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## Ready To Turn Your Message Into A Movement?

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**You have a message that can change the world.**

You've written books, created programs, hosted podcasts, or taught methodologies – not just to build a business, but because you believe in transformation. You've seen glimpses of the change you want to create. People tell you your message matters.

Now imagine turning those glimpses into a movement. Imagine measurable proof that your message creates real change. Imagine a community that doesn't just consume your content – they EMBODY your values and spread them through their own lives.

**That's what becomes possible when you lead with your message.**

### **THE COSMIC WISH EXPERIMENT: WHERE MESSAGE MEETS MOVEMENT**

Did you know that every time you make a wish, you engage over a dozen different scientific disciplines? Did you also know that rituals of collective wishing have been drivers of survival and progress since the dawn of humanity?

Welcome to the Cosmic Wish Experiment, a simple, fun, and FREE way to change the world – based on real science!

Welcome to the Cosmic Wish Experiment, a global grassroots effort to elevate our collective conscious energy by using a simple, fun, and FREE process based on solid science to change the world.

Think of Liz Gilbert. If she had a wish, her message might be, "May people give themselves permission to create with joy, releasing the need for perfection and external validation, and embracing their creativity." That's what people remember. That's what changes lives. Her books, courses, and talks all support that MESSAGE – they become pathways for people to live it.

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**That's the energy of a Cosmic Wish Circle:** Your message becomes the movement.  
Your platform becomes the catalyst.

## HOW IT WORKS

### Step 1: Identify Your Core Message

Ask yourself: "What transformation do I most want to see in the world?"

*Not how many books sold. Not follower counts. The actual CHANGE.*

Your message might sound like:

- ✦ "May women find the safety and courage to begin their healing journey"
- ✦ "May we align our beliefs with our desires and take inspired action"
- ✦ "May people discover their inner knowing through inspiring stories."
- ✦ "May we create communities where isolation is replaced by genuine connection"

**This is your North Star.** Everything you create flows from this wish for transformation.

## WHAT MIGHT MAJOR THOUGHT LEADERS WISH FOR?

Here are examples of how established thought leaders might frame their Cosmic Wishes - notice how each one captures the TRANSFORMATION they want to create:

### DEEPAK CHOPRA

Physician, Author, Mind-Body Medicine Pioneer

**His Core Message:** Consciousness, holistic wellness, interconnection

#### **His Cosmic Wish:**

*"May people awaken to the connection between consciousness and physical well-being, experiencing wholeness in body, mind, and spirit"*

### SIMON SINEK

Leadership Expert, Author of "Start With Why"

**His Core Message:** Purpose-driven leadership, trust, inspiration

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The  
**Cosmic Wish**  
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**EXPERIMENT**

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**His Cosmic Wish:**

*"May leaders discover and lead from their 'why,' creating workplaces where people feel valued, trusted, and inspired to contribute their best"*

TONY ROBBINS

Life Coach, Motivational Speaker, Business Strategist

**His Core Message:** Peak performance, breakthrough, personal power

**His Cosmic Wish:**

*"May people break through their limiting beliefs and step into their full potential, creating lives of contribution and fulfillment"*

BRENÉ BROWN

Researcher, Author on Vulnerability and Courage

**Her Core Message:** Vulnerability, authenticity, wholehearted living

**Her Cosmic Wish:**

*"May we embrace vulnerability as courage and create spaces where people can show up authentically without shame"*

GABRIELLE BERNSTEIN

Spiritual Teacher, Author

**Her Core Message:** Spiritual connection, manifestation through alignment

**Her Cosmic Wish:**

*"May people release fear-based thinking and align with spiritual guidance to create lives of purpose and peace"*

GLENNON DOYLE

Author, Activist, Speaker

**Her Core Message:** Authenticity, women's empowerment, knowing yourself



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**Her Cosmic Wish:**

*"May women trust their inner knowing over external expectations and build lives true to who they really are"*

**Notice the pattern:** Each wish focuses on the TRANSFORMATION - the change they want to see become real in people's lives. The books, programs, and platforms become ways to support that transformation.

### Step 2: Gather Your Community Around Shared Vision

Invite people who resonate with your message - whether they've read your books or not. You're not promoting products. You're inviting people to CREATE the change together.

You'll lead them through a simple, fun, and free 8-week Cosmic Wish Circle using a science-backed framework (neuroscience, psychology, behavioral change) that transforms belief into measurable action.

### Step 3: Watch Transformation Become Measurable

After 8 weeks, you and your participants will witness:

- ✨ Real transformation stories - People who embodied your message and changed their lives
- ✨ Measurable impact - Participants track their own breakthrough moments and actions
- ✨ Activated community - A group living your values and spreading them naturally
- ✨ Natural authority - You're recognized as someone who creates change, not just talks about it
- ✨ Organic growth - Your books/programs become sought after because people want to go deeper

Participants measure THEIR OWN transformation:

- "I started therapy for the first time and feel hope"

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- "I hosted 3 community gatherings and made 12 new connections"
- "I practiced abundance thinking and manifested my first client"
- "I trusted my intuition and made a life-changing decision"
- "I led with vulnerability and my relationships deepened"
- "I discovered my 'why' and everything clicked into place"

You can celebrate: "This circle of 30 people created 47 acts of courage, hosted 12 healing conversations, and inspired 8 others to begin their journey."

**The wish stays aspirational and pure. The transformation becomes real and measurable.**

## WHAT THIS CREATES FOR YOU

### Leadership Through Transformation

You become known as "a leader creating measurable change" - someone whose message doesn't just inspire, it transforms.

### Stories That Spread Your Message

Every week brings new transformation stories, testimonials, and proof your message works. Content creates itself.

### Community That Stays Engaged

These people become co-creators who stay activated beyond 8 weeks, continuing to live and share your message.

### Platform That Grows Authentically

Speaking opportunities find you. "I lead circles that create X" is compelling. People seek out your books and programs naturally.

### Impact You Can See

You witness your message creating real change - not just hope it does. You have proof it matters.

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## WHO IS THIS FOR?

This framework is perfect if you:

- ✨ Have a powerful underlying message they want to deliver to the world
- ✨ Want to create change
- ✨ Believe your ideas deserve to be LIVED and embodied
- ✨ Want measurable proof your message transforms lives
- ✨ Are ready to lead a movement that ripples beyond your platform
- ✨ Feel called to gather community around shared transformation

## Examples of thought leaders who could lead Cosmic Wish Circles:

- Podcast hosts exploring healing and spiritual awareness
- Authors who write about transformation and possibility
- Healing facilitators and trauma-informed practitioners
- Teachers of manifestation, abundance, and consciousness
- Community builders and connection catalysts
- Spiritual teachers and wisdom keepers
- Environmental activists creating sustainable change
- Leadership coaches developing purpose-driven leaders

## WHAT YOU RECEIVE

Complete support for leading your 8-week circle:

- 8-week Cosmic Wish Playbook with simple, fun weekly activities applying the SCIENCE to wishing!
- Measurement tools for tracking transformation
  - Cosmic Wish Tracker, an automated tracking system
  - And a tracking system for you, the Cosmic Wish Circle Leader!
- Leadership Guide to help you engage your members, including suggestions for social media
- Science-backed framework (neuroscience, psychology, behavioral change)
- Community and support from other Circle leaders

### **Your time commitment:**

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- Preparation: 1-2 hours to learn/prepare/engage
  - Daily wishing practice: 5 minutes a day
  - Weekly activities: 30 minutes to 1 hour per week
  - Conclusion/Celebration: As much as you want!

**Investment:** FREE - Because messages that can change the world deserve to be supported.

### **READY TO TURN YOUR MESSAGE INTO A MOVEMENT?**

If you're ready to see your message create measurable transformation...

If you want to lead a community that embodies your values...

If you're ready to prove your message changes lives...

**Let's explore this together.**

Contact: [brownell@brownellandrum.com](mailto:brownell@brownellandrum.com)

Learn more: <https://cosmicwishexperiment.com/>

P.S. - Curious what YOUR message wish might be?

*Ask yourself: "What transformation do I most want to see in the world?"*

**That's your Cosmic Wish.** Everything you've created has been preparing you to make it real.

### **ABOUT THE COSMIC WISH EXPERIMENT**

The Cosmic Wish Experiment launches globally in January 2026 as a simple, fun, and free science-based movement exploring how collective cosmic wishing creates measurable change.

Founded by Brownell Landrum, the author of *The Art & Science of Wishing* it draws on research from 70+ scientists across neuroscience, psychology, consciousness studies, and quantum physics.

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It's free because transformation matters more than transaction.

## FAQS

*"Wishing is what humans do. Across every culture, every faith, every hope.  
When we wish together for what we believe in,  
we don't just dream of change.  
We become it."*

### Q: How do I monetize leading a Cosmic Wish Circle?

**Short answer:** Money follows message.

Here's what we mean: When you lead with authentic transformation - when people experience real change through your circle - they naturally want more. They seek out your books, programs, courses, and services because they trust your authenticity.

The Cosmic Wish Circle is FREE because it establishes something priceless: proof that your message works. After 8 weeks of documented transformation, you have testimonials, stories, and a community that organically promotes everything else you offer.

### Q: Why should I take time to promote YOUR program?

**You're not promoting our program. You're promoting YOUR message.**

The Cosmic Wish Experiment is simply the mechanism - the science-backed framework and structure. But the wish is YOURS. The message is YOURS. The circle is YOUR community. The transformation happens through YOUR leadership.

Think of it like this: You wouldn't say "I'm promoting Zoom" when you host a webinar. Zoom is just the platform. Your content is what matters.

The Cosmic Wish Experiment provides the 8-week structure, materials, and science. You provide the vision, leadership, and message. Your participants experience transformation through YOUR guidance.

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**Important:** You can't rebrand The Cosmic Wish Experiment as your own. But you don't need to. You lead YOUR Cosmic Wish Circle focused on YOUR message. We're the framework. You're the leader, the guide, and the guru.

Q: Do I need to be in "alignment" with your mission?

**Yes.** The Cosmic Wish Experiment has a clear mission: peaceful, positive, purposeful collective intention.

- If your message aligns with creating positive transformation in the world - healing, growth, connection, consciousness, empowerment, purpose - then we're aligned.
- If your message promotes division, harm, or purely commercial gain without genuine transformation, this isn't the right fit.
- This protects the integrity of the movement and ensures all Circle leaders are working toward collective good.

Q: Will this take time away from my revenue-generating activities?

It requires 1-2 hours to start, and then 30 minutes to an hour per week, plus whatever time you want to spend promoting your wish and meeting with your Wish Circle. Not a lot of time. And consider what you GAIN:

- Testimonials and transformation stories (marketing gold)
- Content for social media, newsletters, speaking engagements
- Community that promotes your work organically
- Proof your message creates measurable change
- Natural pipeline to your paid offerings

Many thought leaders believe that the 8-10 hours invested will generate more revenue long-term than any traditional marketing because it builds authentic authority and trust.



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Q: What if people expect me to do this for free forever?

The Cosmic Wish Circle is your FREE introduction to your work – like a powerful lead magnet that actually transforms lives. After 8 weeks, participants will naturally be more inclined to:

- Join your paid programs for deeper work
- Buy your books to understand your philosophy better
- Hire you for coaching or consulting
- Attend your workshops or retreats
- Join your next circle (which could be paid if you choose)

You're not creating an expectation of free – you're creating an experience of value. People pay for what they value.

PLUS – SCIENCE! The "Zero Price Effect." Research from 2009 by Shampanier, Mazar, and Ariely found that consumers react dramatically differently when they encounter something free versus something at even a tiny cost – and this happens even when the cost-benefit calculation would favor paying the small amount. The word "free" triggers an emotional response that overrides logical decision-making.

Q: How long does it take to see results?

Participants often report shifts within the first 2-3 weeks. By Week 8, you'll have measurable transformation stories.

For your platform growth: Many leaders believe they will see increased book sales, program enrollment, and speaking inquiries during and immediately after their first circle as participants share their experiences.

Q: What if only a few people sign up?

Even 10-15 people can create powerful transformation. Smaller circles often generate deeper connections and more intimate sharing. Every person who transforms becomes an ambassador for your message.



Q: Do I need special training or certification?

We offer a Leader's Guide, videos, and more. You bring your expertise, passion, and message. We provide the framework, materials, and structure.

If you've been teaching, writing, speaking, or leading in your field, you already have what you need. The Playbook, trackers, and videos guide you through each week.

Q: Can I customize the program for my specific audience?

The 8-week structure and materials must stay consistent (it's all based on neuroscience research on habit formation and transformation). But you customize:

- Your Wish Circle Wish (aligned with YOUR message)
- How you facilitate discussions
- Examples and stories you share
- How you promote and engage members – and share your message with the world!
- Additional resources you provide

Q: Why is it called Cosmic?

This is all explained in the training and materials, but basically the difference between a wish and a COSMIC wish is – the science!

Q: Why is it called an Experiment?

Because it's pioneering and new! This means we're all in this together. It also means it will evolve and we will continue to update the message and methodology as we go along.

**More questions? CONTACT BROWNELL:**

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