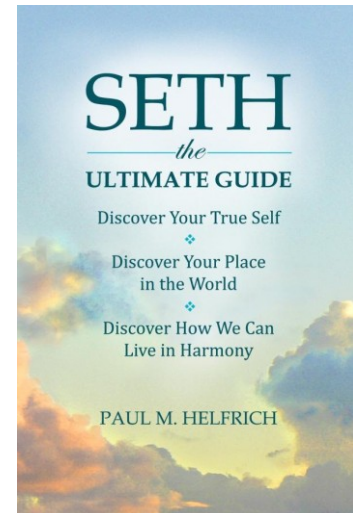


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***Seth: the Ultimate Guide* by Paul M. Helfrich is a comprehensive overview – a “Cliff Notes” – of the forty-six books by Seth and Jane Roberts.**



CASTAIC, CA. OCTOBER 23, 2010 – Author Paul M. Helfrich is a recognized authority of the Seth material and now provides an easy-to-follow introduction to Seth’s core ideas and transformative exercises. *Seth: the Ultimate Guide* was written for those who are new to Seth’s teachings or wish to expand their current understanding of the breadth of the work.

Between 1963 and 1984, Jane Roberts channeled the entity known as Seth, who laid a spiritual foundation that set a “gold standard” for its depth, clarity, and practical application. Seth provided new information on life after death, reincarnation, the nature of the soul, God, Christ, Buddha, Mohammed, UFOs, Creation, humanity’s evolutionary purpose, and more. Unknown to many, Seth coined the phrase – “you create your own reality” – that became new age and new thought mantras, and explained *how* reality creation works. Additionally, Seth provided simple, yet powerful exercises to apply his ideas to everyday life.

Devoted to distilling the essence of the Seth materials, in *Seth: The Ultimate Guide*, Helfrich draws upon his three decades of studies and applying Seth’s ideas to his own life. Helfrich believes “the secrets of the Seth Material can really be boiled down and understood *only* within the laboratory of one’s personal experience.”

The book has been hailed by contemporary scholars such as prolific writer and the man considered to be the world’s leading authority on the subject of channeling, Jon Klimo, who writes “...Helfrich has provided us with what is clearly the definitive book on the Seth communications.”

Arthur Hastings, the former dean at the Institute for Transpersonal Psychology, former professor at Stanford University, the University of Nevada and the University of Santa Barbara, and the author of the book *With the Tongues of Men and Angels: A Study of Channeling* writes “...[Helfrich] presents the exceptional and profound psychological and spiritual teachings of Seth with clarity.”

Stanley Krippner, Humanistic Psychologist and professor at Saybrook University, writes “...The vast scope of this material is impressive, and Helfrich’s organization of it is a tribute to his dedication to a formidable task.”

*(more)*

***About the Author***

PAUL M. HELFRICH, Ph.D., has explored the Seth Material more than 30 years. He has been a regular attendee of Seth conferences and related gatherings since 1996, and the administrator for the Sethnet email list from 1998-2009. He has been a regular presenter at East and West Coast Seth conferences including Seaside, OR (1998), Elmira, NY (1999), S2K, San Diego, CA/New Haven, CT (2001), the Colorado Seth Conference (2006-2009), California Seth Conference (2010), and LA Seth Conference (2009-2010). He is the co-owner of NewWorldView, a Publisher of educational media and programs that artfully help readers realize their unique purpose in life—the source of mankind’s greatest fulfillment.



***Seth: the Ultimate Guide*** will be available for sale at NewWorldView.com, Amazon.com, and through additional wholesale and retail channels worldwide February 1, 2011!

*For a review copy, to schedule an interview or more information, please contact Suzanna Gratz of Inspiring Promotions 415.524.8003 or InspiringPromotions@gmail.com*

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