

If you're familiar with the legendary Joe Vitale, you've probably heard about Ho'oponopono. It's an ancient Hawaiian prayer for forgiveness and reconciliation. He tells a story about a psychiatric hospital where patients in one ward suddenly began to get better. No one could explain it.

## Table of Contents



Then they found out...Ho'oponopono

I don't know how it works, or why.

11 words to change your life

I'm sorry

Please forgive me

I love you

Thank you

Not your regular marketing communication

## THEN THEY FOUND OUT...HO'OPONOPONO

Turns out one of the new doctors was saying his Ho'oponopono prayer over the medical charts of his patients, and these were the patients who were being healed.

## I DON'T KNOW HOW IT WORKS, OR WHY.

It begins with accepting responsibility for everything in your life. So if I'm aware of a famine or a war, I now have a responsibility for that - not for starting it or anything like that.

Responsibility for how I deal with it once I become aware. And for healing in my consciousness.

## 11 WORDS TO CHANGE YOUR LIFE

The prayer is very, very simple - 11 words, that's all:

I am sorry.

Please forgive me.

I love you.

Thank you.

If you're doing it on a particular person or group then s/he or it is the 'you'

If you're doing it on a general condition (war, disaster, etc.) then 'you' is the population affected

Most often though you'll do it on yourself. For the best result, stand in front of a mirror and look yourself in the eye while you say it. This has the power to be life changing (if you do this, I'd love to hear back from you on your experience).

## I'M SORRY

I'm sorry I invited you to subscribe and then didn't communicate with you

## PLEASE FORGIVE ME

I'm human and make mistakes. I'm here to help. Enlightened self interest tells me if I can help you get what you want and need, then I'll get what I want and need

## I LOVE YOU

Obviously I don't love you personally, we don't know each other. But we are all brothers and sisters on a journey through this life and love begins with respect and acceptance of each other. Right here, right now, as we are.

## THANK YOU

Thank you for subscribing.

Thank you for not unsubscribing.

Thank you for reading this.

Thank you for the opportunity to serve you, I appreciate it.

## NOT YOUR REGULAR MARKETING COMMUNICATION

But then, I'm not a 'regular' marketing guy.

Yours,

Putting the Extra in Ordinary

Paraic