

Another goal of the enterprise is to interweave the polarities of Imports v Exports
Importing to make a world of difference through social entrepreneurship.
Exporting Art: native, folk, autistic, disabled...

A key interplay of seemingly divergent millennial developments is ‘clicks’ v ‘bricks’
Downloads v. Hardcopies: books, music, videos
Internet v. In-Store Purchases
Personalized and Customized Services v. Big Box stores and Internet impersonal sales.
Customers can use their Portable Electronics to log in or as in an internet café, use a Center screen
Interactive Intranet & Social Network

Community Networks: Physical Gathering Places v. Social Media Networks
In Store Community Events, & On-line Social Network (The Center and the Resource Center)
The store is actually a community center for supporting local authors, artists, musicians holding talks,

Fundamental to this innovative cause-driven enterprise is blending traditional marketing with co-op marketing, traditional publicity-PR with cause campaigns.

Interweaving Traditional and Co-op Marketing
Blending Traditional Publicity-PR with Cause Campaigns

This millennial business model interweaves the seeming opposites of ‘for profit’ and ‘non-profit.’
Source operates like a hybrid Public Benefit corporation with Social Enterprise services.
Parallel to the For-Profit in Store and On-Line are the Foundation Programs
A Percent of Earnings of the Store/Center and web support related local and regional projects.
One of the Objectives of the EnVision and Innovate Resource Center is inspirational & motivational inviting involvement & creating Living Legacies - personally & organizationally

II The Deeper Purpose for Building: a Local & Global Bookstore; Resource Center’s; and Community Center p.9

The Unique Purpose and Design of a Tipping Point Bookstore

Intertwining - Cutting Edge with Most Highly Recommended
The Most Unusual, Cutting Edge Books
The “Best of,” Most Recommended, Top Picks

Interweaving - Imaginative Insights into a Tapestry of Applied Possibilities
The Most Imaginative Insights into Patterns Ever Seeking Synthesis and Synergy (Seeing)
The Most Thorough Resolutions and Applied Solutions (Doing)

Combining – the Big Picture Concepts & Mega Trend with a Keep it Real, Keep it Simple Sweetie Approach
The Most Lofty Patterns, Powerful Trends and Biggest Picture
The Most Simple, Logical, Common Sense, Fundamental Approach

Joining – Sophisticated Concepts with Colloquial Language
The Most Sophisticated Concepts, Theories, Models
The Most Resonate and Familiar Language

Promulgating – The Most Innovative & Imaginative Thinking by ‘Early Adopters’ & ‘Creatives’ and Supporting Customers Creativity and Outside the Box Thinking

Merging – the Polarities of Personal & Planetary, Being locally civic minded, nationally attentive while being a Planetary Citizen.

Blending - Many Cultures, One Humanity

Extolling Ecumenism - Many Religions, One Source

Many Spiritual Paths, One Spirit; Head & Heart: Esoteric & Mystical

“Best Of,” Most Highly Recommended _____

Promoting – Reading the Classic Books and the Current Must Read Books (as well as Movies)

Local Experts for Top Picks by Theme & Topic

Most Respected US & Global Leaders Favorite 10

Highly Respected Author Shelves

(SoCal first to create regional feel, locally there are over 60 authors of related themes.)

Sample National Founders

Sample National Sponsor Organizations

The Concepts & Purpose Behind the Resource Centers connected to the bookstore.

Creating a Center with resources and services for -

Personal to Planetary Potential

Facilitating Fulfillment and Full-Potential in People, Organizations and our Planet

A Solution Matrix Leveraging Challenges into Opportunities

Architecture of Life Bookstore & Resource Center *Being the architect of your life - living your Vision*

Optimum Well-Being – *The Wondrous Journey*

Integrating Personality, Stages of Development, Transformational Living, Transcendent Being

Know Oneself and Be True – *The Beautiful Discovery*

Exploring Life Themes and Inner Purpose, Unique Design & Universal Nature, Your Blue Print, Goals...

Living Legacy – *The Extraordinary Adventure*

Life-Work Directions, Uncovering Passion-Bliss, Calling-Services,

Wholeness & Balance – *The Joyful Exploration*

Fulfillment and Full Expression, Love and Service, Your Opus, Expanding Career and Building Abundance and Security

Nourishing Relationships – *The Shared Passage*

Creating Social Wellbeing, Belonging and Community, Co-Creating Shared Dreams

Spiritual Fulfillment – *The Sacred Journey*

Expressing One’s Unique Divinity in Joy and Wellbeing

EnVision Books & Innovation Resource Center

Resources for Making a World of Difference

Facilitating Personal and Professional Aspirations to Make a Difference in all the Domains of Your Life

Your – Organizations’ Development

Your – Communities Development

Your – Enterprises Development – Strategic Solutions

Your – Planet’s Development – Global Solutions Matrix

The Purpose of Fostering a Community Center

Creating Interconnectedness by Featuring Local Authors Books and Speakers Talks, Holding their Events, Hosting Themed Programs

The bookstore features the books of local authors and the talks of local experts and creates connections with authors and readers.

The resource center promotes the connection between local authors, Experts and Speakers

Building a local-community of leaders and experts in each of our core themes

Creating Interconnections by Presenting Local Artists and Artisans, Holding Gallery Receptions, Hosting Talks & Creating Programs

Creating Interconnections by Showcasing Local Musicians CDs and Videos, Hosting Release Events

Reaching, Inspiring and Engaging new people to come attend Center events and support Source's Purpose - Themes as well as profitability.

Sponsoring Authors, Speakers & Organizations

The Source web portal becomes a consciousness project platform and large social network, inspired to be a community around their aspirations and our themes.

III Founding Store/Center Branded Components and their Products & Services p.16

Creating Inspirational Themed Sales and their Cause Marketing Campaign

Branded Components' In-Store and On-Line Products and Services

Branded Store Components' Products & Services

.Mystic Passport Books and Gifts for the fulfilling & meaningful life

WHOLE WORLD OF SOUNDS *Exploring music, creating harmony & "Playing for Change"*

SACRED SPACE IMPORTS *exotic furnishings from around the world*

SACRED SPACES DESIGN CENTER *Creating Environments that Nurture Your Soul and Express you Spirit*

World Artisan Décor & Gifts *Something good in store for the fulfilling and meaningful life*

Exotic Cultural Emporium & Natural Apothecary *Where inner qualities & wellbeing are beautifully expressed*

Inspiration Point Inspiring sights & sounds, messages & cards

Illuminations Gallery

World of Difference Exports (Locating, Displaying and Unique US Cultural Art)

Legacy Mountain Travel

Taste of Heaven - Hospitality Cafe

Pagoda Tea House

The Sanctuary Lounge

Phased Expansion of Founding Store/Center Branded Components and New Stores

The business plan details the Phases of Expansion of the Founding Store's Floor Plan

Also the business plan shows the stages of development of each of the branded components above

Finally, the business plan gives examples of each of the stores that might be part of a regional model

SUMMARY & CONCLUSION

I.A Multi-Dimensional Model for the Millennial Culture

This Tipping Point model addresses millennial shifts in consumer commerce and culture.

More than creating bridges between seemingly disparate trends it interweaves them into a visionary tapestry of local and global products and services. It provides a tipping point to move towards cultural coherence and cohesiveness. The underlying concepts have been called a Rosetta Stone to comprehending the global transformation and its quantum socio-economic shifts. The products sold and services offered locally and globally are the resources and tools for creating fulfilling and meaningful lives while making a world of difference.

Every aspect of this model supplies customers and serves clients in order to support their aspirations along the full spectrum personal to planetary. This locally focused model delivers products - services in the context of regional outreach and with global promotion and accessibility.

One of the greatest minds said that a problem is resolved at the next higher octave where seeming opposites are intertwined and a blended benefit is achieved: Local v. Global; Imports v. Exports; Social Networks v. Local Gatherings; Simplicity v. Complexity

The intention is to offer products and services of such high value, meeting needs and helping resolve problems that customers become clients and in turn participants and patrons.

There are three major components to delivering our products & services: Bricks, Clicks & Quicks
Reaching and serving new people locally & globally, uniting and building community

“Bricks:” There are local facilities which include at each location: a multifaceted world gifts store, a leading edge bookstore and resource center, an event space, café and gathering space.

“Quicks:” a local outreach program and regional marketing campaign utilizing City Events, Street Fairs, Mall Booths, Expos ... to reach and serve potential customers/clients.

“Clicks:” Source’s Internet Presence, E-Commerce “Mall”, Coop and Cause Marketing Alliances - Building a Global Community Center. If there are 10 products in a category available in the store there could be a 100 choices sold on the website.

These three components of outreach are regionally expanded to eventually create a replicable regional model

The “bricks” side of the business development model intends to add store/centers regionally so different populations can be comprehensively reached, i.e.

- small pocket stores in highly visible locations
- to larger stores/center in high-end villages/communities
- on through expansive facilities in (end destination) commercial hubs
- or that are near universities.

The regional store/center network will facilitate the coordination of outreach in the “Quicks” by facilitating intra region team have a presence at local events. Eventually sales will justify the outfitting of a vehicle with products and literature that can set-up and engage potential customers/clients.

The Store/Center's intention is ever the interplay of Local & Global: Regional & National

A core component of the business model is attracting customers by selling very unique products that make a difference in their lives as well as around the world. The concept is provide the best products from around the world as part of addressing the disparities of local v. national v. global. There is always an emphasis on blending the benefit of both, featuring locally produced goods, national favorites and resources produced in villages around the world. Building bridges and making a whole world of connections is the intention. Connecting customers to locally gifted talent and to the best the world has to offer. Local experts can offer events in the store/center. Customers can connect with the villagers to appreciate their artistry.

Through the store/center's global website products can be purchased and drop shipped creating international purchasing of local goods. A whole world of resources is brought to the store/center and local resources are promoted globally.

The four core examples of the goods for sales are:

1. Gifts, Accessories, Décor, Furnishes... : that support local and regional 'social enterprises,' artisans...
2. Art: local artists are feature and culturally authentic art is carried from villages around the world
3. Books, DVDs, CDs: local authors products are featured along with the most recommended by experts
4. Music: local & world musicians

Another goal of the enterprise is to interweave the polarities of Imports v Exports

Importing village made goods, especially those that are connected to community endeavors and social entrepreneur projects. In this way buying something the customer wants makes a real difference with the integrity of village families, rural cultures and urban cooperative communities. This compassionate shopping is central to our deeper purpose. In the section below on 'Branded Components' you will see how diverse and useful is the range of culturally authentic imports.

Exporting Art: native, folk, autistic, disabled...

The corollary part of blending this polarity is exports. The store/center and its website will serve additional US artists and artisans, with special needs. We will identify, sell and export: autistic art, disabled artist works, veteran art, as well as folk art, native American goods... Creating a gallery and catalog on our website will create another form of compassionate collecting.

An additional key interplay of seemingly divergent millennial developments is 'clicks' v 'bricks'

Downloads v. Hardcopies: books, music, videos

Book and music store chains have felt the impact of this major consumer shift. The recent popularization of downloaded music and books to portable electronics has forever changed the retail model. Bookstores that are doing well have boutique themes or are have mini-cafes. This is why the Store/Center will have a beverage counter and hospitality cart with healthy, tasty treats. Customers who like owning and giving physical copies of books and music as well as being able to thumb through a book before buying it. Our model supports exploring books, CDs and Videos easily and then if they wish, by simply logging in to the store's Wi-Fi supported website they can download the books or CD's. Customers know that their purchase through us makes a difference as the proceeds help achieve the store's purpose and our foundations mission.

Internet v. In-Store Purchases

This shift in purchasing patterns includes the increasing transition from in-store purchases to on-line purchases. (8% of all purchases are now made on line.) The integrated nature of our physical stores

(bricks) and on-line store (clicks) encourages customers to compassion purchases through us. Why buy something from an impersonal company when you can make a difference with your purchase through us. Customers can explore purchases at the store and then review many more items for sale on our web store they are more likely to feel like they are seeing a full range of possible purchases. If they are purchasing a gift from the store or website they can get in shipped creating seamless services for locals and the many tourists visiting San Diego. Even when the Source is a chain regionally deployed the character of the store /center is focused locally even while importing globally.

Personalized and Customized Services v. Big Box stores and Internet impersonal sales.

The inevitable offspring of internet and big box – chain stores is consumers’ swing towards more personalized attention and customized services. When on-line at home or at the store/center customers can create their own account, they can participate in our social media, join in on blob dialogue, add comments to books recommendations on the sites... You are a participant with your own account with access to customizable services. Our stores/centers are on the cutting edge of consumer and technology shifts more than bridging disparities we are blending solutions that innovatively meet evolving needs.

Customers can use their Portable Electronics to log in or as in an internet café, use a Center screen.

“Please Use the Terminal to Log In to Your:”

1. Bucket List & Gift Registry
 2. Source Social Network: Facebook, (Intranet Site)
 3. Commentary, Reviews, Favorites lists (See Living Legacy Travel)
 4. Down Load a Free E-Book, CD... on to your Data Stick
 5. Purchase an E-Book, CD, Program from your PC/LapTop
 6. Purchase a Kindle, I-Pad resource through affiliate programs
- (Lots of ideas for this in Legacy Mountain Travel, My Page)*

Interactive Intranet & Social Network

As part of the millennial shift noted above people are using Social Media to create connections and community. There has been a parallel desire for people to want interactivity, especially through online sites. The store/center physical and on-line sites are designed to solicit input and interact with the customer. We are ever seeking to facilitate a customer transit to client and then on to purpose participant and foundation patron. The store/center’s physical site is all about making connections as is our social media network is about creating community. The impersonal one-way sales and interaction of typical business transactions has been transformed to offer customers personalized and customized services locally and online.

Community Networks: Physical Gathering Places v. Social Media Networks

As referenced above the one of biggest millennial shifts is societal participation in social media networks. As social history documents, cultural pressures in one direction elicit counter needs and trends. Immersion in social media has fostered the need to connect face-to-face and to gather with others. This is one of the reasons community coffee houses and coffee chains have seen rapid growth. The store/center has on-line social media networks and builds communities of kindred interests. It also is a gathering place that attracts customers who invited to experience the store as a gathering place and community.

In-store Community Events, & On-line Social Network (The Center and the Resource Center)

The store is in fact a community center for supporting local authors, artists, musicians holding talks, events and showings. Some of these events are also live-broadcasts or recorded and available on our website. Local and global communities are facilitated through this and cross fertilized through our interwoven ‘bricks’ and ‘clicks’ approach.

The next section of this Tipping Point Purpose provides more details on the Resource Center aspect.
Fostering a Community Center and Engendering Relational-Referral Marketing

Local Authors & Speakers, Talks & Events

Local Artists and Artisans

Local Musicians

Building a Local-Global Resource Center

Architecture of Life Bookstore & Resource Center *Being the architect of your life - living your vision*

EnVision & Innovation Resource Center *Resources for Making a World of Difference*

Fundamental to this innovative cause-driven enterprise is blending traditional marketing with co-op marketing, traditional publicity-PR with cause marketing campaigns.

Interweaving Traditional and Co-op Marketing

As the ‘medium is the message’ how we reach out reflects our Purpose in the methodology. The focus is relational and referral marketing through the local authors, speaker and artists events. As community building is central to our purpose using social media is the other major tool to reach our base. For the store/center the focus is on building local organizational alliances that wish to cross-promote: events, resources, services. In this way, organizations become partners in engaging their memberships and constituencies through co-op marketing – direct and internet.

The website uses this same approach of alliance building and co-op marketing, but focuses on national organizations that can shepherd sales to our website with special membership incentives provided through the store.

Blending Traditional Publicity-PR with Cause Campaigns

Because the store/center seeks to become a focal point of the local community, their related causes become ours and ours theirs. Their recommended books are carried at the store, their community educational events are held at the store. Their brochures of related services are on our Resource Center shelves. In this way their promotional campaigns reference the store/center to buy their materials and recommended books.

Because the whole store and its resource center have Purpose related themes and causes connected to every ‘Branded Component’ it becomes a powerful platform for generating publicity around making a difference. When this is connected to local organizations’ objectives, compelling public and community relations ensues and exciting publicity results. A parallel process happens through the website and national organizations related causes.

This millennial business model interweaves the seeming opposites of - ‘for profit’ and ‘non-profit.’
Source operates like a hybrid Public Benefit corporation with Social Enterprise services.

Selling the goods from around the world that make a difference is the store’s role. Researching the best village projects to support is a sample foundation goal. Building a business that sells art of challenged US

artists (like disable and autistic artisans) is part of the our social enterprise services. Supporting programs in organizations that sustain these groups is part of our mission and foundation.

Parallel to the 'For-Profit' In-store and On-line are the Foundation Programs

Customers can choose to become participants in the store/centers purpose supporting the cause and objectives. Participants can become Project Sponsors and Program Patrons or simply help by contributing money on-line to the Foundation goals.

A Percent of Earnings of the Store/Center and Web support related local and regional projects.

For example selling unique furnishings is a profit center in the store and assisting besieged women and their children get basic furniture is a parallel cause. Design Services to create nourishing spaces is available in the store while a portion of profits create shelters for the truly distressed.

An Objective of the Bookstore plus 'EnVision and Innovate Resource Center' is inspire and motivate customers/clients creating Living Legacies - personally & organizationally

This can be a feeder process encouraging, engaging and enrolling people expressing their purpose in alignment with our related goals.

II The Deeper Purpose for Building: Local & Global Bookstores; Resource Centers; and Community Centers

The book store is truly a resource center for bringing together the best humanity has to offer. It speaks to the millennial patterns, mega trends while offering paradigm shifting possibilities from humanities most beloved leaders and quantum thinkers. This collection of books and resources in the store and on the website provide the best-of-the-best to gain personal-to-planetary insights. It is a wondrous center for organizing wisdom and supporting transformation and fulfillment for customers, their families, organizations, communities on through humanity and our planet.

The Unique Purpose and Design of the Tipping Point Bookstore

The few pages summarize how the bookstore is designed as a catalyst, destined to be tipping point in a movement from millennial chaos to cultural coherence. Each of the following titled paragraphs is a contributing aspect in this paradigm shift and in creating enthusiastic customers/participants encouraging local and on-line viral word-of-mouth referrals.

Intertwining - Cutting Edge with Most Highly Recommended Books, Audio Programs, Educational Videos

The Most Unusual, Cutting Edge Books

The center identifies through leading experts books that take new perspectives, think outside the system, look for holistic approaches and integrated solutions. These are the resources that up-level the conversation in every major area of concern and every core domain of experience. These multi-media are the cutting edge of inquiry into life, living fulfilling and meaningful lives. They are the most innovative books in exploring the full-potential of organizations, communities, institutions, countries and our planet. This is more than a bookstore it's a center for imagining and manifesting our highest internal and external aspirations.

The "Best of," Most Recommended, Top Picks

Every topic carries books the "most recommended" by leading local experts. "We sift through it," so that when you look at theme of books you know that the "top picks" of national authorities are on the shelf. This is not a traditional bookstore; rather it's a resource center for discovering the best possibilities within and around you.

Interweaving - Imaginative Insights into a Tapestry of Applied Possibilities

The Most Imaginative Insights into Patterns Ever Seeking Synthesis and Synergy (Seeing)

High on the commitment of this center is uncovering resources that make sense of the patterns that sub-stand surface chaos. Similarly we seek materials that reveal synthesis, like moving from looking at the disparate threads beneath a Persia rug to moving above and seeing how the individual threads are being woven together making a beautiful tapestry of possibilities.

The Most Thorough Resolutions and Applied Solutions

A companion objective is to locate those materials that help convert ideas to actions, invitations to opportunities, insights to replicable outcomes. It is ever the intention to find resources with the most creative resolutions along with the most applied solutions.

Combining – the Big Picture Concepts & Mega Trend with a Keep it Real, Keep it Simple Sweetie (KISS) Approach

The Most Lofty Patterns, Powerful Trends and Biggest Picture

The center is committed seeking resources with the highest perspective and the deepest insight. The broader and more inclusive the better, the longest range view the more helpful, the comprehensively complex connections the more useful.

The Most Simple, Logical, Common Sense, Fundamental Approach

The resource center also searches for simple truths and common sense applications. The best KISS (Keep it Simple Smartie) resources are compiled to create tools to make it easier for us all to be more capable in managing and improving life, i.e “Life for Dummies.”

Joining – Sophisticated Concepts with Colloquial Language

The Most Sophisticated Concepts, Theories, Models

The center presents the most brilliant thinkers revealing the most indelible insights and incredible wisdom.

The Most Resonate and Familiar Language

At the same time we are looking for works that are written in a daily life language that ‘speaks to our listening.’ ‘The medium is the message’ is the prime directive of these materials. We look for which books convey in our colloquial language truths in way we can understand and hear?

Promulgating – The Most Innovative & Imaginative Thinking by ‘Early Adopters’ & ‘Creatives’ and Supporting Customers Creativity and Outside the Box Thinking

Books offered in the store/center and on the web whose authors are considered the formative thinkers of our time or for all time. Along with these books are the resources that analyze what makes them great innovative thinkers. Also offered are the best books for supporting customers increase their own imaginative thinking as well as how to think outside the box.

Merging – the Polarities of Personal & Planetary, Being locally civic minded, nationally attentive while being a Planetary Citizen.

The store/center will be provide the best resources to understanding global trends, socio-cultural movements, plus model organizations making exemplary improvements locally and globally. Alongside this we will provide the best materials on exploring how an individual can make a difference locally to globally.

Unifying - One Planet, One Destiny

A core intent f the store/center is supporting customers and web visitors explore and experience the world as evolving whole. There are numerous books that describe what is unfolding with the “global brain,” through the Gaia effect. These books by our leading scientists theorize the enormity of the paradigm shift that is happening globally. Reading these works helps promote insights into the globally positive changes unfolding.

Blending - Many Cultures, One Humanity

In support of a more wise and compassionate view of humanity there are numerous resources. There are institutes that have discovered the wonderful evolving nature of humanity. There are organizations that scientifically monitor energetic shifts and show how there is an enormous, demonstrate able connectivity in humanity. There is a confluence of insights from HeartMath’s Global Coherence, through the 100th

Monkey effect, string theory to quantum mechanics, the butterfly effect, global EQ... All of which contribute immensely, encouraging us as we move from being the object of global shifts to being the subject, helping author new possibilities (like this Purpose.)

Extolling Ecumenism - Many Religions, One Source

An allied commitment is encouraging ecumenical wisdom that promotes tolerance and engenders appreciation.

Many Spiritual Paths, One Spirit; Head & Heart: Esoteric & Mystical

At a deeper level of understanding differences and exploring similarities there will be books in the store and web that bridge the polarities of mystical and metaphysical, heart and head, spiritual aspiration and grounded manifestation. Customers will be hopefully exposed to new ways at looking at Life and expressing ones inner and outer purpose.

“Best Of,” Most Highly Recommended _____

Promoting – Reading the Classic and the Current ‘Must Read’ Books (as well as Movies)

The bookstore and web carry the most agreed upon classic books of all times. Lists of these 100 books are available in the store and can be added to your personalized site on our social network. In the store these classic books would have white dots on them and be numbered in the most agreed upon order of recommendation. In addition the most highly recommended current books for personal development would be listed and the books coded with numbered dots. The most respected transformational leaders of our planet would have their top ten books listed.

Local Experts List Their ‘Top Picks’ by Theme & Topic

Local authors, speakers and respected experts would be invited to list favorite books related to their expertise.

Most Respected US & Global Leaders Favorite 10

On every category of books there would be if you are going to read a couple of books on this topic the following are the most highly recommended. All these services will be available on the website so that a customer may create a reading and movie viewing plan. The intention is to support a cultural renaissance committed to personal and planetary development.

Oprah Winfrey
Nelson Mandella
Dalai Lama
...

Highly Respected Author Shelves

(SoCal first to create regional feel, locally there are over 60 authors of related themses.)

Ariel Ford	Jack Canfield	Lisa Nichols
Bob Proctor	John Asaraf	Louise Hay
Craig Reid	Ken Foster	Michael Gerber
Debi Ford	Ken Blanchard	M. V. Hansen
...		

Sample National Founders

(These are sample authors/leaders who would be invited to be Investors, Project Sponsors, Program Patrons... As this is a key strategy in going national with this model on the web and then eventually in our store/centers around the country, it is detailed in other documents.)

B.M. Hubbard

Collin Tipping

Jean Houston

Les Brown

M. Williamson

(Lots of names for this in WWW RC)

Sample National Sponsor Organizations

AGNT

Hay House

HeartMath

IONs

Unity

UNSA

(Lots of ideas for this in Legacy Mountain Travel, University Page)

The Purpose-Driven Concepts behind the Resource Centers (& Bookstore) **Which create a Center for Personal to Planetary Potential**

Facilitating Fulfillment and Full-Potential in People, Organizations and our Planet
A Solution Matrix Leveraging Challenges into Opportunities

The second Purpose section, as summarized on the first page, describes “the in-store and on-line bookstore and resource center as a Source, an amazing Center for facilitating us all achieve our aspirations. The bookstore becomes a resource center for us all to better understand ourselves and our world. It becomes a true local Community Center and on-line platform supporting the best and highest in people, projects, programs and our planet. Part our deeper purpose is the counterpart to providing the best resources to realize our individual and organization goals. It is offering a view of Life from a higher perspective. We are also seeking to find the highest vantage point to view events and the deepest insights to understand their interconnected nature.”

This section of the purpose is the most exciting for me because it’s the closest to my gifting, outer purpose and vision. Through these offerings the store becomes a Resource Center and through its programs it becomes a Community Center. On the web you can fly up to 5,000 feet and then back down to earth to drill down into the details. All of the web resources will eventually be interactive so a visitor/participant can answer questions and create a profile for assembling the most relevant resources.

These Resource Center ‘s purpose is – ‘Serving You (The Customer) In The Facets Of Your Life:’

- Your Personal Aspirations
- Your Organization’s Destiny
- Your Communities Potential
- Your Enterprise’s Vision
- You Planet’s Possibility

Through the Universal Process of:

1. Envisioning
2. Manifesting
3. Transforming
4. Sustaining
5. Empowering

Architecture of Life Bookstore & Resource Center

Being the architect of your life - living your vision

The focus of the Architecture of Life Books and Resources is supporting ‘Your – Personal Development Aspirations.’ Its in-store and on-line resources are for “Individuals, Couples And Families Creating Joyous, Fulfilling Lives – *Authentically Expressing One’s Purpose, Creating Wellbeing And Balance.*” The term Architecture of Life means “Living One’s Vision” – *Integrated, Being One’s Full-Potential in ALL Roles and Domains.*

The following are the core components of personal development resources carried in-store and on-line. From a lifetime of research I have prepared extensive modeling of the integrated aspects of personal development. These models and their illustrations allow customers to find specific supportive resources while moving up to the 1,000 foot level to see all the aspects of a component of development. And further up there are diagrams that illustrate how all the components work synergistically. You can zoom

up or zoom down the spectrum of personal growth and get insights into what your interests are and what tools might be most helpful. These overviews are printed and available at the store and on-line they become hyperlinked pathways for exploring life, growth and fulfillment.

Optimum Well-Being – *The Wondrous Journey*

Integrating Personality, Stages of Development, Transformational Living, Transcendent Being

Know Oneself and Be True – *The Beautiful Discovery*

Exploring Life Themes and Inner Purpose, Unique Design & Universal Nature, Your Blue Print, Goals...

Living Legacy – *The Extraordinary Adventure*

Life-Work Directions, Uncovering Passion-Bliss, Calling-Services,

Wholeness & Balance – *The Joyful Exploration*

Fulfillment and Full Expression, Love and Service, Your Opus, Expanding Career and Building Abundance and Security

Nourishing Relationships – *The Shared Passage*

Creating Social Wellbeing, Belonging and Community, Co-Creating Shared Dreams

Spiritual Fulfillment – *The Sacred Journey*

Expressing One's Unique Divinity in Joy and Wellbeing

EnVision Books & Innovation Resource Center

Resources for Making a World of Difference

Facilitating Personal and Professional Aspirations to Make a Difference in all the Domains of Your Life

Your – Organizations' Development

For Visionary Leaders, Institutional Architects and Non Profit members/staff.

Progressive Teams-Groups, Humanitarian & Service Organizations, Arts-Cultural Orgs., Public Interest and Government agencies

Innovators Achieving their Mission, Realizing their Organizational Destiny & Building Empowered, Fulfilled Teams.

Your – Communities Development

For Active Citizens & Advocacy Groups, Progressive Communities and City Leaders

Creating Great Neighborhoods and Building Model Communities

Political responsiveness; Public Safety and Justice; Livable Housing, Connected Neighborhoods, Green Communities; Sustainable Economic Development; Supporting Life-Long learning, Edutainment, Communication; Community Wellness and Wellbeing...

Your – Enterprises Development – Strategic Solutions

For Inventors, Entrepreneurs, Intrapreneurs, Innovative Executives, Investors, Loan Officers

An Innovation Incubation, Launch and Development Platform

*Resources, Links to Seamless Services and Turnkey Programs, One-Stop Synergistic Development
Ensuring a Triple Bottom Line: People, Planet, Profit*

Your – Planet’s Development – Global Solutions Matrix

An Innovation and Visionary Models Research and Resource Dissemination Platform

For Leveraging Worldwide Challenges, Facilitating Dynamic and Sustainable Growth

The Purpose in Fostering Connectedness and a Community Center

The bookstore, resource center and shops all encourage connectedness and help create community.

Creating Interconnectedness by Featuring Local Authors Books and Speakers Talks, Holding their Events, Hosting Themed Programs

The bookstore features the books of local authors and the talks of local experts and creates connections with authors and readers.

As these experts offer talks, programs or series are proposed, i.e. Monday night, wellness series; Third Thursdays, Relationship program ... As participants gather new these new connections engender requests, as in the Creativity talk turns into a program, with a series of topics. The Resource Center also invites people in around its themes, like Feng Shui and Creating Spaces that Nourish Your Soul and Express your Spirit. Events are planned around the calendar and national days, like Earth Day or Fair Trade Day. When the Hospitality Cart is formally set up, more discussion groups will meet at the Center. These natural connections from author talks spawn requests for a follow up application talk with participants or a support group to ground the insights.

The resource center promotes the interconnection of local authors, Experts and Speakers

Building a local-community of leaders and experts in each of our core themes

Creating Interconnections by Presenting Local Artists and Artisans, Holding Gallery Receptions, Hosting Talks & Creating Programs

Creating Interconnections by Showcasing Local Musicians CDs and Videos, Hosting Release Events

Reaching, Inspiring and Engaging new people to come attend Center events and support Source’s Purpose - Themes as well as profitability.

Through the Co-op Marketing, Alliance Building and In-Store Relational-Referral Marketing around events new people are reached who are curious about a topic, author, artist. New people are reached who are interested in a topic and come to the event. The memberships of event related organizations become aware of and hopefully visit the Center. The mailing lists of authors, artists, musicians are invited to events and to buy the books, art etc. now carried at the Center.

Sponsoring Authors, Speakers & Organizations

As part of creating connectedness and community local authors, speakers, experts, musicians, artists... are asked to sponsor a related section of the Bookstore/Resource Center. For a Sponsor (marketing or referral) cost they can have their name put next to the shelf tag indicating that they are sponsoring these related books, resources, gifts... Their top 5 book recommendations are included on the related shelf and their business card and brochure are co-located.

The Source web portal becomes a consciousness project platform and large social network, inspired to be a community around their aspirations and our themes.

(Our internet business model is extensively described as it takes this purpose and our themes out regionally and globally. I'll fill these components in soon.)

III Founding Store/Center Branded Components and their Products & Services

As summarized on the first page, “the third Purpose section describes an array of our branded components. These stores-within-a-store each have transformative themes that seek to make a difference in every aspect of life. The products they sell serve to truly contribute to customers lives as well as the product makes which many times are from artisans and organizations improving their lives and contributing to the world. These stores are part of the appeal to new and loyal customers as well as a major source of revenues to fund our deeper purpose. Through the website many customers and product makers will be benefitted.”

Creating Inspirational Themed Sales and their Cause Marketing Campaign

- ✓ The products for sale all are connected to the deeper purpose of the store/center.
- ✓ These products all make a ‘world of difference’ for villagers and additionally appeal as compassion purchases.
- ✓ Many products are connected to organizations helping empower social entrepreneurial projects and people overcoming challenges. These cause and co-op marketing alliances help promote the products and the store/center.
- ✓ Every branded grouping of products, noted below, have inspirational themes connected to them. So each store-within-a-store has its purpose, causes and alliances. There are brochures and flyers on their shelves and of course downloadable materials on the related part of the webstore.
- ✓ For all the reasons above the stores product sales are connected to the Bookstore and Resource Centers materials. You are buying a product and buying into something that makes a difference. Every of these branded components has its own cause identity and loyal patrons, supporting organizations, affiliated authors. You can purchase a gift and along side of it are books that support the customers understanding and possible participation in exciting projects.
- ✓ From our customers’ requests and expressed needs in conjunction with local authors and experts an array of services will evolve in each branded component area. Customers initially buying products can evolve to clients utilizing services referred through our center. This becomes another way of integrating the community with clients while creating other income streams, i.e. marketing or referral fees. Some services would be provided by the Center staff, i.e. design services.

Branded Components’ In-Store and On-Line Products and Services

Each of the branded component products that offered are available on-line. The books and CDs can be downloaded from the website. The products can be ordered on-line and drop shipped to customers or to their gift recipients. Where there may be only a few sample products in each category at the physical store there can be many, many more available on-line. End-destination customers who visit from around Southern California can return home to purchase on-line more of what they love any time they wish. Tourists who include this very unusual store/center in their San Diego trip can purchase and ship back home. Then continue purchasing from home and supporting the mutually beneficial themes and causes. While the store becomes a showcase demonstrating our millennial concepts the revenues generated through the website will be have the lowest margins but by volume the highest returns. Eventually the web store will become large enough to be a cyber mall with thousands of products.

Branded Store Components’ Products & Services

Each of the groupings of products below becomes a branded component of the store/center. Each is a store-within- a-store with its own space on the website, its own themes, causes and alliances. Branding is everything as each of these concepts generates local and on-line sales, customer sales and loyalty. There are pages of descriptions of these but this is simply a summary of their Purpose. In the larger stores these

components will expand from a booth or corner to their own room or possibly a store in our millennial style mall.

Mystic Passport Books and Gifts *for the fulfilling & meaningful life*

This component title is simply a catchall marketing theme to advertise to the public that we have San Marcos's only bookstore. Similarly the generic Gifts component will be utilized in advertising around holiday and event sales. As ever all advertising will engage potential and return customers that purchases make a difference in their life and others.

WHOLE WORLD OF SOUNDS *Exploring music, creating harmony & "Playing for Change"*

This branded component's themes explore world music albums, discovering local musicians albums and videos, learning to make music books and CDs, buying folk music instruments and locally made instruments, as well as using music to make a difference – music therapy to "Playing for Change."

SACRED SPACE IMPORTS *exotic furnishings from around the world*

All the furnishings in the store are for sale. Sacred Space Imports is strategic alliance that provides the furniture and much of the décor. These furnishings are many times handmade in villages around the world including the US and where possible include reclaimed wood and structural elements. The ambience of the store is unique furnishings from temple arches turned into a bookcase, India railroad ties converted to indoor/outdoor tables, old ox carts crafted into unique benches. The store is thus beautifully furnished with a home-like, non commercial ambience which customers can literally take home. Sacred Space Imports will initially share the founding store with a section dedicated to the artful pieces. Referred sales from the Center would become another revenue stream.

SACRED SPACES DESIGN CENTER *Creating Environments that Nurture Your Soul and Express you Spirit*

The Sacred Space Design Center is a branded component of the Store/center which is operated in conjunction with Sacred Space Imports. It promotes ten themes on creating environments that nurture your soul and express your spirit. It carries books and CDs on each of the design themes and offers services to clients assisting them create amazing homes, from Feng Shui to indoor water features and outdoor sacred gardens and many more.

World Artisan Décor & Gifts *Something good in store for the fulfilling and meaningful life*

This branded component is a fundamental array of a 'world of good' products, authentic cultural artisan with them. Every gift has a secondary gift that goes with it, a signed card from the artists describing the work and the village projects that it supports. These gifts are a major calling card for new customers while supporting return customers who want to buy something that literally makes a world of difference to customer and artisan. There are numerous themes that this branded component is allied with and part of its proceeds go to the allied causes supporting indigenous artisans and challenged artisans. Related to these themes and causes are the books that describe what their work represents and how it is changing the landscape of micro economies.

Exotic Cultural Emporium & Natural Apothecary *Where inner qualities & wellbeing are beautifully expressed*

This branded component also carries handmade jewelry from local and village artisans, as well clothing. This section of the store also carries eco gifts made from natural materials around the world.

Natural Apothecary

There are natural, organic beauty products from around the world, including bath and pampering and skin care. Eventually organic health products will be added, especially on line. As mentioned in a previous section where a representative sampling of products are available in the store whole lines of products can be purchased in the web store.

Inspiration Point *Inspiring sights & sounds, messages & cards*

A core purpose of the store/center is inspiring people to realize their full potential living fulfilling and meaningful lives, that express their inner and outer purpose. This branded component will carry inspirational books and CDs, greeting cards, messages, posters and framed encouragement and insights. The messages are in card boxes, on placards, table tents, decals, wall words, even bumper stickers and buttons. Eventually we will produce our own line of inspirational encouragements.

Illuminations Gallery

The store/center will have local, national and international art on the walls: paintings, photographs, statues, 3d wall art... This art is both beautiful and makes a difference for artist overcoming challenges and building artist social enterprises: villager art, autistic artists, disable artists, folk art, native American and First Nation art. There are themes as well: environmental and mother earth art, visionary art, transformational art, we are all one art...

World of Difference Exports (Locating, Displaying and Unique US Cultural Art)

As noted in an earlier section one of the deeper purposes is to support indigenous, folk and Native American Artists in this country but selling their works in the store, in the webstore, at local events and through our allied organizations cause/co-op marketing. Eventually as we identify these artists we create a US export business to represent and wholesale their works overseas.

Legacy Mountain Travel

The store and website will offer an incredible collection of travel books that support numerous compelling themes. Next the website will offer private labeled travel services and programs that make a difference for individuals, families and organizations. There is a very powerful business plan that enumerates what these programs and services could become. An internet e-commerce expert and travel professionals reviewed this and said with sufficient capitalization Legacy Mountain Travel could be a billion dollar business in sixteen months.

Taste of Heaven - Hospitality Cafe

As part of creating the inviting ambience to attract customers and treat them as guest we will be offering beverage services. A Hospitality Cart will offer natural, organic and gluten free tasty treats. In parallel support of the Purpose the Hospitality cart will have locally made treats. It will also sell packaged shelf foods made by local social enterprise projects. One example is a local project for women being empowered while overcoming extreme difficulties. They make instant meals, like powdered soups created by the best area chefs. To support the culturally authentic theme and international assistance jarred sauces, relishes and treats are available.

These delicious serves support one of our core themes – hospitality. The event guests can partake, as well as traditional coffee shop visitors and regional travelers exploring the store. To augment the hospitality theme there will be a display case near the food service counter with hospitality books, handmade bowls, decanters, wine racks etc.

Pagoda Tea House

In larger stores there will be a Pagoda like structure for guests to congregate. It will have the ambience of a Japanese Tea House and the structure itself is available for sale.

The Sanctuary Lounge

Eventually in the largest of our stores there will be a lounge that offers spirits and tapas, similar to the ambience of a Buddha Bar. This is part of the hospitality theme and supports the store becoming an end destination center for visitors to take part of the day visit us, explore, purchase, attend an event and have a delicious meal.

Phased Expansion of Founding Store/Center Branded Components and New Stores

The business plan details the Phases of Expansion of the Founding Store's Floor Plan

Also the business plan shows the stages of development of each of the branded components above

Finally, the business plan gives examples of each of the stores that might be part of a regional model

SUMMARY & CONCLUSION