

# **The New Abundance Paradigm**

By Paul Bauer & Susan Castle

# The Beginning Of A Completely New "Meme"

We're in the process of creating a new "Meme" of abundance. In other words, a **completely new way of understanding the real essence of what abundance is, inner (and outer) wealth and a deep connection to your Source.**

The old memes of scarcity and lack are quickly fading - but it takes your conscious intent to clear the old memes (paradigms) and create new ones that don't just replace them, **but transcend them.**

The old memes may have served us in the past, but they won't help us in the future - in fact, the more you hold on to them, **the more they'll hold you back.**

## What is a "Meme"?

According to wikipedia.org the definition of a meme is:

*"A unit of social information that identifies ideas or beliefs that are transmitted from one person or group of people to another. The concept comes from an analogy: as genes transmit biological information, memes can be said to transmit idea and belief information.*

*A meme acts as a unit for carrying cultural ideas, symbols, or practices, which can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena. Supporters of the concept regard memes as cultural analogues to genes, in that they self-replicate and mutate and respond to "selective pressures"*

## Why is it important to understand what a meme is and how one is created?

Because unless you're aware of them (and how they operate in your mind) you'll be susceptible to the ones that influence you at an **unconscious** level.

And just because a meme is "culturally accepted", it doesn't mean that you have to

believe it (or live by its limitations). **In other words, you have a choice.** You can let go of the old memes of the "Not Enough" Effect and the "Attraction Myth" so you can be free to connect with (and live) your own truth.

## **How Memes Spread**

According to Richard Brodie, author of the book "Virus of The Mind",

*"Meme evolution selects for the ideas, beliefs, attitudes, and myths that we pay the most attention to and broadcast the loudest."*

This simple sentence above describes how beliefs that don't really serve us have become the driving force of our actions and what we experience. In other words, our reality is often determined by outdated programming and beliefs that only serve to hold us back - rather than helping us move forward and evolve.

# **The End of The Scarcity Meme?**

One meme that's been passed down for generations is the "Scarcity Myth". This meme is based on a belief that there's not enough to go around. Many people have been taught from an early age that there's a limited supply of what they want in life (money, resources, opportunities, love, etc). But if you've studied prosperity for any length of time, you probably know this is a false belief.

The trouble is, we carry these "false beliefs" in our subconscious minds for years or decades, in many cases without even being aware of having them.

## **What's the False Premise?**

That you have to "attract" something in order to have it. (this false premise is based on an even deeper false premise - that you are separate from the very thing you want most.) This feeling (and belief in separation) has been handed down for centuries - unquestioned by the masses.

And the result...?

Even when people "attract" what they want, they end up wanting "more" and the cycle

continues over and over again - wanting and getting, wanting and getting, etc. which leads to feelings of anxiety, emptiness and disconnection.

## The "Attraction" Meme

Another culturally conditioned Meme is the belief in the "law" of attraction. Many people have come to believe that it's a real "law" of the Universe. But it's really not a law at all. It's a popular myth that's been passed around and unquestioned. By not questioning it, many people have come believe that it's "supposed to work all the time like gravity".

### But here's the key...

The old paradigm is based on the belief that you need to "attract it" because you're separate from it.

*Please read that one more time...*

When you realize that you are the Source - and there's no need to "attract" anything because you're not separate from it to begin with **everything in your life changes**.

**Because you realize that the real key is within you** - not outside of you.

# The New Abundance Paradigm

There is a new and completely different paradigm or way of thinking (and feeling) that is beginning to sweep over the planet. This new paradigm is the Abundance Paradigm.

Here's what this new Abundance Paradigm is all about:

- A deep connection and knowing that there's more than enough for you and your loved ones
- An unshakeable sense and a knowing that you are on the right path and that your intent is already on its way to you (because it's within you)
- You feel a profound sense of contribution to mankind and the planet because your "cup is full" and the days of worrying about having (or being) enough are

over

In short, this new paradigm is within you right now as you read this. You don't need to try to "attract more" because what you want is here right now - within you.

Remember, the old model is about what you want being outside of you (love, money, recognition, security, etc). That model is outdated and won't give you the results you're looking for.



As you look at the image above, you'll notice there's a "gap" between where you perceive yourself to be at now, and where you want to be. That gap is the cause of any pain or frustration you feel in your life. That "gap" is created by your mind wanting "more" than what is.

This state of "wanting" sets up a seemingly endless stream of thoughts, feelings and behaviors that are based on lack and frustration. And in time, this results in job stress, relationship problems, health issues and feelings of disconnection.

**But there is a simple solution to this ongoing problem...**

## The Single Greatest Key

The most important key to the new paradigm of Abundance is Heart Consciousness. Your Heart is your true guide - not the mind. You see, the mind doesn't know that it's carrying out old programs and memes, it can only repeat them - but it can't free you from them.

Here's a simple way to describe the difference between the mind and the Heart.

The language of the mind = fear

The language of the Heart = Love

You can't be in Love and fear at the same time.

**...and you always have choice of which to be.**

As you begin to question the beliefs and assumptions you've made about things in your life, your mind begins to let go and you begin to notice things differently. You begin to have a "change of Heart". As this shift within you occurs, at first it may seem subtle, but as time goes on, you begin to feel more connected to your core and things that used to bother you no longer do.

***Then a wave begins to happen...***

A wave of inner peace and a deep sense of fulfillment begins to be your normal everyday experience. You then experience an abundance of ideas, opportunities, new friends, confidence and clarity.

Your Heart has become your True Guide - *and your mind understands that it's safe to let go...*

And you've returned home to the Real You...

## **An Invitation...**

If you're ready to let go of the old paradigm of scarcity and embrace the new Paradigm of Abundance, you're invited to experience the new Abundance Point Course.

Watch your e-mail for more updates...

*Blessings,*

*Paul Bauer and Susan Castle*