

Media Q & A

for

Jami Lin

author of

ColorAlchemy**7 Days, 7 Colors, 7 Triumphs****Self Mastery with the Endless Supply of Color**

(approximately 30-40 minutes: feel free to use all or part)

Q: ColorAlchemy is a great title of a book, what does it mean?

ColorAlchemy is the name of my new book yet it is so much more!

ColorAlchemy is a fun method that creates long-term, life-enriching benefits. ColorAlchemy develops an awareness to never again take colors for granted and, as I like to say, to *LIVE in Living Color* for the rest of your life.

After you experience a colorized, classic black and white movie, why would you ever want to see it again in black and white? Why would you want to live in a black and white world after getting awakened to *really living in color*?

I just love that colorful visual!

Q: Why do you use the word alchemy, its reference is in medieval magic, isn't it?

The word *alchemy* originated in the Middle Ages and it is the wizardry of changing metal into gold. For me, the magic of ColorAlchemy is improving YOU through science, commitment, and intention.

ColorAlchemy's alchemical soul (that's s-o-u-l) purpose is to maximize your greatest potential by learning to absorb the endless supply of color and to reap the life-enhancing benefits of color.

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Q: Why is ColorAlchemy different from other color healing methods?

ColorAlchemy goes way beyond color therapy and there are many reasons why:

ColorAlchemy isn't static, it changes every day with new opportunities for life improvement. Every day of the week day is a different color following the rainbow sequence: Monday is Red, Tuesday is Orange, Wednesday is yellow, Thursday is Green, Friday is Blue, Saturday is Indigo, and Sunday is Violet.

As you work with hundreds of ColorAlchemy Activators to enjoy the 7 days and 7 colors, you grow your 7 Triumphs (which have multi-dimensional benefits that I'd love you to ask me about!).

Q: How is your ColorAlchemy book different from other color therapy books?

I am so glad you asked!

First, with my years of interior design and Feng Shui experience, I wanted ColorAlchemy to be gorgeous and it is! ColorAlchemy has at least one magnificent full-color graphic on every page with the intention that readers feel the profound properties of color. I even used special art paper so the book itself has a delightful sensory experience.

The content of ColorAlchemy is as transformational as it is beautiful. All my writings, even little BLOG musings, feed my creativity and expand my soul. It is my sincerest intention that my growth translates into inspiration for others.

Part 1 is your ColorAlchemy Quick Start. It preps you for the Daily ColorAlchemy Triumphs in Part 2, the 7 Days, 7 Colors, and all the ColorAlchemy Activators.

Did you know that it takes 21 days to may or break a habit so Part 2 takes you on a transformational month-long journey in Living ColorAlchemy. It not only teaches you how to identify color weaknesses but how to strengthen and balance them to maximize life potential.

Every day provides ColorAlchemy Activators such as Color Breathing and visualization, applying the color energies of your body, singing the spectrum of music, and vibing to the colors of dance, integrating gem stones and essential oils, making ColorAlchemy elixirs, and much more.

ColorAlchemy even teaches you about ColorAlchemy Initiations with all the mind, body, and spirit secrets to benefit with the endless supply of color in your home, garden, office, and throughout heaven and earth.

Q: What is your color expertise to create ColorAlchemy?

I have been working with color since crawling around my mom's easel.

My artistry grew into a Bachelor of Design from University of Florida, school of architecture and I've been practicing interior design ever since. I am honored to say that some of my design work is published. I was naturally drawn to Feng Shui and more than 15 years ago my first Feng Shui book and video, both titled Feng Shui Today even became book-of-the-month-club features. I've traveled the world teaching Feng Shui through my decorative perspective and all the ways to enhance your life in Living Color. That love and passion, grew into ColorAlchemy.

Q: What are the 7 Days and 7 Colors and how can the 7 Triumphs be so easy and transformational? You say ColorAlchemy only takes 2 minutes a day to reap the benefits, how?

I love this question . . . practicing ColorAlchemy is very simple and even easier to remember!

There are healing attributes of each color that are time-tested since ancient Egypt: I call them triumphs: 7 days, 7 colors, 7 Triumphs: Vitality - Creativity - Power - Love - Focus - Intuition – Bliss

Because we can easily remember the days of the week, all you have to do is associate the day of the week with its respective color and triumph, so easy!

Color Breathing is the simplest ColorAlchemy Activator and you can do it anytime or anywhere. All you need to do is take 3 deep and focused breaths 3 times a day – how long does that take? I recommend to Color Breath when you wake up, when you go to sleep, and any time you remember, just breathe the color of the day and absorb its attributes.

- When you practice breathing Vitality on Red Monday, you'll be able to call on Red Vitality when you feel tired or need strength
- When you practice breathing Creativity on Orange Tuesday, when you lack inspiration or if you are feeling blue, just breathe Orange in your body

ColorAlchemy is intuitive and easily becomes automatic:

- on Yellow Wednesday, breathe Personal Power
- Green Thursday, breathe Love
- Blue Friday: breathe Focus
- on Indigo Saturday: breathe Intuition
- Violet Sunday: breathe Bliss

ColorAlchemy's benefits are all inclusive and as consistent as the Newtonian science of light passing through a prism and refracting into a rainbow,

in fact, in Seconds, ColorAlchemy teaches you to turn stress into calm

Q: I'd like to instantaneously turn stress into calm, how do you do that?

Sure!

When the 7 Colors and their respective energies become a part of your consciousness, automatically you'll absorb your needed color on demand to immediately shift your attitude and awareness.

Q: Do you have some examples?

Of course, here's a few Red examples:

- If you get Red by inconsiderate drivers, instead of road raging, consciously breathe Green love, and notice how your energy immediately changes.
- If someone is taking advantage of you, instead of experiencing Red anger, breathe in Blue to first balance, then to be clear of how you feel and what you need to say – then command Yellow to stand tall in your Personal Power using both Yellow and Blue to speak your truth
- If you are feeling Blue and tired, perk yourself up with Red Vitality and stamina.

There are hundreds of practical ColorAlchemy applications that you can use every day . . .

Here's my favorite Indigo tip that I use when I have trouble sleeping, I calm myself and go deep into my quiet mind with 3 Indigo breaths and I am out like a light!

Q: Earlier you said that the healing attributes of color are as old as ancient Egypt, is ColorAlchemy validated by other mental, physical, or spiritual traditions or scientific findings?

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The best way for me to answer that question is with an explanation of cosmological metaphysics. I don't mean to use such huge words here, but the concept is reasonably simple when you break down the evolution of all spiritual traditions. Just like science, universal spirituality comes from observing the consistent workings of heaven and earth.

That's why I love REAL Feng Shui and Chinese medicine so much. Chinese mythology tells the story of consistent scientific workings of heaven and earth in relation to the human body and its relationship to the environment. Even Feng Shui colors and the colors used in the foods that you eat are integrated in this consistent Chinese medicine.

Q: It this the same consistent science of Living Color and the root of Spiritual ColorAlchemy?

Yes, Ancient Egyptians intuitively knew what the quantum physicists tell us today:

- Color is an integral part of the substance and being of everything in life.
- Color is the substance of matter.

I find these spiritual and colorful teachings of ancient Egypt fascinating.

Ancient priests suggested "that to not know the color of the gods meant that the seeker was unknowable and could never be complete."

This magnificently deepens Spiritual ColorAlchemy with how the concept parallels Newtonian science. It is common knowledge that Sir Isaac Newton, passed sunlight through a prism and the energy consistently diffused into 7 spectral colors.

What people don't know is that he took the experiment one step further and it's really neat "Spiritual ColorAlchemy." He then passed the seven color rays back through another prism and they reunited back into white light.

As White Light is the symbolic reference to The White Light of the Creator in most spiritual traditions, the ancients instinctively understood the science and the spirit of color which were the same as Newton's discovery that color consistently re-unites with its source.

Ah, the source! The Source of Life: White Light!

Interestingly, quantum physicists, by the definition of quantum - which is to identify the smallest components of energy, are continually doing research to identify the smallest components of energy. Experimenting with the energetic components of matter, identified on the periodic table, some scientists define the smallest unit of energy, for lack of any other explanation, as consciousness or immeasurable cosmic intelligence.

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If colors are the components of light and matter, and this smallest unit in the universe is the consciousness or cosmic intelligence that exists in everything, is this consciousness God? Is The Light the colors of God?

Who says that god doesn't live somewhere over and in the rainbow?

These same colors live within our body's physical and energetic structure and we can tap into its Color Alchemy.

Q: Wow, that is something to think about! Does that also suggest that ColorAlchemy has universal roots?

Excellent observation, of course!

If "the colors of God" exist within everything, there is so much more mental, physical, or spiritual validation thru history's cultural reference, because everybody has the same cosmic intelligence within them.

The human Body's is composed of elemental building blocks as all organic and inorganic matter, and thus, of the light

The conscious and unconscious Mind is processed by this unseen intelligence

and The Spirit returns to the light and has even been witnessed by masterful Buddhists and Yogi's.

Going back to the ancient world . . . similarly to how the Chinese worked with color as a method for healing, Ayurvedic or Indian medicine uses the colored energy centers in the body know as the Chakra.

Additionally, to balance the body, from ancient Egypt to India, colored light, which was integrated into the design of churches and temples throughout the western world, shined the colored-light of god to balance mind, body, and spiritual energies.

Many indigenous cultures also associated color with the days of the week as they associated the day with a planet. Nordic tradition, and others for example, say that Monday reflected the silver/white energy of the Moon, Red strengthened Tuesday with the planet and Roman god Mars, Wednesday was delivered on the winged feet of Mercury's Orange feet. The rest of the week had daily colors influenced by the rest of the colorful planets.

ColorAlchemy also follows the tradition of our modern lifestyle.

- Red Monday, the first day of the workweek is the Red get-up-and-go day.
- Orange Tuesday helps creative juices to flowing and propagate new ideas
- Yellow Wednesday, solidifies Commitment with Personal Confidence
- Green Thursday, is filled with love to share with others and all the days of the week
- Blue Friday: Supports clear communications and focus
- Indigo Saturday: slows with the deeper colors of the soul. Finish your chores. Relax and play.
- Violet Sunday is the day of quiet and time for completion. Rejuvenate for the cycle ahead.

Q: ColorAlchemy supports all aspects of our lives, but can it also maximize our financial success and professional lives too?

Great question! I use ColorAlchemy to help me in my business every day!

ColorAlchemy improves and increases professional performance, helps you overcome obstacles, and helps you work smarter not harder. Using ColorAlchemy in the office is like having plenty of wind in your sails.

Red supports you to Roll up your sleeves, buckle down, seize opportunities, energize performance, motivation, and persistence

Orange Inspires transformation, expand creativity, and enjoy professional passions and the rewards

Yellow helps Access strategies with commitment and confidence, command success, set intelligent goals, elevate personal power

Green “Deliver the goods” with Green’s compassion and humility, deepen relationships and comradery

Blue Generates clear direction, purpose, and intention, strengthen communication, refocus stress and challenge

Indigo Reveals innate talents, trust intuitive ability, grow innovation through vision

and Violet Inspires organizational connection and personal satisfaction

I even use colored folders to manage my daily to-do’s and colored markers to stay organized. Once you begin playing with the endless supply of color, you’ll discover hundreds of ways to work with them, including ways I never even thought of.

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Want a really great and practical example?

Q: Sure!

Brenda, my student, was having trouble reminding her mother who had Alzheimer to eat her lunch. Mom couldn't remember the days of the week to remember if she had eaten. Now, when Brenda puts a daily-color napkin next to the plate, mom remembers to eat!

Is that great? I love that story!

ColorAlchemy is unlimited, use Orange to expand your creativity!

While you can discover so many ways to incorporate ColorAlchemy, there are 2 consistent weekly Triumphs:

When you experience color's life-transformational energies on its respective day, by the end of each week you enhance & balance your most important qualities of being human: Vitality - Creativity - Power - Love - Focus - Intuition – Bliss

Additionally, because all the energies and colors re-unite into the White Light of the Creator, each week you deepen your connection to god.

Q: Since ColorAlchemy enhances our lives each week, will it support long-term triumphs?

You bet, can share a few more fascinating success stories?

There is a chapter called Mental ColorAlchemy that explains how the mind is the key to personal development. Mental ColorAlchemy teaches you how to instantaneously change negative behavioral patterns into those that are positive.

Interestingly, when you integrate the daily colors into your consciousness, core issues reveal themselves based upon its symbolic association to color. Then, just use ColorAlchemy as medicine to mitigate and ultimately eliminate the issue.

Q: What do you mean, use ColorAlchemy as medicine?

Just balance your mind, body, and spirit by absorbing more of the color that reduces your issue and more of the color that strengthens your weakness. Remember, there are hundreds of ColorAlchemy Activators to choose from, just select the ones that you enjoy the most.

Do we have time for a few fascinating success stories illustrating long-term triumphs?

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Q: Sure!

This “Blue and Yellow” revelation came from Rebecca after experiencing the ColorAlchemy process with the ColorAlchemy E-book (that sends you a daily-color triumph a day). Rebecca tells her story so well, I’ll just read you her words.

When I was a little girl, I loved my brother! We were best friends.
I also loved Blue and was so excited to find my room painted in "Robin's egg."

As adults, my relationship with him is strained as he is an over-sized bully, disrespectful, and belittles my opinions. Experiencing ColorAlchemy, I realized that I never wore Blue and no longer liked it.

My transformational revelation came when "Blue" showed me that I wasn't speaking my truth to my brother. Now, regardless of his response (or any similar situation), Blue helps me have clarity for self-expression and with Yellow, I now have the confidence to speak up for myself with everyone!

I truly had no idea just how powerful ColorAlchemy would be.

Q: Interesting!

Time for one more success story?

While waiting for yoga class to start, my “mat neighbor” and I started chatting. As I told Mary (not her real name) about ColorAlchemy, she asked, how does it work? I explained by example and asked what color was her least favorite. Orange, she said. While being kind, of course, I asked if she had trouble being spontaneous. Mary replied that she was pretty ridged. Then with her permission, I asked if she was good in bed? Happily she was very forthcoming, she laughed and said she was booooooring!

If Mary wanted to balance these issues, all she needs to do is to absorb more orange into her consciousness. Now, here’s the most interesting part, when I asked what she did, Mary said that she was a therapist.

Obviously you don’t have to be good in bed to be a good therapist but, mental-health healers are you listening? If I could get to Mary’s core issues that are connected to her Orange weakness in 30 seconds, what do you think ColorAlchemy can do for your clients? I know that ColorAlchemy can help them be more triumphant really fast!

Yes, you can create long-term benefits that are yours forever through Living ColorAlchemy - it is easy and fun too.

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Q: Do you have more ways to learn ColorAlchemy?

I LOVE teaching live and I welcome folks to go to ColorAlchemy.com to see where I'll be teaching or for them to set up a workshop in their city.

Also on ColorAlchemy.com, there are samples of the gorgeous, 272 full-color ColorAlchemy book, samples of the ColorAlchemy E-book (for an email lesson every day for one month to easily train your ColorAlchemy awareness), and samples of the 4-hour training ColorAlchemy DVD (where you listen me to me teach you ColorAlchemy with more than 185 beautiful automated slides).

Of course you can order the ColorAlchemy book, E-book, and DVD on ColorAlchemy.com too. Watch for really cool ColorAlchemy products that I love too!

Thank you so much for the opportunity to share the colors that I love with you!