YOUR HIDDEN RICHES: Unleashing the Power of Ritual to Create a Life of Meaning and Purpose
By Janet Bray Attwood, Chris Attwood and Sylva Dvorak, Ph.D

From the bestselling authors of The Passion Test comes a book that will teach readers to harness the power of ritual to unlock their unique gifts and create a life of love, wealth, meaning, and happiness.

Most people go through life sleepwalking—they do the same routine every day devoid of meaning or purpose, and without even realizing it. The simple way to end this cycle, according to Janet Bray-Attwood and Chris Attwood, authors of the NY Times bestseller, The Passion Test, is by embracing your hidden riches.

So, what are your hidden riches? Hidden riches refer to the unique life design that is inside everyone. The key to discovering these riches is to harness the power of rituals. In their new book, YOUR HIDDEN RICHES: Unleashing the Power of Ritual to Create a Life of Meaning and Purpose (Harmony Books, October 21, 2014) Janet, Chris and their co-author, Sylva Dvorak, PhD explain how readers can use the power of rituals to discover their unique life design, and unlock the treasury where their hidden riches lie.

The Attwoods point out that successful people in every area use rituals, but most don’t talk about them because they’re very personal. Sports stars use rituals to perform at their best. Musicians and artists use them to spark their creativity. Business leaders use them to create cohesive teams and build a company culture. Celebrities use them to maintain a balance between their personal and public lives.

Rituals are simply tools, and because tools can be used for good purposes or bad, ‘ritual’ can have a negative connotation. In their new book, Chris and Janet show us that not only can rituals be fun and meaningful, but they’re a time-tested way to manage your time, your energy and your thinking in this fast-paced, sometimes crazy modern world we live in.

By structuring conscious, intentional rituals into your life, you ensure your life has balance. You focus on what’s truly meaningful and you create deeper connections with the most important people in your life.

YOUR HIDDEN RICHES is a call to reignite the power of personal and community rituals—to sustain us in the midst of an ever-increasing onslaught of information and complexity, and to sustain our world by reawakening the awareness of our interconnection with all life.
In this book readers will learn how to engage with:

- **Rituals for Meaningful Relationships**—Write out your negative feelings about past relationships and rip them up, find somewhere with wide open space and release the gunk you’re letting go of, begin making room in your life for the lover who isn’t there yet.
- **Rituals for Diet, Health, and Beauty**—Take time to prepare food in a way that honors its vital place in our lives, replace junk food with healthier foods, treat yourself to pampering rituals like facials.
- **Creating Wealth Through Ritual**—Identify your passions and design rituals to keep you aligned with what you’re passionate about, set down well-defined incentives and rewards, both for yourself and your team. Create rituals that ensure you set and meet financial targets.
- **Ceremonial Rituals for the Seasons of Life**—Throw a birthday party and write out what you love and respect about each guest (be sincere), honor your children’s transition from one phase of growing up to another through coming of age rituals.
- **Rituals for a Closer Family Circle**—Make meals into family time, at a family gathering take the time to let each person know that they’re appreciated, and why, create rituals that are fun and allow parents and children to be fully engaged with each other, without phones or texts or emails or other distractions.

Embracing ritual shows readers how to finally live the life of health, wisdom, and love that they deserve.

**YOUR HIDDEN RICHES: Unleashing the Power of Ritual to Create a Life of Meaning and Purpose** (hardcover price $25) is available at all major bookstores and on Amazon.com and BarnesandNoble.com. The ebook is also available on Kindle.com

**About the Authors:**

JANET BRAY ATTWOOD and CHRIS ATTWOOD are coauthors of the *New York Times* bestseller *The Passion Test*, the #1 tool used worldwide to help people discover their passions and connect with meaning. They are founding members of the Transformational Leadership Council, their Passion Test is available in more than 50 countries through 1,200+ facilitators and they have shared the stage with the likes of His Holiness the Dalai Lama, Sir Richard Branson, Nobel Laureate F. W. deKlerk, Tony Hsieh, and many others. The Attwoods were supported in creating *Your Hidden Riches* by co-author, Sylva Dvorak, Ph.D. Dr. Sylva’s diverse background in the science and practice of ritual along with her degree in Psychoneurology and Integrative Healing helped provide the depth and breadth of this powerful book.

**ABOUT THE BOOK**

**YOUR HIDDEN RICHES**

By Janet and Chris Attwood with Sylva Dvorak, PH.D.
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Advance Praise for Your Hidden Riches:

“Your Hidden Riches is a book that will give you the tools to unlock the mysteries and joys of life.” 
-- Paulo Coelho, NY Times bestselling author of The Alchemist whose books have sold over 150 million copies

“We all want a balance between work and family, between rest and activity, between financial success and a sense of meaning. Janet Bray Attwood and Chris Attwood have provided a practical, yet profound, manual for achieving a meaningful, balanced life. This book will transform the way you think about ritual and show you how to harness it's power.” -- Jack Canfield, #1 NY Times bestselling author of Chicken Soup for the Soul and The Success Principles

“The only problems that exist are the ones in our minds. When rituals allow us to take the mind to a deeper place, then we soon discover there are no problems, only more opportunities for joy. In Your Hidden Riches, Janet Bray Attwood and Chris Attwood have shown how anyone can harness the power of ritual to discover your hidden riches within and create a problem-free, joyful life.” 
-- Don Miguel Ruiz, #1 NY Times bestselling author of The Four Agreements

“A healthy life requires creating a healthy rhythm to your life. In Your Hidden Riches, Janet Bray Attwood and Chris Attwood will show you how to use the power of rituals to create and sustain your own unique life rhythm so that your life flows with ease and grace.” -- Dr. Daniel Amen, #1 NY Times bestselling author of Change Your Brain, Change Your Life

“Rituals have been among the most valuable and wonderful parts of my life since I was a child. Thank goodness, Janet Bray Attwood and Chris Attwood have made them so accessible, and so relevant to the lives of anyone who is feeling the pressures of our fast-moving modern world. If you know you need more balance in your life, you will love Your Hidden Riches.” -- Marci Shimoff, #1 NY Times bestselling author of Chicken Soup for the Soul and Happy for No Reason

“There can be no enduring success and positive emotion in life without well-designed rituals that support our happiness and growth. In this stunningly insightful and useful book, Janet Bray Attwood and Chris Attwood reveal this timeless truth and teach us how to use rituals to live a more fulfilling and fully charged life. Your Hidden Riches is a must-read for any serious student of personal development.” 
-- Brendon Burchard, #1 NY Times bestselling author of The Millionaire Messenger and The Charge

“Chris and Janet have revealed to us a vital missing link in most of our lives. The old rituals have faded, yet the new rituals of meaning, depth, revelation, love, energy, joy are arising. We can partake of them to evolve ourselves, our lives and our world. Please read this book and take the steps open to you to reveal the deeper meaning of the passion in your heart and the mysterious purpose of your life.”
-- Barbara Marx Hubbard, Futurist and Co-founder, Foundation for Conscious Evolution
“Your Hidden Riches is a gateway into a wonderful world of conscious, meaningful ritual. There’s a reason the world’s most accomplished people incorporate ritual into their lives to help them achieve peak performance, to stay calm under pressure, and to have balance in their lives. This book shows you why.” -- Dr. John Gray, #1 NY Times bestselling author of *Men are From Mars, Women are From Venus*

“Good mental and physical health is grounded in creating healthy patterns in your life--in your eating, your exercise, your sleeping habits and more. In *Your Hidden Riches*, Janet Bray Attwood and Chris Attwood have provided a useful and practical guidebook for incorporating simple rituals into your life to create and sustain such healthy patterns.” -- JJ Virgin, NY Times bestselling author of *The Virgin Diet*

“It was only when Janet and Chris Attwood introduced me to *Your Hidden Riches* that I realized that *Rule #1* investing is so powerful because it is grounded in a set of rituals that make sure you never lose money. Now we consciously use those rituals every day. This book will give you the tools to create breakthroughs in every important area of your life.” -- Phil Town, #1 NY Times bestselling author of *Rule #1*

“My research on rituals has helped demonstrate that rituals create tangible and measurable effects in the human physiology, yet much of the richness and power of ritual has been lost amidst the pressures and requirements of our modern world. *Your Hidden Riches* is an excellent book to help anyone reestablish the power of ritual in their lives to reconnect with a sense of inner peace and calm in the midst of a busy, hectic life.” -- Dr. Andrew Newberg, Bestselling author of *How God Changes Your Brain*, Director of Research, Myrna Brind Center of Integrative Medicine, Thomas Jefferson University

“What a profound, yet practical book! *Your Hidden Riches* is a book that will take you deep into the meaning and purpose of your life, and give you practical tools for connecting with the things that matter most to you at the same time.” -- Mary Morrissey, Bestselling Author of *No Less Than Greatness* and Founder of the Life Mastery Institute

“I've had the good fortune to be exposed to the tremendous power of ritual as practiced by some of the most ancient cultures on earth. Now, Janet Bray Attwood and Chris Attwood have opened that power to everyone in *Your Hidden Riches*. This book is a must-read!” -- Lynne Twist, Best-selling and award-winning author of *The Soul of Money*, Co-Founder of the Pachamama Alliance and former chief fundraiser for The Hunger Project

“By extolling the all in the small, *Your Hidden Riches* offers a brilliant template for the ideal life. Through compelling true-life stories, it demonstrates the immense power of daily rituals to generate love, friendship, happiness and success. Read this book. It will hand you the ultimate prescription for living.” -- Lynne McTaggart, Bestselling author of *The Field* and *The Intention Experiment*

“Beauty rituals make us feel good, they give us a break from the rush and push of our world so that we take a moment to breathe and see the beauty within all of creation. In Your Hidden Riches - Unleashing the Power of Ritual to Create a Life of Meaning and Purpose, Janet Bray-Attwood, Chris Attwood and Sylva Dvorak, PhD provide the formula of ritual to achieve real beauty which is both inside and outside.” -- Dawn Gallagher, Author of *Nature’s Beauty Secrets*, TV host and former supermodel who has appeared on over 300 magazine covers
Janet Bray Attwood

Janet Bray Attwood is a visionary, a transformational leader, and a world humanitarian.

She travels the globe empowering people from all walks of life to define and strive for personal success and long-term fulfillment.

Janet is the co-author of the New York Times bestseller, *The Passion Test – The Effortless Path to Discovering Your Life’s Purpose*. She and her business partner, Chris Attwood, have trained over 1,400 Passion Test Facilitators in 50+ countries. The Passion Test process has been featured on the Fox Morning Show, O Magazine, Success Magazine and in other media around the world.

Janet has spoken on how to discover passion and purpose in countries all over the globe and has shared the stage with people like His Holiness the 14th Dalai Lama, Dr. Stephen Covey, Richard Branson, Nobel Peace Prize winner F.W. de Klerk, Jack Canfield, Tony Hsieh, and many others. She is a founding member of both the Transformational Leadership Council and the Expert’s Industry Association. In addition, she and her business partner, Chris Attwood, arranged 70% of the interviews for the book and movie phenomenon, *The Secret*.

For her ongoing work with homeless women and youth in lockdown detention centers, Janet received the highest award for volunteer service in the U.S., The President’s Volunteer Service Award from the President of the United States.

Together with her business partner Chris Attwood, she will be releasing their latest book *Your Hidden Riches* in October 2014. *Your Hidden Riches* provides a real-world guide for busy modern achievers to harness the power of ritual to create a rhythm to their life by managing their time, energy, and thinking, as well as tapping into their inner “hidden riches” to align themselves with their unique Life Design.

Janet is an authentic example of what it means to live with an open heart and mind – determined to serve others through her unique passions, talents, and experiences.

For more information: [www.thehiddenriches.com](http://www.thehiddenriches.com)
Chris Attwood

**Chris Attwood** is co-author of the *New York Times* bestseller, *The Passion Test – The Effortless Path to Discovering Your Life Purpose*. He is an expert in the field of human consciousness and is also deeply grounded in the practical world of business.

Over the past 30 years, Chris has been CEO or senior executive of fifteen companies and has sold millions of dollars in consulting and training services to companies like Ford Motor Company, Dell Computer, Sprint, Royal Bank of Canada, Mellon Bank and others.

During the past ten years he has become one of the leading trainers and authors in the transformational industry, having put together some of the industry’s major strategic alliances including playing a key role with his business partner, Janet Bray Attwood, in arranging 70% of the interviews for the book and movie phenomenon, *The Secret*.

He is a founding member of both the Transformational Leadership Council and the Expert’s Industry Association.

Together with his business partner Janet Bray Attwood, he will be releasing their latest book *Your Hidden Riches* in October 2014. *Your Hidden Riches* provides a real-world guide for busy modern achievers to harness the power of ritual to create a rhythm to their life by managing their time, energy, and thinking, as well as tapping into their inner “hidden riches” to align themselves with their unique Life Design.

Through intensive interviews with top performers around the world, Chris and his co-authors have discovered the world’s most successful people have private rituals they perform on a daily basis to achieve peak performance, stay calm under pressure, and balance their energy across all areas of their lives.

The Attwoods say that by aligning simple, yet powerful, rituals with their unique genius (i.e., natural talents and passions), anyone can step in to a state of “flow”, where obstacles become almost effortless to overcome and goals are much more easily achieved.

Chris is committed to the experience and expression of the unlimited potential of the heart and mind – this same commitment is the common thread across all of his transformational courses, programs, and workshops.

For more information: [www.thehiddenriches.com](http://www.thehiddenriches.com)
Dr. Sylva Dvorak

Dr. Sylva Dvorak (PHD, MS, CHES) is a transformational counselor, humanitarian, and author who maintains a part-time private counseling practice while serving as a Partner in One World Projects, Inc. (an international compassionate and fair trade organization that creates economic self-sufficiency for individuals and communities around the world).

Sylva received her undergraduate and graduate degrees from the University of Michigan in Ann Arbor and her PhD in Psychoneurology and Integrative Healing from Beurin University in Los Angeles. She is also on the faculty of Beurin University.

Sylva has consulted for Fortune 100-500 companies, worked with top corporate executives, spoken at international corporate events, and shared the stage with Don Miguel Ruiz, Marci Schimoff, Janet Bray Attwood, Chris Attwood, Phil Town, Marcia Weider, and numerous others.

Sylva's commitment to help others find their personal freedom goes back to her experiences as a young child. She and her family escaped from what was then Czechoslovakia during the Soviet Union occupation living with her parents in refugee camps until they could emigrate.

Sylva lives and breathes what she teaches and remains devoted to her daily spiritual and physical practice. She is passionate about merging spiritual wisdom with scientific understanding of the body and mind and how that can lead to healing and inner transformation.

Sylva is a co-author of *Your Hidden Riches: Unleashing the Power of Ritual to Create a Life of Meaning and Purpose* with Janet Bray Attwood and Chris Attwood. *Your Hidden Riches* provides a real-world guide for busy modern achievers to harness the power of ritual to create a rhythm to their life by managing their time, energy, and thinking, as well as tapping into their inner “hidden riches” to align themselves with their unique Life Design.

By aligning powerful rituals with their unique genius (i.e., natural talents and passions), anyone can access a state of “flow,” where obstacles become almost effortless to overcome and goals are much more easily achieved.

It is Sylva’s deep understanding of human nature, a life-time of personal experiences and study and application of ritual, and a commitment to a life of contribution that added to the breadth of their book.
Questions for the Authors of *Your Hidden Riches*

1. Why did you write this book, and why was it an important topic to bring it out at this time?
2. Define “ritual” as you use the word. What is it and what is it NOT?
3. What’s the connection between rituals, hidden riches and creating an ideal life?
4. What’s the difference between rituals and habits; superstitions; OCD behavior?
5. What if I’m not a particularly “religious” person—where do rituals fit into my highly spontaneous lifestyle?
6. How can I create rituals that are right for me? What are the steps to do this?
7. Who uses rituals?
8. Personally, what are your favorite daily rituals?
9. Do you have examples of how rituals can change life for the better?
10. How can they help create the relationships I desire?
11. How can they help me eat better, sleep better, look and feel better?
12. How can they help my career and bring me greater success and wealth?
13. How can they make my family closer?
14. Can rituals help to heal traumas from the past?
15. How can rituals unleash my higher power and make dreams come true?
16. Big picture: how can they enhance one’s overall life cycle?
17. Can rituals be used for bad as well as good?
18. If people are practicing rituals every day, when do they have time to do other things like make a living?
19. In an ideal world, paint me a picture of the role rituals will play.
Learn More

Book

- **YOUR HIDDEN RICHES: Unleashing the Power of Ritual to Create a Life of Meaning and Purpose**
  - Available in hardcover, $25
  - At all major bookstores and on Amazon.com and BarnesandNoble.com. The ebook is also available on Kindle.com

Programs

- **Your Hidden Riches Revealed - A Step-by-Step Guide to a Life of Passion, Meaning, Profits, and Purpose**
  - Video-based membership site where you will gain the tools, knowledge, and mindset required to:
    - Discover your top passions
    - Create a vision for your ideal life
    - Create a financial plan for putting your passions into practice
    - Design an action plan laying out the next steps as you begin living your new passionate life
  - [www.TheHiddenRiches.com](http://www.TheHiddenRiches.com)

- **Hidden Riches Discovery Package** (Includes 30-Day Ritual Challenge, 2 Tickets to the Hidden Riches Experience, and 12 Monthly Genius Guides)
  - This is a complete training package designed to help you begin unleashing the power of ritual to create a life of meaning and purpose right away.
  - Create your first ritual using during our 30 Day Ritual Challenge, discover and practice advanced rituals at our live event, and continue to develop and master your rituals using our monthly genius guides
  - [www.TheHiddenRiches.com](http://www.TheHiddenRiches.com)

Event

**Hidden Riches Experience** (Chicago, Oct. 24-26)

- Spend 3 days immersed in a private “ritual resort” connecting with top industry experts and experiencing rituals from different cultures.
- You will discover and practice specific rituals from the world’s top performers so you can make better investment decisions, realize your dreams, achieve the results you want, AND restore your optimal health.