

PRESS KIT

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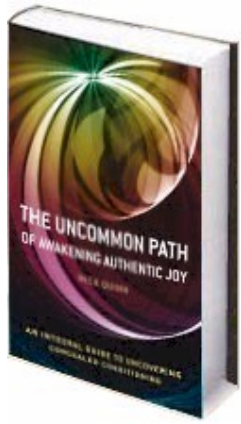
Writer

Author

Speaker

The Uncommon Path offers us a compelling guide to uncovering concealed conditioning on the path of awakening our full potential.

Clearly exposing the kaleidoscope of metaphysical distractions orchestrated by the ego that keep us well clear of an authentic path, *The Uncommon Path* directly points us to the next levels of individual and cultural development.



THE UNCOMMON PATH

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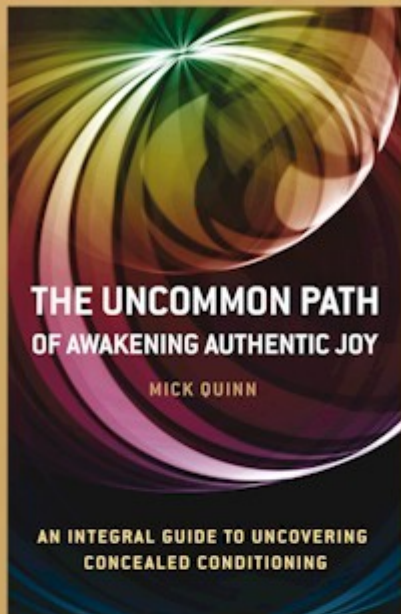
Writer Author Speaker

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THE UNCOMMON PATH

by Irish Author
MICK QUINN



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About the Author



Mick's life was radically transformed in 2001 while in meditation. As a result, Mick left his former life behind and began to write and teach about the great potential which rests within each one of us.

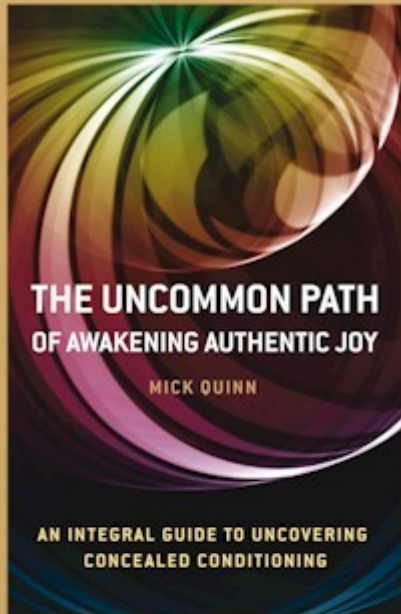
Mick founded *Choice for Enlightened Living Fellowship* (CELFL), a non-profit organization devoted to the discovery and expression of conscious values in daily life. He is a dynamic and entertaining speaker and along with his wife, Debora Prieto, teaches life-changing workshops.

His work is regularly quoted and featured in many publications, including *CNN Living*, *The Washington Times*, *ADD Magazine*, *Body & Mind Magazine*, *The Wall Street Journal*, and in the international news media.

Mick Quinn is a former NYC CEO, executive mentor, a sales and marketing expert and a serial entrepreneur with four successful startups in seven years totaling \$35 million in revenues. Mick Quinn resides in Salt Lake City.

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About the Book

The Uncommon Path is the second book by this Irish author, Mick Quinn. Through his simple yet profound message he offers a compelling guide to uncovering concealed conditioning on the road to awakening our full potential.

Clearly exposing the kaleidoscope of metaphysical distractions orchestrated by the ego that keep us well clear of an authentic path, Quinn directly points us to the next levels of individual and cultural development.

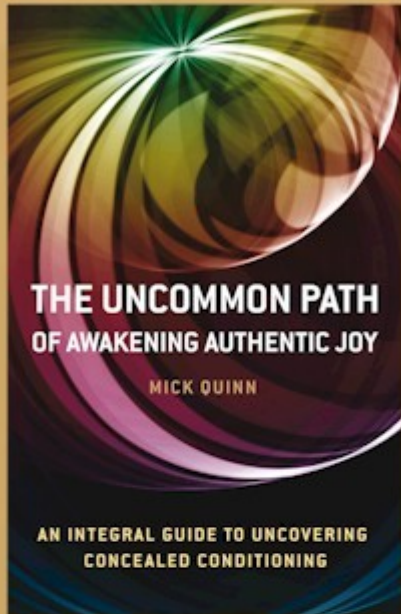
The Uncommon Path reveals that to awaken authentic joy, we must first identify the life we have unknowingly constructed and are sustaining because of concealed conditioning: those conversations, relationships, and responses to life that curb the expression of our full potential.

Each chapter of *The Uncommon Path* includes *Evolutionary Pointers* that distill its core concepts into a sentence or two that can easily be practiced throughout the day. *Real-Life Examples* appear throughout the book and guide the practitioners to integrate the wisdom of Mick Quinn's message into their careers, relationships and everyday lives. Regardless of their cultural background or current spiritual practice, readers will find that this book is full of fascinating insights and many "Aha!" moments.

The Uncommon Path uses dynamic exercises to guide readers to clearly identify the obstacles to awakening in the present, and to remove the appearances of all conditioning in the *future*. This alone makes the book stand out amongst others of its genre.

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About the Book continued

The Uncommon Path leads us from the complexity of conditioned idealism to a state of authentic joy as we:

- Verify that our path holds the potential for authentic joy.
- Uncover the extent to which hidden aspects of ego may be directing our spiritual quest.
- Recognize and renounce concealed conditioning.
- Discover how to discern, decide and disregard disparaging thoughts and feelings.
- Express our full potential by identifying restrictive conversations and relationships.
- Reclaim consciousness in the future by harnessing the power of pure intentions.
- Align personal values to impeccably direct our pure intentions with awakened choices.
- Recall the power of selective silence in meditation and everyday life situations.
- Bridge the gap between our “spiritual” life and our “real” life.
- Relate to others beyond limitations in relationships free from personal conflict.
- Discover how individual transformation is a humble but majestic beginning of the path.

The Uncommon Path combines core aspects of Ken Wilber’s Integral Theory, the simplicity of Dennis Genpo Merzel’s Big Mind/Big Heart Process, the gentleness of Eckhart Tolle’s wisdom, the directness of Andrew Cohen’s teachings of Evolutionary Enlightenment, and practical exercises based on the lifework of I.C.F. (International Coaching Federation) founder, Thomas J. Leonard.

The following *five* articles are based on *The Uncommon Path*. They offer thought-provoking questions, practical tips and suggestions for your readers, viewers or listeners to integrate the wisdom of this work into their everyday lives.



Who's Choosing - You or the Ego?

By Irish Author - Mick Quinn

What do you value more than anything else? As you strive toward happiness and fulfillment, wouldn't it also be nice to know that your intentions are being guided by a set of conscious values that is capable of manifesting such outcomes? If the ego is exclusively influencing your decision-making structures – your values – such wonderful objectives will often remain elusive. It is critical to know, therefore, who's making choices: You or the ego?

The ego in each of us naturally absorbs the values of our culture. This identification happens unconsciously and a long time before we are allowed to make a major life decision for ourselves. As a result of conditioning, 'our' personal values are distributed into numerous spheres that support distinct components of our lives.

EVOLUTIONARY POINTER: It is considered 'normal' to have separate groups or spheres of values representing various components of our life. For example: Values related to our life domain or *Career* may not be the same as those used in major decisions in *Health, Hobbies* or *Spiritual Seeking*.

Here are some ways to know if concealed conditioning is manipulating your values and their arrangements in your life, hence limiting your ability to access free will beyond ego:

- 1) Do you experience *unreasonable* fear and anxiety when faced with big decisions?
- 2) Are your priorities continually *shifting*, despite your best efforts to focus?
- 3) Do you *change your mind* about important choices you made in the past?
- 4) Do you often *regret* the choices you made?
- 5) Do you *put off* major decisions until the last minute?
- 6) Do you look for the options that may provide the most *predictable* outcomes?
- 7) In decision-making, do you seek the most *emotionally rewarding* results?
- 8) Do you sometimes feel as if you have *too many* choices?
- 9) Do you feel as if you have *no choices at all*?
- 10) Do you have great intentions, yet seem to cycle in the same *old habits and patterns*?

If you answered 'yes' to any of these questions, it is likely that conditioning is concealed in your decision-making structures.

EVOLUTIONARY POINTER: When your 'personal' values have been arranged solely by the ego, it is difficult to create options that will release you from unnecessary conflict and confusion.

Realize, too, that the primary values in one life domain come into conflict with the primary values of a different life domain when you have to make an important decision. Your values can also change position of importance within a particular life domain. This is cause for much stress and indecisiveness.

Procrastination is often the result of the clash of multiple values across multiple life domains. When you can't decide what's most important to you, it just looks as if you are delaying action, when in fact you simply can't decide what is your *most important* value.

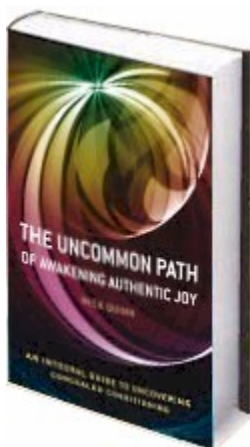
As you awaken, it becomes apparent that the first big decision you ever made-independent of your parents-was a product of your attachment to the ego-mind, the result of conditioned intentions, and based on the existence of multiple groups of conditioned values. Is it possible that you have been making choices in this way ever since?

EVOLUTIONARY POINTER: 'Changing your mind' means that the unhealthy-ego just switched the value upon which you based your original decision.

Practical Tips:

1. List your most important life domains or life spheres.
2. List as many values from within each of those life domains as possible.
3. Arrange your values into a single list according to the time spent expressing each one.
4. Is the value at the top of this list consistent or does it change places with other values at the time of important life decisions?

Complete article (word count 1150) available here: <http://www.mickquinn.com/who.is.choosing.doc>



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Emotional Brilliance - Talking to Ourselves

By Irish Author - Mick Quinn

Are the ways in which other people act emotionally disturbing to you? Are you sometimes of the opinion that other people don't seem to care enough? Do you question the insensitive ways of other people? We are all subject to deeply felt emotional responses that seem to originate because of external stimuli. This can be especially true when interacting in our relationships.

But, did you know that when external stimuli bring about deep emotional responses in us, you are most likely being shown the hidden aspects of *yourself*? So when 'this' or 'that' frustrates you, when 'they' rub you the wrong way, or when 'it' seems to settle over you, you are being shown a window into yourself. You are being shown your own *shadow*.

Remember the old adage: 'It takes one to know one'? It speaks of shadow. If you've always wondered what to do with that knowledge, and how to use it to heal your shadow, you need only to acknowledge and then take ownership of these previously hidden aspects of yourself. Making the unconscious conscious is simply a matter of *talking to yourself*. In this way you can fully resolve your shadow and become emotionally brilliant.

But, before we get to the cure, let's look at a few other ways to tell if you have a shadow.

- 1) Do you sometimes despise *certain situations or people*?
- 2) Is there *one person* in your life who seems to bring up swells of emotion in you?
- 3) Do *insurmountable differences* sometimes appear in your personal relationships?
- 4) Do you seem to rush to immediate conclusions *about people and situations*?
- 5) Do you get annoyed or even angry, sometimes *over the slightest provocation*?
- 6) Are *other people* seemingly intolerant of your beliefs and convictions?
- 7) Do you ever experience *aching feelings* of envy or jealousy?
- 8) Do you deeply admire *someone* who seems to have great passion, purpose and direction?

The shadow is a part of us that harbors all the things we don't like about ourselves. It also contains all the parts of ourselves we *admire*, but keep hidden away from the world. Shadow comprises those aspects of ourselves that we have repressed or denied. Finding the shadow is rather easy and this simplicity can also be a little bit shocking.

EVOLUTIONARY POINTER: *Ninety percent* of all emotional responses - whether *positive or negative* - to another person or life situation, reflect the presence of the shadow *in you*.

As for the remaining ten percent, our emotional responses are evidence that we are witnessing events that are expressing the *verity* of those situations. It is fine to despise certain qualities of others, but

only if we are absolutely certain they are *not* a mirror image of our own shadow. A simple rule of thumb to tell the difference between the ninety percent and the ten percent is: If you find that you are obsessed with *positive* or *negative* qualities in another person or situation, it is likely a snapshot of denied or repressed aspects of you – it is a snapshot of your own shadow.

Once spotted, curing the shadow is *fantastically* uncomplicated. Here is what to do:

EVOLUTIONARY POINTER: Acknowledge the particular emotional response and then say to yourself: "This (emotion/feeling/thought) is mine."

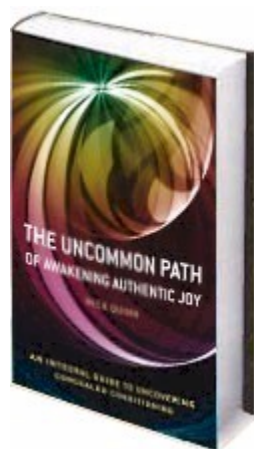
It is by our private statement of acknowledgement and ownership that we, along with the world around us, are freed from the painful symptoms of shadow. Therefore, the *frustration* we experience on a daily basis turns out not to be life giving us a hard time, but a reflection of our *disowned aggression* toward life - "This *frustration* is mine," or the *self-confidence* we so admire in our business partner is a reflection of the *potential* that we deny in ourselves - "This *potential* is mine."

Emotional brilliance begins by talking to ourselves. With diligence, we can end the undesirable rollercoaster ride of insensitive or unconscious responses and liberate the power and grace of our full potential.

Practical Steps to Follow:

1. Pay close attention when 'this', 'that', 'it' or 'they' stimulate emotions in you.
2. Identify the emotion or mix of emotions you are experiencing.
3. Acknowledge and own these sensations by saying:
"This (emotion/feeling/thought) is mine."

Complete article (word count 995) here: <http://www.mickquinn.com/Emotional.Brilliance.doc>



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3

True Purpose - A Daring Prospect

By Irish Author - Mick Quinn

What is your purpose in life? Are you completely satisfied with the life you are living? Are you expressing yourself to the fullest of what *you* know is possible? Do you live with easeful passion or does it seem to come and go of its own volition? Do you admire those who are alive with enthusiasm and direction? Are you sometimes troubled when your own sense of purpose wanes? Does your spiritual seeking give you purpose?

Though many of us are blessed with an unquenchable thirst for meaning and development, we rarely take the time to fully grasp the awesome responsibility of discovering our *true* purpose.

Purpose empowers creativity. Purpose is the smile we wear, the hand we hold out, the glint in our eye, it's the wind in our sails, and the breeze on our face. Purpose is what calls us to spring out of bed before dawn. Purpose also implies social value, whereby we combine all our most important relationships as *one* toward a goal for the sake of humanity, which we honestly don't really know we can ever reach. Purpose allows us to strive through all sorts of obstacles, with great compassion and wisdom, sometimes with little concern for our personal comfort.

Yet, we are frequently unable to stabilize a consistent expression of our *true* purpose. Why is this? Because of concealed conditioning, the outcomes of our decisions are not consistently aligned with such a wonderful goal, despite our finest intentions.

EVOLUTIONARY POINTER: Creating a life of purpose begins with the understanding that there are essentially two ways in which we make choices: *Conceptual-free-will* or *conscious-free-will*.

Conceptual-Free-Will: Conceptual-free-will is the decision-making process of the ego. It appeared in each of us at about the age of five or six when we first became self-aware. Conceptual-free-will stabilized as we developed and matured. We use conceptual-free-will to survive and thrive in this world. The range of options it offers to us is naturally constrained by the average level of consciousness in the culture in which we grew up. Though conceptual-free-will is a necessary level of development that we all must go through, it also traps us in conditioned limitations, albeit as accomplished members of that community.

Therefore, it is important to acknowledge that significant choices from our past were not so much a reflection of our individual volition, but of our selections from the alternatives offered by concealed conditioning. Unfortunately, conceptual-free-will offers no possibility of discovering and expressing our *true* purpose beyond the perimeters set by our particular culture.

Are you unknowingly restricted by conceptual-free-will? Accepting the illusion of *true* free will provides us with the keys of release.

Conscious-Free-Will: Conscious-free-will begins to unfold as you identify the ways in which

conceptual-free-will may have been restricting your development. As you uncover and let go of individual and collective conditioning, you can access conscious-free-will and unleash your full potential. Purpose stabilizes to the degree that you identify and go beyond the outer limits of conceptual-free-will. By the consistent application of conscious-free-will, you are able to co-create an awakened life together with other people in relationships that are completely free from personal conflict. Conscious-free-will allows you to master your destiny for the sake of humanity.

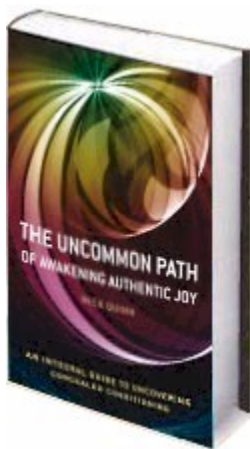
EVOLUTIONARY POINTER: To apply conscious-free-will to the discovery and expression of your original purpose, you must first develop objectivity on the root cause of suffering - the natural limitations of the exclusive use of conceptual-free-will. The possibility of success must be an option before you attempt its manifestation.

True purpose, therefore, is a daunting prospect, not for us as individuals, but because of our unwitting attachment to the ego's cherished beliefs and its decision-making process: conceptual-free-will.

Practical Tips:

1. What do you feel is your true purpose? Summarize it in detail.
2. Did you inherit that purpose from your culture or is it radically new and different?
3. Is your purpose related mainly to personal expression - extending to your family and friends alone... or does it also have a scope that includes the whole of humanity?
4. List the distinct expressions of purpose in each of these three areas.

Complete article (word count 900) available here: <http://www.mickquinn.com/True.Purpose.doc>



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Trapped! In the Best Part of Ourselves

By Irish Author - Mick Quinn

Are you driven to greatness, but seem to stall just as you begin to make progress? Why does it seem impossible to maintain consistency? One reason is that you may be unknowingly trapped in the best part of yourself. To determine if this might be the case, let's start by taking the *self* apart.

EVOLUTIONARY POINTER: The capacity to think clearly is an essential aspect of an awakened life.

The following three distinctions delve deeply into psychological concepts. If this sounds a little 'unspiritual', note that *cognition* (thinking) and *co-gnosis* (knowledge of spiritual truth) are two sides of the same coin and therefore are inseparable aspects of awakening our deepest potential. It is true that *you are not your thoughts*, but you can't fully conceptualize this without clarity of cognition! It is in the conscious harmony of these two sides that you can find accuracy.

The Ego - Capital 'E'

Freud first described the Ego as a *sense-of-self*. As his understanding evolved, he later revised this idea and explained the Ego to be *a set of psychic functions* related to the gathering and processing of information, memory and defense. The Freudian Ego, therefore, is necessary to survive and thrive in this world.

EVOLUTIONARY POINTER: The Freudian Ego is the self-organizing principle of the psyche. This capacity to gather and process information has existed to some degree since human beings first appeared.

As you can imagine, the Freudian Ego or the 'I' can be at various levels of development in different people; however, the maturity of this mechanism does not imply its uniqueness in you. There is only one Ego. It is not *my* Ego, *his* Ego, or *her* Ego; it is *the* Ego.

The ego - Small 'e'

Spiritual discovery is often described as the process of identifying and letting go of the attachment to the ego. This *ego* is not the same as the self-organizing principle of the psyche - the Freudian Ego. This is because we cannot be attached to a function that existed prior to the 'self' that is getting attached.

EVOLUTIONARY POINTER: The ego's primary role is to define and protect the separate sense-of-self.

This ego (small 'e') has two sides: the *healthy* and *unhealthy* aspects. Clearly distinguishing the *Freudian Ego* from both the healthy-ego and the unhealthy-ego is essential as we progress toward awakening and sustaining our full potential.

The healthy-ego: The healthy-ego enables our individuality and the phenomenal facility of choice. It gives us the ability to appreciate the beauty of diversity in people and culture. It is the capacity

for independent thinking and can discriminate one person's life-skills and experiences from another. The ego also allows us to feel passion and pride for events that could be considered entirely 'personal'. For instance, tears of joy still stream from the eyes of the awakened one upon the birth of his first daughter. So, despite the bad name it's gotten, the ego is not *all* 'bad'.

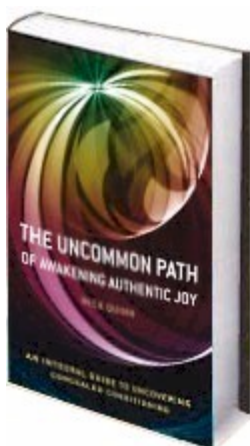
The unhealthy-ego: The unhealthy-ego is the root of pathological narcissism and much unnecessary suffering. It is solely comprised within *its own* thought processes. The role of the unhealthy-ego is to keep all your thoughts focused *on or about* your particular subjective experience as being significant, exclusive and personal. The unhealthy-ego wants you to think about yourself, first and foremost, and all the time.

To develop our awareness is to make the distinction between the Freudian Ego, and both the unhealthy and healthy aspects of ego. Only then can we fully identify our *attachment to* the ego-mind and that which it is charged to defend; the *separate sense-of-self*. We do not want to *kill, do away with, or separate from* the ego but transcend and include this wonderful part of ourselves into our new perspective.

Practical Tips:

1. When you hear, "He has a big ego," be sure to qualify which 'ego' the person means. Is he or she talking about the Freudian Ego, the healthy ego or the unhealthy-ego?
2. If you can't tell the difference, then it is very likely that the ego (small 'e') is talking about itself, which of course, is a pointless charade when awakening is one of your goals in life.
3. Since the capacity to think clearly is an essential aspect of an awakened life, train your mind to focus. Try counting from 1 – 10 for an extended period of time. If you lose count go back and start at '1'. When you can do this for an hour, without losing count, you will also notice that your ability to focus will also have greatly increased.

Complete article (word count 1185) available here: <http://www.mickquinn.com/Trapped.doc>



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Authentic Path or Garden Path?

By Irish Author - Mick Quinn

How can we tell if a genuine shift in our consciousness occurred? If we are to co-create a new world, we must be sure that a true transformation has happened at home first. The ego will always try to convince us that we are on an authentic path, but without real evidence, how can we know that concealed conditioning is not leading us down the garden path?

Have you noticed that after years of following the promises of completion offered by the world, that you still get the sense that something is missing, that you are as yet incomplete? Therefore, we seek out other people in an attempt to heal the deepest aspects of ourselves. But they can be doing the same thing, and often, neither party is aware of what's happening.

EVOLUTIONARY POINTER: In an un-awakened relationship, two or more *incomplete* individuals are seeking completion where it cannot exist - in a relationship with each other.

So, in un-awakened relationships you try to *find yourself* in a relationship with another person who wants to find *himself* by interacting with you. We often fall in love with the positive aspects of our own shadow in someone else. And simultaneously we may be convinced that many of these relationships comprise a significant portion of a conscious path.

Jasmine's Story: As Jasmine worked to awaken, she was developing clarity on the motives for her relationships. She discovered that the basis for many of her interactions was a fertile ground for the unhealthy-ego. For example, a number of her relationships were comprised only of *gossiping* or the relentless sharing of *personal problems*.

Even Jasmine's most cherished relationships, with her boyfriend, parents and her siblings, seemed to oscillate through varying degrees of loyalty and disappointment, caring and discord, and trust and deceit. Jasmine was realizing that only the unhealthy-ego would condone such behaviors.

Jasmine continued to disregard the thoughts and ideas of the unhealthy-ego that prodded her to engage with conditioned limitations in others. Her subsequent attempts to not instigate, invite or sustain personal conflict were wholeheartedly welcomed, strongly rejected or completely ignored. When her efforts were met with curiosity and openness those relationships immediately began to awaken. With consistent effort, Jasmine redeveloped the basis for all of those interactions to a point she had only dreamed was possible.

In this story we see that Jasmine realized that freedom and personal conflict are mutually exclusive. Her story also exposes a popular tenet of the ego's dharma: *Repetitive conflict in personal relationships is unavoidable, normal and healthy*. This is only true when we do not realize that there is an alternative. Awakened love must glow first within you.

Because truly awakened people care more about the spiritual development of others than they do

about their own personal comfort, they are simply *unable* to consistently sustain the malevolent aspects of the ego-mind in any of their relevant relationships.

Uncovering the Unhealthy-Ego in your Relationships: There are three responses you can expect when you identify possible aspects of concealed conditioning in your most important relationships:

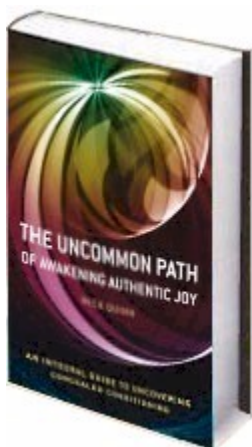
1. Those with whom you are interacting will follow your glorious lead and your interactions will awaken to a degree of purpose, passion and peace formerly unimaginable.
2. Your efforts to edit the unhealthy ego-mind will go completely unnoticed.
3. The lesser-self in the other person will show subtle, severe, or brutal opposition to your desire to evolve the basis for that relationship.

When those with whom you are interacting follow your glorious lead to identify and transcend the attachment to the ego, *awakened relationships* emerge. Awakened relationships are *completely free* from all unnecessary emotional and psychological struggling. This is one of the first signs that a shift in your consciousness has occurred. Awakened relationships reveal the possibility of perfection in the human relatedness right in your own living room.

Practical Tips:

1. Practice awakened observation in the next interaction you have with a person with whom you share an important relationship.
2. Observe who you are being in the exchange.
3. Observe, also, who the other person is *being* in their interaction with you.
4. Can you see if the unhealthy ego-mind has that person locked into specific personas that he or she is using to support a particular self-image?

Complete article (word count 1045) available here: <http://www.mickquinn.com/Authentic.Path.doc>



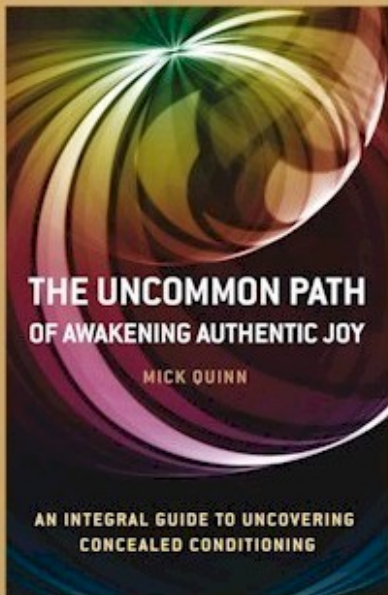
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by Irish Author
MICK QUINN



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Non-duality/Self-help
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Early Acclaim for THE UNCOMMON PATH

Gary Renard: Bestselling author of Your Immortal Reality and The Disappearance of the Universe.

“With The Uncommon Path, Mick Quinn gives us a program to achieve genuine happiness, and he does so in an informative and gripping way. I highly recommend this book to anyone who is willing to let go of his or her suffering and achieve authentic joy.”

Ed Bobrow: Author of 8 books, contributing author to: Dow Jones - Irwin's, New Products Handbook, American Management Association's Marketing Handbook, and former Adjunct Associate Professor at New York University. *“The Uncommon Path is nourishment for your soul and practical advice for your success. This book inspires change, by helping you understand yourself and how you relate to the world around you. Reading it is a joy, and applying its principles is a way to define your purpose and goals in life. I am honored to commend it to you.”*

Raquel Torrent, Psychologist and founder and Ex-president of the Spanish Integral Association. *“Mick Quinn’s style is clear and direct and places you in a frame of mind from which to comprehend deeper and higher levels of yourself. This is because he speaks between the lines, sometimes even in the things he doesn't say - like silence making music. I highly recommend his excellent book”.*

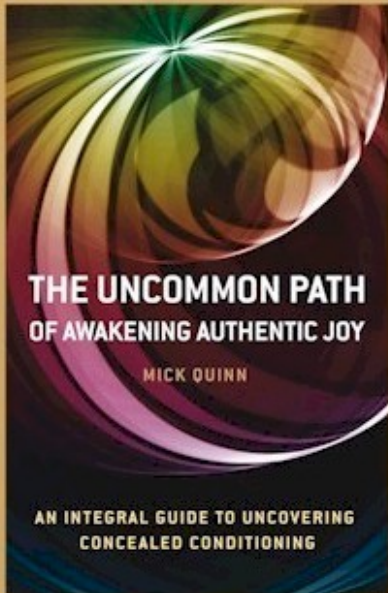
For (8) more see:

<http://www.mickquinn.com/endorsements.htm>

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Reader Reviews

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Linda B in Seattle: "What a great book! Just from reading this work there has been a shift of consciousness; I now look at the things humans are so caught up with and know they are trivial."

Caroline in Pennsylvania: "My daughter and I are getting along much better and I realized that my level of stress in dealing with my daughter is directly proportional to the stress my mother inflicts on me with her negativity. Thanks for your wonderful writing."

Amy in Virginia: "Now that I have read your work I can see some of the ways of the ego, it's amazing how much clearer it is to understand what Krishnamurti is saying. It's one thing to read about identifying the ego in conversation and in life, but it's so much more effective to act on kicking ego-butt in conversations and relationships!"

Faith Church in Alaska: "I am deeply grateful. Your brevity and clarity has given me the insight I needed to keep me on my true path, and to see that I can release more of the conditioned response."

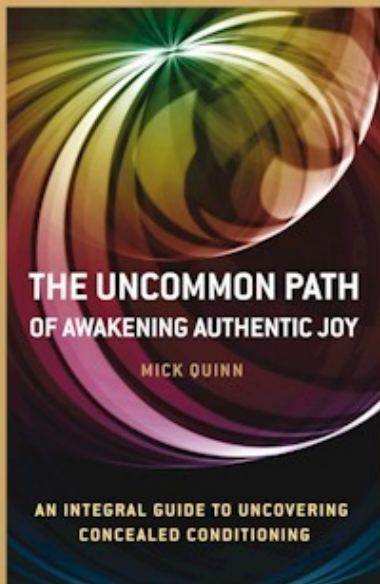
Dan Britt in New Jersey: It's very impressive and deep! I've read a lot of books like Tolle's *Power of Now* and *Practicing the Power of Now* but yours has things that are brand new to me! ... it really helped.

Cindy in Seattle: I found the values exercise enlightening. I especially enjoyed looking at the intention for each value and determining whether or not it is conditioned.

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Great Points for Discussion THE UNCOMMON PATH

- Why the popular “*Law of Attraction*” and “*The Secret*” are not sustainable without first uncovering the ego.
- Why *relationships without personal conflict* are now a viable possibility.
- Uncovering and transcending the *ego in conversations*.
- How to become the *master of your destiny* by aligning values and intentions.
- Why the ‘*power of now*’ is only available when all of you is in the now.
- Four ways to tell if a *shift in consciousness* has actually occurred.
- The *secret of prosperity* is the end of emotional and psychological suffering. How this is possible.
- Uncovering and transcending the *ego in relationships*.
- Mick and Debora have a fascinating story of love, marriage and a journey of awakening. While this isn’t described in the book they are happy to discuss it during interviews.