



It's Not About the Money

Unlock Your Money Type to Achieve Spiritual and Financial Abundance

by Brent Kessel

HarperOne © 2008
308 pages

The Big Ideas

The Wanting Mind

You'll never have enough.

Heartfelt Goals

The antidote...

Core Story

What's yours?

No Quick Fixes

Slow down. Think mastery.

Archetypes

What's driving your show?

Holding Both

Walk the Middle Way.

Invest

How're your clothes?

Investing as Though

We're all one.

I, Me, My

& heart attacks.

The Yoga of Money

GIVE!!!

"Don't get me wrong. I am by no means saying that you can't be both wealthy and happy. But whether you have a seven-figure trust fund or a pile of unpaid bills on your kitchen table, the path to freedom requires that you focus more on your inner life than on your outer financial circumstances."

~ Brent Kessel from *It's Not About the Money*

If you, like me, have struggled with integrating your spirituality with your economics, your self-awareness with your bank balance, and all the rest of the challenges that go with showing up consciously around money in our often frenetic lives, Brent Kessel, "financial planner by day, yogi by dawn," is your friend. And, his book, *It's Not About the Money*, is a must-read.

It's Not About the Money is all about pointing us to the spiritual path within our relationship to money--helping us master this part of our life to help us live in integrity with our highest ideals. As Brent wrote the book, he traveled around the world, interviewing such spiritual and investment luminaries as His Holiness the Dalai Lama, Thich Nhat Hanh, Rabbi Harold Kushner, David Whyte, Nobel Prize winner Dr. Harry Markowitz, Vanguard Funds founder John Bogle, Ram Dass, and Joseph Goldstein. (You'll find many of their quotes in the sidebar throughout this *Note*.)

It's a remarkably transformative book--the myriad of exercises Brent shares brought me to tears several times--as I re-lived traumatic episodes around money from my childhood and witnessed how these experiences have affected me throughout my adult life. AND how I can now use this awareness to better understand my financial archetypes and create a more conscious life around money. VERY powerful stuff.

You're going to want to get this book to dive deeply into Brent's brilliant process of discovering your **Core Story** that's running your show and which of his **eight archetypes** show up in your life--from "The Guardian," "The Pleasure Seeker," "The Idealist," and "The Saver" to "The Star," "The Innocent," "The Caretaker," and "The Empire Builder."

It's quite remarkable to see which of these archetypes shows up when and how. And, as I said, what you can do about it. So, let's sit down in quiet meditation as we explore some of Brent's many Big Ideas and see just what the yogi/financial planner has to say about achieving spiritual and financial abundance!