


# CHAPTER 1

*Light the Match*  
*Set Your Intentions Free*



**S**o how the hell do you start igniting your divine spark? Well, first and foremost, start by setting your intention. Your intention is the energy, the electric charge, the awareness you bring to every aspect of your life. It's the force that lies behind everything you do, the fuel for your fire. Your intention helps create the pathway for your experience; therefore, setting it ain't no trifling, careless thing, but a *responsibility*, one not to be taken lightly.

Intention is big. Countless are the spiritual books and teachers that discuss, in great detail, just *how* we should set our intentions (check the resource section for just a few that I find helpful). But here in *The Red Book*, I want to keep it simple, by asking you to use intention in a way that helps you give more conscious direction and divine spark to life's ordinary and extraordinary moments.

Setting your intention is a bit like offering up an invocation to the universe. You place your desire out in the world, as an energized thought, a pregnant idea, an open prayer. You envision how you would like to be, to feel, to progress. So let's prime your spiritual engine right now. Begin by stating—and I mean this literally—*how* you would like to interact with this book and how you would like to connect more deeply with the eagerly awaiting universe. Take a deep breath, and slowly let it out. Relax your body, quiet your mind, and let your intention rip, speaking either out loud or internally, or writing boldly in a journal. It might sound something like this:

“This is my intention. I intend to begin igniting my divine spark, consciously. I intend to really know who I AM. I intend to creatively express myself, as authentically as possible. I intend to explore what the divine means to me and what I mean to the divine, to stare straight at the contradiction that claims that the divine is both within me and outside of me, and laugh. I intend to make the red approach my own, to pay attention to my intuition, and to absorb only the spiritual material inside and outside this book that aligns with my divine self. I intend to intend more. I intend to be discerning yet have an open mind and heart and a fantastic sense of humor throughout this whole weird, sticky, delicious process.”

Brava! You’ve rolled the cosmic dice. This is beautiful and good. This is juicy and right. If there’s any more or less you’d like to intend now, please do it. And keep doing it. Anytime, anywhere, and about anything—from the sacred to the profane, the glorious to the mundane, and everything in between. Just make sure you use positive phrasing and avoid stating your intentions in the negative; for example, not “please don’t let me screw up this new relationship” but rather “I intend to be healthy and loving in this relationship.” No matter what the intention, be sure to state it from your heart.

You can state your intentions every morning before you get out of bed; it’s like applying an all-day moisturizer for your spirit: “I intend to be divinely aware and connected today, no matter what.” You can sing them in the shower: “I intend to follow my gut on this business deal and make it soar.” You can let your intention move through your body during a yoga class: “I intend from now on to be healthier with my eating and exercise habits, and to love my

strong, sexy body.” Or set it when you take a stroll in the park: “I intend to genuinely smile at every thing and every body I come across.” You can set an intention for the coming day, week, year, or lifetime, or just for the moment you are in right now. It’s really that simple. If you don’t have a specific intention to set, just sit still, check in with your heart, and start sensing how you would ideally want to *feel* in your job, in your personal relationships, in your body, in your life, in your relationship with the divine. Hold these feelings strongly for a moment in your mind and heart, and then release them, breathe them out into the world.

This is the divine gist: Setting and holding a clear, strong intention for how you would like your life and your self to unfold, be the intention specific (“I intend to find a great parking space”) or universal (“I intend to tread lightly on the planet and make the world a better place”), helps you wring the most divine juice out of every situation, so you become less dependent on the *doing* and more able to enjoy just *being*.

Sound good? Excellent. Now let’s talk about the Big G.