

• FOR IMMEDIATE RELEASE •

The Intuitive Way

The Definitive Guide to Increasing Your Awareness

Can intuition be taught? Yes! Guide your own inner development and understand this elusive ability by following 10 simple steps in this popular guidebook.

San Francisco, CA — *The Intuitive Way* (Beyond Words/Atria/Simon & Schuster) 2009 / ISBN 978-1-58270-240-7 / paper / 310 pages, 7.5 x 9 / by Penney Peirce

Intuition is an inborn ability—and it *can* be developed. Author **PENNEY PEIRCE** is a well-respected international expert on intuition and perception, and one of the pioneers in the intuition development movement.

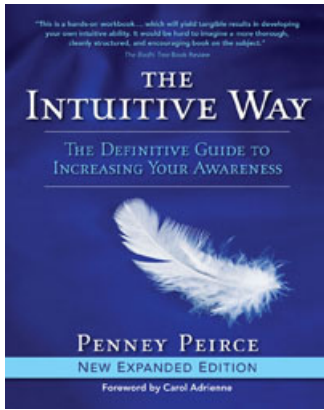
In *The Intuitive Way*, Peirce outlines a 10-step program aimed at creating a lifestyle based on synchronicity, flow, greater ease, natural efficiency, and enthusiasm. She synthesizes elements of physical, emotional, and spiritual health, giving you practical techniques to incorporate intuition into decision-making, problem-solving, planning, communication, and innovative and creative thinking.

The book guides you through a natural process of opening your intuition and expanding your awareness. It includes specifics on how to broaden your world view, recognize intuition when it occurs, clear subconscious blocks, avoid pitfalls, decode the nonverbal language of the body, work with symbols and dreams, harness imagination, and apply intuition in all areas of life. Peirce complements the text with diagrams, exercises, affirmations, quotes, and anecdotes. The book provides:

1. A comprehensive 10-week course that guides you every step of the way in integrating the intuitive processes into daily life
2. Workbook and journal format similar to best-selling *The Artist's Way*
3. Media-experienced author with extensive skills in consulting, training, and lecturing

PENNEY PEIRCE is a master at presenting complex ideas in a common-sense way. A gifted counselor and trainer, Peirce's open-minded, sophisticated work draws from diverse cultural world views and many years' experience in the corporate world. She works throughout the US, Japan, South Africa, and Europe as a coach to business executives, psychologists, scientists, other trainers, and those on a spiritual path.

Foreword by: Carol Adrienne, PhD, author of *Your Life Purpose*.

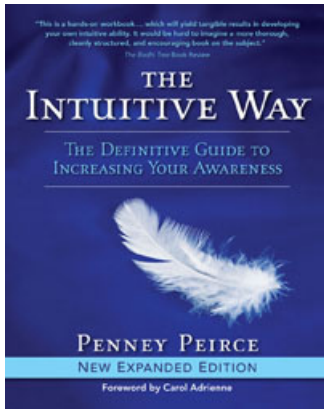


“What so many people assume are far-out, even dangerous psychic phenomena, I believe are innate human gifts. We just haven't known ourselves well enough yet to develop these skills in a reliable way so they become accepted and normal.”

—from *The Intuitive Way*

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“Intuition, I’m convinced, is where the ‘other 90 percent’ of our brain power lies. It is through intuition that we get the Big Picture, the simultaneous understanding that puts us and all the facts in our proper relationship to something beyond us.”

—from *The Intuitive Way*

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The Definitive Guide to Increasing Your Awareness

PROMINENT INTUITIVE TRAINER & COACH AUTHORS BOOK
ON DEVELOPMENT & USE OF INTUITION

◆
The Intuitive Way Guides You into Deep
Natural Knowing and Self-Trust

In case you hadn’t noticed, the way our society works is exhausting. We’re drained, frustrated, and paralyzed by our day-to-day lives. We’re overstimulated and overworked; we’re over-informed and over-propagandized by an endless glut of messages. We’re bombarded by experts and spin doctors, each professing to have the answers. Whew! Who are we to believe? How do we sort through the perspectives to find our own right course, preferences, and an experience of our authentic self?

One San Francisco author believes she has the answer. “Tune in to yourself,” advises prominent intuitive and coach Penney Peirce. “You yourself are a source of simple, elegant, and accurate guidance. Your intuition is the vehicle for accessing the kind of clarity that reveals the one ‘just right’ insight for the situation and moment you’re living now.” Peirce knows whereof she speaks. For more than 30 years she has been counseling individuals and consulting to corporations internationally on the benefits of developing intuitive abilities.

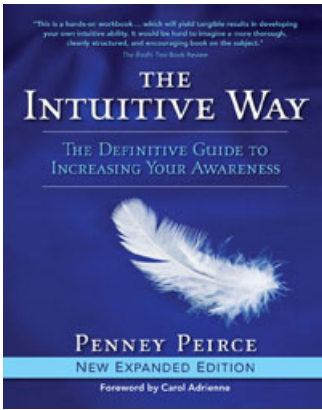
In this expanded, new edition of her popular guidebook (the first edition is in 20 languages), *The Intuitive Way: The Definitive Guide to Increasing Your Awareness*, Peirce shares her great knowledge and experience in a 3-part course on developing and applying intuition. “I am not a psychic,” she stresses, “but am using heightened intuition—a gift we all have—as a way to achieve psychological maturity and spiritual wisdom, as well as greater enjoyment and success in the physical world.” These experiences, she believes, are what people hunger for in our materially-oriented society.

“Intuition,” Peirce explains, “is a way to improve communication with ourselves and everyone around us, taking us beyond a mere verbal alignment into a much deeper coherence between the physical, imaginal, emotional, intentional, and spiritual parts of ourselves. It enhances creativity, maximizes decision-making and problem-solving, and helps us enjoy the mystery of life. It’s like magic, yet it’s profoundly useful.”

In *The Intuitive Way*, Peirce notes that “intuition is a way of perceiving that unifies the body, mind, and soul, resulting in greater clarity and authenticity. Developing and relying on one’s intuition is an easier, more enjoyable way to live. With intuition, you know just what you need to know, just when you need to know it.”

In addition to counseling and training tens of thousands of individuals, Peirce often advises and trains businesspeople. As a result of consulting with a top executive, she ends up with an enormous amount of information about the organization. “In a small business, for example,” she notes, “the results that occur are often an extension of the owner’s or leader’s own personal process. Whatever is going on with him or her filters down and through the organization.”

(continued)



“When intuition is active, life takes on a magical, effortless quality—your world is suddenly full of instantaneous accurate answers, synchronicities, creative insights, and abundant knowledge—just for the asking.”

—from *The Intuitive Way*

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One client, the owner of a health club in Marin County, California, asked his Operations Committee to increase profits by 50% without using extra will power or manpower. He wanted his company to operate according to “inner principles.” Penney consulted with each member of the committee, helping them dissolve their fear and resistance and open to an increased and more effortless work flow. As a result, motivation is high, and profits are climbing. Such is the power of focused intuition.

As a youngster, Penney was curious about the mysteries of life, including oracles and telepathy. She was an artist who loved symbols and their meanings. At 22, as a corporate art director, she moved to Northern California and immersed herself in classes on meditation, clairvoyance, shamanism — everything. In the process, her intuition opened and became extremely refined.

Peirce evolved her intuitive abilities over time, and offers wisdom from her own gradual, grounded process in *The Intuitive Way* to help you refine this most valuable tool for understanding yourself, trusting your inner wisdom, and creating the life you want. Peirce notes that the book initiates a natural process that will reliably activate intuition and regulate its opening. She recommends reading a chapter a week.

The three parts of the book, presented in 10 steps are:

- 1) **Creating a Clear Lens** — An introduction to intuition and how to eliminate fear and clutter to create and maintain mental clarity,
- 2) **Accessing Subtle Information** — Techniques for maximizing sensitivity to nonverbal data and interpreting sensory stimuli, and
- 3) **Making Intuition Useful** — Practical applications for using intuition in daily life — to speed decision-making, improve communication, enhance creativity, and manifest what you need.

Now one of America’s leading intuitives and intuitive coaches, Penney hopes this latest edition of her book will find a brand new life with the burgeoning group of readers who are just now discovering the power of perception to create a better reality. People who benefited from the first edition of *The Intuitive Way* will be delighted with the updated introduction chock full of wisdom about living in our intensifying times, as well as two new appendices offering useful tips on 1) Applying Intuition in Business, and 2) Using Intuition to Live as Your Soul.

Peirce advises, “You absolutely can trust yourself and what your mind causes you to notice. There’s a good reason for everything that happens to you and, as you develop the ability to understand these things, you will fall deeply in love with yourself. Then, as a result, you will love and understand others, and the world. And that’s an infinitely more entertaining and satisfying way to live.”

And if each of us opened to this part of ourselves and let it out? “The world would be a much more pleasant place for all of us to live in,” she reflects. Isn’t that the truth.