

The Organic Entrepreneur

Planting the seeds of success. Is it possible to marry business with integrity? Of course it is, and it's probably the most successful marriage of all time!

Quickly fading are the sharks which used to swim business's murky waters, and out of their shadows are emerging a new generation of entrepreneurs – a generation which tosses aside the long-held values of ambition and greed, replacing them with respect and integrity.

The truth is you can make money and still keep your soul. Better yet, you can become a better businessperson by holding tightly to your morals, listening, feeling and keeping your spirit fulfilled. By aligning your business with your values, you can provide better services and products for humanity, as well as yourself. That's what the *Organic Entrepreneur* wants to show you.

This isn't just a book on how to build a successful business, this is a book that will show the *Organic Entrepreneur* in you how to respect the soil in which you are planted and guide you to work within the cycles of your nature, as well as the nature of your business. By following the progression of the *Organic Entrepreneur*, you will not only find out how to sustain success, but also how to finally attain the meaning and balance in your life and the life of your business.

Written by Maxine Hyndman, Author of *The Naked Millionaire*, you will watch the genuine movement from Incubation, Creation, Abundance and Economy with wisdom, patience and love. You will find the rhythm that was designed just for you, to help you craft a business from your very own depths. With integrity, honesty and compassion you too can create strong business roots and see your business flourish with success. All you need to do is plant the seed!



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About the Author



Maxine Hyndman
Author, Coach & Motivator

Maxine Hyndman is the Author of *The Organic Entrepreneur*. As a Coach, Motivator and Keynote Speaker, she has been teaching 'wealth' through money, mission and marketing since before the birth of her first book *The Naked Millionaire*, in March 2005. Maxine is a member of the Cambridge Toastmasters and a 'diehard' entrepreneur who founded four businesses; all of them breaking the moulds of their time and culture. Maxine is a regular columnist for Fiscal Fitness, has contributed many articles to publications across the world and is a regular guest on 570 CKGL radio station.



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Break free of financial bondage

Cambridge, ON – We are taught how to walk, to go to school and eventually to work, so why were we never schooled in how to deal with the money we make?

“There are so many people out there that don’t have a clue on how to invest their money,” says Maxine Hyndman, author of *The Organic Entrepreneur*. “It’s not just the person making minimum wage either, it’s teachers, students and professionals too.”

In fact, over the last five years over seven million North Americans have declared personal bankruptcy. It is guaranteed you or someone you know is going through financial distress at this very moment – and it’s a position Hyndman knows all too well, since she herself has hit some major road bumps on her way to financial success.

“I saw that a firm financial foundation can give individuals the freedom to make choices – to be in careers we are passionate about rather than need to be in; free from the endless roller coaster of money worries!” She realized it was about reaching total financial health – or ‘whealth’ – as she calls it. “I found that it wasn’t enough to deal with my money issues on one level alone. It had to be approached and mended on all four levels – physical, emotional, mental and spiritual,” Hyndman says. She also realized this problem was not just hers, but that it was a common roadblock for many people out there and it was one she wanted to help them solve. “I had a vision of myself as just a close friend talking to others about financial health and how to break free from their financial bondage,” Hyndman says, “so they could pave the way for wealth in their life.”

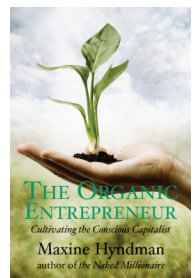
“I believe in creating a new kind of awareness from the foundation of traditional financial advice on how to achieve and maintain wealth, but with a focus on the integrity of the individual needs and concerns of those in financial distress.” she says.

Hyndman’s latest book, *The Organic Entrepreneur*, explores a new generation of entrepreneurs who have tossed aside the long-held morals of reckless ambition and greed and replaced them with authenticity and respect. By following the progression of the Organic Entrepreneur, you will not only find out how to sustain success, but also how to finally attain the meaning and balance in your life and the life of your business. Maxine is also the author of *The Naked Millionaire*.

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For more information or an interview, please contact:

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Maxine in the Media



TELEVISION

- Rogers Daytime – **Richmond Hill & Kitchener: 2005 & 2006**
- CTV News Hour – **2006**
- The Final Round, CTV – **Kitchener: 2006**
- Breakfast Television – **Toronto: 2005**
- Breakfast Television – **Calgary: 2005**
- TMJ4 with Shelley Walcott, – **Milwaukee, WI, News Hour: 2005**

RADIO

- Regular guest on KKNW, Seattle with Pat Bacilli – **2005**
- CBC Wildrose Country with Romi Christie – **2006**

PRINT

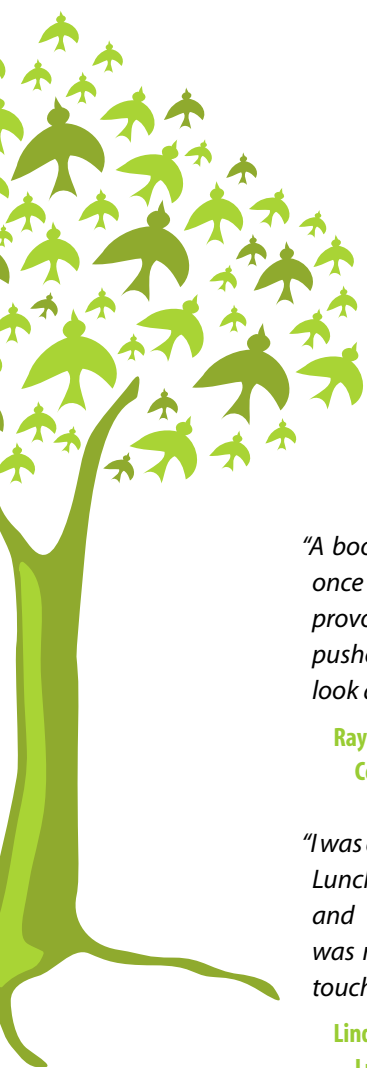
- National Post – Must Read list – **2006**
- Toronto Star – **2005**
- 570 CKGL with Gary Doyle – **Kitchener: 2005**



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Testimonials

A "Must Read"

The National Post

"A book like The Naked Millionaire only comes along once in a very long while. Maxine Hyndman's provocative approach on wealth and how to get it pushes your thinking to a different level. You'll never look at a penny in the same way again."

Raymond Aaron
Co-author, *Chicken Soup For the Parent's Soul*

"I was deeply honored and pleased to have you speak at Lunch for the Soul. You were so authentically personal and so open-hearted in your presentation that I was not surprised that so many people were deeply touched. They are still talking about it. (Really!!)"

Linda Reppond, President
Lunch for the Soul luncheons, Seattle, WA

"There are many people that I interview that talk about helping people understand how money runs their lives. Maxine moves beyond the "talk" and shows people the "walk." Maxine is a natural on air and has helped thousands of my listeners make their peace with money. In fact, she gifted one of our listeners a three month coaching session with Maxine that changed the listener's life. Beware! Maxine will help you change your life for the better!"

Pat Baccili
Host of The Dr. Pat Show – Talk Radio to Thrive By!

"The women at our event were most moved by Maxine's presentation. It was very clear that she was speaking from the heart and felt strongly about how we relate to money."

Anne Day, founder, Company of Women

"Maxine is an extremely intuitive coach and is able to get to the "heart" of the matter very quickly. During our sessions, I was able to get really clear on my company vision and was able to create a company image that I am very proud of and that I know will be a success."

Shilo Shannon, President, Empowered Journeys

"Maxine Hyndman has been my personal coach and motivator for six months and over this period I have taken a much improved command of my professional and personal life. Maxine was able to get me to see what my fears were, how they acted as blocks to advancing my business development and my personal relationships, and how to realize my greater potential by setting and realizing higher goals. My experience with Maxine was thorough, professional and productive, and with regular occurrences of self awareness. I would recommend her to anyone, including members of my own family, looking for tools to take charge of their life and advance their purpose and prosperity."

Steven Aboud, President, Aboud & Associates Inc.



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