, the architects of heaven. The world is beautiful because they have lived; without them, laboring humanity would perish.”*

**- ALLEN JAMES**

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# INTRODUCTION

This book is for the professional artist or designer, creative, non-professional creative, hobbyist and wanna-be.

If you are a professional, you will see language you are familiar with, and this will serve as a refresher course with exponential value.

For all other readers, I am hoping to provide a way for you to grasp the concepts on a multi-lineal level, so you can skip a few years of learning and accelerate your understanding of how creative language correlates to success and abundance.

I want you to understand that an abundant life is built on layers and with systems that focus you on your larger goals. I want to raise your awareness that, as creatives, we already own the language of success in our creative endeavors. We just need to hook into a system that works for us, when applied with actions that establish an unstoppable momentum.

To get you started on the right foot immediately, here is a link [www.pashintuitivebusinesscoach.com/creatively-succeed-free-download.html](http://www.pashintuitivebusinesscoach.com/creatively-succeed-free-download.html) allowing you to download the FREE Worksheets you will need to build your system for creative success.

The book is structured to work through our Design Principles, visualize their relationship to our lives, and then design elements that will form the building blocks of our art and design. Success Principles and Elements are

presented to give you a map and actions to implement, along with the resources to save you some time and effort.

What I have learned is that there are principles that all great artists and designers create, rule, and ascend with – The Principles and Elements of Design. The same is true in our lives: There are principles by which we should be living our lives, that guide our choices. Just as a designer leans on her principles to choose a certain material, placement, etc., so should we all be using a set of rules to determine what choices are best to create harmony and abundance in our lives.

Excellence in life comes when we act with integrity, move through failure with grace, speak to everyone with honesty and kindness, are present in the moment and accept responsibility for who we are and what we do. We must stay committed to our goals and service to others, and strive for balance while remaining open to the ebb-and-flow in our lives.

To achieve a high level of discernment and excellence in our lives, we should look to the Deming Cycle of Design: Develop – Implement – Evaluate. This is a practice. The ability to recognize what we see as excellent, or create excellence also must become a practice. As we see and do more in our lives, we need to get better each time we try something new or experience something different. The magic comes when we decide to understand and apply what we learn over time, so we do not repeat mistakes or failures. Effectively using what we have learned allows us to offer others a better work product, or a better experience.

As a professional creative, I have been challenged to



stay focused on tasks to become more successful with what I create. I find it difficult, at times, to keep to my list because there is so much more to do. This group of principles came together for me as a creative person as a method enabling me to wrap my mind around what I needed to do to get to where I wanted to be, to become what I knew was inside of me. I found if I related all I have learned over the years back to the creative principles that guide my design and creative work, the rest seemed to fall right into place.

If you are a creative person, or simply are looking to come to abundance from a different perspective, I hope this system establishes a path you feel you can follow. Let it be a set of directions that help you find your way, a compass if you will.

I am motivated to write this by what I have lived through during the recent recession, when I needed to look into the eyes of my small children and dig deep to answer their questions. I struggled to come up with valid answers. It was a time to teach them about what abundance can mean to some people and the differences in all of it, as I tried to instill in them a sense of self, a sense of courage, and creativity.

I look to my community for these characteristics and see so many still struggling, losing and trying to begin again. It starkly reminds me that we remain in a very slow recovery from a recession that felt more like a full-blown depression. I want to pass on to you how we rose from the ashes like a phoenix to not only survive, but thrive. I want this for my community, my children, my family and my friends.

Aside from coaching professional creatives, I work as an interior designer and residential building designer. I create interior spaces and work with clients and contractors to create house plans. Anyone doing a renovation or new construction understands they first need a plan. This is my specialty. In the past, I have worked in administration and for 17 years was a professional artist. We had a pottery and supplied more than 150 galleries and shops around the country. I had a fine-craft gallery, was an event coordinator, served on boards of directors; the whole line. I have built small businesses and now help others do the same. I am a wife, a mother of two kids, a designer, an entrepreneur, artist, small business advisor, a writer and a coach. All of that can be totally chaotic if I'm not careful, but through it all I have created an amazing system guiding me through the ashes and into an abundant life beyond what I could have imagined only ten years ago. I want this for you!!

What I teach my children, and really how I look at anything I do or anyone I deal with, is to judge people only on what I see them do, not what they say. There are so many schmucks out there who have something to say, but do not have lives that reflect their preaching. I know how difficult it is to "walk the walk" 100 percent of the time. But if there are no challenges in life, we are not growing. Look at the seed that has to fight to become a sprout and push through the soil to see sunlight.

I would ask you to think "Big Picture," because we all falter along the way. This is why I attend church and watch Joel Osteen on Sunday. I read inspirational books and find people to be around who want to walk a similar path. What I ask you to do is realize the potential within, to become more, to do more, to achieve everything and

more – and be able to give more – simply by enacting a guidance system, a set of principles directing your life. I want to help you erect a new paradigm for how you work, create and share.

What does abundance look like for you? Do you envision wealth, good health, a multitude of friends, or just a few good ones? Does abundance mean you have a home you own, not with the bank? Is it having food in the refrigerator and a stocked pantry? Or do you have all of these things already, but still feel lost?

This is the first step, thinking about where you are now, what is working for you and what is not. I want you thinking about what is meaningful in your life. What aspects deserve your attention? Why? Because you could be giving it all away and not realize it. Or the greatest gifts you have to give the world may still be locked inside you. And that can be true no matter how old you are.

I want this book to inspire you to use the set of principles I will detail to design your life, as well as your home and work space. I want you to come away with a list of everyday actions (I call them success elements) you can use to create better work, accomplish more with your art or design, and forge a better life.



## CHAPTER 1

# Design is Transcendent

*"We know that Universal thought has for its goal the creation of form, and we know that the individual thought is likewise forever attempting to express itself in form. We know that the work is a thought form, and a sentence is a combination of thought-forms; therefore if we wish our ideal to be beautiful or strong, we must see that the words out of which this temple will eventually be created are exact, that they are put together carefully; because accuracy in building words and sentences (and art work or any creative modality) is the highest form of architecture in civilization, and is a passport to success."*

**– KOJIN KARATANI ARCHITECTURE AND METAPHOR**

**B**ABA HARI DASS, an Indian yogi, says the best ways to really learn something is to teach it. As a busy working Mom and wife this can be a challenge. When I decided to go back to school with small children I did not realize just how challenging it would be. Now 7 years later with a new direction in my life and children becoming more and more self-sufficient, I can return

to what I missed. When I first started my design firm I was trying to kill two birds with one stone. I wanted to offer something to potential clients and get the word out about my new business. At the same time I want to integrate the design principles more into my soul. I wanted to know these principles so well I would use them inherently with everything I created. It was something I felt I had been missing for years as a professional artist who was not formally trained. I was certainly creative enough, but never knew the basis from which to work and create and therefore really take my work as an artist to the next level of refinement. So I threw myself into studying the principles and created a seminar on them, presented them a few times to small audiences and then got so busy with work I could not continue with the seminars.

## **Principles Are Our Foundation for Success in Life and Art/Design**

It has been a few years and our firm is doing very well, today. I find myself reflecting on the artistic principles I work from, and trying to sink back into really defining and deconstructing the thought process that brought me to the realization that these principles are at the core of an intrinsic way of thinking that creates abundance and prosperity in our lives. The thought process that goes into designing, creating homes and spaces, crafting artwork, or developing our business stems from the same system of principles and thought. If we continue to practice these principles in a systematic way, our lives become more abundant, our work reaches new levels of excellence and brilliance, our relationships become more deep and meaningful, and we gain a sense of discernment of what is good and, hopefully, what is great. In the process, we also gain an understanding of how important it is to gift

what we have learned so our entire community can rise to a higher level of consciousness and abundance, our lives fill with integrity, and we can reach out and touch others, encouraging them also to walk with a light in their heart.

When we talk about what it is to have principle, we are talking about a manner in which someone acts, or a system of beliefs by which they live their lives. A set of principles is almost a systematic approach to making all the little decisions in our lives that will shape our future. We can have great principles and create an amazing life. Or we can lack principles and use little judgment and create havoc in our lives. Living our lives based on a set of principles allows us to act with integrity without any effort. This frees our minds and our hearts to create and share with more people on a higher level.

Using principles for art, design and creative endeavors works in a similar fashion. If we use a set or group of principles for design, we can create something that is unlimited, creative, sensible, stimulating and serves us well. We should run our lives in the same fashion to create a life that is unlimited, creative, sensible, stimulating and abundant, as is also of service to others. This is a full life; this is an amazing design. The language is almost interchangeable.

I believe the language we use to speak of design and how we choose to live our life are transcendent – they are one and the same. Our lives are interdependent and communally woven, intermingled with people, experiences, places, time. We can take the terms we use in design and art and relate them to our lives. In design, we speak of scale as we decide on the the size of something, the pattern in a wallpaper or a sofa in a room. In life, we

measure scale as we compare what we believe our lives to be in relation to those around us, and what we want to achieve in our lives. There is proportion in our experiences. We try to achieve balance in how we spend our time, with emphasis on differing things over time. All of these principles will create harmony in our lives. These are the same principles used in creating great art and design.

We use what I will term *elements* in a design to implement our principles. These are finite and can be used in very specific ways, far less conceptual. Elements are used more like tools. In design, elements refer to shapes, lines, forms, mass, texture, pattern, light and color. When I speak of success, the elements I will use are the small tools allowing us to manifest our principles in our actions. What I have found is that, in the breadth of our lives, there is always design. We are building our life through the choices we make. We build our life with our choices of people with whom we spend our time, with the work we do, as well as all of the everyday smaller choices, even as small as what we had for breakfast. We are working from a blueprint rooted in how we were raised, our paradigm. Architecturally, metaphorically speaking, all of these day-to-day choices are the building blocks, the 2x4s, that form our walls, rooms, and sections of our lives. They are the canvas on which we create our masterpiece.

*“Sow a thought, reap an act,  
Sow an act, reap a habit,  
Sow a habit, reap a character  
Sow a character, reap an eternal destiny”*

Great success and great design are based on a layering of principles. Like a great cake, each layer gives you more to enjoy. Success and design work the same way. You



have to add layers to achieve a level of excellence and discernment. My goal with this set of principles for design and success is to create a foundation of thought. This will be the base from which you will make choices for your home or work space to elevate your design and ultimately elevate your experience. We will learn to work from a set of principles to create a foundation from which to make life choices that will generate abundance and much more in our lives. The success system I have put together for you will guide you to be able to create not only a beautiful space in which to live or work, but also to create a life of abundance, clarity, health, creativity and service. This is a system of principles that, if practiced regularly, will get you everything you want in your life.

If we don't review how we have lived, practice self-reflection, and discover how to recognize what works and what doesn't, we are doomed to repeat our not-so-great pattern of choices. We all have issues. There is no perfect life, at least not these days, and not even on television. We have moved from the June Cleavers to the shows like "The Middle." I don't want to really spend a whole lot of time rehashing what we already know about our lives. But if you are sincere about making it to your goals, you need to be real about what you do, how you do it and with whom you are doing it. I have already introduced the idea of the paradigm or blueprint. It's a simple idea: Throughout our childhood, we are more or less trained to think, be and act. We are heavily influenced by not only our parents, but also our friends, teachers and society at large. The expectations and rules we are taught, if we are uber blessed or even a little lucky, are healthy, supportive and encouraging. I would say that, unfortunately, this is not the case for the majority of us. I would say the majority of us have backgrounds that are relatively dysfunctional;

at the least, we have some complaint about our original situation. What I am saying to you now is that you have a choice. I am officially informing you that you have all the power in your life to make it what you want. You have to believe!! You have the power to change your blueprint!

## **Systems Equal Freedom**

There is so much we need to keep track of in our busy lives. All I can do is speak to my own experience. I believe we need to share our experience with others if we are to grow at all. If we go way back to the 60s and 70s, the concept of consciousness raising grew up and evolved into something of a political movement. The theory was that, as women got together and shared their experiences of how they were treated at work or in the home, or what they were going through as mothers, girlfriends, daughters, wives, employees, etc., they would gain strength in knowing others faced the same situations. What they would come to realize was that there was strength in numbers. They could help one another with issues that arose. Today, we might call it having a mastermind group in business.

For me as a mom, it meant just having a happy hour on Fridays to spend with other moms; then it ended up being more a gathering of working moms, because we shared that experience. We grew from it, our children grew together, and we helped one another. I live by the idea that it takes a village to raise a family. I also know the same is true for business, based on my experiences building several creatively based small businesses. You can try to do it all yourself, but you will miss out on what the collective has to offer with the knowledge others have acquired from their own different experiences and backgrounds. Don't

sell yourself short by not reaching out.

We live in a world that inundates us with a constant stream of information. I'm sure right now you are thinking in the back your mind that this time you are spending with this book is delaying you from wading into your pile of emails, updates on Facebook, LinkedIn, or Twitter, or comments to your latest WordPress blog post. Slow down. Taking the time to learn this system will save you so much more of that time in the end, and grow who you are as a person. There will be a number of practical tips in your near future that you will be able to put into practice to alleviate the stress and the overwhelm from the volume of information you take on every day.

## **Systems Are Our Advantage**

By pure definition, a system is "a set of principles or procedures according to which something is done; an organized scheme or method." I want to share with you my system of principles and detail how well it worked for me and how important it is to stay rooted to them in the face of whatever challenge comes your way. Being able to fall back on a system is a terrific advantage. There are systems to do just about everything: Systems help you to save some money for retirement, others for communication, others even to help you train your dog. If you practice a set of systems, you go farther, faster – no matter what. On the other hand, if you are lollygagging and running around in circles, you end up in the same place you started, not any closer to whatever goal you had in mind.

Many of you may already know about the Six Sigma process used in business (if you don't and you own a business, or consider yourself a business in what you

create, you should). Typically, it applies more commonly to manufacturing operations, and I actually came across the concept back in the day, in school or maybe it was at an ASID meeting. Regardless, it is an amazing concept. I have incorporated this concept into our family life, my business and all of my projects.

What is it you ask? According to Wikipedia, "Six Sigma is a set of techniques and tools for process improvement," BOOM! This is what I'm talking about. We are evolving at such a rapid pace that we need to create systems to guide us, while also enabling us to continue to improve! The core concept involves "continuous efforts to achieve stable and predictable process results" to achieve success faster. We all have characteristics that can be analyzed and improved, and there needs to be a wholesale commitment to improving the quality of your life. We can do this by setting a clear focus on achieving measurable and quantifiable goals. We also need consistent emphasis on strong and passionate engagement through a commitment to making decisions based on our principles or systems, rather than flailing around in our lives, blaming others, not taking any real action to reach our goals, and lying to ourselves about what is real and what we truly want.

We must have a system to guide us and make it work to our advantage. Having a system frees us to think about how we are going to do all of the things we want. It frees us from the overwhelming feeling of not knowing where to start.

What I have found is that having a system also has allowed me the time to be silent and think. I am able to disconnect my mind from the overwhelm and just create, because I already know what I will have to do next.

This has to be more than your regular ritualistic acts in the morning of walking the dogs and catching up on the stock market. Having a system evolves into a mindset tied to a set of goals you will have created. Having a system in place means you have crafted specific action steps to take that will put into motion a chain of events producing what you want to achieve. With a system linked to goals, I know that my day begins squared up, and I know what I will accomplish. By working the system, I have created and grown at warp speed, creating a life of abundance that I never thought I could.

During the time I operated my pottery business, I came across the concept of systematizing as much as possible. This notion came from the book and philosophy of the E-Myth by Micheal Gerber (The entrepreneurial myth that you alone have to do everything in the business). For the pottery, it meant creating a way for someone to step into my place, take the same actions I would take and get the same results, all guided by step-by-step procedures. BRILLIANT!! At about the same time, I had returned to school for interior design and found that in our practices class we were dealing with the same concept. We would create systems as we moved along so we could turn over mundane procedures to one another, freeing up time to create. Check out your resources here and download the [How to Delegate Worksheet](#).

Don't get me wrong, sometimes I have to change it up a bit. I think I suffer from ADD, maybe I always have. It would account for my lack of focus and always wanting to try something new. Today, I called my assistant and told her not to come in, even though we had a ton of work to do for clients. I just really needed some down time to create silence and space in my mind. So when we set up our

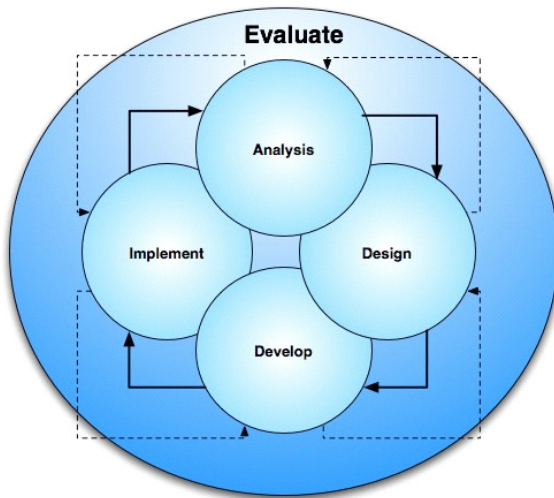
systems, we also must build in space allowing us to reexamine how well they are working to help us accomplish our goals. We must ask ourselves: Is our goal in sight? Are we taking steps toward our goal? Is what we are doing now moving us toward where we want to be sooner rather than later?

## **Reflect on What Works and What Doesn't**

You will find that there are some success elements that work for you and some that do not. The idea is to not continue doing the things that don't work. There are daily activities you will set up to ensure that this does not happen.

The following diagram lays out the cycle for how we design the system, then develop it, then implement it, and then evaluate it. What is working and what is not? We have to come up with the ideas, first and foremost. Then, in the development phase, we figure out ways to use these things in our lives. Then we ACT!! We implement the plan we have created. Then, we ask what is working and what is not.

We cannot get so caught up in the process of design and analysis that we fail to implement. The primary thing I want you to take away is the critical step: To ACT!!



**Dynamics of ISD**

Click on the parts for more information

I approach each project with this level of evaluation. It starts with the conversation with everyone involved (analysis). I explain at the outset that the creative process to get you where you want to be is just that, a process. We may start with one idea, but by the end have a very different view and product. This is as simple as a client asking for a floorplan. I create a basic layout with my software and carefully measure for all walkways, accessibility issues and anything else that I recognize needs attention (Design). The homeowner tells me what they want, and then I offer them alternatives (Develop). We reconfigure the home and discuss what needs to be changed. This process goes on over and over until the client is thrilled with the layout and feels we have achieved all they want out of the space. Creatively, you would do the same with a piece of work. So you should in your life as well – once you have implemented a plan of action, you would evaluate on a monthly or quarterly basis what is working and what is not. Be sure to make adjustments, then take action.

## Paradigms & Blueprints

Our personal blueprint is what we came from. I think of it as, literally, our building materials being mapped out as a whole up to today. This involves every step of the journey, our experiences, our parents, our surroundings. Our blueprint today is a product of our past. No one can change their past, but we can change how we look at our past, and our attitude about what has happened to us.

Let's move on to Paradigms by Steven Covey: "A deeper level of thinking – a paradigm is based on the principle that accurately describe the territory of effective human being and interacting – to solve deeper concerns"

*What is a paradigm: a fundamental change in approach or underlying assumptions.*

Paradigms are how you see things, your dogma. It is more a system or set of rules and regulations that defines our boundaries, or establishes limits. And it defines success as solving problems within those boundaries. We establish our paradigm through our parents, and as society tells us and teaches us what is appropriate and what is not. Paradigms also control how successful we are because of the power of preconceived results we carry in our mind about what we think is possible or impossible. What if you questioned those beliefs and challenged the outcomes you are used to seeing? I realize we can't change our blueprint, but we can change our mindset and what lessons we take away from our upbringing.

Some have described this as if we have wear pair of glasses, which are tinted blue so all you see inherits that hue. You run into someone you haven't seen in a long



time and they decide to share something with you – a pair of yellow-tinted glasses. What you see hasn't changed, but how you see it has ... now you see hidden gold everywhere. Your blue glasses were hiding another perception of reality that was alongside the one you have been absorbing of all this time. Now, you're awareness, your consciousness is open to both realities. This is a paradigm shift; you are opening up your awareness and can now operate in a new manner with this new information.

This is about perception – how you perceive what you are capable of doing with your work and your life. What is your paradigm about your work and who sees it and what they pay for it? Who or what has determined the thought process determining how you react to situations in your life? I want you to think about what it would be like if anything were possible ...



## CHAPTER 2

# Design Principle of Scale & Proportion

*The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.*

— VINCE LOMBARDI

**W**HEN WE SPEAK of scale in design, we speak of the relationship between space and the details within the space that define it, as well as the size of details we include such as furnishings, light, the use of line, etc. It is important in design to recognize the use of scale in creating a desired effect in the space.

We can use larger elements of line or mass to create a focal point that may not be in scale, but still draws attention. Or we can carefully construct a space and keep everything within a certain scale. A smaller space requires a lower profile sofa, not over-stuffed, but sleek and lower to the ground. If we have a larger space, we can use chairs

with higher backs, possibly overstated and fun; use fabric with larger prints, wallpaper with large patterns, lighting that is either elaborate or simple. With a larger space, we can create different effects all over the place, because we have more flexibility with our choices and our goals for the space. As you walk into a space, you define in your mind how scale will be used in the space, and what you would bring in to balance scale or enhance scale elements.

As a designer, scale is one of the first things I use to create a scheme or a feel, both in an interior or with a floorplan design for a home. When a homeowner asks for my help in trying to figure out why a room isn't working, I look first to the scale of the room itself, then evaluate what the architectural designer was trying to achieve with the space. I would ask a client to decide if the integrity of the home design is more important, or if the function or feel of what you are trying to achieve is more important. More often than not, a client is trying to solve a problem and create a scheme or a feel they are more comfortable with, or which represents their sense of style, not the architect's. This is where you would address the use of scale in the room.

For an artist working in clay, the human scale was of utter importance. As a functional potter, I was concerned with how each piece would be most effectively used. All the while, I was trying to play with scale and proportion to create something interesting and bold – a careful balance to maintain for sure when you are making a mug.

## **What is the Scale of Your Life?**

When we speak to the scale of our life, the questions must focus first on what scale would we like to build it to.

For example, do you allow your fears or your life blueprint to define a smaller space for you to build your life within? Or does your life blueprint allow you an unlimited canvas on which to create the scale of your life.

Being an artist or creative, we concentrate on making that one piece. But how then do we get our work out to the public? As a student, your classmates can see it. But how will you get real feedback about what you are creating other than from your family and teachers? As an artist, writer, or creative person, how can you touch those who need to see your work in order for you to grow, learn and experience more out of life? You do a disservice to humanity by not sharing what you create.

I want you to think about scaling your ideas or projects. What I mean by this is when you imagine your life or your projects, create in your mind a level of reach, a map of who it will touch. Think of who in your community can benefit from your efforts, then move past your own community into others. This is the concept of leverage — how we can position an idea or product to reach the most people. With the internet, this concept can mean the entire world can see what you are doing.

I say we change our life's blueprint. What we can do, more or less, is convince ourselves that all that other old crap just isn't true for us. It may have been true for our ancestors, but in today's world, there are virtually no excuses for limiting scale of vision. We can create scale in our lives that can only match the heavens. Even though I speak of scale of furnishings, a smaller sofa in an apartment, when we are creating our lives, our life experience can reach people all over the world, if you tell yourself "yes" and "why not?" If the little voice in your mind starts to make

excuses for why or how it will never work, shut it down. Answer back, "You are the old blueprint. I am working with the grandest Architect of all time, God, the universe, Allah (whoever resonates with you) and this Architect has other plans for me. The scale of this new blueprint is beyond what you will ever see."

I want you to think of where you are sitting right now. Can you now imagine yourself sitting in a café in Paris? Whatever you are doing now, question if you can do it larger. Can you reach more people? Can you simply start by reaching out to one person today, simply to say hello? This will widen your range of vision. We live in a shrinking world, and the scale of your life is what you make it out to be. Are you living an apartment-size life, or are you living a Burj Khalifa Skyscraper in Dubai, United Arab Emirates kind of life?

## **Principle of Proportion**

Proportion is closely related to scale and is usually expressed in terms of the size and relationship of parts to one another, and to the whole. In design, we deal with shape and form and dimensions. For example, the relationship between the chair seats, back and arms and how that relates to the tabletop and legs is very important to how well it fits a client, and how comfortable it makes them. This is based on ratio – or the comparison of sizes; the table legs are not too wide or too narrow in comparison to the top in furniture terms. Forever, humans have worked to attain pleasing proportions and on how to determine them. The Egyptians and, later, the classical Greeks came to name this proportion the "Golden Mean." The Golden Mean is a line that visually divides an object – wall, tie back, you name it – into two unequal but harmonious parts. This line falls between  $\frac{1}{2}$  and  $\frac{1}{3}$ , say for a

chair or dado molding. This moves to the Golden Section, which refers to proportions of parts to one another and to the whole. So progressions between 3-to-5 to 8-to-13 are good ratios and work for our eyes. This translates into sides of rectangles. So a table that is 3-by-5 can be put into place in room size as well, say 12-by-20 (4x3 and 4x5). These are the easiest rooms in which to place furnishings.

For some of you, this sense of proportion will come more easily. Others can achieve the same sense with more practice and by studying classic architecture and design, as well as art. I don't mean you necessarily have to go back to school. You can simply become more self-aware when you visit a place that makes you instantly feel stimulated or intrigued. You can visit more museums or galleries, become a part of the artist in your community. You will become more able to recognize the harmony in work and space based on use of scale and proportion over time. As you practice using the design principles in your life, you will eventually see the abundance this practice can bring you.

## **What Are the Proportions of Your Life?**

What is it we want to accomplish when we speak to proportion in our lives? As a design concept, proportion works to create harmony. In life, there is an ebb and flow of things, events, people, energy, faith, and money at times. When I speak to having proportion in your life and what is deserving of your focus, I speak to the idea of what portion of your life deserves to have the greater half at this moment in time. Being a mother, this seems to change every few years for me. When the kids were babies, we were able to do so much more as adults. Now the kids are older and we spend our time at the soccer field. The larger proportion of my life now is wrapped more around

my children and nurturing them. I like to say I'm raising adults, not children (I already married one of those; I'm trying not to do that to another person).

A useful tool comes from Fibonacci, who was a mathematician who created the concept of the Golden Ruler or Divine Proportion. If you divide a ruler based on the Golden Rule and apply the lengths to living organisms, you will find the measurements true over and over again. They can be measured on the body, the nautilus shell, insects, and much more. He used numbers and they have since been applied to nature as well as in accounting. He recognized a pattern and created a system to recognize and detail numbers and objects that grow exponentially, like rabbits procreating. This is our goal, to create a system and recognize aspects in our life we would like to grow exponentially based on focus.

What I want to emphasize here is that what we are experiencing in our lives at this moment may be more weighted in one direction than another. To achieve a balance through proportion, the other side must have some weight as well. Take time out now to evaluate what aspects of your life are taking up the focus, which sides are weighted too far beyond that Golden Rule sort of balance or imbalance. Recognize that being well-balanced does not always mean things are symmetrical.

## **Element of Design: Space, Shape & Form**

Space is defined by construction and restricted by the functions of rooms, and we perceive it as we walk through spaces. Divisions and restrictions are the foundation of architectural planning. Interior designers try to create unequal space allotments within buildings for aesthet-



ic and human needs. It is easier to place windows and furnishings in a more rectangular room in than a square room. There are rules of measurement used to clarify what fraction of length-to-width is best.

Small spaces can offer a more nurturing feel, adding a sense of security. It becomes easier to personalize a smaller space, since it lends a sense of ownership. But a small space can become confining very easily. I am a huge fan of smaller spaces in this time of population growth and aging baby boomers. I advocate for smaller homes and sustainable living and growth for our children and our grandchildren. If we all use less, in the long run we will have more; it won't be in our landfills.

Large spaces are needed as a byproduct of the confinement of the smaller ones. Wanting a larger space for whatever purpose can feed a need to be free; it can feel less restricting. At the same time, a larger space allows your mind and sensibilities to breathe; it can also make some people feel more insecure or enhance a sense of inadequacy. We can feel very small and insignificant in these spaces. Architects who have designed larger-than-life buildings allow us to experience just that, remembering we are part of a big world, or even bigger universe. This can be a very ethereal experience.

These issues can all be addressed by applying what we've learned to transform the space so it seems another way to us. I am a big fan of negative space, which is the use of nothing. How easy is that, right? But in practice, it can be very difficult to keep a space uncluttered when trying to achieve a certain functionality in a room. I adore negative space, as it lets the mind rest as your eye lands there. To create negative space, you leave a wall blank, or a

countertop bare. You don't fill a kitchen with cabinets everywhere; you leave some space unused. This concept filters back to the concept of stewardship for our planet. We don't need everything – all the stuff, the clutter. By buying less, we slow the consumption of our natural resources.

Negative space also affords the mind time and place to rest. As it rests, it rejuvenates. You are able to think more clearly since your mind is not trying to classify or organize all it sees. Your mind can more easily process what is important. I think in small- to medium-sized spaces it is important to incorporate negative space, since those areas get cluttered quickly and easily.

Swinging to the other side of the pendulum, we can use positive space and fill it with color, texture, form and mass to alter a large space that is making us feel inadequate. We can use brighter, more intense colors since the space is larger and the color blends more easily with our surroundings. We can use wall treatments in a larger space and be overwhelmed with pattern or texture. The elements will actually make the space more comfortable, appealing and interesting. These should be balanced and proportionate to the space in which you are using them.

The element of space is a starting point that we add or take away to achieve a scheme or create a mirror of someone's lifestyle.

Shape is the two-dimensional outline when we see a square or circle. Form is more how we would describe what we see as a three-dimensional object. There needs to be balance to shape and form, an angular table needs chairs that are rounded somehow. We use specific shapes and forms to achieve a feeling in a space. If we use of

lot of curves and softer outlines, a room may feel more comforting or informal. The opposite would be true if we only incorporated thin lines in a wallpaper, or lightly scale furniture with no curves or pillows.

They also need to be in proportion to the scale of the architecture to achieve the desired psychological effect, such as alert and attentive, or relaxed and secure.

We use shape and form in all we create to convey a statement of our attitude, or an idea. We can speak in terms of creating an organic effect, or use geometry to create more dimension. Using or creating geometric objects in a room or a painting adds interest and detail. I have to really think hard on what is appropriate for a space to be sure I am only adding a complement, not something that complicates. Use geometry sparingly, I think, unless that is the theme...

Space, shape and form also create the basis for the language we use when we imagine our lives. You and God are the architects and create what you want life to be. Whatever your imagination holds for you, for your work, establishes what is possible. You determine the shape or form your life takes on as you make choices and take action.

## **Success Principle of Gratitude & Connection**

When you start to think about your life and what you really want out of it, you may start to think "sure, I can do this..." You get out your pen and paper and make a cup of coffee or tea, and all of a sudden with pen in hand, nothing comes. You know what I thought? I thought, "Hmph, I already have an amazing life, what more could I ask for? I live in this cute little house near the river in the historic

district. We are a mile from the ocean; we have two amazing kids; we are all healthy and happy. Then I think to myself, "Am I really living up to God's potential in me? What are the things I do want out of my life? Can I be doing more for others?" The answer I arrived at was this: As soon as I stop trying to grow and do more, and be more for others, that is the moment I give up on myself, and on God, and what is in store for my life. I have learned through many experiences that God is my first companion.

*One night I dreamed a dream.  
As I was walking along the beach with my Lord.  
Across the dark sky flashed scenes from my life.  
For each scene, I noticed two sets of footprints in the sand,  
One belonging to me and one to my Lord.  
After the last scene of my life flashed before me,  
I looked back at the footprints in the sand.  
I noticed that at many times along the path of my life,  
especially at the very lowest and saddest times,  
there was only one set of footprints.  
This really troubled me, so I asked the Lord about it.  
"Lord, you said once I decided to follow you,  
You'd walk with me all the way.  
But I noticed that during the saddest and most  
troublesome times of my life,  
there was only one set of footprints.  
I don't understand why, when I needed You the most,  
You would leave me."  
He whispered, "My precious child, I love you and will  
never leave you  
Never, ever, during your trials and testings.  
When you saw only one set of footprints,  
It was then that I carried you."*

— MARY STEVENSON

Over and over I get goose bumps with this realization, that if you have faith you will never be alone, and when you are trying something new or difficult, you are not alone. With the recent recession, we were close to losing everything, our marriage was difficult and the children were small. I have always prayed, but now I learned to act with my prayers. How much faith do I have? I live in Florida, one of the areas hardest-hit with foreclosures during the recession, and what did I do? I launched an interior & residential design firm during a vacuum in the construction industry. My family was supportive, but regularly asked what was I thinking. That was 2011, and now we have become the premier residential design firm for our little section of the state. When I felt most alone, deep down I knew I was not alone; I had the greatest partner I could ever want or need. I don't think I could have done it any other way than to hand over my anxieties and fears to God and in return be given strength and grace to carry on.

Gratitude is most certainly the first step in the process. This can sometimes be the hardest thing to do when you feel like there just isn't that much to be grateful for. Or you may feel like saying, "I'm already grateful for all this in my life, why do I need to continue repeating it?" What this first step is about is getting your head in the right place. This is a process; it doesn't happen overnight for most. From my experience, things will happen in your life, or people will come into your life and make you not so grateful. This is why we have to continue the practice. We have to continue to remember the good things so they drown out the bad. Please just continue, when you catch yourself saying, "That no good, good-for-nothing cheat of a boss, or friend, or client..." Stop and say, "I am so grateful for the friends and co-workers who appreciate me and support me for my skills and assets and all I have to offer. I am so

grateful and joyful to continue on a path of growth and abundance for the good of everyone around me." Take a deep breath and say it again ... keep saying it until it pops into your mind on its own.

This is important because you are retraining your mind to become open to more things to be grateful for. Think of it this way: We are energetic beings and we attract like magnets those we want or ask for in our lives. So let's become more aware of what our real intentions are. If you are saying negative things or thinking negative thoughts, then your magnetic personality will attract more negativity into your life. If you approach your life and people with a positive attitude, you will attract more positive things into your life. Try it and see if it works for you. There is more to being grateful, but for now figure out what there is to be grateful about.

So here's the thing about gratitude: Saying and doing are two different things. Yes, even with gratitude. You can say you are grateful for all you have in your life. I absolutely recommend that, right now, you sit down and list all that you are grateful for. You need to do this on a regular basis. I am hoping that this is already a part of your routine. List out what you are grateful for in your relationships, your work, your craft, lifestyle, your income, your friends, your health. All that you walk through in a day, see kindness and light in it and be thankful for having these blessings.

Now good for you. What I am all about is taking action, really showing how grateful you are for having these things in your life. I just had this conversation with my son. He wanted yet another pet. Currently, we have two dogs and a cat and I am the primary care giver for all of them. The kids take them for walks and give them the oc-

casional bathing, but I'm not sure how clean they actually get. Quite often, I find the shampoo bottle has not moved. My son came to me absolutely in love with his friend's bearded dragon (spiny looking little lizard). He wanted to buy one. He has his own money and promises for hours that he will care for this little creature. My son can be very passionate and emotional. It was a long day of "no." I know full well I would end up caring for the thing and was adamant about not letting him have one. In the conversation about the pets we care for now, my argument to him was that I want to SEE him be grateful for the pets we have now before we get any more.

I hear everyone say how much they love Blue and Oscar and Pigpen, but I see no one actually showing it. I explained that, to be truly grateful for what we love to have in our lives, we must show by caring actions. To really show gratitude for them, we must shower love on them, walk them, feed them well, because we value them in our lives and want to keep them around for a very long time (my husband may think otherwise of Oscar; he's not so smart and eats all the wrong things). So the deal with my son is that until I SEE him DOING the things that help take care of the pets we have on a CONSISTENT basis, he will not receive more pets, or anything for that matter. I more or less believe that is how the entire universe works. You must show your gratitude with action. I hold a strong belief that God feels the same way about simply handing things to us.

What are you doing now to foster the gratitude you have for what you have in your life. This whole abundance thing is more than simply saying and thinking about what you want in your life. It is all about the actions you are willing to take, the responsibility you are willing to own,

and the positivity and grace you are willing to share with others. It is about the persistence, strength and courage to take actions to level up your life. Practice what you are grateful for.

I hope you have had the chance to write down what you are grateful for, even if it is only a few things. Keep it simple. At first, it will be things like "I am grateful for my health, I'm grateful for my best friend, I'm grateful for dinner." Make this a habit. I tend to have to work from lists. I have so much going on in my life that I am easily distracted and need to retreat to my list to get anything done. When I wake up in the morning, I write down three things I am grateful for. This is the hardest when I am tired or sad or feeling overwhelmed. But the action of continuing this small habit changes my outlook for the day. What it does is creates an energy, or a feeling from which you launch the rest of your day, your activities and how you interact with everyone you come in contact with.

### **Success Element: Believe It!!**

Now that you have a grasp of what you are grateful for, you must create change in your language to be grateful for more or better situations. Take those statements and create declarations to build abundance in your life. This is a practice and I will go deeper into how to design the language and declare it in Chapter 3

When I say declare it, I want you to write down what you want as though you already have it in a gratitude statement. You can say something like "I am so grateful and joyful now that...(fill in the statement) I have friends who cherish me, support me, and are kind and compassionate and encourage me to be a better person all the



time... for the good of all involved." This sort of speech will get you started looking for those people in your life, and letting go of those that don't live up to your new expectations. This is an explicit statement of how you want your life to be.

When you hear the "no"s slipping in to crash your imagination party, slam the door shut in their faces. No party crashers, no unwanted guests who could possibly steer us off track from our bigger goals. This takes some time. For one, you have to learn to recognize what is the "no-no" voice and separate it from your higher-self-voice, the one that God speaks through. This is as simple as asking in your mind "is this the high voice? Or not...". For me, every time I get the God voice answer yes, or, if it's the cowardly no-no voice, it simply doesn't answer at all.

Write down the ideas that come from your inner voice. Write all you tell yourself "no" about, use kindness, and use your imagination. If you think you don't deserve them, you are wrong. I believe and have heard over and over that God would not allow you the imaginative thoughts if he didn't think you could pull it off. That alone gives me the confidence to really try to make a difference. It's ok to start with small things and material things. What you will find are patterns in your asking. You will realize that the things you are asking for, such as more money, or time with your children or grandchildren, boil down to asking for freedom. Are you really asking for something larger, like feeling accepted, feeling secure....?? Then somehow, our mind opens up and your imagination draws in bigger and bigger goals.

I love Joel Osteen, the pastor in Texas. Not only is he really good-looking – my daughter always says he has

the best hair – but I have come to look forward to his sermons on Sunday morning. His story of how he was able to acquire the current location for the church is one of hope and faith. He knew they needed a larger space, but didn't know how it would happen. Still, he kept faith that the right one would come along. He ended up with the Compaq Center as a space for worship. Wow, that's some manifestation right there. We only have to use our imaginations to create the larger-than-life dreams. This goes back to our design principle of scale and proportion: Ask for something so big you know you are pushing your imagination.

In all of our experience as an artist or creative, we know there is a level of practice that goes with getting better at our craft. Practice down your declarations, listing them out. I do this every Monday morning. I calibrate all of my goals all the way down the line. What I started with a few years ago were things like a new car, new kitchen, play golf, play guitar, travel with family. Then I cleaned it up a bit. I changed the new car to a more specific car: a VW Jetta Sport Wagon TDI. Then we went and test-drove several and I ended up with a beauty. It didn't happen immediately, but I held a vision of what I wanted. And several other things happened to facilitate the purchase, none of which I could have ever foreseen, and I got my new car. As far as the kitchen, I started collecting pictures of what I wanted the kitchen to look like; we now have a kitchen nicer than any of our pictures. When I speak of playing golf, I now write my goal as playing golf well with others who love the game, and at gorgeous courses all over the world. Get specific about what exactly you want. These choices will morph over time. You have to act on what you are wanting, do some research. You can always change your focus. Just be sure to have some focus!

## Get Rid of the Emotional Crap!

Once you do start to use your imagination, your little voice will come into play, the one that was created as you grew up, with a lot of "NO" and very few examples of "Yes." I hear myself saying it to my children, "no, you may not go out without a shirt, young lady." "No, you may not have ice cream at 9 a.m." Though I think I am doing the right thing and protecting my children, I am surely building up in their minds the first response they will give themselves when dreaming of the future.... "NO.... you may NOT..." I can't even tell you how many "no's" I ran into as a kid. My mom was a single parent in the early 70s. We lived in a few apartments before she met my step-dad, who was an angel. My mom didn't want me doing, seeing, talking to, or even thinking about anything that could get me hurt or in trouble. A little overzealous, I think, now that I have kids. I understand where she was coming from; she was alone, and more than likely very afraid. I love my mom for all she did for me and for the strength to eventually become a strong, independent entrepreneur, artist and designer. But the truth is that, as we speak to our children, the manner in which we speak to them becomes their own inner voice and builds into their personal paradigm or blueprint. It took me a while to rewrite the paradigm in my mind.

Don't get me wrong: Questioning your paradigms is an exercise, at first. When you are ready to take action based on your changing of the rules of the game, there are always consequences. This level of thinking takes us through our changed perspective and onto the outcome, and we need to decide if the consequence is worth the effort. And then, also what will be our reaction to the consequence.

“Reject rejection” as you are listening to the voices in your head, for the imagination voice and the “no-no” voice will argue. Then you will also feel fear, you may ask yourself, “What if I fail? What if I tell someone my dream and they totally laugh at me? What if I can’t make it happen the way I want to?” Throw all of this talk away; ditch it. At this stage, you are simply making that list, you are lacing it with gratitude, and you are focusing on creativity and the God voice. I like to imagine forcing the junky thoughts or rejection thoughts into a bubble, then sending it to the universe. Then I ask the universe to change it into something that will be best for all involved. I am also a little bit of a spitfire and have taught myself to use the feeling of rejection as fuel. That’s easier when it comes from the outside world, but I talk myself straight into bowing to the face of rejection, even the self-inflicted kind. I dig my heels in and charge forward even harder, more determined than ever to succeed. Go ahead.... Tell me “no” and see what happens.

### **Success Action: Meditate Pray Visualize**

As designers and artists, we do this all the time. We need to be able to see in our mind’s eye what a room will look like with a certain color, or if a wall is removed, lighting is added or taken away. It is not as though we are instantly able to vomit an amazing piece of work. We have taken the time to visualize what our creation will be; we then start to see how it will come together on canvas, clay, wood, etc. When I talk with a client and ask them what they want out of their space, I start to develop visions of how I can build it. I start to see what structural pieces will be needed and put it together in my mind’s eye.

When you are creating your list of what you’re grateful

for, and imagining it in a larger scale, just as you do for your home or your artwork, try to see it as complete. The image you hold in your mind is one of what you hope to create. You need to spend time on this at least semi-regularly. Create a time and space allowing you to sit, quiet your mind a little, and cycle through what you are grateful for and how you would like to see your life. Go through each category you want to improve in your life. See it as you really want it. What you will see happen is real creativity, the creativity given to you by the God source energy of the universe. You will start to see new things through your mind's eye. What you maybe thought you really wanted has now grown into something more. This metamorphosis, this creativity, can form around any realm, be it your health, your family, your relationships, your work, business, you name it. When you start to visualize in any arena you are wishing to create more abundance in, you will see that vision evolve into something greater. Your mind is connecting and opening up to be a receiving entity, and you will grow.

A personal story for me over the last five years has been, as I'm sure it has been for many of you with children, that some things are all about timing. I have always felt that I was spiritual; I grew up attending church with my mom on Sundays. Then, as a teen, I found sex, drugs and whatever in youth group of all places. I stepped away from the church pretty disenchanted. Moving through the last several years of the recession as a professional artist was a challenge to say the least. But I knew what I had to do, to sink myself back into what I knew how to do: Meditate and pray. Today, I do it every day. I have found that my focus and attention during this quiet time has turned into an amazing new relationship with God and the energy of the universe. I have opened my heart even more and

know I have a lot more to learn. The simple act of praying in the mornings has changed my outlook on life and, in turn, my entire life.

Gratitude... this is a God thing and a Universe thing... As you are asking and creating the visions of how you want your life to be, you need to always show gratitude for what you already have. This will only grow your visions to greater heights. As you honor all that you have in your life now, God sees the love you are allowing to flow, and gratitude acts as your fertilizer for the sprout of your dreams. Gratitude amplifies the scale and proportion to which your dreams will be developed.

You need to empty your mind a couple times a day. If you have a smartphone, set a reminder for you to sit quietly, if only for a few minutes, and just breathe. If you need a task, enter in something to read in your reminder. I have written a few of my favorite passages and set them with timers throughout the day. They are positive, enlightening and encouraging. Every once in a while, when I come across a new one I like, I add it or replace one of the others.

Your mind needs time to rest. The mind needs time to rejuvenate. I first came to this realization before I had children. There was no real issue in finding the time to sit and let my mind wander, imagine and try to meditate. In the first few years of babies, and work and a husband, it was certainly a struggle. I have to wonder if it was part of the reason why I lost focus in my work.

Now the kids finally are capable of getting themselves some breakfast and getting ready for their day, and I can spend more time – not much mind you, maybe 15 min-

utes – saying a simple affirmation or reciting a prayer to myself. I love the mornings, no one is awake. The entire neighborhood is still sleeping. I take the dogs for a walk and care for them, then sit for a moment, letting my mind wander. I think of my day. I close my eyes and ask Source or God for what I need help with. For me it is generally strength and courage to take on and see through my work, to give my clients everything they need for the highest good of all involved.

### **Success Action: Take Responsibility**

Start by taking responsibility for your life. Stop blaming everyone else for what has or hasn't happened in your life. The blame game leaves your life up to them; you must take it back. At the same time, you also have to own what you did and what you are about to do in your life. Response-ability is your opportunity to be able to respond to your life in a manner that will manifest a higher level of being. How you respond to your wife, your husband, your boss will set the stage for the consequences. I have this conversation with my children all the time on the ride home after school. I ask them how their day went and I get a general rundown of who was bothersome and who was helpful. There is usually the same child who tattles on everyone or consistently gets into trouble. This child gets others in trouble as well. I reinforce the notion that we have to learn to take responsibility for our actions. If you knew this person would cause trouble, you should walk away and make a better choice. If you choose to stay in a situation, then own it and the consequences that go along with it. You then can make different choices that will suit your future better, now that you understand it really is entirely your fault.

A good way to start changing the language of blaming someone else for something in your life is to put your own name there. Instead of saying, "I would have done better on this test if I had had help from Joe, and now he's helping this other guy and didn't help me." Change this to "If only I had helped myself" and figure out what you can do to get this done on your own. Or ask someone else until you get the help you really need, and don't stop until you have the results you want. Every time you don't take responsibility for an event or action, you let the other person take it, and you are left helpless to change anything in your life. Once you take responsibility you start to get a sense that you are the one who will have to come up with the solution. Once you realize this, you will gain control over your life and make better decisions.

### **Success Action: Forgive Yourself**

When I do get sidetracked, I ask myself, "why? Why am I having such a hard time focusing? Is it simply the daily distractions? Are there self-imposed distractions? What are they? Is it confidence? Is it fear? (I think they may be the same thing) Is it that I am surrendering the power in myself to another? Is this the right thing to do? I am looking for the reason why whatever I am working on is so important, and what should be overriding my behavior. What it comes down to is reminding myself of the GOALS! What is my long-term goal? I have to keep on the path to the goal. I return to faith, though I have to remind myself of this often enough. I have to catch myself wanting to placate my children and turn back and say "no we are not leaving the house until..." then we all get a great reward... maybe we go to the beach for a long walk or surf, or Dairy Queen. Be persistent in returning to your path, that's my point. For any of us with family or another full-time job, if



it's what you love, stay tuned in, return to it whenever you can. Carve out or steal time to do it.

### ***Becoming Mindful***

- Reflect on the scale and proportion at which you are living your life. What language do you use to describe your situation.
- Write down what you are grateful for in each realm of your life.
- Reflect on a few things that may be holding you back and let them go.
- Declare what you want in your life with the mindset that these truths are self-evident.
- Take responsibility for what is real in your life, and forgive yourself.



## CHAPTER 3

# Design Principles of Rhythm & Emphasis

*“What you hear, you forget;  
what you see, you remember;  
what you do, you understand.”*

**R**HYTHM AND EMPHASIS keep our lives on the path we are on right now. As an artist or creative, you understand the concept as you use materials or work in your craft to create. Understand, though, that these concepts also brought you to where you are today, and are what can change your direction of achievement. Consider where your emphasis lies in your life. Consider what actions you repeatedly do that have created a rhythm of reactions.

### Principle of Emphasis in Design

Emphasis is the center of interest, an area that first

attracts attention in a composition. This area is more important when compared with the other objects or elements in a composition. This can be created by contrasting values, additional colors, and placement in the format.

An artist will use contrast to help create an “emphasis point” in their piece. This area is visually important enough to draw and hold attention. It should be dramatic and demanding. With architecture, it can be overstating a structural detail, or by using massive objects or arrangement of furniture.

## **Principle Rhythm in Design**

Rhythm is a movement in which some elements occur at a regular pace. Like a dance, it will feature a flow of objects that will seem to reflect the beat of music. Movement traces the path the viewer’s eye takes through the artwork, often to a focal area. It can be directed along lines, edges, shapes and color. Movement is closely tied to rhythm.

In interior design, rhythm carries the eye along a path at a pace determined by the elements that illustrate it. This can be repetitive use of color line, pattern texture or a furniture piece or style. It also is a matter of expectation and anticipation and a major part of the concept of emphasis. When working on a home space or any interior space using the repetition of an element by perhaps using columns or a gentle arch-over in different places, we try to repeat it in several places to create a level of expectation that is soothing. In this way, we employ a system to create repetition of correct actions, which then becomes soothing to our mind and soul and creates a life of excellence.

There are several basic types of rhythmical patterns: The first is *repetition*, the repeated use of an element of design to provide unity or sameness adhering to the principle of harmony, such as a matching set of lighting fixtures in a public space or a pew in a church. The second is *alteration*, the sequence of two or more components where the eye follows a rhythmic pattern, such as a coffered ceiling in an historic building. The third is *progression*, which arranges objects progressing from large to small or small to large, such as nesting tables or a color scheme containing shades that vary from light to medium values. The fourth is *transition*, a rhythm that leads the eye without interruption from one point to another; such as is done with crown molding or an arched doorway. The last is *opposition or contrast*, where an abrupt change forms interesting repetitive rhythms. This can be accomplished as a 90 degree angle in window frames with grids, in patterns such as open and closed or busy and plain, or by adding an area rug or wallcovering.. Opposition also is represented when form is contrasted by putting angular shapes next to rounded shapes. *Radiation* involves form following radial spoke like lines.

## **Your Purpose in Life Should be a Life of Purpose**

In your life, you need to create a burning desire and maintain it. As you run into obstacles, this will allow you to stay positive and focus on your goals. Look at those obstacles as progress, for if you aren't challenged, then you are not moving forward. Your "why" must become the question you ask yourself over and over when things are not moving fast enough, or you are running into a brick wall. This is your *raison d'être*, literally "rational grounds for existence" (Online Etymology Dictionary, © 2010 Douglas Harper) and will become your province.

You will ask yourself over and over, "Why am I doing this? Why am I killing myself? Who is benefitting from this? Me, someone I love? Am I enjoying this? Can I be doing something different? Is this for the greater good?" Again, self-reflection is the key. Finding your "Why" will be the key to making it through the struggles you will encounter along the way. It will be your fuel.

To get there, start by writing down everything you love in your life. Add what you would love to see your life in 5, 10 and 25 years. Of course, these things will change over time. You will continue to hear me say, this is a practice, it is a journey. There is only one end-all, be-all and that is death. Depending on your religion, you may believe in the possibility of more, but for now we are talking about this life you are living. Next, write down why each thing is important to you, even your future. Why are those things or people important. Test yourself: Is there an emotional hook, or a money hook that resonates with you. Are there feelings of loss or of fulfillment in these things? Then ask yourself whether these things really will grow you as a better person or be helpful to another. Do they lack integrity or fulfill integrity? Are you living a life for pleasure or for joy? I ask you to delve into the chasm of emotion to verify the validity of your why. Once you have realized that this is a true "why" for you, you will begin to feel that burning desire to make it happen. You will begin to see a way, perhaps even though you had not before. When you have invested the time and energy to really explore your why, you will be able to hang on through the process to get you there more easily. You will need this to make it through the levels of failure as well.

Failure will be your best ally in the long run. Once you fail a few times and see that you can stay on track, you will

gain a confidence that no one can take away from you. With a grasp on your why, you will slide through failures and remain focused on the prize of your goals.

My biggest failure was losing my father to cancer. It was a very long time ago, but it built my character beyond belief. I would not wish this experience on any enemy. It was brutal and I was very young and struggling with my old paradigms (or demons) as I went to college, began working and then was thrust into a situation. I survived the ordeal and gained courage to move through my life with determination and courage. It was a brutal death. I felt as though I had failed as a daughter in so many respects. It was a miserable situation. I was alone, he had divorced his second wife and he was alone, dying, mean and angry. I left college after a phone call from one of his neighbors saying they could no longer help him and I needed to come and take over. I was 20. It was a long cold fall, and he was mostly home but in and out of the hospital, Hospice came to the house often. A few weeks before Christmas, he was hospitalized again and I needed a break and decided to go home for Christmas. While I was away, he died. His sister and ex-wife had come to help, and they decided to change his will and sell all that was left in the house.

When I finally returned, I found only my things in the house and a few things I had asked my aunt to let me keep. Death and money, no matter how little, make a family do strange things, for sure. I came home, reapplied to college and went on with my life. I gained a sense that I could now take on anything. I had survived caring for and watching my father die a horrible death, then endured having his side of my family take what little was promised to me for themselves. I realized it all meant nothing. None

of it would define me unless I allowed it to. I realized I could fail BIG and still come away and start over, having learned a great deal.

There is no losing, only learning. I would advise you to embrace failure and missteps. It's silly, but true, but you must learn to take lemons and make lemonade. If you run into a situation that you feel will be damaging, look for the silver lining. Not only can you survive it, you can make it work for you! I had an assistant in the pottery studio for a few months who was charming, beautiful, sweet and creative. She was dating a friend. It ended badly and the drama flowed into the studio. Not good. She told me I was a horrible lonely old bitch who hated what I did and everyone knew it. I was so hurt. I felt debilitated. For about a day I wallowed in self-pity. Then I prayed. God put this person in my life to make me see something. What? Why so harsh, right? That's the way it goes. Sometimes we need a 2-by-4 to the back of the head to get it. When bad things happen, I try to make them a mirror, allowing me to see myself. What is reflecting back to me is what God wants me to recognize in myself.

This crazy broad was 100% right. To this day, I look at her as a true gift from God. I was not happy in the pottery any more. I was not creative; I was a machine. I am grateful for the business we built with the pottery, but I was burned out. I needed to change, and that's when I found my why – my burning desire was revealed. I was not happy and needed to change a lot. It worked. I finished another degree and changed fields to interior and residential home design. Thank you, crazy girl for the 2-by-4 to the back of my head, and cheaper than a few years of therapy.



Cultivate your why; create that burning desire you need to set your goals. Without it, you will waffle on everything. You will lack focus and drive. That's what it takes, focus and drive to get you to your great purpose in life or a life of purpose.

## Rhythm in Life

Rhythm relates to life and success through the ways we view ourselves and our surroundings, and in how we choose to react to all of it. We create rhythms by continuing to react in similar ways to situations that produce certain results. In design or my artwork, I try to create a pleasing rhythm to lend emphasis by using differing elements. In life, I try to create rhythms through my actions to create better responses. I get into a certain rhythm on a project, or a rhythm in my exercise program. What we can do is make choices to change the rhythm of a situation through taking different actions. There is a rhythm in our "blueprint" and we can make changes when we don't see the results we want (remember the Demming Cycle).

Remember your "why" – Why do you want to change or accomplish whatever it is that brought you to this system. Look at your gratitude list and what you want to accomplish. The idea is to keep listing what we want in our lives. List again all of your goals: for family and relationships, for work, career or our business, for your income or cash flow, for your health, for the fun stuff you want to do, the traveling, activities, hobbies you want to try. All of this is in the resources you downloaded earlier. Then ask yourself why you want each of these, and don't stop asking until you have an emotional response. For me, all I want to accomplish goes back to having a step-dad who loved what he did. I wanted that life as well.

Daniel Kahneman, a psychologist, contends that “we are all essentially two selves: our experienced self, and our remembered self. He believes we do not choose between experiences; rather, we choose between memories of experiences. When we think about the future, we think of our future not as experiences but as anticipated memories. Raphael McManus observes that “of our two selves is the idea that our personal happiness is rooted not in our experience’s self but in our remembered self.... In the end our experiences are not the dominant force affecting our personal happiness. It is instead our remembered self that controls how we perceive and experience life.”

This concept goes back to what I want you to understand – that no matter what happened to you in the past, it is up to you to let those memories go and not continue to let them define who you are. These are old memories, a glimpse of the past. If we continue to base our actions on these old interpretations of what we perceive happened to us, we will never move forward in our lives, our work, our relationships or our service to others. We will remain trapped in that past.

Adding another level to this concept of how we have two selves is an understanding of how to create a better life. If we are thinking about the future not as experiences but as “anticipated memories,” then let’s take control of those and anticipate more amazing memories. What we want to do is take control and power away from those who may have hurt us in the past and use our creative energy to imagine, to create new memories, anticipated memories of truly great lives in the service of others. We need to rewrite our history and ask for grace in forgiving those who were against us. Imagine filling them with light and love, and ask God to rain love on whomever or whatever

happened to you. You will feel a weight lifted. Then, focus on your new anticipated memories, create a vision for your future. Create a vision for your life, work, loves, and relationships.

I also feel that, if we all do well, the vibration of our happiness and joy will be infectious. Our success should be infectious too. I believe that, when we give, we receive so much more in return. Holding this belief close to my heart helps me deal with my demons and stay focused on my "why." With a reason that is real, really real, painfully real, it ignites the fire under my butt to make my goals come to fruition. This is my burning desire that I cultivate and use to stay focused on the long term, no matter what gets in my way, I fall back on that desire and my "why." My real "why" emerged as always wanting to be able to create something new, have a sense of free time and a lack of structure. My painful "why" was also centered in my needing some kind of recognition and interaction with clients or customers. I needed to know what I was doing was for their good. I have worked hard to control this so my reaction to results is not hinged on someone's opinion of my work. I have been able to shake off negativity and have faith that the best jobs or clients will always find me. Because I have so much passion for what I do, the universe simply has to accommodate me.

## **Design Elements of Line, Mass & Texture**

When we talk about mass, we are talking about solidity or matter or density; that is defined by shape or form. Actual mass is when the material is filled in, and optical mass is where the size is there but not the material. Heavy pieces are wood tables, solid stone pieces and they would be more appropriate in larger spaces.

Massing, another term in design, entails grouping together components such as accessories, artwork, or furniture to create a group mass. In interiors, I use massing to create emphasis in an area. Architects use massing as a tool to create emphasis, say on an exterior. They will manipulate window openings or roof lines.

Line is simply a connection of two points. Straight lines are either horizontal or vertical.

Horizontal lines are weighty, secure, restful, and speak of repose. Vertical lines generally portray a feeling of loftiness, solidity, formality or restraint. Angular lines are diagonal or zig zag and represent action, movement, interest, or angular stability. Zig zags are exciting, lively, rhythmic in movement. Curved or circular lines are soft, humanizing and graceful. Flowing lines represent gentle movement, growth, and linear movement. Tightly curved lines are playful and lively, and visually stimulating.

The element of texture has to do with the roughness or smoothness of a surface to the touch or to the eye. Small patterns create a visual texture, and it is best to layer some texture element into just about any design. It triggers interest immediately.

We use these same terms to describe our lives every day. We describe our wealth and our debt as mass. We describe many of the events in our lives in a linear fashion. We do our best to create a life with great texture and interest. Use your language to create a design in your life. Make sure your references to mass are about what you are creating, the breadth of your work.

## Success Principle: Goals and Positivity

*"Ask of yourself not what goal you deserve, but what goal deserves you."*

### Success Elements: Change Your Language from the Negative to Positive

We start with the process of creating declarations, building a language around what we want out from our lives that creates a solid structure that will stand up to the difficulties we face on a day-to-day basis. I think of this in terms of how I design the structure of a home. For the homeowner, there is always the question of whether we want to build this house with 2-by-4s, and 2-by-6s or do we want to take the time, effort, and money to build this out of concrete. Making that initial investment of time and effort in the beginning saves us so much in the long run. For a building, not only is it stronger, better insulated and more soundproof, but insurance companies offer lower rates because they know if there is a storm out there to blow the house apart, with a concrete infrastructure, it is rebuildable. There is salvageable material here.

The same goes for how we model the speech we use with ourselves and others. If we create language that is positive and affirming, clear and strong, we are building a foundation for our lives in the same manner. If we use speech to create negativity, sadness, defeat and anger, our foundation will crumble and not hold any life that is tall and strong. It will remain weak and small. The same goes for our artwork. If I use clay that has too much trash in it, or not the right mix, it will not fire well and it will blow apart in the kiln.

Staying positive may sound hokey, but it is of utter importance and forms the life energy we put towards achieving our goals. The most important reason to stay positive is to be able to have the strength and courage to face adversity. What I can tell you from experience is that the one thing that will keep you focused on the big picture and able to move through adversity is to keep a positive attitude. It doesn't disqualify your feelings of hurt or frustration or disappointment. It ensures that you don't stay in the misty gray depression land. Give yourself 24 hours to wallow in self-pity and then the next morning re-write your goals, always with your "why" in mind, pulling up your boot straps and getting back to work.

## **Success Element: Affirmations or Declarations**

**Declaration:** a formal or explicit statement or announcement. "They issued a declaration at the close of the talks;" the formal announcement of the beginning of a state or condition.

**Affirmation:** the action or process of affirming something or being affirmed.

"He nodded in affirmation." Synonyms: declaration, statement, assertion, proclamation, pronouncement, attestation; oath, avowal, guarantee, pledge. Emotional support or encouragement. "The lack of one or both parents' affirmation leaves some children emotionally crippled". Synonyms: proclamation, notification, announcement, revelation, disclosure, broadcasting. ([www.freedictionary.com](http://www.freedictionary.com))

So we know about affirmations. This is a positive statement about a situation or something we want to achieve.

I have used positive affirmations for a very long time. Using this pattern of speech to create a positive mindset has worked very well for me in the past. It creates a place in your mind you feel you can grow from and pull strength from. When I use affirmations, it seems there was something missing, like I was always looking to the future. Then I started to understand the theory of "I am..."

A declaration, on the other hand, is a more official statement of where we are. Using the theory of "I am" makes this far easier and far more transformational. Practice this exercise and you will gain a sense of what it means to declare what you are and where you want your life to go. When you are walking around your home or outside, simply say to yourself "I am that tree, I am that sign post, I am that Maserati, I am that ...".

I have an understanding that God is in everything; God energy is everything. God is in us, as in everything else. When you say out loud, or in your head if you are in a public place, that you are these things, you start to take ownership and responsibility for being these things, caring for them. When you declare what you are in your life, I am successful, I am living a life of abundance, I am a wonderful wife, I am hanging my artwork in fine galleries, I am building a new home, you take ownership and begin to take steps to make these things happen.

"We (I) hold these truths to be self-evident..." is such a great way to look at how we declare things. I am ... is a way to recognize how connected we are to the rest of the world. So now we can gain control of that connection and take our lives, our work to the next level. Declare what truths are self-evident for you. Even though they are not happening yet, say it anyway, put your mind into that

place of imagining, creating in your mind that situation where all the cards fall into place. When the opportunity arises to set the wheels in motion, you will be prepared, because in your mind you have been there. You will be comfortable and own that situation and your declaration will become self-evident.

To write these declarations, you must go back to your list of goals. You have written these as positive statements. Now return to them, rewrite them as declarations, with power in your voice. With more description to each situation or item. The more descriptive you are with your declarations, the more you will see how exactly to make them happen. You will start to see a way to get to where you want to be.

See yourself larger than what you see in the mirror. When you look in the mirror, don't just see your body; see the creator, look deep in your own eyes and see the creative force behind the skin. Sometimes when I do this, I am faced with my weaknesses. Force yourself to stay there. Stay through the longing and disgust and disappointment. Look at yourself in the mirror and declare "I am ... handsome, I am beautiful, I am success, I am prized, I am grace, I am forgiveness, I am love, I am strength, I am abundance." Stay persistent. Reject rejection. If you feel like it is painful, take a break and go back to the task the next morning. Continue on until all of these feel true. It could take weeks, but don't give up, for you will get there.

When I was in college, I came to the realization that the abuse I endured during a stint of my childhood was not the affection of a loving step-brother. It was, in fact, abuse. My mind was not ready yet to filter all that happened until college. I got into therapy, blessed with an art therapist,



and we worked for a few years and I moved through all of it I could handle to a much healthier place. One thing she would tell me when I was very sad that holds true for me today was to smile anyway. Just keep smiling. Even though you don't feel happy, smile anyway. It's a practice. Practice being happy and one day you will notice it has taken hold. I love this. I use it so much. It goes along with the idea to act as if.... Act as if you are with the person of your dreams, act as if the next great show is calling, act as if you have a big fat bank account (that means invest it, not spend it). Act as if you are happy and it will take hold, it will happen. Keep painting, keep writing, keep talking to others about what you are doing.

As we approach our artwork or craft, we often start in our minds and our imagination with how we want our work to turn out in the end. We instantly start to build it in our minds. This can be more of an exercise in deconstruction because we imagine the finished product first, then we must work backwards to begin to actually build the piece. I will repeat, though, that we must always keep the end in mind. As a potter, when I would envision a new piece I would often first think of who would see it, who will be buying this piece, will it serve them well. I ask myself the questions of how they will actually acquire this piece. Will I sell it to them directly at a gallery showing, or will they buy this through one of the shops we supply with our work? Will it have to fit in a box to ship?

Seeing our work finished is only the first step for sure. Then we think of what materials we will need to build this thing. I have a client now who is an artist herself, a fabric/quilt artist. Her work in fabric looks like paintings when done. It amazes me the vision she carries through to be able to layer and sew on each piece to create depth and

clarity in her images. She has the skill and knowledge of many materials, as well as the steadfastness to not give up when challenged to make a piece grow into something better. Right now, she is working on a quilt that represents the mountains in the night lit only by the moon. Her fabrics are dark on dark and she is challenged to create an image with fabric to portray perspective. Without light (lighter fabrics), this is very difficult, but she is exploring what new materials she can work in to offer contrast without breaching the integrity of the concept. She must remain positive.

### **Success Action: Design Your Goals**

Without a serious list of what you want to accomplish, you will never succeed at anything. Living your life without having specific goals to work toward is like getting on the road for a trip and not knowing where you are going. Not that I haven't done this plenty of times, but even then, the goal was to feel free, feel what it is to have no direction and yet still make it home. When we have no goals, there is a sense of drifting through life. We are all built differently, so our expectations are all very different. I see so much potential in so many we have contact with, sometimes it hurts to watch the meandering. This has to do with our blueprint and paradigms. Setting goals can be a longer process for some more than others. The goals may evolve over time with changes in resources or different players in the game. But the larger overall goals will more than likely stay close to the same.

Always start with the end in mind. Setting design goals is just as important. This is one of the first questions I ask my clients, to describe what their overall goals are for the space we are working on. As an artist or any creative

thinker, to accomplish anything you need to have a goal in mind to work toward. It can start with simply being able to finish a painting you love in the next year. Then I would challenge you to ask - what next? Or, to grow that statement to visit your dream spot to paint, finish the painting, and then find a gallery to show it in. These are terrific goals, but what I really want to emphasize now is that the goals are great, but your journey to get to these goals will be absolutely amazing. You will push yourself to new limits, meet a whole new group of people who will open your mind to new ways of thinking and being, as well as seeing the world and growing your mind. All of this will happen when you take the first tiny step.

As with design, when we are speaking of creating spaces for you, and I ask what your goals are for the space, you may start with, "I want more storage, an extra bedroom for guests, and for everything to look like a magazine." This is a great start, again to a journey. Designing homes as with your life. is a process. What you want at the start may change throughout the process. You will find that, as you learn more about what is available to you, your resources, and the creativity that comes with working with a team to get your project accomplished, your goal may change but you will still have a goal. Then another may say "I want it to be comfortable, exude my personality with a sense of sophistication yet simplicity." My first reaction to these goals is WOW! These are some serious goals! I like the way you think!! This is how you want to ask God to be in your life. The challenge here is where to start. What elements make these goals possible?

You should understand the importance of creating goals so you can move forward in your life. There is a quote from another author that says, "if you are not ex-

panding you are expendable." Reasons to set goals start with the fact that anyone who has achieved anything big in their lives went through this process on a regular basis. It allows you to create a larger future. Be sure to think big in this process. Remember something: For God, these things are simple, so don't be afraid to ask for your share. God will give everything to you, as it is the best for everyone involved. When we create "asks" or set goals for our lives, it puts in motion energy involving far more than just you. It creates motion for everyone involved. Writing down your goals will give you vision for how you really want your life to be. This is very motivating, so much so that I like to do it a few times a year, or whenever a new opportunity arises.

This action also opens an opportunity to then track what you have accomplished. First, you want to set your big picture goals. What do you want to see in the next 5-10 years? Then there are the smaller goals that lead you toward the larger ones all the time, as you stay focused on those lifetime goals. Then you create the action list to get it started. There are a few steps to creating great attainable goals.

When you are writing your goals, be sure to stay positive, be kind and write with grace in your heart. Write them in the present tense, as though they already have happened, and write them in the personal tense using the words "I am" ... followed by a verb. When you use the "I am..." your mind recognizes the connection between the self and the action. With the law of attraction, it is not that those things or events are attracted to us as much as our mind has recognized the new truth and will now open your visions and awareness to anyone or anything that will enable the goal to be facilitated. No magic really, just the mind's awareness and a shifting of your paradigm to

recognize real opportunities.

An exercise that will help you to hone your goals, and figure out what your real goals are, is to write down your big goals (at least ten) every day in a notebook. Do this for 30 days. They say if you take on a new behavior for 30 days it then becomes woven into the fabric of your mind and becomes a habit. The exercise is to not look back at the previous goals you wrote down. You will see that some goals drop off your list while others remain. You should find that after 30 days most of your real goals will have stayed consistent. This is what you truly want. Once you have this list, then you need to break each one down, each segment of your life needs to be addressed. Break down the smaller steps that need to be taken to accomplish each goal. Keep it simple. For example, an artist wanting to get a show in a particular gallery might start with calling the curator, and creating a plan for new work, making one piece at a time. It has been said you can climb Mount Everest with one baby step at a time. Stay persistent.

Once you have your ten big goals written down, you can accelerate the arrival of these goals by taking it a step farther and seriously imprinting these guys on your brain, into your subconscious. They will become part of your thought process. Put each goal on a 3-by-5 card and throughout the day, including first thing in the morning and last thing before bed, take them out and read them. Visualize each situation as already happening when you flip through the cards. This action will pound these ideas into your mind and it will open you up to finding solutions to get you there faster. On the back of each card, list three steps that need to be taken to get these goals accomplished.

Another gentleman I love is Darren Hardy. He speaks of how to really get going with this. Whatever goals you want to achieve, multiply them. No really... think of yourself going big! What would be a 10X version? My dream was to create as fast as I could, simply because I am responsible for part of our family income with a super successful, money generating design firm. I knew right off the bat after having built other small businesses that I wanted to do something different with this one. Once again, I am blessed to absolutely love what I do; that is one big challenge down. So I put a plan together and just started implementing each step. But then I kept thinking: how can I make it better? How can I get the word out and help those who really aren't in a position to hire a professional designer? How can I get them to be able to make design decisions, albeit basic ones, for themselves? We all love great design; it is naturally, aesthetically pleasing. So how do I take it to the next level? INTERNET!!!! Love it. So I created sets of webinars for people to download and learn at their convenience. BOOM! Go big with your goals.... Go world-wide. Go to [www.pashintuitivebusinesscoach.com/creatively-succeed-free-download.html](http://www.pashintuitivebusinesscoach.com/creatively-succeed-free-download.html)

## **Create a Success Rhythm Matrix**

Track it or lack it. This is simply an Excel spreadsheet for you to fill out with some of your smaller goals to make yourself accountable for the smaller steps you take each day to get you to your bigger goals. I have one for you here to download [www.pashintuitivebusinesscoach.com/creatively-succeed-free-download.html](http://www.pashintuitivebusinesscoach.com/creatively-succeed-free-download.html). It is one I created for myself and you can fill in your new rhythms. What happens is we talk about what we want to change and now we have this amazing list of what we really want in our lives, specifics. But how do we start to make it happen. The

first few lines in your chart are going to consist of these few actions we have already talked about: List your goals, be grateful for what you already have, and spend a few minutes visualizing your new goals. See them, and cycle through them. We will add more to the matrix later. The important thing is that you start to track your asks. If you don't track what you do with your time, day, love, money, you will lack it. Track it or lack it.

### **Success Action: Mirror the Successful**

My revelation over the last eight years has stemmed from asking these questions: Others are doing well, why aren't I; what am I doing that is so cruddy. I started listening to different speakers, taking their advice, using them as mentors. I found a church and started a real relationship with God, a committed relationship with God. And started implementing all I used to talk about. I am now 40-something with two kids, and it is up to me to git er dun. So now I don't ask how those happy people are the way they are. Now I model my life after those sorts of people. I follow the rhythms they set for their lives and their emphasis.

So mirror those people who are doing something similar in your field. You are not stealing their idea; you are simply taking on traits that resonate with you and how you are living your life, or creating work. Find those whose work you revere and lives you admire. Do the research to find out how they accomplish their goals and where they show their work. What certifications do they have, who do they admire? All that you create will always be your own, so don't have any worries about copying someone's life. You will make whatever you go after your own, with your own style and flair. Creative people always have their own body of work to put out to the public. I have seen hun-

dreds of designers, and all of them have their own style. They may share a feel or a singular characteristic.

*“So it is above... so it will be below  
As it is inside ... so it will be outside.”*

## **Success Element: Forgive**

We live in four quadrants: the physical world, mental world, emotional world and spiritual world. If things are not well in your mental, emotional and spiritual world, then your physical world will not give you the results you seek. Again, we return to the concept of self-reflection. It is easier to see what is going on in our lives around us. What we can do to improve our situation, or reach a goal, is to ask ourselves questions about what we see. What are the results that are a part of our lives that manifest from our own actions or others around us?

As a young adult, I could not understand why I had horrible boyfriends, no respect from anyone really, and why so many people seemed to pity me. I came later to realize that it was me. I walked through life as a victim. I was a victim. I had a step-brother who sexually abused me for years. As a child, I did not have the ability to understand the depth and breadth of the emotional scarring that was taking place. Then I had an epiphany. In college, I was studying Women in Literature and a writer wrote about a similar situation and how she had survived and made something of herself. It was then I realized what happened to me was wrong and I had a choice. I could continue to live as a victim or I could become a survivor. I chose to become a survivor. I chose to go through therapy to be able to recognize what behaviors were truly self-destructive, and create new behaviors that to this day



carry me higher and higher in life than I could ever have imagined. It was very hard at times to work through the memories and images and re-categorize them, not as loving incidents but as cruel horrors – and then to heal myself and forgive the people who not only did those atrocious acts but also the people in my life who put me in harm's way. I took responsibility for myself and decided who I wanted to be and what kind of person I wanted to be and started the journey.

From my pastor Jerry:

*Forgiveness is not a feeling – if it were – we would rarely forgive others because we would not “feel” like it.*

*Forgiveness is not a weakness – a lot of strength is required to acknowledge pain – declare it – and forgive it.*

*Forgiveness is not pretending it did not happen.*

*Forgiveness is not condoning or excusing a wrong – it does not minimize what was done.*

*Forgiveness is not the same as reconciling – reconciling may follow forgiveness – but you can forgive someone without reconciling with them.*

*Forgiveness is not based on the wrongdoer's actions – it does not have to wait for them to apologize and ask for forgiveness.*

*Forgiveness is not conditional – if you do this...then...*

*Forgiveness is not justice – forgiveness can happen whether justice is done or not.*

*Forgiveness is not about changing the other person – their actions – or their behavior.*

*Forgiveness does not mean trust – forgiveness can be freely given – trust must be earned.*

*Forgiveness is not about changing the past – it is*

*about changing the future.*

*Forgiveness is...*

*A decision to release – not replay the incident over and over – this is hard – but you can do it – when reminded – you just hit the stop button – God can help you – you are releasing bitterness – your resentment – your anger – your vengeance.*

*A decision to embrace – intentionally embracing mercy and grace – mercy is not giving someone what they deserve – grace is giving someone what they do not deserve.*

*A decision to pardon – not to be brought up again and used against them (spouses –parents).*

Forgiveness is giving up your right to make them pay.

## **Success Element: Level up Your Expectations**

When you are designing a new set of work, you know you have the end in mind. You know how you want it to look, you know now, on some level, how you will start to build it. You more or less set the expectation of finishing, seeing it done.

Having children has forced me to create opinions or a mindset about a lot of things that before kids I would have cared less about. I had the attitude “it is what it is...” Now I find myself setting criteria for even the smallest decisions, but those can be just as important as the larger ones in the long run. One of those criteria is setting a level of expectations for how we all act and what we accomplish. This goes for work, school, relationships, etc. We want to do the same for ourselves. What expectations do we hold for ourselves? If we expect bigger things in our life to happen, do we expect our actions to facilitate

those things happening for us?

Learn to expect it. Ask not when will it happen, but just expect it to happen at any second. Use what you have been practicing in your visualization sessions in the mornings. Simply see it happening and now feel the feelings of when it happens all the time. It should be as though you are surprised it is not already happening for you.

I think for us sometimes, this is a strange thing to feel. We become conditioned over time to expect that it won't happen, that the gallery will not call you, so why bother. Or your client won't sign the contract you just wrote because someone out there is bad-mouthing you. You need to learn to act as if it were Christmas Eve and Santa is already on his way and bringing you all you asked for on your list. I am hoping you all had at least one year you received everything you wanted and felt pure joy and love in knowing that the powers-that-be finally heard you. Do this now, act as if.... Act as if.... Act as if you have a show scheduled and you better get to work creating enough to show. Act as if that client signed the agreement and wants extra services you provide. Act as if you are driving your new Mercedes or Audi to your next gig because all the powers that are in and around us will align to make those things happen.

Get your expectations in line with how you want your life to really be, how you want your work to grow, how you want your relationships to flourish, how you want to be able to serve others for the greater good. Open your heart to God's wisdom and abundance and know that you have the potential of God within you. Do all you can to live up to his potential in you. Create a life of brilliance that will shine on past your time here on this planet.

When you are practicing this expecting of the thing to happen, be sure you feel the emotion or the vibration of what you want to experience in your life. This will speed its delivery to you. Go out and visit new homes if that's what you want; drive that new car if that's what you want. Use your imagination, but also attach the feelings of what it would be like if you reached your goals. Your emotions are jet fuel! So many of us walk around with water in our tanks. I swear I know a few people with sugar in their tank the way they keep on making crazy choices that are only self-destructive. Ask yourself; what emotion do you want to feel? Joy? Passion? Think jet fuel.

### **Success Action: Do a Darren**

Darren Hardy, who is the Editor in Chief of Success Magazine, is someone I consider a mentor. As a working mom, I have not had the opportunity to do any more than study his writings, listen to his podcasts and sign up for his webinars. I have yet to see him in person. But he is an electrifying character for sure. He has followed many others before him in creating a wealth of information about how to succeed by simply copying others who have succeeded. One of the suggestions I use on a regular basis is how to become an expert on something. Well, maybe not an expert, but at least having a level of knowledge that will elevate your efforts toward whatever you are trying to achieve. He created a basic system that I love of learning a new skill: 30/30/10/5/3/1 rule. Break it down to reading something educational or inspirational every day for 30 minutes in the morning and 30 minutes in the evening, only 10 pages, nothing huge. Then read at least five books on whatever subject you are trying to learn about. Get a hold of three different DVDs or webinars on the subject, and go to at least one in-person workshop or seminar. You

can see his full video here:

This is all about putting the time into your personal development. As a professional designer I am a member of ASID Allied. To continue a membership, I have to take Continuing Education Units CEU's to maintain my credentials. Why we don't do this on a personal level is beyond me. The closest thing we do is attend church and call it a day. But how much do we really invest in ourselves to get better at everything we do? Not a whole lot, right? Well, you should be investing time and energy into studying whatever it is that will take your goals to the next level. What skill do you need to get that promotion, what certification do you need to get a raise? What skill do you need to be able to add a layer to you as the greatest cake of all time?

### ***Become Mindful***

- Learn what is your *raison d'être*. What is your "why."
- Cultivate a burning desire around what you love and how to achieve it.
- Create anticipated memories of greatness.
- Practice using creative language to describe your life and recognize the crossovers with work you are producing.
- Use only positive phrases. If you say you can or you can't, you are absolutely right.
- Download all your worksheets.
- Try a 30-goal challenge; get that spiral notebook and set aside 20 minutes to list it all out.



## CHAPTER 4

# Design Principle of Balance & Harmony

### Principle of Harmony

**H**ARMONY IS THE combination of design elements, architecture, and furnishings that create a cohesive design or a feeling of a state of agreement. Unity suggests a oneness and uniformity– an identity that establishes a master plan, It's the goal to work for. Variety is the absence of monotony or sameness. Hopefully, it is a healthy, positive influence that brings vitality, interest and diversity.

When we recognize unity and variety working together to create harmony we experience this on many levels. We sense harmony and it resonates with us that what we are seeing, hearing, smelling with our senses forces an emotional reaction that is joy and pleasure. That is how we experience harmony. When all these principles are used well, you end up with a space that is characteristically uplifting and timeless.

## **Principle of Balance**

Balance is equilibrium, or the arrangement of objects physically or visually to reach a state of stability and poise. There is symmetrical or formal balance or passive balance: This happens when there is a mirror image created by the placement of items that are the same on both sides. This form of balance can suggest restraint, refinement, and formality, but after a while it can also get stale. Generally, really good symmetry always contains elements of asymmetry.

Asymmetrical balance, or active or optical balance, is when dissimilar objects are placed at varying distances. This can be difficult to accomplish; objects have to be compatible, yet varied. And finally, there is radial balance: This is the state of equilibrium based on a circle.

Harmony and balance in our lives, work, and relationships is achieved in a similar manner by combining elements to achieve a greater level of distinction. The concept of layers is of utmost importance. When we combine a level of integrity and quality in each layer of our life, the combination creates a masterpiece. To achieve harmony, we must engage all aspects of our life. We must be present and active in our relationships, our family, our work, our creativity, our health and wellbeing, as well as being present and responsible with our wealth and financial state.

## **Design Elements of Pattern, Light & Color**

Pattern is created with an arrangement of forms or design to create an orderly whole. It can be made of a number of motifs arranged in a larger design composition. When you combine patterns, consider four things: the



placement of emphasis; using one pattern over another; character of pattern; color scheme. Scale and size should be similar, not the same.

The quality, quantity and color of light effects how we see things and how we feel about things. Light evokes emotion almost immediately. We may need to control direction and supplemental sources. Light can alter apparent form, as well as how we interpret texture.

Bright light can make a wash and make things seem smoother, whereas dimmer light can make things seem more textured.

Using lighting is effective and practical for the activities in the space. Great use of light can make the interior more aesthetically pleasing and psychologically pleasing.

In art, light is manipulated in several ways. The use of light and dark in art refers to its value, which is also sometimes referred to as tint (light hues) and shade (dark hues). In painting, which uses subtractive color, value changes are achieved by adding black or white to a color.

There is an artistic technique used during the Renaissance that refers to the use of exaggerated light contrasts in order to create the illusion of volume: chiaroscuro.

We use light in art and design to create focus on specific things; we say the same about our lives. When we shine a light on an aspect of our life, we are examining it with more care and concern.

Color is the most emotional of the design elements. There is an entire movement out there about the psy-

chology of color, and about how differing cultures react to colors. We speak about color in terms of hue and value. We use color to stimulate or calm. We look for good distribution of characteristics, of light or dark and contrast. There are different influences that can alter how we see color like texture, placement and value distributions.

Light, color and pattern are words we use to reflect on not only how we see art and design, but also how we view our lives. The patterns we choose to create in our lives with the choices we make are woven into a motif the same as any fabric pattern. That stretch of fabric that becomes our life is made of the threads that are our selections in jobs, friends, and habits and what we feed our bodies. We see in others the patterns of their choices, which create larger patterns – say of success or abuse over time. When we describe a person as a colorful individual, we are painting a picture of their personality, or the pattern of choices they have made over the years. When I describe how I feel as the light of God is on me, I am also describing a feeling of joy knowing that I am not alone. The language we use every day to describe how we see things, people, situations is the same language we use as creatives, as artists. We are all artists, we are all creatives, and we need to take that on as a responsibility to create better lives for ourselves and those around us. Encourage others to see that this language, which they may see as that of a separate group of creative people, is the same language they use. They can become conscious of how they use their language to be creative and edify, raise themselves up, and their environment.

## **Success Principle of Authenticity**

Through this journey of being a professional artist, an

adult, a parent, an entrepreneur, what I didn't realize was that authenticity came naturally. In our work, we are able to remain true to who we were. When we were potters and at art shows on the street, and when we had our gallery, people would ask, "what is your influence; what is your inspiration?" I would tell them, "we put our heart and soul in what we do and it is who we are. Our glazes mirror what we love, the ocean and being outside. Our pots are all functional, that is how we live our lives. We would not buy anything that did not serve us well, so I will not make anything for you that would not serve you in the same manner – a do-unto-others kind of a thing."

I also came to understand that people continued to collect our wok because they connected to our story. They saw in us a piece of themselves, for whatever reason. Our story was the work, the creativity that flows from that love of our family, making sure we do what we can for our children and community, as well as doing all we can to produce work that inspires, enlightens, serves our clients well, and elevates all of our experiences.

What I realize now from all the reading and studying and self-reflection I do now is that I was doing the right thing all along, I was right. Thankfully. Many would have disagreed with me and they did, including my husband and family at times. They would say, "what is the matter with you, you have to stop giving away the farm.". But I knew that we can be successful – and this was not always what I thought about 20 years ago – and still be allowed to remain authentic. We can give of ourselves. When we do this, more in our world comes to us. Though this is not the sole reason to give. I did it when it struck me. In our art booth, if someone truly loved our work, I wanted to give them an extra mug or bowl. When children came into the

booth and wanted to touch and explore, I did the same. I kept wet clay in the back to hand to children to play with, to fall in love with clay as I was in love with it. Today as I write this, I also think of how to give of this information, and I have created a seminar, albeit a short one, to be able to speak to those who may need to hear it. I hope it will just get people thinking a bit and want to give of themselves as well.

I did not always know this was what it meant to be authentic. It was just what I felt in my heart. Today I feel better about how I work, and who I work with. I am able to walk away from those who are not understanding of my family time and the challenges I face being a working mother. I am grateful for being able to hang onto a positive attitude no matter what.

I have to share a quick story that happened only a week ago. I got a call from a potential design client who lived in a gated community. We planned to meet after the weekend. During the weekend, I was lucky enough to go to a concert, free! A friend had tickets and even took us all to dinner beforehand. My husband had taken the kids to his parents' house for a weekend. What a wonderful time I had. It was like I was in college. Great time.

Then Tuesday rolls around and I realize I don't have my driver's license in my wallet; I had taken it out to go into the concert. Shoot. Call my friend, "hey do you have my license in your wallet?" I remembered asking him to hold it for me. Nope, didn't have it. Shoot, I can't get into this potential kitchen remodel client's neighborhood without a license. There is no way I can make this happen fast enough, so I call her and let her know I can't make the appointment in time, I can't get through the gate. I even

went home, got documentation and went and got a new license! Still not on time. She was livid. She told me she actually cleaned her house for this appointment (I could go lots of places with that one). Truly, she was a bit over the top with it and did not want to reschedule.

This is where the positive attitude has to show up and blow up. My take on it? God works in mysterious ways. What a blessing to have gotten out of working with this person. I have no time for anyone who does not understand that I do have a life outside of work. My weekends are mine and my family's. No amount of money would have been worth the abuse this woman would have instilled on my life. I'm sure of it. Here's the kicker (thank you God and Dave), my friend had my license the entire time, but just didn't look hard enough for it. Ha! Can I get an AMEN....

It is a blessing to have the ability and faith to remain authentic, even though I didn't know I was actually authentic. But just being true to myself and having faith that the right clients will come into my life has given me the ability to not only give of myself and my work, but also the strength to say no to those who are not having a moment of clarity and choose to live in negativity.

### **Success Principle: Come from a Place of Giving**

When you are looking to achieve your goals and creatively seeking to get to a certain level in your art work or your career, it can be hard to continuously feel as though you are giving all you can. We don't want to give away things for free; we want to be appreciated and compensated for what we do. What I have learned is that you will receive what you give. Whatever you are putting out

there you get in return. I'm not saying that you should start giving your work away for free. What I have come to understand is that this is a mindset we need to be working from. It is based on having a positive attitude, having faith that the right people will want to work with you, and that they will make you feel like you want to give them so much more that you originally agreed on. It is about adding value to what you are already doing.

When you come from a place of joy and gratitude, those things will come to you. They will come when you are in a mindset of not simply doing the work for a fee, thinking to yourself "oh this installation is worth \$5,000." It will come when you start to realize that your work is doing more than just creating a product or an end result. Your work, your purpose is to add quality of life to those who come in contact with you. You need to realize that the true effect of what you do leaves a mark on people forever. When you realize this, you will be coming from a place of giving. You are adding value to the world by using the materials someone has to manufacture, people are paid to dig up, or create.

The author of *Writing Down the Bones*, Natalie Goldberg (I am paraphrasing here) tells a story about her writing. She was on sabbatical in Wisconsin and volunteering at a booth at her Zen Temple fundraiser. She had only her talent to offer, so she wrote one page of poetry for anyone who would pay the \$.50. She would write about anything they wanted, a word. She did this for three years at this little festival. She felt as though it was more a practice for her to grow her abilities. Then years later, one of her works was published nationally, she was written about and interviewed in several publications. She received a letter from a man who spoke of how difficult his life was at one point.

He had given up and joined the Navy, and felt he had lost everything. He went on that boat with only two things that got him through a dark time in his life – a picture of his family and one of those poems she wrote at the festival. He has this poem in his wallet to this day and credits it for his survival and eventual success in life. So, know that all that you create as an artist, designer, entrepreneur touches so many, and you will never know about how or when. There is a ripple effect to all of our actions. Be aware of this, work and create from a giving center. Find your way to change your mindset about the worth of your work. It is not just for this fee you are getting now, but will resonate for years after you walk away. And it will impact lives of those you do not know.

## Momentum

In the book *Good to Great*, Jim Collins describes the concept of the flywheel.

The flywheel is a heavy disk on an axle used to smooth a machine's operation through its ability to store energy, generate momentum and maintain a constant rotational speed.

Collins explains it takes a lot of effort and persistence to get the metaphorical flywheel to move, but consistent energy in one direction over time helps build momentum and ultimately leads to a breakthrough. There is no one specific event, decision, action or lucky moment that single-handedly helps any of us into that breakthrough space. But once the momentum has started, it continues to grow if we continue to do all of those principle-based actions that got us moving in the first place. Don't stop taking action.

Staying persistent can be one of the hardest things to do. Keeping in mind that you will run into obstacles, stay positive and focus on the goal you have written down. Remember your exercise to write your goals every day for 30 days to imprint them and get clear on them. If you feel they are fading, do it again, take on another 30-day goal challenge. Then look at those obstacles as progress. Once again, if you aren't challenged, then you are not moving forward.

Fall in love with failure. Failure will be your best ally in the long run. Once you fail a few times and see that you can stay on track, you will gain confidence in yourself that no one can take away from you. And remember the momentum piece. The momentum of all the little actions you take every day will gain force behind them. Though they make take a bit of effort in the beginning, once there is movement, there will be no stopping it. You will have to pour forth a little less effort once momentum has taken hold.

### **Success Action: Act on Inspiration**

There will be times in your life when you are thinking about your goals and wondering how the heck you are going to meet that gallery owner, or how are going to find those next clients or patrons. Four hours later, you'll be driving to the grocery store and hear something on the radio. Instantly you will see an opportunity, or you will have this amazing idea of how to manifest those actions. This is the moment of inspiration. This is a beautiful moment. I truly believe that this is the universal God energy flowing to us. This is a divine idea to get us moving on the path to our success. We have all had those moments. We are walking along, daydreaming, and like a lightning bolt of



clarity, you see it: you need to reach out to a certain person, or you need to write a magazine, or whatever it is, for whatever problem you have had in your mind, a solution comes to you in the form of a bright idea. I truly believe this is the way we move forward more quickly in our lives. These are the moments that give us our momentum, if we seize them.

The hard part comes in facing your fears and having courage to act on these insights to success. This is what sets apart the dreamers from the doers. I say just close your eyes and do it. The worst that can happen is someone doesn't call you back (usually because they are afraid as well) or they simply say no. But even then I would encourage you to not stop. I would encourage you to ask a second time, but come from a different angle. If you are hitting a wall, pause, don't stop. Think, meditate, ask yourself "why am I hitting this wall? Why won't this person or event take place for me?" Are you asking for this thing to happen for a joy-based reason or a pleasure-based reason? God and the universe will not facilitate pleasure-based ideals as easily as joy-based ideals. If you believe you are working from a center of joy, then know that the universe has a better plan that is simply different, and have faith that this piece you need in order to move toward your goal will simply come in another form. Don't let your faith waiver for a moment.

Take the next step as though your goal is already in motion and the rest will fall into place. It may not seem like it, but the act of acting as though it were already done, in place, will let your mind and the universe continue to put all the puzzle pieces in place.

## Success Action: Be Willing to Pay the Price

That said, wishing and talking won't make it happen. This is where the rubber meets the road. If you are practicing many of these success elements, you will find that the success you are driving is running with the pedal to the metal. It took me a while to get hold of this one. What I mean here is that, not only do you have to work up the courage to knock out those tasks on your Goal Set and power through with determination despite the failures that will occur, you have to maintain the focus without distractions. Keeping control, you then have to power through, put in the extra time and effort to get you past where you are now, consistently and with faith that all you're doing right now, all you are giving right now, is creating something amazing in the universe and you are going to reap the benefit as well as all of those you're helping along the way. This is not an easy place to stay in. This is where I recommend you have support. Find a friend or family member to share what you are trying to do. If you don't have someone who is this supportive in your life, pay a coach; it will be well worth it to have someone in your corner, keeping you accountable, keeping you focused and in faith that all you do is awesome and worthwhile.

Paying the price is taking a necessary level of action, and doing it on a continuing basis to get the accelerated results you want. These actions are all the little steps you have written down under each goal in each realm of your life. You need to be prepared to show up and do those things with presence and exuberance. The price you may pay is staying up late or getting up early to get those things done. In writing this book, I get up at 4:30 a.m. make coffee, walk the dogs and then sit and write until the house wakes up. I could easily stay in bed another

hour and a half. It is easy to do these things and easier to not do them. For me, I know I can't do it alone. I pray hard and ask for the courage to continue with faith that God had a plan and gives me the strength to carry on.

If you have a dream, a passion and you are committed, you will be willing to pay the price for as long as it takes. Consider the lives of some familiar names who had the courage and drive to not give up – Ford, Einstein, Edison. All failed miserably, but never failed at their dream. I find courage in their actions.

A higher level of quality often is aligned with things requiring a higher price, especially if your core values stem from grace, integrity and service to others. If you are acting with integrity, you will find it easier and easier to pay the price to reach your goals.

A level of clarity is essential to maintain a level of focus and remain committed for the long haul. Having children and a husband reminds me on a daily basis that life gets in the way of our goals. I'm sure you have your distractions as well, possibly an aging parent or a job that you can't give up yet. I would remind you to forgive yourself and others, and have faith that God is lining something up and he is protecting you, getting you out of harm's way. He sees down the road and is finding the players that will aid you in your championship game. I also find it is good to be distracted occasionally to gain a different perspective on our path. When you jump back in, you may find your priorities may have changed and you want to take a different direction. Life moves at warp speed and change is inevitable. If you have a good attitude about it, change comes easier and you will be better prepared to move forward in that new direction.

Too many times in our daily lives we forget who we really want to be. It seems so difficult to try to remember with all that goes on. I had a group of friends over one evening. We all have kids of similar ages so it's easy to just have everyone get together and let the kids go wild. I truly enjoy their company and love and support; they are a great group of friends that way. One of my girlfriends and I were talking about how life seems to get out of hand at times and she said to me, "I wish there was a book we could all just read and get it." I replied, "there is, the Bible. But really how difficult is it to get into that book." The reality of today is that with the fast pace of how we communicate and with our expectations of instant gratification, we expect the same level of gratification from everything we take on in life. This is not only a myth, it's a big fat lie.

To really achieve a greater level of anything you want in your life, you do have to work really hard at it. I came into this path looking for healing early on in my life from wrongs done to me I didn't understand yet. I just knew I was emotionally crippled and I set out to search for the magical healing well, like Ponce de Leon.

The fact is that you can't just read a book and instantly have great character, success, and do all you want to do. All of these guide books are just that, guides. We all have to actually do the work. We have to take steps daily to make choices that keeps us on the path. I have found that cultivating a level of faith, with tests of that faith on a regular basis, has also kept me on the path to enlightenment and grace. Don't get me wrong, I am only human. There are nights when I wake up and thoughts go through my mind about a vendor or someone I feel may not be acting with the same – or any – level of integrity. I have to talk myself

down from it, and pray or meditate away the bad thoughts and replace them with good thoughts. Somehow, music enters my mind when I am calm. Then I fall back asleep. Or it could all be that I'm 40-something, hormonal and over-thinking everything. Regardless, I need God's grace to get me through it. I remind myself to stay positive and, if I continue moving forward, things will fall into place as they should be.

### **Success Action: Surround Yourself with Brilliance**

It has been said that you are the average of the five people you hang out with all the time. I find this very interesting and so true. As I look back over the years and the stages of life I went through, I can clearly see how the people I hung around with influenced the choices that would mould my life. I also remember thinking at the time, whoa, I need a new set of friends, this group is trouble.

Another statistic holds that we only achieve or earn within 10 percent of what our parents achieved and earned. This goes back to our blueprint, or value system, and our paradigms. This piece scares me more because the younger me always wanted to do more with my life. But as I looked at my parents' situation, I never saw how I could make it there. Yet here I am, two college degrees, two beautiful children, I have built three successful businesses all in the creative fields, and now I'm writing a book and hope to do a series of public speaking engagements to share what I have written. I'm not positive, but I believe I have surpassed the 10 percent rule, without it being a major goal in my life. I surpassed it because I have always done what I love (with a few sidetracks there as a bartender and medical office manager).

So we have to practice an exercise. Who are you surrounding yourself with? Are they moving in the direction you want to go? What is their speech like? Are they authentic people? Or are they stuck in a rut, always talking about being creative and following a path to their dreams. Are they struggling to make ends meet, or are they being smart about their spending and saving and thinking about the long term? Where do the people hang out that are doing something similar to what you want to be doing? Find them, have coffee with them, ask them how they manage their time, how did they start on this path, or how did they achieve what they have now. You will find that all they have achieved came in small increments, starting by not stopping. Always keep in mind that you are not your past. But you are responsible for creating your future and who you can help in the process. Find the people who can be your models for your goals and achievements.

*I Can't Is a Peasant;  
I'll Try Is a Soldier;  
I Will Is a Queen*

## **Success Element: Do 5 Things a Day**

Taking action is what will catapult you to abundance in your life. With this, it is just as easy not to do it as it is to do it. If you break it down into smaller pieces, it may be easier to handle over the long term. Simply do five things a day toward your goals, no excuses. As I write this, my children are in the house; we agree this is a team effort, Team Marsch. They want stuff; I have to work to earn enough, as does my husband. The kids chip in whenever they are asked. No one is perfect and it doesn't always work, but we

keep trying and we grow better and better at it all the time. I have to steal time to write this book and then I will have to steal time to get out to speak about it and raise awareness for all creatives that we already own the language of success in our creative endeavors. We just need to apply them and take action.

It could be as easy as doing a little research on the internet on a new medium you want to work in, or researching a judge for an art show. Or it could be setting aside time to actually do the work. Compartmentalize your time, use a timer, make a list, keep your main focus, your goal in front of you at all times. Look through your Goal Set every morning and evening before bed. You will find it easier and easier to get those five things done each day to move you toward those goals. Remember the flywheel effect; all these smaller actions you are taking will set in motion events that, once they have momentum, will continue on and manifest faster and faster.

### **Success Element: Be Present, Stay Physically Fit, Operate in Grace**

Take a breath now and think of where you are. Life can be overwhelming with all the running around and organizing events and people in our lives. Do your best to center yourself in whatever you are working on or whoever you are working or spending time with. We get so caught up in the running part and multitasking from our lists we keep that no one thing gets all of our attention and focus, which leaves so much in our lives short-changed and always almost finished. Stop and get your head into what you are currently doing and nothing else – no phone or email – no chores, laundry or television. One thing at a time – living in the moment and focus on what is real

right now; then you find the quality of experience in that moment will last.

Slow down and become present. Stop thinking of the past or the future, what happened earlier at breakfast or what you have to do tomorrow for your mother. Get present.

Staying physically fit is a key factor in getting an edge in your life and activities. It's all about what you can get done in a day, right? We all wish there were more hours in a day. Never going to happen, at least no not in our lifetimes. So we are forced to take another approach. How we get more done in the time we are given puts the onus back on us. To achieve more in our waking hours, we need to be serious about caring for ourselves and keeping our energy at optimal levels. Exercise and good nutrition are the best way to get and keep the energy we need to really keep going past 4 or 5 p.m. Think of your energy as sand in a jar. Our true potential output will depend on the size of the jar we are filling and depleting throughout the day. If you are not exercising and only eating ok, not taking any supplements, vitamins or anything, you can imagine your jar as being the size of one of those little ones that hold the artichoke hearts. Tiny little thing, but it will get you to 4 p.m., maybe with a few cups of coffee. Now imagine a nice jelly jar, filled with your energy sand... that's where you should be. With exercise and eating the right foods, you can get there. I'm not going to spend time on this really, because in this day and age we all know what we have to do with our health: no smoking, limit alcohol, eat more veggies than meat, easy on the grains, limit sugar and sweets. Exercise at least four times a week for an hour at a time. Be sure to get the rest you need to be sharp the next day and on top of your Goal Set. Having the energy to make it far



beyond 5 p.m. on any day will give you the fortitude to push through those pain points and knock off those little tasks that get you closer and closer to your goals.

To operate in grace is to be mindful that “the love and mercy given to us by God because God desires us to have it” is how many of us walk through our days. Be mindful that we need to be grateful for this grace and do what we can to pass this on to others. “Grace means that all of your mistakes now serve a purpose instead of serving shame.” To operate in grace is something I pray for at times several times a day, depending on how things are going. Some days are better than others. I ask for God’s grace to flow through me and my work for the good of all involved. When I know it’s working, I get the message it’s time to keep my mouth shut... and try to come up with something kind that will bring another person up. It doesn’t always happen that way, so I keep on prayin’.

Operating in grace means we do our earthly best to be kind and generous. We see opportunities to give of ourselves so someone else has more, even if it means we end up with less at that particular moment. I have faith that what I feel when I get this opportunity is God’s true love in my heart.

Operating in grace means when I work, when I create, I put 110 percent into that project. I want to live and produce work that is up to God’s potential in me. Everything I do is an act of God’s creation; He is creating through us all. That creative process offers the best feeling of enlightenment. You know when you are in the zone and ideas are flowing that you feel energized and clear; it is absolutely delightful.

## ***Become Mindful***

- Stop watching the news. Fill that time with reading something inspirational or educational.
- Journal, write what you are grateful for, not what you are pissed about and if it's not helping, get help from a professional.
- Be authentic, hold true to your values and principles, stay focused on your goals.
- What value are you adding to your position? Can you do more?
- When you have an idea, a lightbulb moment, act on it immediately, don't wait.
- Stay late, call more, stretch your mind and body to pay the price to reach your goals and have faith in momentum.
- Surround yourself with brilliance.

## CHAPTER 5

# Structural and Decorative Design: The Path to Excellence & Discernment

### Structural & Decorative Design

**S**TRUCTURAL DESIGN IS not considered as one of the elements or principles, but is important when creating or judging fine design or structuring an element of your life. This is how form follows function. For a residential building designer or an interior designer, the structure, the bones for the building are what ultimately will determine how you see what you see. The first priority for what we create is what the function will be; this has to be determined ahead of time, always starting with the end in mind. We do this with our art and craft as well. When you want to create something, you must see it in your mind's eye and then you must start to build it in your mind. While you are imagining how to build it, you also need to be acutely aware of who will use it and how it will

function, all the while being mindful of any constraints you will have to follow, as well as what visual effects you want to create.

In this first layer, things may be simple, yet quickly become complex in your mind as you prepare for the following layers that will create something of excellence. Structurally, we consider what characteristics our creation will endow. Will they be naturalistic, conventional; will it be geometric or abstract? The bones come before the decorative layers. Regardless, there must be more than a few layers and I would hope each layer comes with great intention.

The structure of our lives is built upon the decisions and choices we make that stem from our paradigms and our blueprints. You must constantly evaluate the structure you are working from, and make adjustments to your paradigm which is your structure and foundation.

Decorative design involves the ornamentation of what we create. This is the final layer space. As a potter, the decorative elements were layered throughout the process. In design, we describe decorative design in several ways: Naturalistic means something like realistic; conventional design uses natural designs that are stylized or adapted; geometric design is based on circles diamonds, squares, etc., and abstract is more inspirational use of all of the above.

Adding decoration to our lives can manifest in how we see ourselves as interesting or profound people. I feel that what makes my life decorative are the people we hang around with, the places we travel to, or the organizations we are affiliated with. They have to do with our objectives

and our goal sets; they are the results of these intentions we set. We adorn our lives with the color and texture of what we can actually see we have accomplished.

The power of excellence and discernment in design and art is defined by the ability to recognize and appreciate fine design wherever it is found, or the ability to judge well. Understanding how the elements and principles work together with the structural design, and then the decorative design, forms the solid base. We can see how much or how little quality and integrity a design may have. Excellent design strives to become or exude the highest level of creativity and quality, as well as serve a function in its form. We can accomplish this more by training our eye, consciously observing and comparing based on what we have learned. We do that by visiting galleries, great public and church architecture, good furniture stores, antiques shops. It's all about exposure to great work and great spaces.

Excellence in our lives comes when we act with integrity, move through failure with grace, speak to everyone with honesty and kindness, be present in the moment, and are responsible for who and what we are and do. We stay committed to our goals and service to others, and strive for balance or at least remain open to the ebb and flow of our lives.

To achieve a high level of discernment and excellence in our lives, I suggest we revert to the Deming cycle of Design: Develop – Implement – Evaluate. This is a practice. The ability to recognize what we see as excellent, or to create excellence in our lives is a practice that evolves as we see and do more in our lives and we get better each time we try something new or experience something dif-

ferent. The magic comes when we decide to apply what we learn so we do not repeat mistakes or failures. We can offer better work, a better product or a better experience using what we have learned.

Don't worry about competition; the creative mind is not competitive. It knows there is more than enough for everyone. "What I want for myself, I want for everyone" – Golden Rule Jones.

## **Synergy**

To have synergy with the principles of design and success is to have the elements interact to create a total effect that is greater than the sum of the individual elements. In biochemistry, synergism is described as the joint action of agents that, when taken together, increase each other's effectiveness.

When Napoleon Hill describes the concept of the mastermind, he is referencing the concept of synergy. When you have more than two minds working together, there is inherently a third mind that is developed that adds thought to the matter at hand. I see this as a connection to source, and that mastermind is feeding our ability to tap into a greater knowledge and accelerate our creativity and problem-solving ability.

Knowing that, with practice, the elements and principles of art and design offer the highest level of creativity. So it goes with practicing the principles and elements of success and abundance. Incorporating all of these will give you a synergy in life that will catapult you and your experience and those you touch in your life to a higher level of knowing and being.

## **Success Principles of Integrity, Commitment & Service**

In any given situation, the challenge is to act with integrity, to really live true to the set of values and principles by which you guide your life and not fall victim to the lower levels of the BS that permeates our society. It can be a challenge to stay in the place of integrity, but it is a place that will carry you higher. Keeping faith that doing the right thing and being truthful, sincere and honest will leave you with a feeling of joy and wholeness in your heart. That is the place that we can create great things from. Practically speaking, I think back to the show *Ally McBeal* where one character would always request a moment to gather his thoughts. It looked like he had terrible indigestion and the others were always frustrated with having to wait for his response. As a tool, though, I have found this to be indispensable to stop myself from doing or saying something terribly indecent or unkind when I am filled with emotion. And now that I am 45 and at times a bit hormonal, this action has saved me undeniably from inserting my foot in my mouth.

Having integrity means you can be counted upon to be fair and people can count on you consistently to act in a manner of kindness without judgment. Having and acting with integrity means you are this way even when no one is watching what you are doing. I read in *Forbes* magazine that success and failure will come and go, but integrity is forever.

### **Success Element: Commitment**

This Success Element means staying persistent – being committed for the long haul.. I'm sure you have heard

over and over again that it takes at least 30 days to create a habit. Do these small things every morning for at least 30 days. You will review your goals, see them in your mind, practice feeling the emotion that goes along with the action, and track it all in your matrix ( I print out at least 4 at a time to be sure I have enough for a month's worth of tracking).

When you get distracted, don't worry, start again. Even now I already am challenged, as I am taking on this project of putting into words, articulating and presenting to you in an organized, understandable way how to have a better, bigger life based on principles we use. It's a challenge to find the time between my existing work, and my children, who are very busy and want to be entertained all the time with some outdoor activity (not where I can generally take a computer). And there also is my husband who also wants my time and attention. This is when I practice persistence. I practice stealing time to work on my project for you when I can. Most importantly in this process is that I forgive myself for 1) not giving ALL of my attention to my family 100 percent of the time. I think of whom I want them to see me as and what they will value in me in the long run; what kind of person do I want to be? I am huge on results. I really love looking back at time and seeing that I can list out everything I have done with my family, work, church, you name it. And I refuse to give up. 2) I forgive myself also for not meeting all of my self-imposed deadlines. I believe in the power of compound effect. If I just continually keep on track, even when I am distracted, when I come back not only am I finishing, but I have also come back ready to add more value for you in what I have learned.



## Success Element: Service

At the heart of all we do is the desire to be granted the gift of being able to serve others. My biggest dream is to become a philanthropist. All I want to do is to give, so artists and creatives can have the time and space to create and connect people and grow to reach their fullest potential. My saddest moments come when I see people who are truly gifted and not using their talents or not putting enough energy into their passion to help others and to monetize what they love to make a living and reach others!

You are doing a disservice by not sharing your work with others. Please stop thinking that it is not right, or you are not worth the money people will give you for what you do. We are all here to serve and to live up to God's potential in us. If we can do this, God will fill our lives with abundance; yes that means money so we can reach more, help more, engage more. It is our duty and responsibility to create all we can and ask to be compensated so we can create more and share more!

My husband and I used to joke that we lived on love sometimes when money was tight. We also loved what we did and that was why people bought from us. They knew that our presence, our light and love of life was in each pot we made. We believed that when our customers would drink out of that mug they just bought for a whopping \$25 it was worth it because then they felt the love flow from us to them.

All you create, all you do is for others no matter what. If you are inspired to ask more for what you create, that means God wants you to share more of what you have to

give to others, to spread the wealth and grace with your work, and to heighten others' daily experiences through what you create. Charge more and they will value it more.

Morning Prayer/ Meditation:

*Please grant or fill me with joy and passion and courage to stay persistent and committed;*

*Please grant me focus to finish what I start with Grace to the best of my ability;*

*Grant me the creativity to envision an amazing future;*

*Help me edify all who cross my Path today.*

## **Success Element: Live to Your Own Highest Standards**

Become a person of integrity, class, and the highest standards. There are books to learn how to do this well, this is one. The Bible is the greatest fallback book ever. The fact is you can't just read a book, because that's not all it takes. We have to become that person by our own volition. We need to set our own standards and achieve them at our pace. I think so often we look down on those who seem too pious or self-righteous. Perhaps what that person is doing is trying to be a better person, and perhaps trying to get us to be a better person. Either way, I want you to become a person of integrity, grace and dignity. What does that mean? I'll try to keep it simple with just a few steps or actions to take, or in some cases not take.

Make your own list of your high standards to live by. What does it mean to you to be the better person? Think back as a child, possibly, and what you were taught as a kid. Maybe you wish were taught those things but didn't have the best upbringing. This is a good place to start;

it will be in your own language. I always joke about that book from a while back and how it refers to everything we needed to learn in life we learned in kindergarten. It is so true. Set this on your phone as a reminder with an alarm set to alert you in the morning and at lunch time. As you read through, record anything that is inspiring or something you want to aspire to so you will be reminded. These characteristics will become ingrained in your language the more often you see them. The more often you see them, you will remember and stop yourself from doing something you may regret later.

Something to pray for all the time is courage. We need courage to go into battle every day it seems. These are seemingly small battles, but they feel downright life-threatening when you are faced with a boss that refuses to recognize your abilities, children who will not let you alone with their demands, clients who also will not let you alone with their demands. Courage keeps us calm and allows us to make the right decisions and say things that will not be hurtful and will raise the value of our "opponent." Courage allows Grace. BE Courageous!!

Act as though people are looking to you for guidance on how to act in a situation. Do these things because they are looking to you, or at you, so know in your heart YOU are THE role model to emulate. Ask yourself what that is and be it. When you are doing this, keep in mind how you make others feel. Be sure to appreciate them. The first step in creating more abundance in your life, whether it is more friends, time, or money, is to show gratitude toward others and what you already have. You will receive more of it when you are grateful in your mindset.

Do your best to act with integrity. Be truthful all of the

time. There is such grace in being truthful all of the time you will know that you have done the right thing no matter what. If bad a thing happens because you were truthful, then you weren't supposed to be there or have that in the first place. And as Joel Osteen says all the time, it just means that God is lining up something bigger and better for you in the future. Have faith and a positive attitude. Persevere and you will be given all you want. Can I get an AMEN!!!!

## **Finally ... Courage**

No matter what, pray for courage. Have courage to take the first step beyond reading a book or writing your goals. Have courage to act on your Goal Set. This above all is the most important thing if anything you can take away from this little book.

## ***Become Mindful***

- Recognize what it means for you to have integrity, what actions follow suit to ensure you live this way. What are your highest standards and what can you do today to fulfill them?
- Staying committed can be boring and fruitless in the beginning. If you stay the course, you will see the flywheel spin faster and faster. Measure your goals, track them, look back in a year and be joyful in what you have accomplished.
- Serving others with your work, with gratitude and joy in your heart is a wonderful experience. This could simply mean you change your mindset about your job and realize all that you have to offer.

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