

The Soul Currency Institute, a nonprofit organization established in early 2006, offers training in spiritually oriented entrepreneurship and courses in the secrets of spiritual abundance. The Soul Currency Institute also trains organizations to open to greater flow and abundance. The Institute works domestically and internationally to combine empowerment teaching with economic redevelopment of depressed areas. The Institute is creating both physical and virtual communities for its participants and offers one-on-one life and business coaching services. The Institute now reaches more than 20,000 people per month with its instructional materials and services.

The Institute's current and planned offerings include:

- Courses and weekend retreats in finding what is meaningful;
- Ways to find business models that allow course participants to be passionate and prosperous about what they do;
- Online and local Mastermind groups;
- Courses that create Prosperity Consciousness;
- A Spiritual Entrepreneur Program;
- Fund Development Certification;
- Marketing and Promotion Consciousness: Growing Business by Leaps and Bounds;
- Spirituality at Work;
- Servant Leadership: The New Organization.

Soul Currency author Ernest Chu developed and field-tested The Soul Currency Institute's courses, which are designed to empower all participants to find greater fulfillment in work and all aspects of life. The Institute's courses have a spiritual content but are not religious in nature.

While the Institute's classes are open to all, the Institute is working with the Florida Association of Non Profit Organizations (FANO) and with Broward County's Community Service arm to explore partnerships that would make the Institute's offerings available to minorities and displaced persons, who constitute a disproportionate percentage of South Florida's population.

The recommended reading lists for the Institute's courses range from Wayne Dyer's *Inspiration* to Colin Tipping's *Radical Forgiveness*, Gregg Levoy's *Callings*, and Marsha Sinetar's *Do What You Love, the Money Will Follow*, as well as Ernest Chu's *Soul Currency*. That forthcoming breakthrough book has been endorsed by major authors/presenters such as Dr. Deepak Chopra (*The Seven Spiritual Laws of Success*), Mark Victor Hansen (*Chicken Soup for the Soul*), relationship guru Dr. Barbara DeAngelis, and Michael Stephen, former chairman of Aetna Financial Services.

If you would like to join us in this exciting venture, please contact us for more information.

**Soul Currency author Ernest Chu's companies
have served the following corporate clients:**
(Partial List)

| | |
|--------------------------|------------------------------------|
| IBM Corp. | Intelectron Corp. |
| Revlon | Laidlaw & Co. |
| Union Carbide | Wang Laboratories |
| Centronics Data Computer | Perkin-Elmer Corp. |
| Storage Technology | Brother Industries (Japan) |
| Yipkon Computer Systems | Asia Pacific Holdings Ltd. |
| Citibank Ventures | Haber Inc. |
| Life Signs Inc. | Paramark Ltd. |
| Morgan Guaranty | American Express Co. |
| U.S. Secret Service | World Wide Web Institute |
| Chase Bank | Davis Oil Co. |
| Merrill Lynch | Saratoga Springs Co. |
| Shiley Laboratories | Jet Aviation |
| Conair Corp. | Sanders Associates |
| Ezrine Auto Centers | Teletype Corp. |
| Beard Oil Co. | Nuclear Services Corp. |
| Spectronics Corp. | Rickel and Associates |
| Honeywell Corp. | Whale Securities |
| Systemhouse Ltd. | Cyber Care |
| Panda Project Inc. | Coronado Industries |
| NuWave Technologies | Coburn Optical |
| FutureMed Interventional | Vision Net Corp. |
| Young & Rubicam Inc. | Environmental Remediation Holdings |
| Dravo Corp. | High Speed Video Holdings Corp. |

Soul Currency

author's
bio

Ernest Chu, author of the forthcoming breakthrough book *Soul Currency*, is a very successful entrepreneur, master business and life coach, and spiritual teacher.



Ernest Chu has created more than \$1 billion in market value for his clients. In more than 35 years as an investment banker, corporate executive and entrepreneur, he has become a widely recognized expert on financing emerging growth companies. He has evaluated thousands of business proposals and advised hundreds of emerging companies, serving as leader and business coach to nine early stage companies, with five of those companies becoming public companies. Most recently, Chu served as Chief Financial Officer and business coach for a fast-growing interactive video service provider and licensor of a proprietary advanced video conferencing technology.

Chu has presented to audiences in Australia, China, Hong Kong, Switzerland, England, Scotland, Brazil, Mexico, Canada, Jamaica, Haiti, St. Marten, and the United States, sharing his expertise and insights with hundreds of thousands of listeners in person, on radio, and on TV. His articles about starting ventures and raising capital have appeared in *Corporate Finance Week*, *MBA Magazine*, and *The Wall Street Journal*. Chu was listed in *Who's Who in Industry and Finance* and *Who's Who in the World* for many years.

Chu serves as Assistant Pastor at Religious Science Ft. Lauderdale, the largest Religious Science church in the Southeast. He has been a member of the church's Board of Trustees for more than 10 years. Chu's *Effective Church Finances* handbook is required reading for Religious Science International's (RSI) ministerial candidates. Chu is chairman of RSI's Key Fund Development Committee and a regular presenter at RSI's annual showcase Asilomar Conference.

A popular teacher of the metaphysics of spiritual abundance, Chu also has presented workshops in 70 spiritual centers in 20 states. In South Florida, he teaches *Soul Currency: Living Fearlessly, Living Prosperously*, a course he developed. He has been a regular contributor to *One in Spirit* magazine, the *Palm Beach Times*, *Creative Thought*, and numerous other publications.

Chu holds a bachelor's degree in Far Eastern history with a minor in English from Amherst College, where he graduated cum laude in 1968. He studied with Pulitzer Prize winner Archibald MacLeish in 1965. Chu studied Hinduism and traveled more than 6,000 miles covering the landmark Fourth General Elections. Awarded a Moore Fellowship, he was accepted into the doctoral studies program at Columbia University's Institute of Far Eastern Affairs in 1968.

Chu began his career as a staff writer for *The Wall Street Journal*, where he wrote the daily "Financing Business" column; shared responsibility for the daily Bond Markets column; and wrote featured articles. He later served as a director of the National

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Committee on American Foreign Policy and led one of its initial delegations to China in 1979. He has returned to China frequently since that time.

Chu has co-authored two instructional books, *Winning Platform Tennis* (Henry Regnery, 1976) and *Contemporary Platform Tennis* (Contemporary Books, 1977), and contributed to three others: *Guide to Venture Capital Sources*, 4th Edition (Capital Publishing, 1979), *Guide to Tax Sheltered Investments* (University of Texas Business School, 1982), and *Ensuring Minority Success in Corporate Management* (Plenum Publishing, 1988). He resides in Ft. Lauderdale, Florida.

Soul Currency

“This book will bring you joy, success, and fulfillment.”
— **Deepak Chopra**, author of *The Seven Spiritual Laws of Success*



Soul Currency:

The Secret of Being Well Paid for Doing What Really Fulfills You
by **Ernest Chu**

“Successful spiritual enterprise naturally creates material abundance, as it’s an expression of the creative soul.”

Combining profitable strategies from the venture capital industry with powerful insights from the New Thought movement, *Soul Currency: The Secret of Being Well Paid for Doing What Really Fulfills You* is a **forthcoming breakthrough book** leading readers to greater spiritual and financial prosperity and true fulfillment.

Excerpt

Imagine that you have the ability to know the outcome of every decision you make, and that the answers may come in flashes of intuition, dreams, or via people, situations, or other reminders. Imagine that you have an internal guidance system that provides impressions to you about events and people in your life in the “blink of an eye,” sometimes without people or situations even physically being right there with you. Well, you do. Your spiritual assets include intuition and divine guidance, which can give you wisdom when making choices and understanding situations and people, and open the way for success, abundance, and happiness to be present in your life.

Soul Currency **explains how to:**

- listen to your soul’s passion;
- seek what fulfills you and serves others;
- create a living by becoming alive with what fulfills and interests you;
- serve others, doing what you love and creating a prosperous flow.

Soul Currency’s **steps to fulfillment include:**

- your soul assets: seeking your passion and value;
- your Spiritual Capital: where purpose meets intention;
- downsizing false beliefs and counterfeit currency;
- your hidden support system: Spirit and your stakeholders;
- Spiritual Enterprise: creating fulfillment and prosperity;
- “Soul” Currency Magic: living in fulfillment and prosperity.

Soul Currency

praise

“This book will bring you joy, success, and fulfillment.” —
Deepak Chopra, author of *The Seven Spiritual Laws of Success*



“Soul Currency is a much needed, astute, and spirit-centered guide to true prosperity. Ernie Chu delivers a wealth of principles, vision, and experience, which applied can move your prosperity ahead by light years. I highly recommend *Soul Currency* to anyone who wants to get the source of true riches and bring them to life every day.”
— **Alan Cohen**, author of *I Had It All the Time*



“Your spirit moves before your finances are realized. *Soul Currency* eloquently teaches you how to manifest the earnings that you desire and deserve.” — **Mark Victor Hansen**, co-creator of the #1 *New York Times* bestselling series *Chicken Soup for the Soul* and co-author, *Cracking the Millionaire Code* and *The One Minute Millionaire*



“*Soul Currency* is a delightful and important book for anyone who wants to create both inner and outer prosperity. Reverend Ernie Chu shares from the heart and uplifts the reader with his guidance and wisdom.” — **Barbara De Angelis**, Ph.D., #1 *New York Times* bestselling author, *How Did I Get Here?*



“Rev. Ernie Chu has written a ‘must read’ book that shows us where the real value is in life and its deeply spiritual nature, no matter what it may seem. I agree that forgiveness is the grand key to release what he calls ‘counterfeit currency’ such as anger, blame, resentment, etc., and that true *Soul Currency* opens the way to radical empowerment, passion and prosperity.” — **Colin Tipping**, bestselling author of *Radical Forgiveness* and *Spiritual Intelligence at Work*



“Ernie Chu has written an extraordinary book called *Soul Currency: The Secret of Being Well Paid for Doing What Really Fulfills You*. It combines the higher principles of living and success with simple, practical methods to achieve that which is important in life. It takes its readers by the hand and gently guides them with compassion and wisdom to discover the great potential and magic of the human equation. It deserves a special place on everyone’s bookshelf...” — **John Harricharan**, award-winning author of *When You Can Walk on Water*, *Take the Boat* and *The Power Pause Program*

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praise



“Having been the CFO of publicly held companies, Reverend Ernie Chu has the perfect background to blend the spiritual principles of prosperity with the wisdom of sound financial practices. *Soul Currency* will help you discover what turns you on, and then help you to turn it on. *Soul Currency* will assist you in living a fulfilling life while being in the affluent flow of Spirit.” — **Christian Sorensen, D.D.**, author of *Catch the Spirit: Flying Through Life* and *Catch the Spirit: Riding the Waves*, and founding Community Leader, United Centers for Spiritual Living (UCSL)



“Ernie Chu’s message in *Soul Currency* is crystal clear and should help a wide range of people on their journey find relevance and meaning in their lives. It’s a great message and should be told.” — **Michael A. Stephen**, retired chairman of Aetna Insurance and author of *Spirituality at Work*



“Rev. Ernie Chu’s *Soul Currency* is absolutely soul savvy! A practical, thought provoking, and certainly inspirational book that will infuse your spiritual essence into your material existence. Finally... true abundance can be yours. — **Dr. John F. DeMartini**, author of *How to Make One Hell of a Profit and Still Get to Heaven*



“With his book, *Soul Currency*, Rev. Ernie Chu has given us a fascinating, thought-provoking, and thoroughly practical guide to a life of prosperity and fulfillment. It’s an excellent addition to anyone’s spiritual resource library, filled as it is with inspiring true-life examples and simple exercises that jolt one into new levels of awareness.” — **Rev. Alan A. Rowbotham**, Minister Emeritus, First Unity Church, St. Petersburg, Florida; former president, Association of Unity Churches; author of the newsletter *Spiritual Solutions* and developer of the *Eightfold Path to Prosperous Living* program



“There are prosperity teachers who talk abundance, and millionaires who walk abundance. Ernie Chu is a millionaire prosperity teacher who walks his talk. In his book, *Soul Currency*, he’ll show you how to, as well.” — **Cary Bayer**, author of *Prosperity Aerobics*

Soul Currency

praise

“Soul Currency is a unique and vital work that heals while it harvests the spiritual reality of currency. There is no question but that this book is headed for a major publication and a huge audience as it gives us a magnificent perspective on the wealth of the soul and an entirely new way of looking at and achieving abundance. There are few books more current than Soul Currency!” — **Jean Houston**, scholar, philosopher and researcher in Human Capacities, and one of the foremost visionary thinkers and doers of our time. Long regarded as one of the principal founders of the Human Potential Movement, she is the author of 19 published books.



“Ernest Chu’s new book, *Soul Currency: The Secret of Being Well Paid for Doing What Really Fulfills You*, is more than just a book about prosperity, but rather about the richness of the relationship you have with yourself and all those around you. True wealth comes from within, and *Soul Currency* provides you with the road map....” ~ **John Gray**, Ph. D., international bestselling author of *Men Are from Mars, Women Are from Venus*

“Ernest Chu’s easy to learn concepts in his *Soul Currency: Being Well Paid to Do What Really Fulfills You* will teach you to powerfully unleash your inner capital, keep your spiritual and material bank accounts filled to the brim, and prosper your soul...” ~ **Jason Oman**, coauthor of the Amazon No. 1 bestselling book *Conversations With Millionaires*

About classes and educational products

“Every morning on my way to work I listen to your wonderful CD! I want to thank you so very much for the prosperity it has brought to the company I manage here in northern California! I’ve had to hire additional people and our business for the coming year looks like it will increase 1/3. What a great gift you have given us! Blessings to you!” ~ **Rev. Mary (Schroeder) Mitchell**, Spiritual Enrichment Center in Redding, CA

“I love those meditations. I woke up this morning full of love and energy. Thanks...” ~ **Nene Ortega**, international entrepreneur, Ft. Lauderdale, FL

“I have catapulted my Florida real estate business from one office to 36 offices in two years... If you choose to have great success and make lots of money, this is the one man to learn from...” ~ **Mark Walzer**, CEO and President, Baron Realty Capital Group, Ft. Lauderdale, FL