



## Trend Bites

*A taste of what's going on out there for the consumer to experience.*

### New Options to Create and Expand a Sense of Purpose and Plan for the Life Beyond *[Issue 5; June, 2008]*

**"Spirituality lite" or questing – people's desire to connect to something deeper than everyday modern life -- is gaining momentum, particularly among leading baby boomers. While it is not necessarily a need for a sanctioned religion, it is about self-improvement, life enhancement and understanding, goal-meeting, or just becoming a better person. Lately, as boomers reach 65 and older, it has also evolved to include planning for a proper legacy and/or immortality.**

The following are new options available to create and expand a sense of purpose and to plan for the life beyond.



#### Lost Luggage

Mentored by the Q'ero Indians of Peru, the shaman at California's Post Ranch Inn near Big Sur helps guests unload baggage on the mythic and energetic levels using stones, feathers and herbs to clear chakras and make way for your destiny.

#### Body Mind Spirit Journeys

"...for those spiritual travelers who desire to visit and connect with the powerful energies of the world's most important ancient sacred sites." These "spiritual pilgrimages" for transformational and personal growth are hosted by authors, spiritual teachers and "other experts in the human potential field."

#### Hell Bent and Heaven Bound

For less than the cost of a couple of cocktails, one can reserve a spot in heaven at [reserveaspotinheaven.com](http://reserveaspotinheaven.com). Planners get a certificate of reservation in the Book of Light, a first-class ticket to paradise, an official ID card and the heaven 101 mini-informational guide. For a few more bucks, people can have VIP access to the Big Guy and a pass to get into the Land of Milk and Honey. Assurance that enemies burn for all eternity is available by signing them up for one-way tickets to fiery damnation at [reserveaspotinhell.com](http://reserveaspotinhell.com).

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### **This Is Not My Final Resting Place**

Live on with loved ones as a family heirloom by having your ashes reduced to carbon, heated and compressed into a diamond at LifeGem.com. Or turn your cremains into a “reef ball” that is dropped into the ocean and seeded for ecosystem development where your loved ones can visit and see the new life you have created. Or will meaningful gifts delivered to loved ones to help carry on traditions and have a continuing presence in their lives at MyHiddenLegacy.com.

### **WHAT CAN YOU DO?**

You know that these types of personal fulfillment products and services appeal to consumers' need for "spirituality lite" and estate planning. Planning for the future will become foremost on boomers' minds as they age and seek new outlets for growth and continue to see friends and the famous die younger and potentially unprepared. Approach these types of businesses and establish selling opportunities in your sales venues or with special promotions. Consideration should also be made to partner your business with a travel service to provide growth-enhancing travel opportunities targeted to more affluent baby boomers.