FINDING YOUR Yes



EVERY CHOICE OR DECISION IS AN ENERGETIC EXCHANGE

HEIDI LANIER

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by
Heidi Lanier

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This book is dedicated to …
My wonderful husband, who helped make my dreams come true, without whom I would never have known what is possible in life—a man of true discipline, unwavering optimism, and devoted care for the Earth and its natural environment.

My father, a man of great heart, determination, spirituality, and intelligence.

My mother, a woman of tremendous strength, patience, insight, and spirit.

“Each of us must make our own true way
and when we do,
that way will express the universal way.
This is the mystery.”

-Shunryu Suzuki, *Zen Mind, Beginner’s Mind*

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Introduction

There is a reason why you have picked up this book, or are now reading this page. Something or someone has led you here. Now, I don't believe in coincidence. I do, however, subscribe to a higher principle.

When the student is ready, the teacher will appear. My father was fond of this saying, and I believe it to be true. I can't tell you how many meaningful books have found their way into my hands at just the right moment in life.

More than anything else I would love you to read *Finding Your Yes*. Not because I seek notoriety or wish to live in a particular zip code. In fact, quite the opposite. I was perfectly content living my life when all this began. I had completed my training as a color designer and was beginning to work with clients.

Writing a book was the last thing in the world I wanted to do! My husband thought I was crazy and said, "We need to save for retirement." Nonetheless, he supported this grand endeavor.

To say I felt compelled is an understatement. I could not stop thinking how *Finding Your Yes* dramatically changed my life, and how I wished this book had been available to me years ago. *Finding Your Yes* is the culmination of my life, and represents a transformation as I learned how to harmoniously align myself to the many products and decisions that are part of our daily lives.

In essence, this is what *Finding Your Yes* is all about—Harmonious Alignment by way of emotions, design, color, and vibrations. (See Figure Intro-1). I have discovered a fabulous new way to make decisions and live life that is unique to your physical and energetic signature. It's a roadmap and guiding light for you to find your perfect match in every aspect of your life.

For you doubters, take heart! *Finding Your Yes* is truly possible … as you will see. Just ask my loving, science-based, not-easily-convinced husband. He relies upon and enjoys using *Finding Your Yes* in his daily life. It's true!

What is being offered to you here, is the opportunity to rediscover your inner voice and guide—to return to what you most love. One conscious choice at a time proved to be the way. It's never too early or too late to find your Yes!

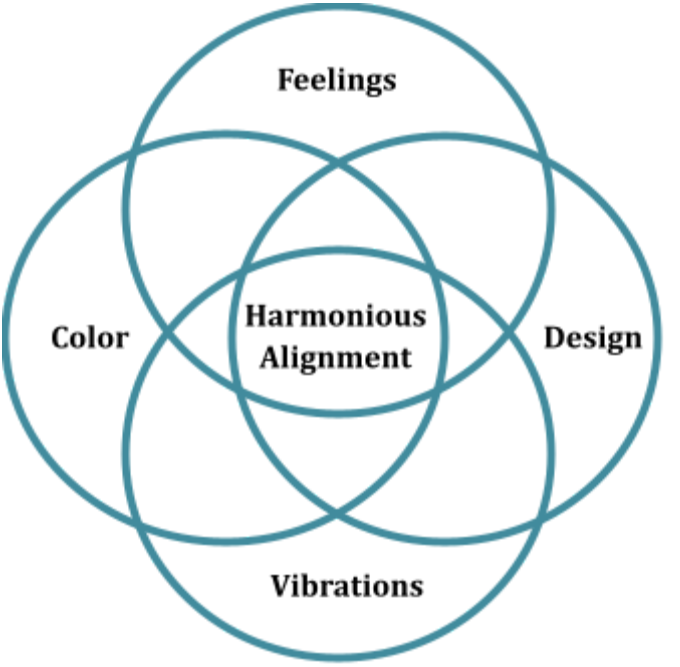


Figure Intro-1: *Harmonious Alignment concentric circle.*

Chapter 1: Uniquely You

Finding Your Yes is a new way to see, feel, and decide. It is based on the understanding of Harmonious Alignment, through the uniqueness of you—*your heart, your mind, your body, and your soul*.

To begin, let's take a look at the colorful packaging on this delicious almond coconut bar. A nutritional bar? Yes! I would like to show how an on-the-go everyday item can not only inform your decision-making process, but *transform* it as well.

I chose a particular brand for a specific reason. Do you notice any similarities between you and the packaging itself?

If you look closely, the color of the packaging matches the color of your eyes, or relates to the highlight colors found in your eyes. The color of the visual text also relates to your features. No doubt, this is one of your favorite colors. Inherently, we choose products that match our natural pigmentation.

Notice, too, how your reaction to the creative packaging makes you smile. This is one of the most

important parts of *Finding Your Yes*—the pure, unabashed joy, happiness, and success you will experience when matching each product or decision *uniquely* to yourself! Your mind and body are wonderfully designed to intuit what is best for you, whether this be a person, place, object, or decision.

The ability to choose a product *or* make a decision based on several specific principles has had a transformative influence in every area of my life. This is why I am excited to share these principles with you. *Finding Your Yes* can be applied successfully to *all areas of your life.* With this unique approach you will now have the ability to visually and emotionally tell which product, services, or decisions are meant for you and made with you in mind.

In reading this book you will discover that every product, service, or merchandise has a distinct personality along with unique Features and Characteristics, much like a person. You will also learn how to read the subtle energies of any item you wish to buy, and how to discern the various nuances between each product. This is known as "reading the personality of a product." Every product has the ability to convey its compatibility to you.

Recognizing this visual signature will enable you to find your perfect Harmonious Match, a product

or decision that will inspire true joy. That's what *Finding Your Yes* is all about.

As you experience the success and accuracy of *Finding Your Yes*, it will become a daily and integral part of your life. It can also save you time and money … and help conserve our world's resources. Let's take a look at some of the categories to which *Finding Your Yes* can be applied. See Table 1-1. The list is endless, and so are the opportunities for a life guided by true resonance, clarity, and joy.

CATEGORY	PRODUCTS/SERVICES/ DECISION-MAKING
Beauty	Selecting cosmetics, skin-care, hair and body products, spa or salon
Career	Selecting an employer or career path
Commerce	Choosing a place of commerce, sales representative, or tradesman
Daily	Determining which decision is best
Domestic	Deciding on household products, furniture, appliances, electronics
Education and Training	Choosing a public or private school, vocational, state, or university training and education
Housing and Real Estate	Buying or renting a home, apartment, office space or building
Internet	Shopping online, research, or enjoyment

Table 1-1: *Areas where Finding Your Yes can be applied*

Leisure	Selecting books, digital media, movies, wine, travel, gardening, restaurants, cooking
Matchmaking	Choosing a friend, spouse, or partner
Must Haves	Purchasing groceries, toiletries, food, clothing, utilities
Pets	Deciding on breeds, names, livestock
Recreation	Choosing sporting goods (for hiking, skiing, yoga, etc.), sail or power boats, recreational vehicles
Technology	Selecting computers, monitors, televisions, accessories
Transportation	Choosing automobiles, motorcycles, bicycles, fuel
Travel	Deciding on airlines, trains, cruise ships, hotels, rental cars, restaurants, points of interest

Chapter 2: Features and Characteristics

"I have just the right thing for you. I'll be right back." *Uh, oh ... something tells me I'm not going to like it*. Does this sound familiar?

When someone recommends a product for you to try or when you are reaching for an item, do you ask yourself, "Does the product or the packaging match or harmonize with my Features and Characteristics?" Does the product match who you are? Your heart, mind, body, and soul?

In the previous chapter I gave an example of something as small and simple as an almond coconut bar, and how the *design of the packaging* can relate to you in several ways.

The success and enjoyment of a product largely depends on its compatibility with you. All right, sounds easy enough, but let's broaden the field of vision a bit and consider the larger areas of your life—work, play, education, relationships, family, pets, and home. Do each of these areas of your life bring

you happiness and joy? Each area involves making a series of decisions, and each choice is an opportunity to use *Finding Your Yes*.

Many times our subconscious, combined with our physical features, intuition, and personality, makes decisions for us. I would like to help bring your inner voice and your Features and Characteristics to the surface and into your awareness with each purchase or decision you make.

Right now, take a moment to think about your most beloved purchases. How do they relate to you? Do they look like you and reflect your personality through color, design, sound, or shape? For example, does your gorgeous wood floor relate to the color of your shining brunette hair? Does the color of your bedroom walls relate to your skin tone?

Based on color design training, if you were to take your favorite product back to its designer, you would find an individual or group of individuals who share similar traits to you! This is how you, the consumer, optimize the success of a product. Further, when products are purchased with emotional and physical awareness, they seem to work more effortlessly, creating a sense of excitement and happiness, and may require less maintenance and fewer repairs. In other words, like attracts like, and creates a harmonious and positive energetic flow.

Again, the success and enjoyment of a product largely depends on its ability to uniquely reflect who you are. Take, for example, my all-time favorite car, a gift from my husband. I drove that car everywhere! My husband was equally smitten with it. The metallic exterior color, a beautiful spruce gray, just so happened to harmonize with the color of my eyes, and my husband's eye color. The interior upholstery complemented each of our features. I also loved the sound of the manufacturer's make and model name!

Designers of the product or packaging will typically choose colors, shapes, designs, textures, and words that reflect who they are, unless they are designing for a specific client. This is based on an innate desire to recreate our own coloration, design pattern, and personality, also known as our Features and Characteristics. "Like attracting like" allows both product and person to function and perform at their highest levels.

In matching a product to yourself, and then listening to your feelings, you become the best judge to determine whether or not a product is a natural match. This explains why some products and merchandise may not work well for you. They either do not match who you are uniquely, or they do not match your Features and Characteristics. Your feelings are the filter through which to recognize a perfect match or, on the other hand, to catch any visual discrepancies.

HINT: There is usually some tell-tale clue on the product or packaging that reveals its incompatibility to you. This may be revealed in the use of color, graphics, design, or text.

I believe that the future of retail, commerce in general, and even the medical profession will involve specifically matching a product, service, or medicine to the customer, client, or patient. Hopefully, in the not too distant future, the notion of trial and error (which I have all too often experienced) or "one size fits all" will become obsolete.

The phrase "Features and Characteristics" is repeated throughout this book, and applies not only to a product, but to the individual as well. *Features* refer to the physical appearance, while *Characteristics* include functionality, style, and personality. A conscious consumer is an individual who is conscious of the Features and Characteristics both relating to themselves and the product. See Table 2-1.

As you begin to match your Features and Characteristics to those of a product or service, you will learn how to choose the products or services that are perfect for you, and how to recognize the signs of a

Harmonious Match, which make a product simply irresistible.

	Features of a product refer to:	**Characteristics of a product refer to:**
Product	• The product itself • The packaging • The colors, shapes, text, graphics, and textures of the product or packaging	• How the product functions • The distinctive style of the product or packaging
	Features of a person refer to the color and textures of:	**Characteristics of a person refer to:**
Person	• The eyes • The hair • The skin tone • The blush tone	• Color and design preferences • Personality • Way of thinking • Manner of self-expression

Table 2-1: *Matching Features and Characteristic*

Chapter 3: A Harmonious Match

When was the last time you fell in love … the type of love that created a sense of pure joy in your heart? This form of love will catch you off guard and magically draw you in!

This experience is what I call a Harmonious Match. That "pulling" sensation, which I refer to as the magnetic pull, is the hallmark and wonder of every Harmonious Match—indicating that you have found the perfect product or made a decision based upon vibrational harmony and resonance.

Try to imagine this magnetic pull as a guiding source, capable of sensing compatibility or incompatibility. Given the scientific fact that everything is made up of energy, and every substance emits its own vibrational frequency and magnetic energy field, it is important to listen for this magnetic exchange.

When you fall in love with something, your heart is recognizing and demonstrating Harmonious Alignment. It is said that the heart is the seat of the

soul. As Dr. Tom Sannar so eloquently states, "Our soul has a spiritual resonance, which has been called our magnetic center. When we hear words of truth, this center begins to vibrate within us. We feel the teaching is correct. We know we are on the right track. The concepts are not only pleasing to our intellect, they are soothing to our soul."

If we take this statement one step further, I believe the magnetic center within every individual is continually sensing and responding to the magnetic fields produced by every product, object, person, place, or decision.

From this unique perspective, we can discern the intrinsic vibration of any substance, locale, word or thought (harmonious or discordant) and align in accordance with our heart and soul's true resonance.

"I love it!" and "I would buy it in a heartbeat" are the two phrases that typically accompany a Harmonious Match. Each Harmonious Match engages and activates every aspect of your being.

Something very special takes place when a Harmonious Match comes into your life. In that single moment of recognition, your heart and soul are awakened and transported to a place of pure delight, love, and joy. At the same time, feelings of fear, resistance, and the controlling ego cease to exist. This

is the gift of a Harmonious Match. To put it more succinctly, it simply feels wonderful.

Harmonious Matches reflect your true essence, who you truly are at heart. They are also a way to connect to your highest self and emotional feelings. The more you surround yourself with them, the greater the effect on your life, everyone around you, *and* the planet.

Also, it is exciting to know that each and every Harmonious Match will infuse the individual and their environment with elevated harmonious energies. This further translates into feeling more energized—whereas incompatible products and decisions can leave you feeling enervated. A true Harmonious Match will create an undeniable uplifting feeling.

I remember my first Harmonious Match, the first time I was *completely* aware of what I was purchasing. All my senses and feelings were actively involved, and I was conscious of how every aspect of me—*my heart, mind, body, and soul—was responding to every aspect of the product*.

The item was a beautiful and luxurious cotton towel. I loved the plush *feel* and the *color* of the woven cotton. The *size* and *design* were perfect. I also loved the *sound* of the manufacturer's name, and the *style* of their contemporary label. What I most remember,

though, is how thoroughly the color resonated with me. In hindsight, the color perfectly matched my skin tone.

That singular purchase was an awakening for me. Something as seemingly insignificant as a towel began to change my life. Since that day I have applied *Finding Your Yes* to dozens of products and various merchandise. Also, to places of business, online shopping, and important life decisions.

What I find so interesting and enjoyable about a Harmonious Match purchase is that people tend to take notice. Whether it be the sales clerk, a fellow shopper, family, or friends, inevitably someone will compliment me on my choice of purchase and exclaim how much they, too, love the item! So be prepared to receive compliments for those Harmonious Match purchases. Everyone benefits when you express your highest self through love.

When looking at the vast array of selections in the store or online, it is now second nature to incorporate aspects of my Features and Characteristics (or, how I think, look, and feel) to the Features and Characteristics of the product, company, or website. *Finding Your Yes* is my go-to guide and consultant.

Chapter 4: The Important Question

Emotional: “I love it!”

Intellectual: “I need hard science.”

Physical: “Oh, how comfortable.”

Spiritual: “Do you say *OM*?”

Which aspect of your being do you rely on most to help you make decisions? In this chapter, we are going to focus on the emotional aspect of who you are and how your feelings are an invaluable asset in determining if a product or decision is truly meant for you.

HINT: Do you know the difference between an emotion and a feeling? An emotion is external—what you show to other people. A feeling is internal—what you feel inside.

From the very moment you decide to enter a store, shop online, read a catalogue, or visit a place of business, your five senses of form (sight, smell, hearing, taste, and touch) are exposed to a vast amount of sensory input. By developing the practice of listening to your feelings, you will be able to interpret this important information.

Think of your feelings as your own personal guide and consultant. They are there for your protection, guidance, and connection to life. Your feelings act as a filtering system for the information your heart, mind, body, and soul experience and can help you discern between positive and negative input.

Finding Your Yes is largely based on feelings and our ability to identify them, listen to them, and honor them. The very first step of *Finding Your Yes* requires your ability to match a product to yourself and the second step is to listen to your true feelings about that product.

How does the product or the packaging (ready for this?) make you feel when you are looking at it, holding it, listening to it, tasting it, smelling it, wearing it, sitting in it, and/or lying on it? The four aspects of your being—your heart, mind, body, and soul—will tell you exactly how they feel towards a product or its packaging if you take a moment to listen.

It's only natural to reach for the products you like or love. However, there are some people who have a difficult time allowing love and joy into their lives. Let's not overlook the cost of an item, and whether or not it is affordable. There are also many products purchased when a person's true feelings are not considered for a variety of other reasons.

For instance, for many years I had a difficult time allowing love and joy into my life. I constantly pushed these two positive emotions away at every opportunity. Certainly, I had my reasons, but the fact remained—my soul desired an emotional connection, yet I did not know how to break this repetitive pattern. That is, until the Universe provided a backdoor approach into my heart and soul. *Finding Your Yes* was my answer. Through one purchase at a time, I safely began opening my heart once again and discovering my true feelings.

The purpose of this book is to bring your feelings to the forefront with every purchase or decision you make. Every product will speak to you and evoke an emotional response. What distinguishes each feeling from another is the degree to which your heart, mind, body, and soul are activated and engaged.

The most important question to ask when making a final decision about a product, after first matching the product to yourself, is "Do I love it?" Do

you love *everything* about it? Your feelings will tell you exactly how you feel and you will be able to differentiate between being in love with a product or not being in love.

Here is a quick guide to help you determine your true feelings:

1. Does your heart love *everything* about the product or packaging? Remember, your heart is listening to your mind, body, and soul.
2. Does your mind completely love the very idea of the product and how it operates, functions, and performs?
3. Does your body completely love how the product looks, smells, sounds, tastes, or feels?
4. Does your soul completely resonate with and love the overall impression and experience of the product?

If you can honestly answer "Yes!" to all four questions, you have found a perfect Harmonious Match, and that product will bring you much happiness and joy. If, for some reason, you are uncertain about a product, it is best to step back and apply this helpful saying, "When in doubt, do without." Or, at least take a break to think it over. Your feelings know best. Sometimes the hardest part of asking the four questions will be answering them honestly, which requires

quieting the voice of the ego as well as not being influenced by another person's judgment or feelings.

If you cannot answer "Yes!" to all four questions, ask yourself which of the three aspects does your hesitancy involve—your mind, body, or soul? Keep in mind that "loving" a product and "liking" a product are two very different feelings. Love can actually be incorporated into your daily life through the products you buy and the decisions you make. We're going to explore that further in the following chapters.

Chapter 5: Let's Look Closely

Now that you have an idea of what a Harmonious Match is, it's time to take a field trip. Don't worry, we're not going to go far.

Please stand up and walk around your home or office. Look at all the products, objects, and furniture in each room. What sort of relationship or feelings do you have towards them? Are there items that bring you great joy and happiness? Perhaps a beautiful chandelier or a signed baseball. Are there any products, objects, or furniture where you find no connection, and that actually make you feel uncomfortable? For me, it's my husband's ratty T-shirts tucked away in the dresser drawer. *(Hint ... hint.)*

Now, here is the most important question of all. How many of the products, objects, or furnishings do you actually love? Remember, it is important to recognize there is a big difference between liking an object and loving it. The items that you love are timeless.

Let's continue walking and looking.

How many of your items were purchased with a feeling of pure love and joy? How many were purchased on sale, or simply because you liked them? By chance, did you purchase any of the items to gain the approval of another person? And, how many products, objects, or furnishings were purchased from the viewpoint of your ego or to impress someone else?

Don't forget to take a peek around the corner or in the closet to see how many purchases are not currently being used.

When first becoming aware of my buying habits, I was rather unaware and did not know what I loved. I had clothing and items in my home that reflected my best friend's taste and favorite colors. And it's not that she didn't have good taste. I was simply not expressing *who I was* through my purchases.

For instance, the clothing and furniture I chose reflected her Features and Characteristics, not mine. The beautiful textured look she wore so well perfectly resembled her wavy hair. By contrast, my Features and Characteristics were the opposite of hers.

I also had a tendency of purchasing merchandise from the viewpoint of my ego, as if to say, "Notice me." This was most likely due to an insecurity and my desire to fit in. A Harmonious Match is an authentic purchase from the heart.

HINT: The ego seeks attention. It can be helpful to apply some wonderful advice I once received concerning the ego. *Befriend the ego—allow it to accompany you. Listen to what it has to say, then, gently show your ego the way back to what you truly love.*

And finally, ask yourself, "How many of the items in your home or office did you purchase?"

There are many things to consider when purchasing merchandise and making decisions. Our lives are a reflection of these choices.

What are the results of your field trip? Hopefully you enjoyed this exercise, which applies to everything you buy for yourself.

Through developing *Finding Your Yes*, I have learned that what we like and what we love are distinct. The world is filled with many "like" products. But the one product that rings true for you may not be on every street corner. However, when the time is right for a true Harmonious Match, the item will seemingly appear from out of nowhere.

Everyone deserves to have their personality uniquely reflected in their environment. No doubt,

many of you share a home with another person, someone who may have completely different taste than you. There is a peaceful solution to cohabitation, I promise. If possible, each person should have a room or space that reflects who they are. Also, try to determine who will be using the space, room, or product the most and prioritize.

If you are the principal designer of your home, please take into consideration the colors your spouse, partner, or children gravitate towards. Clothing can be a good indicator for this; or simply look at their Features and Characteristics. Try incorporating these colors into the design of their bedroom or office.

Now that you have a new awareness, allow the space to speak to you. If you have items that no longer provide a sense of joy, begin with subtle changes. Pillows, slipcovers, tablecloths, and paint provide an instant transformation. Slowly, begin to incorporate what you love into your space.

As you can see, there are many factors influencing our purchases. *Finding Your Yes* acts as a compass continually pointing in the direction of your heart's desires, and *it always has your best interests at heart.*

Chapter 6: Pure Personality

My mom was the original "Product Whisperer," so to speak. Clearly, it is in my genes. It wasn't until I was an adult that I realized not every household inspected their produce and merchandise with a discerning eye.

Each Christmas, my mother and I would venture out in search of the most perfect blemish-free sweet potatoes, worthy of her special holiday dish. And, oh yes, clothing had to be equally inspected for proper button alignment and zipper placement as well as correct sizing! I learned at an early age to be my mother's quality control.

At times, I thought it was silly. Who would care, or even notice, if a chocolate Easter bunny had a lopsided sugar-coated eye? But to my mom, this was serious business.

Finding *your* Harmonious Match begins with the appearance of the product or the packaging. I can't emphasize this enough. (If you don't believe me, ask my mother.) While appearance and packaging may seem inconsequential, they do, in fact, provide many

visual and sensory clues indicating whether or not a product is meant for you.

What I am referring to is the overall visual harmony and balance with regard to color and design. This is where we begin the unique process of "reading the personality of a product." It is the ability to intuit a product's quality, substance, and performance through looking at the product and listening to your feelings.

Designers choose from a variety of resources and materials. How a designer combines these components determines your response, which may evoke positive and harmonious feelings, or negative and discordant feelings, in you. Remember, Harmonious Matches differ from person to person.

Think of your favorite products. Remember the field trip? What qualities do these products have in common? Do they relate to your Features and Characteristics in any way? Do the colors of the products or packaging resemble your color preferences? Are the graphics, motifs, or patterns of design complex in nature or simplistic? Do you prefer symmetry or asymmetry?

There are many different types of personalities for a product. What is most important here is that you match or harmonize the product to *yourself* and to your individual color and design preferences.

Many of us are already reading the personalities of products and choosing those that match or harmonize with aspects of our unique Features and Characteristics. It's natural to intuitively reach for products that recreate your body's color harmony and design. The next time you encounter a product or packaging, take a good look at it. I know, staring isn't polite, but you have my permission. Notice how the *words*, *design*, *graphics,* and *color* make you feel. Take note of the shape, sound, and scent of the product as well.

Most often, this communication will take place through your thoughts and feelings. Sometimes, however, a particular impression in the form of an image or word may appear in your mind's eye. Or, a certain memory will be evoked: a childhood camp, a beautiful spa, the seashore, an urban setting, or perhaps a delectable dessert. *Any* type of image may appear, which may be positive or negative in feeling and association. Also, pay attention to any physical sensations you may experience. These are the many ways in which a product "talks" to you and conveys its content and compatibility.

We also have our intuition, often referred to as a sixth sense, which communicates through images, impressions, and what is known as a "gut feeling." Intuition receives information independent of the five physical senses. However, intuition relies upon the five

physical senses to gain access to the world around us, and to serve as a frame of reference.

If you take the time to listen, the product or the packaging will tell you all about itself. Chapter 7 will further address this unique process.

This is why a product's name, its text, colors, graphics, fonts, textures, materials, shapes, scents, aromas, sounds, and tastes, as well as its packaging and marketing, are significant. In the final product, these various elements can have a positive or negative impact on your feelings. Each element is a visual signature and sensory guide that will help you make the best decision possible.

Take a moment to notice if your experience with the product is evoking pleasant thoughts, feelings, or memories. The less you like about the words, design, color, or graphics on the product or its packaging, the more important it is for you to listen to your feelings. This may indicate that some feature of the product is not compatible with you.

The best products reflect their designers from start to finish and are infused with the designer's Features and Characteristics. This ensures that the essence, integrity, and personality of the product remains intact. This is also how the "like attracts like" principle remains in effect.

Reading the personality of a product is a wonderful way to shop. The only requirement is to know your color and design preferences, and to listen to your true feelings.

Chapter 7: The Fabulous Four

Now that you have an understanding of the importance of the visual signature of a product and its packaging, it's time to apply *Finding Your Yes*! It's a beautiful day. The sun is shining, and I have my list here of what I wish to buy. Please join me as I apply *Finding Your Yes* to a bottle of shampoo.

The very first thing is to look at the building, the shopping mall, and the store itself. It takes only a matter of seconds to determine how they make you feel. Then look at the store sign—the graphics, logo, name, and color to determine your overall feeling and impression. We're looking for those feel-good feelings of positivity, love, and happiness. Okay, we've located a store that makes us feel good.

This technique can also be applied when shopping online, looking at advertisements, business cards, or other forms of business promotion.

The next step is known as The Fabulous Four. The product has to be fabulous—as in "I love it"—in order for me to purchase it. This process involves your feelings and your five senses of form: sight, smell, hearing, taste, and touch. The Fabulous Four are: The Visuals of a Product, The Wording of a Product, The Physicality of a Product, and The Taos of a Product.

The Visuals of a Product

The visual component is the first thing you notice about a product or packaging (unless, of course, the designer's name is the first thing you look for). It involves the use of color and graphics on the product or packaging. I tend to choose products in my favorite colors. These colors match or harmonize with the colors found in my eyes, hair, skin tone, or blush tone. (See Chapter 11 for the color chart.) Also, I intuitively select colors that match my value pattern—which comes from any of the following: the darkness of my hair color, my medium-colored eyes, or my medium-light skin tone.



Figure 7-1: *Gray scale*

In design, the value pattern is a gray scale, (see Figure 7-1) which starts with the color white and increases in gradation to black. This scale can be used to determine the lightness or darkness of a color and whether your hair, skin and/or eyes are light, mid-tone, or dark-tone. This also applies to products. For example, if I have dark hair, I will tend towards products that have dark components; conversely, if my eye color is mid-tone, I will tend towards mid-tone colors in the products I select. Or, it can be a combination of the two. Also, I pay close attention to the intensity or subtlety of the product's colors and graphics.

Most often, I will choose products or merchandise that have a muted color effect. Soft grays, lilacs, wisteria, and blues. I also love cocoa brown, maroon, and violet. My friends; however, have completely different color preferences than me, which reflect their unique features. One friend gravitates towards pure saturated colors like royal blue and Christmas red. Another friend chooses products and merchandise reminiscent of autumn, such as paprika orange, avocado green, and spicy butternut yellow. Acknowledge how the colors make you feel.

Since I am a huge fan of design, I love looking at the graphics on the bottles of shampoo. What I am looking for as I "comb" the aisles are products that evoke feel-good feelings through the use of color and

graphics—which are *conveyed to me through my feelings*. I "listen" to see if a product evokes positive or negative feelings for me. "Listen" refers to paying attention to any thoughts, words, feelings, images, or memories that may occur (favorable or not) while looking at the bottles of shampoo. Sometimes, too, a particular song will emerge from your subconscious. This way of looking, "listening," and sensing can provide useful information about the product.

It's always so exciting to find the type of products you love. There are times when you may not care for the colors and graphics on a product, or its packaging. It is important to listen to your feelings. The combination and use of colors in a product or its packaging can inform you about that product or the company.

The Wording of a Product

Words carry energy, weight, and meaning, and have the ability to affect your heart, mind, body, and soul. The name of the product or company sets the tone of the product. I will often repeat the name of a company in order to determine how the sound and spelling make me feel. I also gravitate towards products whose use of words and numbers make me feel good. For example, the name of a tea such as "Soothing" might elicit feelings of peace and

tranquility, and a beauty product with a lovely French name instantly transports me to a beautiful luxurious spa.

In addition, I look at the type of font styles and numbers used as part of the design and check in with my feelings to see how they make me feel. Are the words and types of fonts creative, enticing, and beautiful? Or are they trustworthy, convincing, and professional? If they make you feel hesitant and cautious because they sound or look unattractive, pay attention to your feelings. Keep in mind this is all happening simultaneously, intuitively, and within seconds as I look at the bottle of shampoo.

HINT: *Finding Your Yes* is truly a time saver. Your senses and feelings are always with you and in support of *your preferences*.

Since we are on the topic of words and numbers, I would like to mention the ancient study of Numerology. This system reveals the significance and meanings of numbers, where every letter in the alphabet is assigned a specific number from “1” to “9”. Each one of these numbers carries a specific resonance, vibration, and meaning.

There is a vibration around numbers that are significant to you, such as the digits that represent your birthday and your birth name, to name a few. Numerology can reveal personality traits, appropriate career paths, and compatible relationships, as well as helping you discover your life purpose. It can also be helpful when purchasing a home, choosing an employer, or determining optimal dates for business transactions and scheduling appointments.

The Physicality of a Product

In this context, physicality refers to the three-dimensional physical and structural aspects of a product. Your body will tell you exactly how the product feels. The shape of a product is important not only aesthetically, but practicality-wise. For example, I like to make certain that the bottle of shampoo is easy to hold and use. I look at the shape of the bottle and the cap on the container. *The Physicality of a Product becomes an extension of you when in use.*

I then look at the texture and design of the bottle to see if it matches my aesthetic preferences. Each component is a clue telling me whether or not the designer of the product shares an understanding of my physical and aesthetic needs. As always, I pay attention to the thoughts, feelings, images, or memories I may have regarding my choice. If you do not like The

Physicality of a Product, there is a good chance you may not be happy with the performance or efficacy of the product.

HINT: I have found with electronic devices and appliances to always check the keypads or control knobs on the product. A poorly made product can be identified by details like these.

The Taos of a Product

The Taos of a Product involves the taste, aroma, sound, and scent. These three almost magical senses have a way of connecting us to our memories. The three senses of taste, sound, and smell have a direct link to your heart, and in an instant, they can transform you. Pay attention to the sensations you experience whenever you taste, smell, or listen to a product.

With so many products on the market, it is not always possible to taste, sample the scent, or hear the sound of a product. This is where 'The Fabulous Four' become indispensable guides for you. If you love the *Visuals*, the *Wording* and the *Physicality of a Product*, then you will probably love the contents. The four seem to go hand-in-hand.

I'm happy to say I found the perfect bottle of shampoo today. I can't wait to use it! I love the product name, the natural fragrance, and the shape of the container, as well as the color and graphics. The price point is excellent, too.

Learning how to read The Fabulous Four of a product will become a matter of habit, taking only seconds or minutes. Larger or expensive items may require further time and deliberation, but the principles remain the same. When you take the time to match the product to yourself and listen to your true feelings, the benefits and rewards extend well beyond the moment of purchase. The Fabulous Four can be successfully applied to online shopping. *Finding Your Yes* is very helpful when selecting products over the Internet.

In the beginning, you can practice *Finding Your Yes* in the privacy of your home. This way, you may feel less awkward and more comfortable learning to match the product to yourself and teaching yourself to listen to your feelings. Try *Finding Your Yes* on your familiar household products. Apply each of The Fabulous Four to the product or packaging to learn how they relate to you.

Practice on any and all products, both large and small. Begin with your most favorite. Don't forget to include your car, appliances, furniture, and your home, whether or not you own or rent.

There will always be exceptions to *Finding Your Yes*. For example, you may come across a product that you love and yet it may not match or harmonize with every aspect of who you are. This is perfectly fine because on some level the colors, design, words, fragrance, sound, taste, or shape of the product is what your body and soul desires, finds attractive, or requires at the moment.

There will also be times when you will feel led or guided to a particular product for some unexpressed reason. Do not dismiss this type of product in the event that it, too, does not match who you are. There is a reason why you have been led to it. What *is* important is to listen to your feelings.

As you learn and practice *Finding Your Yes*, you may find your own exceptions that work well for you and stay within the guidelines of love, necessity, and divine providence. The bottom line is to trust your feelings for confirmation about a product.

Chapter 8: An Essential Part

Some Harmonious Matches will be instantaneous while others may require more time and patience to find. Patience, by the way, has not always been one of my greatest virtues. When I have something in mind to buy, I am eager to find it.

Although the purpose of this book is to bring you into alignment with the products you love and the decisions you make, there may be times when purchasing an "in the meantime" product is necessary. The definition of an "in the meantime" product is any product not purchased from love. Just for fun, let's use the term "ITM" to represent an "in the meantime" product, an appropriate link since these products can be temporary "pass-throughs."

An ITM product is meant to be used until you can find a perfect Harmonious Match. What you need to focus on is finding the best match available for you at the moment or finding a product that will "make do" until a Harmonious Match is found.

Here's a common scenario. Whenever I prepare for a vacation, no matter how much time I allow, I'm always in a last-minute hurry needing to buy something. Short on time, I stop at my favorite store only to find a limited selection. In the meantime, it will have to do (unless, of course, I absolutely do not care for the products).

By now, it is second nature to match or harmonize some aspect of myself to the product. It does not have to be an exact match. Or, I try to find at least one product whose colors or design I like.

Take a moment to look at the colors, graphics, name, and container of the product. How do they make you feel?

Trust is an important factor to bring up at this point, especially when you are considering products that you do not love. Do not select products without taking into consideration your feelings of trust. Is there anything that makes you feel uncomfortable about the product or the packaging? This is a judgment call that you will need to make.

The less you like about a product or the packaging, the less it may be able to meet your needs.

A word of experience: one thing you have to be very careful about with ITM purchases is that they can add up rather quickly because they are so available.

Quite honestly, I became a little too carried away with purchasing ITM products. However, in the beginning they served as a helpful tool that allowed me to move up the continuum from the products I liked to the products I loved and adored.

Growing up in a household with very limited finances meant living on a tight budget. My parents did their best; however, many of our purchases were sale items or the most affordable items. I can remember at a very early age wanting the most expensive dresses. While my taste hasn't changed, I can finally say "yes to the dress," provided it is at a reasonable price.

Shopping for groceries and necessary items may be one instance where ITM shopping is needed, especially if your house is on a restricted budget. But for the sake of love, try to purchase an affordable item at the grocery store that will make your heart sing.

If you find yourself having a difficult time allowing a product you love into your life, try to begin with smaller and less expensive products. This is an effective way to develop new attitudes and new patterns of behavior. During one period in my life, I found it very difficult to purchase the products that I loved. This was because I had lost touch with what brought me joy and because I did not feel I deserved to have happiness in my life.

My inability to allow love and joy influenced every decision I made—and went beyond mere products. It affected my career choice, relationships, and living environment. How my life has happily changed! *Finding Your Yes* has helped me to overcome my tendency to say "No" and to deny myself true happiness.

Step by step, I rediscovered and reconnected to what brought me joy. I also learned how to allow and to give myself permission to purchase a product I loved, or to make a decision based on happiness. It took time and practice to change my beliefs, sense of self-worth, and limited way of thinking and living. ITM products were an essential part of this learning process.

I wish all our purchases could be made from love, but that is not always possible. It is the balance of our purchases that matters most. I hope that readers of this book will buy to express who they really are rather than purchase to suppress themselves or impress others.

As Plato expressed:

Grant that I may become beautiful in my soul within, and that all my external possessions may be in harmony with my inner self.

Chapter 9: This is about Feelings

When I first introduced my husband to the concept of *Finding Your Yes*, he would say to me, "I don't use the word love freely, especially not towards a product." This conversation went on for several years. There was simply no way he was going to say, "I love this" in reference to a product.

I, on the other hand, was sprinkling the use of the word "love" in our conversations several times a day. Fast forward. Life has a nice way of balancing out. My husband now uses the word "love" when describing a favorite product, and I still delight in saying "I love it!"

Connecting a feeling to a product may be a new experience, and because of this you might feel awkward or uncomfortable. This is perfectly natural. Keep in mind, however, this is not an intellectual process. This is about *feelings*. Further, it is about *your* feelings.

Finding Your Yes is not about wondering what the person next to you thinks or feels unless the purchase is a group decision, someone else is financing the purchase, or your purchase is causing you or someone else discomfort. Aside from your physical characteristics, your feelings are what truly make you unique and define who you are as an individual.

In order to make the best decisions, it is important to become familiar with your true feelings. Let's begin by identifying and defining the six levels of emotions you may experience while shopping or decision-making. The six levels of emotion are: (1) In Love & Adore, (2) Love, (3) Really Like, (4) Like, (5) Dislike, and (6) Strongly Dislike.

As mentioned in Chapter 7, The Fabulous Four, you may wish to begin by practicing with the products or merchandise already in your home. Soon you will know exactly how you feel every time you shop or need to make a decision.

Level (1): In Love and Adore

The "In Love and Adore" level is the equivalent of pure love and joy. At this level, you absolutely love and adore everything about the product; in essence, you are in love with it. Your heart, mind, body, and soul are completely simpatico with the product.

Each component of the product or packaging perfectly matches or harmonizes with who you are, inspiring feelings of union and completion. This level of love allows no false pretenses, no ego, nor deceptions with yourself. Instead, you have come home to your true self. Every part of your heart, mind, body, and soul has been fully activated and engaged, and a complete surrender and full expression of your heart has occurred. When you have found the perfect product, every fiber of your being will know it!

An "In Love and Adore" product creates wonderful feelings. Those feelings, in turn, create energy that excites your heart while nourishing your mind, body, and soul. *This level of love is timeless and everlasting*.

HINT: If you find yourself second-guessing or doubting a product, this is typically a sign that you are not in love with the product. Remember, your feelings are the deciding factor in choosing the best product for you.

Level (2): Love

The "Love" level is the equivalent of love and joy. This is the next lower level of love, with feelings of love, joy, excitement, and delight still existing, but less intense than feelings at the "In Love and Adore" level.

This is because you are not fully in love with, nor do you adore, everything about the product or the packaging. Your heart is not one hundred percent engaged. You're very close, but your feelings are missing the final component of being in love—the complete certainty, commitment, and full surrender of your heart.

It is not only possible, but quite common, to love a product without completely surrendering your heart. There is a fine line between loving and being in love with a product. If your feelings are the slightest bit off, your heart will know. In order for the heart to be in love with a product, your mind, body, and soul must also be in love with it.

Level (3): Really Like

The "Really Like" level is the equivalent of strong happiness and contentment. This level of emotion is still enticing. At this level, you may find yourself wanting to say that you love the product or the

packaging, but something is holding you back. For some reason, your heart doesn't have an intense connection with the product. The heart is still awakened, but not without questions.

This is because your mind, body, or soul does not love some portion of the product, leaving your heart unable to love it. There is one thing certain about love. *You cannot talk yourself into it*. Love is either instantaneous or a natural unfoldment, and you cannot persuade yourself to love a product. Others may try to convince you and you may try to convince yourself, but the magic and wonder of the heart is that it does not lie.

Level (4): Like

The "Like" level is the equivalent of moderate happiness. This level of emotion is only slightly engaged, and your feelings towards a product or its packaging may be a bit lackluster. This level can raise questions about the product, and you may find yourself wondering if you actually want it or not.

A "Like" product may not fully meet your needs, and as a result may end up being replaced more often than not. Also, you begin to doubt a product. Whenever doubt enters your mind, it is a sign that something is amiss. Doubt is not a negative response. It is healthy to doubt and to question a product until

your heart either develops a strong conviction or acquires enough evidence to feel otherwise. Doubt also indicates that your heart, mind, body, and soul are not completely or correctly aligned with the product. Your body can sense your emotions and will respond to them according to how you feel.

Level (5): Dislike

The "Dislike" level is the equivalent of displeasure. This level of emotion is not hard to recognize. It is usually obvious when a person does not like a product.

When you are shown a product that evokes feelings of dislike, saying "No thank you" or "I need to think this over" makes a clear statement without being rude. When you take care of yourself by saying "No" to a particular product *if it doesn't feel right*, you will end up saving yourself time, frustration, money, and perhaps your health. It will also save the Earth's natural resources.

Each and every feeling plays an important role in your life when it comes to making a decision. Because your feelings guide and connect you, you should not judge yourself when you are considering your true feelings.

We all know what it is like to use or wear a product that we dislike. Become conscious of the decisions you make and what you choose to buy and bring into your home.

Level (6): Strongly Dislike

The "Strongly Dislike" level is the equivalent of strong displeasure. These products do not reflect or express who you are. They are devoid of the necessary components that relate to you, and to your heart, mind, body, and soul. This is why your response to them is so intense, for it feels like no form of relationship is possible.

If you happen to be around products that you strongly dislike, please do what you can to take care of yourself. Over time, intense emotions can affect your health and well-being. Negative emotions can also have a lingering effect on the people around you. It is worthwhile to learn how to listen to your feelings and to find your Harmonious Matches.

With time and practice, you will be able to distinguish the differences between the six levels of emotions (see Figure 9-1). Choosing and surrounding yourself with the products and objects you most love will create a harmonious and supportive environment for your success, happiness, and health.

Another helpful alternative to rating your feelings is the ten-star system. My husband and I were driving through the mountains one winter day, when I asked him to rate his feelings towards skiing, a sport he really enjoys provided the weather and snow conditions are agreeable. However, when pressed to quantify his feelings, which were vacillating between Really Like and Love, he was unable to choose. I then said to him, "Okay, on a scale between zero to ten stars, ten being the best, how would you rate skiing?" He then quickly blurted out, "I'd give it a 7.5!" This was an "Ah ha!" moment for the both of us. My husband was able to further identify and be very specific about his feelings.

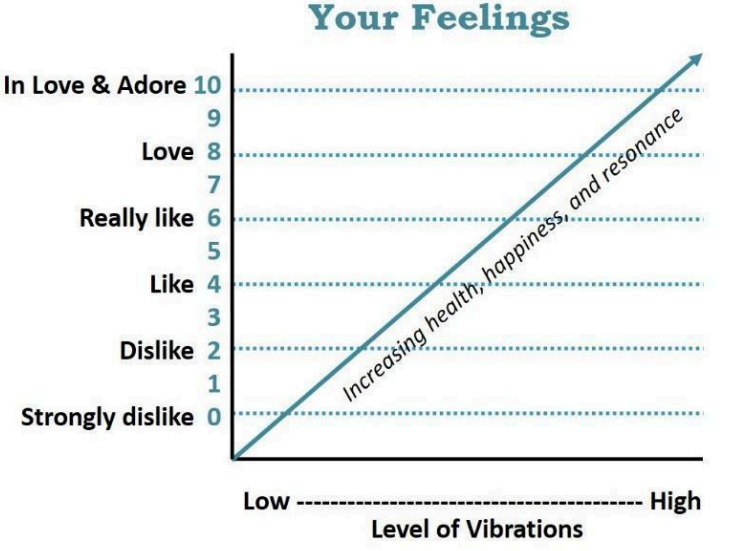


Figure 9-1: *The six levels of emotion.*

Chapter 10: The Energetic Signature

Okay. It's time to put on your science cap and get comfy while I explain why vibrations, energy, and matter, well, actually matter!

Vibrations are the fundamental reason why a "like attracting like" product is so irresistible. Everything in the Universe is vibrating at a particular frequency, including you. Although you cannot see these vibrations, you can, however, *experience* them through your senses and feelings.

The five physical senses (sight, smell, hearing, taste, and touch) each have a corresponding intuitive sense, capable of perceiving subtle vibrations and information through your intuition. Intuition has the ability to tap into and access information at a far greater depth, dimension, and range than the five physical senses.

These combined senses (both the physical and the subtle intuitive) work in tandem with one another, and are the entrance, the gateway into this invisible

world of vibrations. Once you receive this physical or intuitive information, your feelings then become the interpreter of this form of ancient language—the language of vibrations, energy, and matter.

For example, this table I am writing on has a vibrational makeup, which we can sense, feel, and experience on a conscious or subconscious level. Therefore, it is important to listen to what your senses (which include your subtle senses) and feelings are saying and communicating to you about a product or its packaging.

The language of vibrations, energy, and matter is Universal, and available to everyone. Reading the personality and vibrational content of a product is as natural as reading a book.

Listening to what your heart genuinely loves, likes, or dislikes is how you determine the message of a product. Our genetic makeup is designed in such a wondrous way as to allow us to intuitively select products that not only physically relate to us, but to our individual vibrational frequencies as well.

We mustn't be so shy about using the word vibrations (and I'm a native West Coast California girl). It's an accurate way to discern something that we cannot see, yet clearly can feel. I'm happy to say the word "vibe" is becoming more frequently used.

"Good vibrations" is more than a song title. It's the reality of all matter. The fabric of our existence is vibrational. The combined colors, shapes, sounds, words, tastes, and aromas of a product all produce a unique vibrational frequency and magnetic energy field which either attracts or repels. You will find a Harmonious Match when the product's vibrational magnetic field resonates with your individual vibrations of love.

Let's imagine, if every product has a vibrational content, then each product may also carry an energetic overlay, which is influenced by its environment. For example, influential factors can include who designed or made the product, what resources were used, and where the resources came from.

Was the designer or manufacturer of the product happy, joyful, angry, or sad? Were the resources and materials for the product obtained and used under positive or negative circumstances? This is one of the reasons why we have been given our feelings—to help us sense things.

For instance, I love shopping at discount name-brand stores. It is one of my many passions. I liken it to an adult treasure hunt, where I can happily be found cruising down each aisle looking for a hidden treasure.

Occasionally, I may come across a particular product or item whose design will make me feel uncomfortable, even a bit depressed. In vibrational terms, it does not "vibe" right. There is something about the product's color, design, or materials that does not feel harmonious to me. Thankfully, my favorite stores are also filled with items that bring me a sense of joy and upliftment.

How does a product create these vibrations? So glad you asked. Is your science cap still on? To answer this requires a microscope. As you may recall from earlier school days, when viewed on the molecular level every product is made up of very small particles called atoms. Orbiting around the center of the atom at nearly the speed of light are electrons. These moving electrons create the vibrations based on their amount and number of orbits. Each vibration sends forth a wavelength of a particular frequency. Consequently, all objects, even objects that appear stationary, are in a state of constant motion.

Why all this talk about vibrations? Because vibrations can directly affect your emotions and health—from the lowest level of vibration to the highest. The higher the vibrations, which come from love and joy, the happier and healthier you will feel, and the higher your level of resonance. The lower the vibrations, the less happy and healthy you will feel, and

the lower your level of resonance. *Every choice or decision is an energetic exchange*.

Every time you find a perfect Harmonious Match, you are tapping into and surrounding yourself with the highest vibrations. What you experience on a physical level is communicated to your body. *Your body is listening to you*. When you find something you absolutely love, your body becomes infused with loving energies. Our emotions are conveyed throughout the body and reach as deep as the cellular level. Further, I believe the oxygen content in the body increases when you are in the presence of love and joy!

Over time, I found myself referring to each Harmonious Match as a "Love Vibe." It's fun to say, and perfectly describes my feelings about a high vibrational product. So, it is not uncommon in our household to hear the words: "It's a Love Vibe" or "How does it vibe?" as well as "It has good energy."

Follow and "listen" to the energy through your feelings. Continue to ask yourself, "Does this person, place, or object make you feel good?" Allow the good feeling energy to guide your choices and decisions.

Higher vibrations consist of love, joy, happiness, peace, and contentment. There is no greater healing power than the higher vibrations of love and joy. Hopefully, one day, all industries and professions will

take into consideration the relationship of the energetic signature of a product to the energetic signature of an individual.

As Einstein reminds us:

Concerning matter, we have all been wrong.
What we have called matter is energy, whose vibration has been lowered as to be perceptible to the senses.
There is no matter.

Chapter 11: Listening to Color

I recently purchased a packaged cake mix for an upcoming celebration. As I scanned all the cake mixes on the grocery shelf, one in particular jumped out at me, and I immediately fell in love with the packaging and harmonious use of color. Each color represented on the cake mix box harmonized with several of my features—from the color of my hair to my eye color to one of my favorite colors, violet. There I was, recreated in the form of a packaged cake mix!

Based on my experience with *Finding Your Yes*, I knew the contents inside the box would taste great. Also, I loved the packaging so much that I was unable to part with the empty box once I made the cake. And, yes, the cake was delicious. This is a good example where the proper use of color harmony and graphics attracted my attention. Now … what to do with the box?

Color is a visual language that influences our lives. Many times, the color of a product will be the determining factor as to whether or not we purchase it. Like music, color evokes feelings. Your feelings will be influenced in a positive or negative manner depending on the colors of a product or its packaging. The manner in which these colors are combined through the use of color harmony and quality are key factors to the overall message the product conveys to you.

Color Harmony relates to the combination of colors for a harmonizing effect.

Color Quality relates to how a color has been changed from its natural hue.

If the colors in the product or the packaging are not harmonious or are poorly combined, you may sense this. Take a moment to determine how the combination of colors makes you feel. For some products, but not every product, this may be an indication that the product itself may be lacking in some capacity. If, however, you simply do not care for a particular choice of colors because they are not your favorite or personal colors, this may only indicate the success of the product for you. Another individual may find the color combinations attractive and appealing.

The exterior colors of a product or its packaging can represent the substantive makeup of the product

itself. The two are interrelated, not independent of each other. This is why color is one of several very important factors influencing your choices. The colors of a product are visual guides for your senses; much like flowers, whose colors serve as an attractor.

Your senses and feelings are capable of recognizing harmonious color combinations. Are the colors in the products you select in any way similar to, match, or harmonize with your inherent coloring?

Finding Your Yes will help you expand your color vocabulary and understanding. What are your favorite colors? As introduced earlier, most people tend to love and choose colors that complement, repeat, or harmonize with the natural colors found in their eyes, hair, skin tone, or blush tone. This is one of the many ways your body maintains its harmony and balance.

The Color Chart

What do you see? Your hair, skin, eyes, and blush tone each fall within a specific color family. Each color will fall into one of three classifications: warm, neutral, or cool. What color is your hair, your skin, your eyes, and your blush tone? Do the products and merchandise you purchase reflect back the individual and unique colors of who you are?

HAIR	White, Blonde, Red, Gray, Brown, Black Brown, or Black. *Every additional form of hair color will fall under one or two of the main color categories.*
SKIN	The three major skin tones: Pink, Peach, and Golden (Olive and Ivory skin tones are included in the Golden category). Two subcategories: Pink Peach and Golden Peach. Darker versions of skin tones will have the following undertones: Pink, Pink Peach, Peach, Golden, or Golden Peach.
EYES	Gray, Blue, Blue-Green, Green, Bronze-Green, Brown, or Brown with Cantaloupe, Amber, Wheat, or Yellow highlights.
BLUSH TONE	Red-Violet, Red, Red-Orange

Table 11-1: *The unique colors of who you are.*

Other Color Preferences

It is also possible that you may find yourself choosing your friends' favorite colors, or a family members' favorite colors, and incorporating them into your clothing, products, and interior design. Oh, I can see there are a few of you in agreement with me. Identifying and honoring *your* inherent coloring guarantees *your* unique color harmony pattern.

Let's take a few minutes to determine your color preferences.

Do you like the warm colors—red, red orange, orange, yellow orange, yellow, and yellow green?

Do you like the cool colors—green, blue green, blue, blue violet, violet, and red violet?

Or, do you like the neutral colors—black, gray, white, ivory, beige, and brown?

Your inherent coloring and personality will determine the intensity of the colors you prefer. Do you like bright or muted colors, washed, earth toned, or shaded? These various descriptions define the *quality* of a color, otherwise known as Color Quality. Each individual has personal color preferences, all of which are valid and unique.

The most successful use of color will stay within one quality, varying the value for interest.

Harmonizing is a practiced skill.

-Sharon Chrisman

One of the most enjoyable ways to learn about your own color design is through Personal Color Analysis. One form, in particular, is known as the Four Seasons Theory.

The four seasons—Spring, Summer, Autumn, and Winter—all evoke unique landscapes. These four colorful and textual scenes from nature serve as inspiration and as a template for clothing, merchandise, and environmental design. Individuals physically resemble and connect to one of the four seasons through coloring, physicality, and personality. The changing seasons all have a unique look and feel, and every person has a unique look and personality.

A trained professional Color Designer can provide a Personal Color Analysis that you may use as a reference guide for your clothing, cosmetics, furnishings, merchandise, and environment. *Are the colors and merchandise in your home truly reflective of who you are? Is your clothing expressing your inherent colors, design, and personality?* Harmonious Matching is still possible without a Personal Color Analysis.

However, this approach can be an informative and transformative experience for both your personal and professional life. A Personal Color Analysis offers many practical benefits.

A close friend first introduced me to the Four Seasons Theory after having had her colors professionally selected. At the time, I was very interested to see the outcome of her consultation. However, I was unaware that this casual get-together would become a life-defining moment for me.

As I looked at her personalized color palette (a color and textural reference composed of small fabric swatches), each color represented perfectly matched or harmonized with my friend's Features and Characteristics. It was as though she went from previously living in a world of black, gray, and white to suddenly living in vivid technicolor. This is how dramatic and life-changing a Personal Color Consultation can be for both women and men! There is nothing more beautiful to me than seeing a person dressed or living in an environment that expresses their true essence, colors, and personality

HINT: On your next shopping trip, keep in mind that you will most likely be attracted to the products or packaging that reflect the color of your eyes, hair, skin tone, or blush tone. You may also be attracted to additional colors that complement or harmonize with the colors found in your features.

Color has a profound effect on the human psyche; in many ways color is responsible for creating, sustaining, and nurturing life. A helpful tool to make certain your color combinations remain harmonious is the color wheel.

Consisting of twelve individual colors placed around a circle, the color wheel is an indispensable visual aid in understanding the relationship of each pigment, as well as the combination, use, and inspiration of color. These relationships help you establish visual harmony.

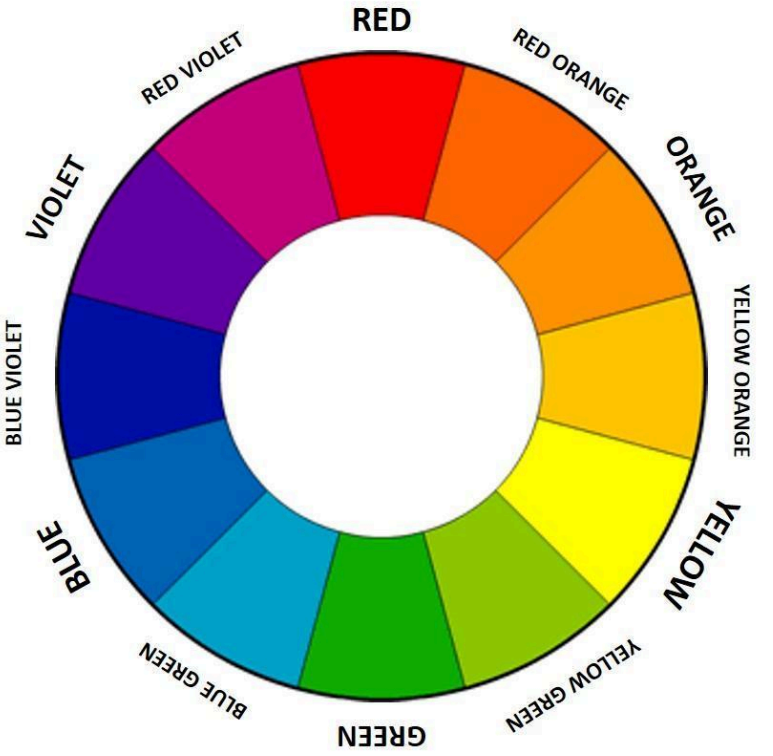


Figure 11-1: *The color wheel.*

Chapter 12: Mindful Living

What would your home or office look like if you had no place to put your garbage or the products you no longer wanted? What if you were responsible for removing all the garbage accumulated from the products you had purchased and consumed?

For too long now, we have relied on the adage, "Out of sight, out of mind." For the sake of the planet, we need to control the tide of unrelenting consumerism. One of the reasons I believe in *Finding Your Yes* is that shopping from love and finding your Harmonious Match has the potential to limit the amount of garbage and waste we produce on an individual and industrial basis.

Fewer products purchased in error, excess, or waste will mean less harm and damage to the environment.

Prior to meeting my husband, I was having a heyday purchasing merchandise of all kinds. I had denied myself love and joy for so long that I was clearly making up for lost time. Fortunately, I didn't

take it as far as to incur financial debt; however, my shopping habits did need curtailing!

My husband is deeply concerned about the natural environment. Early on in our relationship, he would point out the harmful consequences of my materialism. At first, it was challenging to be reminded; however, after several years, I recognized how his philosophy and love for the environment went hand-in-hand with my philosophy of *Finding Your Yes*.

With each shopping trip, I began to limit my purchases, until one day I was able to walk through a store without purchasing any unnecessary products. I returned to the principle of love. This was my means of recovery, one well worth the effort and discipline.

Reducing the amount of your purchases does not mean that you have to deny yourself the enjoyment of shopping. I still love shopping, but my shopping habits have changed dramatically. Also, my husband is a strong believer in quality over quantity. I love his commitment to the environment. A true Harmonious Match is the highest form of shopping, where each purchase has the potential to elevate, heal, and transform.

Our planet is now in great need of our stewardship. Each transaction involves the Earth's natural resources in some form or another. Every action is interrelated. From the paper and plastic

shopping bag to the shopping spree, each individual can play a significant role in healing our planet.

As you can see, *Finding Your Yes* promotes a mindful way of life. It introduces the idea of shopping with your emotions, physicality, and awareness. By making one conscious purchase at a time, you can make a difference.

When you arrive at the checkout counter, please ask yourself this important question: "Do I love the product or merchandise that I am about to purchase?" You may be surprised by the answer. As you become more aware of your purchases, your decisions at the checkout counter will have the potential to create meaningful change for the planet Earth and for future generations.

Let's not forget to recycle and reuse your purchases. Also, bringing your own shopping bags to the store will further benefit the planet, along with using healthy non-toxic products and merchandise. As you become more in harmony and alignment with your heart's desires, the environment will reflect your new shopping habits.

My husband would love to see the day when all companies involved in selling a product take responsibility for recycling the products and packaging they produce. This will result in better quality control,

more efficient manufacturing and shipping practices, and will return a safer product back into the Earth.

I believe we are moving into a new way of purchasing, one that involves living in harmony, alignment, and resonance with the products we select. This new way of life will have a transformative effect on our personal health and happiness, and the health and well-being of our Earth.

Chapter 13: Expanding or Resisting

It's time now to talk about the word resistance. The best way to understand resistance is to picture something you dislike. Like the most uncomfortable pair of shoes you wear or your least favorite food item.

How does your body react when you are around something you dislike? Do you silently make a negative comment to yourself? Does your face make a disapproving look? Or do you make a strong verbal response?

Your body internalizes and registers your feelings and emotions, both positive and negative. What you say and how you feel leaves an emotional imprint on your body. Prolonged feelings of resistance and negativity may impede the flow of energy to the body, which can affect your overall health, happiness, and well-being.

Resistance is another word for not liking some aspect of a product. Resistance acts like a barrier and is an emotional weight on the heart, mind, body and soul.

Do you recall a product that you once used that created mild to substantial resistance? This could be a home you purchased, or an apartment you rented. It could include an uncomfortable bed or a computer program that caused you frustration. How about that car that wouldn't start? Or, it could be a company you chose to do business with that turned out to be a problem.

Now that you have that particular product, item, or service clearly in mind, what were your feelings once it was gone? My guess is that you experienced relief and happiness! All of these examples involved resistance, and each example was also an opportunity for a more Harmonious Match.

The body's natural response to resistance is to become tight, contracted, or inflamed. In contrast, a Harmonious Match allows the body to become open, receptive, and expanded, which infuses the body with life-giving energy.

Where does resistance manifest in your life? Is it from the products or merchandise you purchase? Is it from the companies or services you select? How often do you experience resistance throughout your day?

Relationships and daily encounters with family, friends, co-workers, and acquaintances are additional areas where resistance may show up. Regardless of the cause, it is important to identify and acknowledge when feelings of resistance are present.

When possible, repair that wobbly table or replace the product causing the most displeasure. Continue to be aware of each object, product, or situation that does not fully resonate with who you are. Awareness is the first step to effect change, *or* to live consciously with compromise and acceptance.

Resistance between a family member, spouse, partner, or with friends and co-workers, may require more time, understanding, and effort. Two important ideas may help. Have you re-created your past in the form of this relationship out of habit and/or unconsciousness? Is it time to change your familiar legacy?

Resistance does not have to be a part of your life. It may, however, require understanding past family dynamics and changing the pattern for disharmony in your present life. It may also require being receptive to the idea or opportunity for harmony and healing to take place.

Feelings of resistance can also manifest when trying something new for the first time, or when love presents itself in your life. Although these two types of resistance are of a different nature, they too can limit the possibility and hope for love and joy.

Becoming proactive in changing your life and continuing to allow love and joy will help to keep you focused on finding and expressing your true self.

Gaining helpful tools for communication and dialogue will also help to reduce the amount of resistance in your life.

If conflict does arise with a spouse, friend, family member, or business partner over a major purchase or decision, what do you do? First, ask yourself if this is a sound decision. Next, try to determine why this purchase or decision does not bring a feeling of peace. Listen to your feelings.

I can't emphasize enough the importance of feeling at peace when making important decisions, especially if the purchase or decision involves a major life change or financial commitment. It is best to speak up in advance or find a way to negotiate an equitable outcome before transactions begin that can not be reversed.

Chapter 14: Align and Allow

Purchasing a home, a brand-new car or any high-end product may challenge your ability to listen to your natural feelings. Thoughts of uncertainty and feelings of fear may surface as well. *Please, listen to your feelings each step of the decision-making process. Do not talk yourself into something if it does not feel right.* So often I hear people trying to justify their decisions or explain away their true feelings, leading to a less-than-happy purchase or outcome.

This is especially true when it comes to a high-end purchase. The conscious mind has a tendency to override our true feelings. Pay attention until you receive the clarity to move forward in a positive manner.

If, on the other hand, questions or concerns arise, you may wish to consult with a trusted professional in that specific field for advice, or seek out someone you trust to share your feelings. This may provide the support you need to bring yourself back into alignment to choose confidently and correctly. Also, pay attention to how you interact with the

salesperson, real estate agent, or tradesman. *How do they make you feel when discussing your needs and desires?*

A very wise teacher of mine once said to look for the flow. When things are meant to be, a natural unfoldment will take place. If you meet with resistance, this may signify that you are not in alignment with your choice or decision.

This was a hard lesson I had to learn. Instead of "trying to make things happen," it is best to quiet the mind and allow the next step or answer to unfold naturally. Recognizing, too, whether or not you are experiencing any limiting beliefs, such as feeling guilty or undeserving of a Harmonious Match, is equally important.

Here is where I took home the trophy. As stated earlier, I was a master at talking myself out of love, and consequently joy. As misguided as it was, I subconsciously felt joy was impermissible. I came to realize that not allowing myself to purchase a product I loved or to make decisions that made me happy created several types of unhealthy payoffs.

First Unhealthy Payoff: My feelings of low self-esteem, low self-worth, and living in lack remained intact and unchallenged.

Second Unhealthy Payoff: I did not have to challenge or change my deep-seated and misguided belief that feeling joy was wrong.

Third Unhealthy Payoff: My self-imposed limits kept me from having to move "out of my comfort zone" to risk feeling love and joy.

Fourth Unhealthy Payoff: My life remained at status quo, and I didn't have to face the possibility of emotionally, materially, or financially surpassing my parents, siblings, and friends.

With each product or decision, I had to learn how to allow a Harmonious Match into my life; to give myself permission to be happy. All along, I was waiting for someone else to give *me* permission to experience happiness and joy.

There is a place within your heart and soul that keeps the hope of love and joy alive. Love is always patiently awaiting your return, and will always show you the way.

Become aware when you are denying, limiting, resisting, or sabotaging yourself from a potential Harmonious Match. It is important to mention that I still need to remind myself to align with love and joy. However, this internal struggle is no longer present. What a wonderful feeling it is to experience pure delight and joy.

Lastly, please do not overlook the fact that some purchases may require first acclimating to the idea of owning a particular product. As your ability to allow the product into your life increases, so, too, does the opportunity for an item to manifest.

When the time comes for that high-end purchase (how exciting), or an important decision looms large, first begin by slowing down the process. Next, break it down feeling by feeling. Allow your heart, mind, body, and soul to speak freely. Remember, we are born with an innate ability to sense harmony and vibrational alignment.

In reaching for my dreams, I have experienced both genuine happiness and success, along with personal error. However, with each new experience and with every major decision, I gain better clarity and understanding about myself. These experiences have been the cornerstones to discovering who I am, and how best to authentically communicate my true feelings, needs, *and* desires. Which is, after all, the most important take-away. *Besides, if you never try, you will never fly.*

Your thoughts and feelings will clearly guide you in the direction toward success, happiness, love and joy!

In addition to addressing your true feelings, it is important to be responsible with each purchase. Is this

the appropriate time financially, emotionally, or ethically to buy a Harmonious Match item?

As you practice *Finding Your Yes*, you will learn to recognize the tell-tale signs of a Harmonious Match, which are ever present and discernible to the heart. *Sheer excitement, followed by an abiding sense of peace, ease, and an internal knowing will envelop your soul, creating an unmistakable happy and joyful feeling*.

For those of you comfortable with and accustomed to feelings of love and joy, may you continue to reveal it, and to elevate those less familiar.

I believe the highest purpose in life is to bring our heart, mind, body, and soul into alignment with our heart's desires. This is the new legacy we need to pass on to our family, children, and friends … to give one another permission to live a life filled with joy.

Chapter 15: True Essence

As I glance at the items in my office and on my mirrored vanity, I am reminded of how far I have come. Each object fills my heart with a sense of joy, and reflects back my true essence through color, design, and vibration. It's a wonderful feeling and practice to live life supported by love.

Experiencing joy through Harmonious Alignment will have a profound and healing impact on you. In turn, these higher vibrations will help to transform everyone around you, including the planet.

This is the true essence and purpose for *Finding Your Yes*. We are on the threshold of ushering in a new way of living—one that incorporates your heart, mind, body, and soul. At a cellular level, perhaps our souls are already aware of and preparing for this change by seeking love's true expression.

I ask myself if there is an even greater purpose for Harmonious Alignment? I believe the answer is yes. As inconceivable and far reaching as this may sound, even love might one day become a viable form of use-able energy. Are love and joy the key to unlocking

the mysterious and unlimited abilities of the atom? Is resistance one of the last obstacles to overcome? Will the vibrations of true resonance, love, and joy one day create a new world?

You have the ability to bring your life into alignment with your heart. *Finding Your Yes* can be your guide and serve as a gentle reminder of who you are. May it illuminate your way when choosing a compatible partner or spouse, a fulfilling career choice or favorable work environment, and in making daily decisions that resonate with you.

Let love be your guide. Allow its wings to take flight.

Appendix

During the first half of the 20th century, **Johannes Itten** was an influential European artist and teacher. He first made the connection of individual color preferences to the seasons of the year. As an instructor, he encouraged each student to uniquely express their creativity, which resulted in the student selecting hues that reflected their personal coloration.

In 1942, **Suzanne Caygill**, a color theorist, further developed Itten's concept into the *Four Seasons Theory*. The theory stated that the colors found in each of the four seasons—Spring, Summer, Autumn and Winter—were related to the pigmentation of an individual. This later became known as *Personal Seasonal Color Analysis*, which specified four color types based on eye color, hair color, and skin tone. The four color types create a visual template for the selection or design of clothing, furniture, interiors, cosmetics, products, and accessories. It applies wherever a color choice is needed.

Caygill's system is a unique method of identifying a person in relation to nature's colors and of clarifying a person's connection to the physical world around them. By determining their specific season, individuals gain a form of personal identification and a frame of reference. Since the development of the *Four Seasons Theory*, many have become aware of Seasonal Color Analysis and have had their colors selected by a Professional Color Designer or Color Consultant.

Quotations

Suzuki, Shunryu. *Zen Mind, Beginner's Mind*. Reprinted by arrangement with Shambhala Publications, Inc., www.shambhala.com

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Sannar, Tom. Used with permission from the author.

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About the Author

Heidi Lanier is a Certified Color Designer. Her extensive training in color and design, combined with over 20 years in the retail industry, and working as a professional home organizer, led to the discovery and development of *Finding Your Yes*. She loves all things metaphysical and aesthetic.

Please visit *https://www.findingyouryes.org*

Finding Your Yes is a new way to see, feel, and decide. It is based on the understanding of Harmonious Alignment, through the uniqueness of you - *your heart, your mind, your body, and your soul.*

When combined, these four individual aspects contain your physical and energetic signature. Discovering this signature will introduce you to an entirely new way of seeing and feeling, as author Heidi Lanier shows you how to make decisions guided by true resonance, clarity, and joy. And this is one of the most important parts of ***Finding Your Yes*** - the pure unabashed happiness and success you will experience when matching every choice *or* decision *uniquely* to yourself.

It's never too early or too late to find your Yes!



I could not stop thinking how Finding Your Yes dramatically changed my life, and how I wished this book had been available to me years ago."

★ ★ ★

As a science-based person, I was initially skeptical. But after learning and applying the principles, I can honestly say it has greatly improved my life."