

THE SPIRITUAL ENTREPRENEUR

By Steve Ahnael Nobel

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Introduction

No one in my family was religious or spiritual. I never remember the term “spirituality” being mentioned once while I was growing up. My earliest taste of what I now know to be spirituality came through reading superhero comics and watching Sci-Fi TV shows and movies. I loved the feeling of my mind expanding into these new worlds. As a child, my passion for the weird and wonderful was somewhat tolerated by my family, but as a teenager it was increasingly less so. My parents seemed less interested in my higher education and were more concerned that I get a job as soon as possible. My father worked in the printing industry for many years and did not seem particularly happy with his career choice. I cannot remember if he ever said it or my mind felt it, but the idea that I should get a ‘proper’ job’ was seeded around this time.

No one in my family was entrepreneurial. All the adults were the salt of the earth types. One grandfather was a craftsman making bespoke saddles, before going off to WW1. The other grandfather worked on fitting tramlines in London, apparently receiving a gold watch when he retired. All of those years for a gold watch! He also received a certificate celebrating his 40 years of consistent and solid work with an engineering company. My grandmother hung it on her bedroom wall and I was drawn to look at it often. It seemed to hold some strange warning about what potentially lay ahead of me! I was very close to that grandmother and I remember she told me to get a ‘secure’ job. So, these two words seemed to be the summation of career advice from my family: to get a "proper" and "secure" job.

Being an entrepreneur was not an option my school ever presented. I had to learn everything I now know from the ground up. Looking back, I had a difficult time doing my A-Levels, I was feeling overwhelmed, not with the work but with some deeper emotional issues. So, I gave up school and looked around the world of work to find the best fit. Nothing really grabbed me. So, I took a deep breath and just before the age of 18, I entered the world of International Banking in the City (London). For the next ten years I was a paper shuffler, moving paper documents around from one tray or desk to another. I felt like a very round peg in a very square hole! This was probably the most difficult and the most depressing period in my working life. (During this time, I got married, had two children, and had a mortgage. I felt I was living in a pretty, but not-so-pleasant golden cage!) After a decade of working in the City, I felt drained. Despairing and seeing no future beyond this, I decided to press the eject button on my life. I set the stage for my leaving and as I was losing consciousness, a voice in my mind that I did not recognise as

mine, said there was hope. The voice repeated the message three times. I accepted the statement that it was not my time to leave. My aborted attempt to leave the planet led into a year's convalescence, then ten years of psychotherapy. As I recovered, I found a new career in a local authority working in the Special Housing Directorate. I had swapped a rigid and rather anal conservative working environment for a politically anarchical left-wing one. This was not an easy time, especially in the beginning. But as I settled into the role, I did discover some hidden abilities that had no room to breathe in the stuffy halls of international banking. I found I was good with people, that I could solve problems, and I could manage projects. In time, I was promoted and I found I could manage people. I stayed here overall for a decade.

It was during this second career that my father died (January 1991) and this triggered a spiritual searching. It first led me to a White Witch, then to a gifted crystal healer who in turn introduced me to a brilliant spiritual teacher called Gill Edwards. I read her book *Living Magically* three times before attending one of her workshops and booking some one-to-one sessions. Gill was the person who really woke me up and I trained with her on and off over a 9-year period. This was an amazing time where I began to experience things I had not encountered before, like intuition and synchronicities. Gill introduced me to the concept that we create our reality and taught different methods to put this magical idea into practice. Gill was both a spiritual teacher and my first real example of a spiritual entrepreneur.

During my time with Gill, some of the many gifts she gave me were permission to explore, research, to simplify and to synergise different ideas. I have honoured these wonderful gifts to this day. Gill introduced me to many other spiritual channels and teachers, most importantly to a spiritual organisation called Alternatives (based in St. James's Church, Piccadilly, London). I joined as a volunteer (in January 1995). This organisation has been putting on spiritual author talks since 1982 and was to play a pivotal role in my spiritual development, later helping me on the path of the spiritual entrepreneur.

This was a strange and magical time. I was still doing a conventional job, but on some evenings and weekends, I was exploring the many worlds of spirituality. My heart, mind and spirit began to expand slowly but surely. For several months I considered resigning from my 3D job. One day I asked the Universe the question directly in meditation: "*Should I resign?*" I received the answer dramatically during one lunchbreak as I was walking back to work. There was a man with a T-Shirt walking in front of me and on the back of the t-shirt was the Nike brand slogan in

white lettering saying, “*Just do It!*” The answer was clear. Yes, the answer was clear, but my ego-mind rejected it. “*Don’t tell me you are going to resign from this well-paid job because of a t-shirt!*” I considered the thought for a moment and caved in. I started to reflect along a dark path of how stupid and ridiculous it was of me to even think about resigning. What was I thinking and what would I do beyond this job? As I was thinking all of this, I decided to ignore the sign in front of me. Then within a few minutes my attention was strongly pulled to a window to my right where there was a window sticker repeating the message, “*Just Do It!*”. The answer came twice within a few minutes and I knew in my heart it was the right thing to do. I resigned the next day (March 1997) and I woke up the following day to a double rainbow in the sky. I had never seen anything like it before and I took it as a positive sign. I was heading in the right direction.

To be honest, I have never regretted that decision taken around 25 years ago. My journey has been so intensely powerful and magical since. Like interlocking steps of a staircase, the choice to resign opened the way to a whole new life and trajectory. After resigning, I found work in a spiritual bookshop. The environment was not that great, and I was fired after several weeks. This was my first experience of being fired. Apparently, the micro-managing boss did not like me very much. Not long after, I started to work in the office of Alternatives earning a grand £5 an hour (which was not too bad since the minimum wage set for that year was £3 an hour)! I also started working selling books at their weekly events. One week I was presented with £10 for selling so many books! This was the first time I had earned any money doing something I loved! The work felt like play, and I almost refused the money! This felt like an important marker in my journey.

When I joined Alternatives as a volunteer, the two directors were Nick Williams and William Bloom. William was already a seasoned writer and author of several spiritual books. Nick published a book in 1999 called *The Work We Were Born to Do* that combined spiritual principles with the area of work. Nick subsequently introduced the conversation of embracing spirituality in our work and in our dealings with money on the Alternatives program of events. I really liked this practical approach to spirituality, and I still do. Fast-forward, at the turn of the millennium, I was made a co-director of Alternatives. Then several months later, there was an argument between my two other co-directors and they both resigned one after the other. (It might seem strange to hear that such antics went on in a spiritual organisation, but there you go!) I was left alone for a short time at the helm of this majestic organisation. (I often referred to the organisation quite lovingly as the ‘Mother Ship’.) During

my years with Alternatives, I visited a few spiritual communities including Findhorn in Scotland several times. This community began in the 1960's and grew out of the vision of three people: Peter Caddy, Eileen Caddy and Dorothy MacLaine. (The founding story of Findhorn is amazing, and I encourage you to check it out.) Anyway, my experience with them encouraged me to connect with the '*The Over-Lighting Angels*' guiding Alternatives. I would regularly meditate to connect with this group of beings in the higher planes asking for their assistance and guidance. I felt the channel open and I began to get very practical advice around recruitment, marketing, and event ideas. This helped the organisation and opened my mind to the possibility that there are beings in Spirit who understand the various dynamics of business on the earth plane.

At Alternatives, I listened to many wise spiritual authors and teachers. I also found three good friends who became mentors of sorts. (Nick who has since left Alternatives to pursue his own path, Tom who left the earth plane a few years ago, and Damien who is now in semi-retirement.) During this period, I trained in coaching, business consultation and NLP with a brilliant teacher, Michael Breen. I also wrote three personal growth/spiritual books. One about money and abundance, the other about spirituality at work. Around 2006, I downsized to part time work to devote time and energy to my part time business as an author, spiritual coach, and workshop facilitator.

I remained a director of Alternatives for 13 years. In 2011, I resigned giving one-year notice, which set the date of my leaving for the all-important Winter Solstice 2012. My time with Alternatives had been a transformational experience giving me my first taste of visionary leadership. I gained experience in event management, and I had been introduced to entrepreneurial thinking. I learned how to bridge spiritual ideas with the practicalities of running a business. I learned to ask Spirit for guidance and help, and that no problem or issue was too big for Spirit to handle.

Before leaving Alternatives, a Dark Night of the Soul kicked off (2010-2016) which completely reset my system. I wrote about my experiences during this time in my book *Personal Transitions*. When I eventually came out of the Dark Night, I wrote about my new sense of direction and spiritual perspectives in an eBook *Starseeds*, which is available for free on my website. One thing is certain on this journey, you are not alone, there are countless thousands on this earth plane walking alongside you. You are supported, loved, and guided by many beings in Spirit and by Infinite Intelligence. We are equal partners on this journey; Spirit will not do everything for us, Spirit is there to support and guide us. Another

constant is that we are more resourceful than we realise. Our gifts and talents do not come from this lifetime alone. As you can probably tell, this is not a regular business book. Most conventional business books you can buy today tell you how to: introduce systems to reduce your working hours, effectively use data and analytics, formulate strategies, predict the market, leverage your assets, make the perfect pitch, be an ace negotiator, outsmart your competition, dominate a market, elbow out the competition, boost your profits, have an exit plan, and so on infinitum! That is not what this book is about.

Writing this book felt like piecing together parts of a jigsaw. It was not written in a linear conventional way. This book is divided into four sections. The first explores the beginning of the journey and whether this path is for you or not. The second part looks at the nature of resistance, which is a constant on the journey, though usually strongest at the start and at pivotal moments. The third is about the sacred union of the Divine Feminine and the Wild Masculine, which is the union of yin intuition, imagination and creative self-expression with yang strategic thinking and effective action. The final section is about the magical nature of the universe, how to engage the flow and expand all limits to possibility. This book contains much of what I have learned on my journey. I have learned from the dead ends and challenges as much as from my successes and experience of miraculous flow. This is a journey beyond the old paradigm of work, which has been by and large a yang, nose to the grindstone, driven affair, into the new emerging paradigm that includes a spectrum of softer, yin, spiritual ideas, perspectives, values, and methodologies.

I am still on the spiritual entrepreneur journey because it is still fun. I am still learning and there is a need for what I am offering. Perhaps I would probably write a different book on this subject a few years from now, but for now, this will suffice. I hope it serves you well.

Blessings
Steve Ahnael Nobel

PLEASE NOTE BEFORE READING THIS BOOK

Within this book there are a number of links to audio and video tracks. There are also a number of links that connect with the stories shared herein.

If you would like to view all of these links in one place on my website then please email me via:

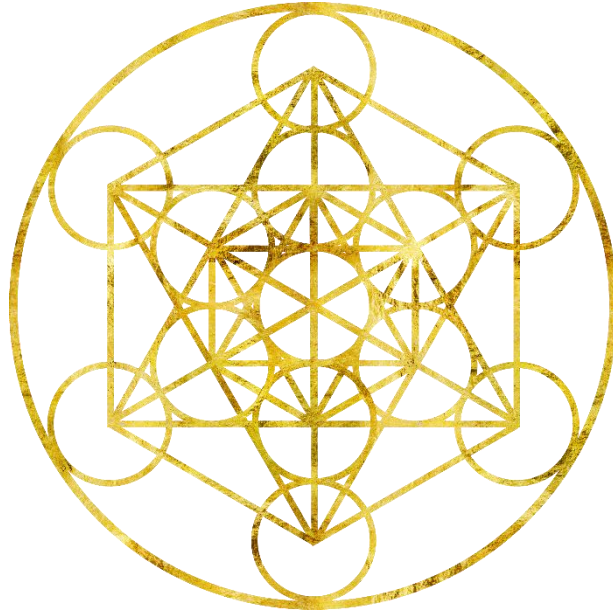
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A special thanks to Ellie for designing the front and back covers of this book, along with all the diagrams. Also, a big thank you to Liz for her job of polishing this book into a diamond!



Open Door



A Spiritual Revolution

“There could be no better time than now, at this crossroads in history, to finally learn the truth about who you really are and all you’re capable of.”

– Mike Dooley from Infinite Possibilities

It seems an obvious thing to say but I am going to say it anyway - we are living in a time of great change. A radical shift in consciousness is happening across the planet and as this shift gains momentum, we are being collectively challenged to let go of an old way of being, relating and doing. We are moving from an old paradigm to something quite new and we have no tangible map for how this will happen.

As a child, I felt the first ripples of this shift as I watched the emergence of Flower Power from across the pond in the United States on TV. As a teenager, I read a few spiritual books (Lobsang Rampa was one of the spiritual authors I liked at the time) and I wrote to some spiritual organisations, even visiting a few. I was looking for something but could not find it. I felt alone and unsure in my seeking, so I postponed the journey. As an adult in my thirties, I dived back into the spiritual current and from the early 1990’s onwards witnessed a slow and steady rising of this global light wave. As we entered the millennium, I saw this light wave begin to touch areas of life that were previously devoid of spirituality. I would hear conversations on the bus about energy healing, feng shui and past lives. It began edging into our relationships, our health and well-being, and eventually it began to spread into work and business.

The spiritual revolution continues unabated and if anything, has picked up speed in the last decade. This is evident when you search the internet, look on YouTube or walk into any bookshop that has a mind body spirit section. As part of my role at Alternatives, I would meet regularly with different spiritual publishers and saw the expansion of titles and subject areas. The mind-body-spirit and wellness markets are currently valued at billions of dollars. From spiritual books to energy healing sessions, to organic face and body creams, there are plenty of products and services on offer to satisfy the blossoming demand. These current trends are good news for aspiring spiritual entrepreneurs. The challenge in the marketplace for the spiritual entrepreneur is ensuring their services and products stand out amongst a vast array of spiritual offerings.

I believe we are in an important point in time which many spiritual teachers and channels have referred to as “Ascension”. All the great spiritual prophecies across the globe speak about this time, a time when an age of darkness ends, and a new age of light begins. We are at the meeting point of these two ages and this is characterised by considerable chaos and volatility across the planet. The good news is that this is also a time when many are waking up, seeking to align their lives with something more authentic and meaningful. There are many now who are aspiring to create something different in their lives. Many seek to allow, attract, and generate money and abundance beyond being chained to a corporate desk job. This book is for you if you want to enter this path or you are already journeying along the path.

“Don’t live the same year 75 times and call it a life.”

– Robin Sharma, author

One morning in the summer of 2016, I woke up to a voice in my mind that told me it was time to get on my new mission of assisting Starseeds in the ascension process. This was the birthing moment of The Soul Matrix. (Whether or not you identify as a Starseed is not really relevant or important right now. You are reading this book because you want something more in the work you do). In the beginning it was a slow build, but in time the work increased exponentially. In 2019, I shifted from a sole (soul) trader to being the director of The Soul Matrix Ltd. I often joke these days that I am an unlimited multidimensional spiritual being at the helm of a limited (on the earth-plane) company! I believe we are here for a reason, that we are here to help the planet in some way. I also believe that starting a spiritual business at this time is an ideal option for anyone who wants to be sovereign, happy, and free in their work.

FREE RESOURCES

Check out the following tracks in my Free Resource Library, or on my YouTube channel:

1. Ascension News: The Age of Aquarius is Here
2. Podcast: The Phoenix Generation

Chaos Precedes Transformation

“From the beginning of history, information could only travel as fast as a ship, carriage or horse could move, or a person could walk. In the late-19th century, radio was invented. Over the next 70 years came the telephone, television fibre optic cable, the mobile phone, the personal computer, the internet, and satellites orbiting around the earth. Very soon, information could be transmitted at rapid speed. This made the sharing of ideas, knowledge, and skills faster and easier.... Work was no longer contained by the boundaries of any one country. The world soon became a kind of great global village.”

– Steve Nobel from *The Enlightenment of Work*

We live in a time of great chaos and volatility, and it is a truism that chaos always precedes a time of transformation. If we look back in history, there are many examples of this. When James Watt upgraded the first steam engine his revolutionary design helped to ignite the Industrial Revolution. The invention of the motor car changed all the infrastructure that was built to accommodate horse transport. When Henry Ford came up with an idea of the assembly line for his model T car in 1913, this innovation reduced the cost from \$825 to \$260, making the car affordable for the average American family. The assembly line was gradually introduced in other industries and thus began the time of the specialist worker. The Wall Street crash of 1929 led to the Great Depression where many businesses went under and were replaced by new ones. (The boom of the movie industry is just one example.)

When the internet was made public in the 1990's this began the explosion we now call the Information Age. All these major inventions and innovations created a certain amount of chaos as old industries declined and went out of business allowing for something new to come through. The music industry was the first to go through this process and the digital music revolution started with Napster; a file-sharing service created by two teenagers. Napster soon impacted the global record markets and soon after, lawsuits were issued to stop music being downloaded 'illegally'. (Napster users were considered 'pirates' by the record labels.) Napster was blocked, but the idea it seeded was unstoppable and now we have platforms and apps like iTunes and Spotify that millions of people subscribe to.

Now, billions of people are inter-connected by mobile/cell phones tablet devices, laptops, and desktop computers. Everything is changing due to higher levels of processing power, storage capacity, and emerging technologies. Breakthroughs in fields such as artificial intelligence,

robotics, 3D printing, nanotechnology, biotechnology, quantum computing and more will continue to transform what is possible and what will soon be possible.

Now in 2021, we are passing through a global health crisis that has forced businesses and entrepreneurs to rethink the way they work. (Personally, I do not buy into the mainstream narrative, but that is not the focus of this book. Whether you believe this crisis is accidental or something more sinister the ramifications are the same.) For anyone thinking about starting a business this crisis may have given a helpful push in that direction.

“The soul, in its longing to grow, will push us toward crisis points, bringing about a situation that will force us to leave behind the old toys and the worn-out ways of operating. Our soul brings us these crises to remind us that we do not have to remain stuck in the land of the hunters and the hunted. We are called to draw ourselves up to our full height and confidence, even when terrified at the prospect of the unknown.”

– Alberto Villoldo, author and shaman

EXERCISE – Filter Stuff Out

Here is a challenge: stop checking up on all mainstream media and news for a while. This means stop reading the papers, listening to the TV and radio. Most news is highly repetitive opinions about the worst events happening around the world. Instead, use your time to meditate, raise your energy, think about new possibilities, and research on new ideas for your business.

FREE RESOURCES

Check out the following track in my Free Resource Library, or on my YouTube channel:

Ascension News: Why is Our World So Volatile Now?

Spirituality in Business

“I believe a new age of work is coming; one where human consciousness will be just as important as advances in technology. I believe that a new consciousness is needed right now – one that is capable and resilient enough to handle the opportunities and challenges of the Information-Virtual Age and take us beyond that age into a new virgin landscape of work.”

– Steve Nobel from *The Enlightenment of Work* (2011)

For centuries, an artificial sharp divide was created between the spiritual and material worlds. In the past, as an emerging adult, you could choose the religious route, or the worldly route. The religious route meant a life of simplicity, celibacy, prayer, study, and various forms of devotional work. This path was a retreat from the world. The worldly route meant learning a practical trade, marriage, going out into the marketplace, and if you were not that lucky, you might be called out onto some battlefield! The path was a deeper engagement with the world. For many centuries there was no middle way. This created a split between Spirit and matter, Spirit and work, Spirit and money, Spirit and sexuality, and so on that has continued up until this time.

The world of business is now like a great global interconnected village. Despite all the technological advantages and new ways of working, old attitudes from previous ages of work still linger. You will still find those who believe in a dog-eat-dog world and will see the marketplace as a kind of battlefield. On the other hand, spiritual perspectives, values, and techniques have made inroads into almost every area of life including the hard and fast yang-masculine world of business. New conversations are arising around the need for a ‘softer’ paradigm of being and doing. This includes a need for greater authenticity and integrity, creativity and innovation, clear effective communication, trusting gut instinct and intuition, along with an all-important drive to have more fun.

New buzzwords such as *fun*, *innovation*, *purpose* and *passion* are becoming more commonplace in the world of work. Even mega big companies are realising the importance of keeping employees happy and creatively engaged. Various incentives are offered to employees in the hope that the best talent will hang around. However, I am fairly certain that no amount of money or free incentives, in the long run, will hold someone back where there is a soul impulse to be and do more. This is because spiritual entrepreneurs are here with a mission to shift the consciousness of the planet. I am here to support that mission!

Unless your business is doing harm to the planet or to others, almost any business can be considered spiritual because it is directed, at core, by spiritual values. A spiritual business can include a wide range of services and offerings such as:

- Accountancy and bookkeeping,
- Crystals, candles and aromatherapy services,
- Counselling and Transpersonal therapy,
- Clothing or jewellery design,
- Energy healing,
- Holistic or Spiritual coaching,
- Holistic nutrition or wellbeing services,
- Interior design and décor services,
- Graphic design and website building,
- Mediumship services,
- Meditation services,
- Virtual assistance,
- Yoga, Pilates, and other forms of therapeutic movement.

Actually, the list is much longer but you get the idea. It is the aim of this book to create a synergy between the old hardnosed yang world of business with a new softer yin approach. When this happens, we become a whole-brain entrepreneur, a spiritual alchemist, a yin-yang vibrational magician. These days, I enjoy hanging out with this breed of entrepreneur and if you are one, then this book is for you.

I met Emily G. on my journey and I immediately recognised a fellow spiritual alchemist. Emily invited me on her podcast series (this year 2021) and a month or so afterwards I returned the favour. I was curious about her journey and this is what she told me.

“When I was a little girl my favourite books to read were Choose Your Own Adventure, an interactive book series where the reader is able to decide the outcome of the story and within each story exists a multitude of possible endings. I delighted in not knowing how the story would end and the exhilarating realization that each time I read a book, the outcome could be unique. It fascinated me to no avail that the choices I made could create such vast and wide-ranging results. Like most children, I was innately curious and creative. If I was baking with mom, I wanted to invent my own completely unconventional recipe. If an exercise video was playing, I wanted to lead my own workout routine. Simply put I marched to my own beat.”

Somewhere along my journey, however, the innate mystery and spontaneity of life fizzled out. Instead, I began following a scripted formula that seemed to make linear sense: get a good education, work really hard and embark upon a path that provides the greatest stability. I found myself, in my thirties, working as the Director of Digital Marketing for a Fortune 500 company. On the surface my life certainly fit society's definition of success, but gradually I was becoming more and more aware of the gap between the goals I was chasing and the path my soul truly wanted to explore. Perhaps you've felt this divide before? It's not a comfortable experience. Often, we're faced with two choices: to ignore the pain that comes from living out of alignment from our soul's deepest desires or to make big, and often uncomfortable, changes. One thing I've learned is that chaos proceeds transformation which is often a blessing in activating our desire to move forward in a new direction. In the Fall of 2017, I founded Soul Media, a brand strategy and marketing firm devoted to helping Starseeds and conscious companies embody their highest potential through exciting marketing that touches the Soul. The journey of leaving corporate America and embarking upon life as an entrepreneur was an experience that very much paralleled my own spiritual awakening journey. For readers who can relate going from being seemingly asleep inside the matrix to waking up and transmuting layers of density: you know it's a wild ride."

FREE RESOURCES

Check out the following track in my Free Resource Library, or on my YouTube channel:

Ascension News: The Spiritual Business

Author's Page

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Social Media Platform – OurSocialMatrix.com

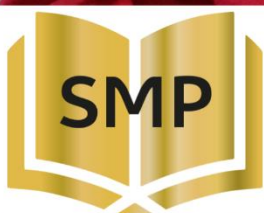
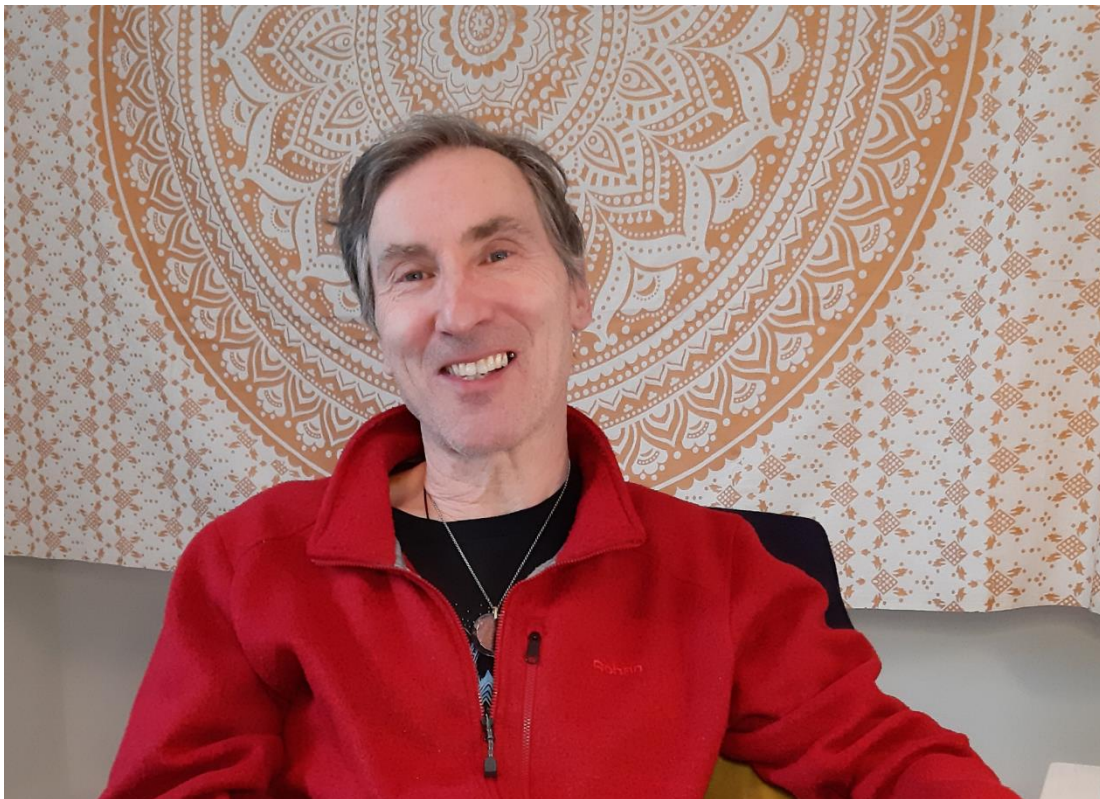
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