



His philosophy is founded in personal integrity; for staying true to ourselves is essential for creating authentic, healthy, and radiant lives.



Michael Blomsterberg, author of *It Begins With Me* and *Hairapy: Deeper than the Roots*, earned his Master Certified Life Coach designation from Coach For Life, an International Coaching Federation (ICF)-approved program. He is a spiritual teacher with over two and a half decades' experience empowering clients and putting them back on their own team.

In addition to Michael's training, his life experience is extensive. He has been sober from drugs and alcohol since 1986 and abstinent from bulimia and anorexia since 1993. Having triumphed over testicular cancer in 1999, he remains cancer-free to this day. Michael survived the dissolution of a 12-year relationship, bankruptcy in his early twenties, and physical and psychological abuse as a child. Michael's practice is a unique fusion of the tools accompanying a Master Certified Life Coach certification and his vast life experience. His mission is to employ his understandings to aid others in the enhancement of their lives.

Inspired by the knowledge that staying true to ourselves is essential for creating authentic, healthy, and radiant lives; Michael bases his philosophy in personal integrity. His process emphasizes discovery, acceptance, appreciation, and most importantly, *feeling*. While his clients do improve performance, enhance their quality of life, find more appreciation for themselves, and experience a stronger sense of fulfillment; Michael does not focus on the achievement of these goals. Instead, he concentrates on effecting change from the inside, outward. He equips his clients with the tools to gain more self-acceptance and self-reliance. He often attests that walking beside a person throughout such an emancipation is a true honor. For Michael, there's nothing more spectacular than celebrating a person's humanity.



Group Coaching

Michael's group coaching is particularly effective due to the impervious climate of safety that he creates. Within this haven, individuals liberate themselves by giving a voice to formerly concealed thoughts, feelings, or behaviors. Most often, these are the aspects of themselves which they've been reluctant to confront. The act of revealing these secrets alone begins to lift their burden. Furthermore, a group of people meeting such declarations with support (as opposed to judgment) has a transformative effect. This sets into motion the profound personal metamorphoses that make the group experience so powerful.

The individuals' perspectives and their perceptions of themselves then begin to shift. They find themselves being valued, even when those "unfavorable" aspects have been disclosed to the group. Feelings of craziness and isolation melt away, as the rest of the group identifies and offers insight. The result is validation and empowerment – not just for the person in question, but for everyone in the room. This nucleus of strength creates a solid cohesion that bonds the group into a team.

From that unified foundation, individuals derive the confidence to live accountably and authentically in all areas of their lives. The group members come to realize that they aren't defined by that behavior for which they've been shaming themselves. They find that they are not their thoughts, their feelings, or their past history. They grow in love and compassion for themselves, while they open and make more room for others to be in their world. Accepting others' compliments, love, or generosity becomes easier and more natural. Individuals begin to feel whole and confident. Through this process of discovery, their authentic selves emerge, permanently enhancing their experience of life.

Testimonials

“I appreciate how Michael can easily bring me right to my heart to make monumental shifts in the way I *see* the world, and the way I *be* in the world. I have learned to operate from a place of love, which has truly changed my relationships, my choices, and what I am attracting into my life. He is deeply intuitive, and somehow sees at a level that allows him to laser focus on the issues that will bring about positive change. Michael was born to do this work.”

– **L. H.**, *Certified Life Coach*
Littleton, Colorado

“Our residential rehab facility works predominantly with gay people living with HIV/AIDS, meth addiction, and alcoholism. Our residents are skeptical, easily bored, and very resistant to group counseling. Despite this, they take great pains to ensure that they don't miss a session with Michael. It's the *only* group they won't miss. Because so many of my clients have deep trauma issues, I am careful about who I put in front of them. Michael is able to reach into my clients and address their most guarded issues in such a loving way that their fear of exploring those issues just dissolves.”

– **B. Wilmoth**, *Program Director, Frank's House/Rainbow Bridge Community Services*
Los Angeles, California

“I struggled with disease, divorce, abuse, and worse for 25 years. Through Michael's coaching, I have come to feel as though I have finally found my way for the first time in my life. With Michael's support, I changed in appearance, I gained greater clarity around my expectations, and I learned how to set my own boundaries. Michael never once told me how to make my way or find happiness. He never presented a solution to me. He guided me in finding my own way and making my own happiness. I now welcome what this life has in store for me.”

– **J. L. Kordich**, *Owner and Operator of The Impressionist*
Redondo Beach, California

“At risk of sounding fanciful, Michael defies and breaks down dichotomous modes of being that dictate much of our existence. In this sense, Michael's practice is revolutionary. His uncanny ability to connect with people is both comforting and challenging, while his intuitiveness is simultaneously unsettling and inspiring. The best word I can use to describe what my work with Michael has given me is *freedom*.”

– **J. Moon**, *Artist*
Los Angeles, California

“Michael's group work with the women at our shelter was one of the highlights of the year, for both our clients as well as our agency. Michael's phenomenal energy transformed our clients' self-doubt into confidence, hope, and possibility. His skills enabled our women to feel a sense of self-confidence they had not felt in a long time.”

– **E. Karagezian**, *Volunteer Coordinator, YWCA Domestic Violence Shelter*
Glendale, California

“My work with Michael is opening up possibilities for a whole new way of being. I feel empowered to make choices from a place of calm and feeling loved and connected, rather than bullying and shaming myself. I'm learning how to cultivate an environment where I can recognize a familiar but long-silenced sound: my own voice, my 'internal guidance system'. I now celebrate myself through acceptance.”

– **A. Braden**, *Yoga Teacher*
Los Angeles, California

“The women residents at Friendly House adore Michael! His work helps them find forgiveness and love for themselves after the shame and destruction surrounding drug and alcohol addiction have taken their toll. Michael's personal recovery allows him to authentically connect with the ladies and gain their trust. With his coaching, they rediscover their dignity and learn to see their experiences as tools for building happy, purposeful lives. Michael's dedication, open-hearted approach, and unconditional love have been a blessing to Friendly House. Michael's sessions always leave the women with uplifted spirits, and I can attest that the changes are lasting.”

– **Peggy A.**, *Executive Director, Friendly House*
Los Angeles, California

It Begins With Me: Navigating Your Journey To Personal Freedom Book Reviews

“*It Begins With Me* is more than useful, it's thought-provoking. It's like having your own personal life coach available 24/7 - one that's ready to help you through your existential crises and emotional catastrophes – all for the cost of a paperback book. You'll find that this author knows his stuff. His compassion and empathy are evident on every page, as is his desire and ability to empower the reader. Most important, he encourages honest self-reflection – without condemnation. Want to feel good about yourself and life? Reach for this book. It's an exhilarating resource.”

– **R.M.**, Writer
Los Angeles, CA

“I value the wisdom and loving messages of each chapter, each page of *It Begins With Me*. I offer this book to my sponsees in 12-Step Programs who then use it as a means to achieve the ultimate goal of emotional sobriety. One such sponsee told me he cherishes the brevity of the chapters in the book, because he can use each chapter as a daily reflection. The experience of the book—in part and, especially in whole—is a beautiful journey into clarity, peace, and love.”

– **D.B.**, Actor
Los Angeles, CA

“In his latest book, *It Begins With Me*, Michael Blomsterberg does something deceptively simple that is, in fact, remarkably difficult to achieve – he opens our hearts and minds to knowledge that's already deep inside us, buried under the rubble of negative experiences, ineffective behaviors, and bad habits. He draws this inherent wisdom out of us, gem by gem, piercing the veil of our misperceptions about ourselves. He articulately and specifically guides us on a journey to uncover our own understanding of who we really are, helping us truly find and accept ourselves and share ourselves with others. I'm grateful to Michael for sharing himself in such a way that's helped me learn more about who I am – and how to be that person more consistently.”

– **J.L.W.**, Executive Producer
Los Angeles, CA

“No matter where you are in your life, whether embarking on a new spiritual path or looking to deepen a search you have already begun, *It Begins With Me* will be a nourishing addition to your aim. One of my favorite things about the book are the practical exercises. We are not only given an outline, we also receive simple and

doable direction to help reach each objective. Those objectives include self-love, self-awareness, and self-acceptance which then leads to other-acceptance and letting go of limiting beliefs.”

– *C.D., Actor, Personal Administrative Assistant/House Manager
Los Angeles, CA*

“As a former therapist and presently as a life coach, the #1 cause of suffering that I witness is a lack of self-love. This manifests as resistance to what is, to a search for love externally, to self-recrimination and judgment. In *It Begins With Me*, Michael creates a foundation of pure love and safety to allow for his readers to at minimum, reestablish a connection with oneself, and at most, provide the unconditional love that we all are yearning for.”

– *B.B., Spiritual Life Coach
San Diego, CA*

“Michael's understanding of the human mind is unlike any other. He offers the reader a set of tools to help reveal one's true self, removing shame, guilt, and feelings of unworthiness. Michael offers his advice as an invitation only – never a demand. He freely shares both his personal challenges and his triumphs, always welcoming the lessons they provide. His work has truly changed my life.”

– *B.B., Co-Manager, Ralphs
Woodland Hills, CA*

“As a physician and surgeon, I must often share painful news with my patients. With empathy and understanding all too commonly left out of the medical curriculum, doctors can find themselves retreating into a cold or clinical manner in such situations while still seeking ways to empower those patients who are facing a new reality. Because *It Begins With Me* contains such especially helpful chapters like those on understanding the journey, laughter, and faith in the process, this book can be a helpful tool in blending the very objective nature of performing medical procedures with the necessary and subjective art of caring for the patient. I would encourage all physicians, nurses, social workers, and health care workers to read this book!”

– *D. R. R., DO, FOCOO
Orlando, FL*

“The self-love referenced in the old cache of ‘you cannot feel love unless you love yourself first’ is hard to achieve. Yet, without lecture or difficult instruction, *It Begins With Me* moved me slowly, passionately, and easily through my journey of growth and tolerance. Michael’s words have the most uncanny way of allowing a fresh breath of air to come into my entire being. I have read and reread chapters, and I continue to return for courage and inspiration. It helps me permit myself to just be me and acts as a guide, feeding my energy on my pursuit to happiness.”

– *R.N., Lead Sales
San Diego, CA*

Excerpts from *It Begins With Me*

Excerpt from Chapter 25: Stand By You

If you're waiting for a mate, a promotion, a certain amount of money, to lose 20 pounds, for your health to improve, or for someone or something to change before you can accept your situation and enjoy your life, are you really living, or have you essentially put your happiness on hold? Here's the deal: when you don't accept the moment for what it is, you unconsciously limit that moment's possibilities.

Excerpt from Chapter 26: Destination Unknown

When you're not attached to a certain outcome, you're free to relish the journey, as well as the benefits, of *any* result that might occur, even if it isn't what you had in mind. When we face a situation with faith, we know that whatever the outcome may be, it is happening *for* us, regardless of whether we understand it.

Excerpt from Chapter 28: We All Shine On

There is a huge difference between not *being* enough and not *feeling* enough. Not being enough is a lie that we tell ourselves that prevents us from owning our power and keeps us beholden to our darkness instead of our light. When you're creating your life from a core foundation of not being enough, most everything in your life (including your loved ones) becomes contaminated by this belief. Your dissatisfaction spills over onto just about everyone and everything. It's nearly impossible to be truly satisfied.

Excerpt from Chapter 34: Praise You

When we can acknowledge, praise, and celebrate ourselves, we no longer feel the need to seek that from our partners. We no longer expect them to give us something that we haven't yet been able to give to ourselves (and, therefore, something that we were incapable of truly receiving, as well). In nourishing and nurturing ourselves, we take back responsibility for our own happiness, contentedness, and satisfaction, as we're no longer relying upon someone else. We get to have a whole different experience when we can appreciate and champion ourselves and our efforts.

Excerpt from Chapter 36: Seeing Anew

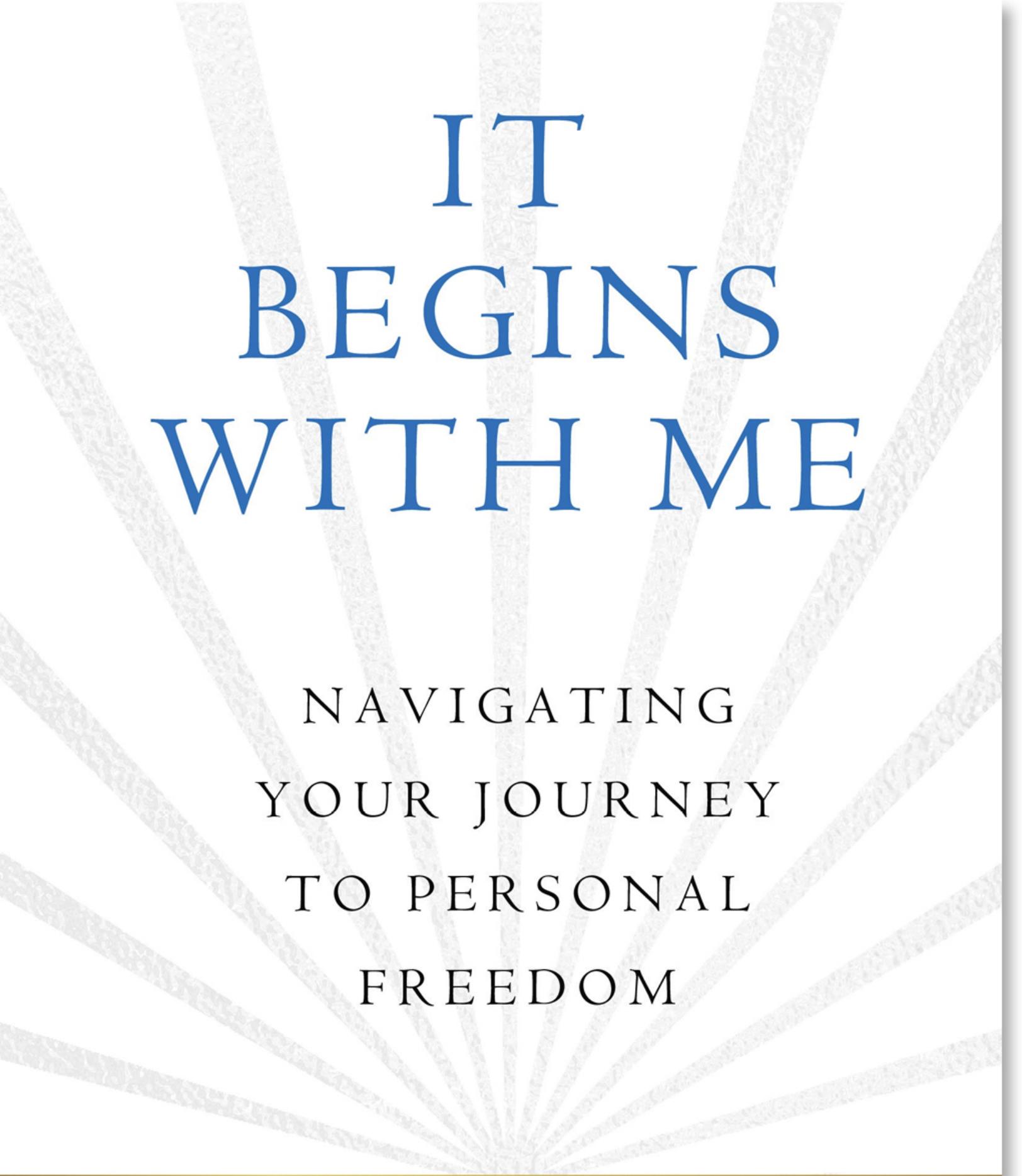
Forgiveness is for *you*. *It sets you free*. Through forgiveness, you're cleansed of toxicity that no longer serves you. You're emancipated to live in the present.

Excerpt from Chapter 39: The Power Of Laughter

When we can laugh, genuinely and sincerely laugh, at the way things have played out in our lives, along with our participation throughout, we prepare the space for a magnanimous existence. Laughter is powerful. It is healing and rejuvenating in so many ways and on so many levels. It is one of the greatest natural exhilarators available to us.

Excerpt from Chapter 42: All Resplendent

This luminosity exists in everything: within us, as us, and all around us. It is inherent in our being. Look where we originated. This means that the greatness for which we often strive also already exists within us. We are comprised of that magnificence. It's not something to attain; it's something that's simply a given. It is innate and ever present. End of story. No proof required.



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FREEDOM

MICHAEL
BLOMSTERBERG

Community Outreach Recipients

- 🏠 **Being Alive L.A. – West Hollywood, CA**
- 🏠 **Friendly House Recovery Center – Culver City, CA**
- 🏠 **Friendly House Recovery Center – Los Angeles, CA**
- 🏠 **Jeff Griffith Youth Center – Los Angeles, CA**
- 🏠 **La Fuente House Recovery Center – Los Angeles, CA**
- 🏠 **LOTUS HIV Outreach – Los Angeles, CA**
- 🏠 **Rainbow Bridge Community Services – Los Angeles, CA**
- 🏠 **Salvation Army Bell Shelter – Bell, CA**
- 🏠 **Westside Shelter & Hunger Coalition – Los Angeles, CA**
- 🏠 **YWCA Domestic Violence Shelter – Glendale, CA**

Contributions to Uganda and Ongoing Efforts

In 2007, Michael Blomsterberg was honored to lead a team of visionaries on a mission to Uganda – a country afflicted by disease, poverty, famine, and war. Michael's mission was in support of Clovis Ategeka and his nonprofit organization, VisionForce Uganda (VFU). VFU strives to provide the knowledge and education necessary for Ugandans to transcend and prosper by teaching vision, leadership, and entrepreneurial skills to the youth. They then possess the tools and inspiration to create immediate and ongoing change in their lives and the confidence to create their own jobs after graduation. As part of their mission, Michael and his group created, furnished, and equipped VFU's "Vision Café", which offers services at subsidized prices and acts as a source of supporting funds for VFU.

The following include some of the extraordinary contributions made by Michael and his team through the Uganda Mission:

- ☞ The raising of \$32,771.42 (\$3,171.42 over goal!)
- ☞ The donation of ten computers, one Visionary Mind Program, one 3-in-1 fax machine, one photocopy machine, two printers, and indoor and outdoor furniture
- ☞ The complete renovation of the interior and exterior of the Vision Café
- ☞ The purchasing and posting of advertising signage for the Vision Café
- ☞ The purchasing of VisionForce Uganda's website, and the employment of VFU students to build the site
- ☞ The outfitting of the office with the tools and supplies necessary for startup
- ☞ The pre-payment of four months' rent for the Vision Café
- ☞ The shooting of 28 hours of raw footage, including personal interviews with VFU students, for a documentary to create awareness about Uganda
- ☞ The delivery of "Shoes of Hope" to orphanage and street children in Jinja
- ☞ The execution of a multimedia press event for the grand opening of the Vision Café
- ☞ The leading of six entrepreneurial leadership workshops for the Kampala community
- ☞ The leading of a meeting with Community Development Association of Uganda (a human rights organization), and the donating of funds to the organization
- ☞ The allocating of raised funds in support of as many VFU-related businesses and individuals as possible

The following include some of Michael's ongoing efforts since his return from Uganda:

- ☞ Michael has engaged in ongoing communication with VFU in support of the students' visions and projects. In addition, he regularly sends empowering books and tools to Uganda to aid the students in their quests. His efforts have helped the students to discover newfound self-reliance. As a result, many of them have made remarkable achievements in both their professional and personal lives.
- ☞ *VisionForce: Uganda*, the documentary created by Michael's team, has been completed. It is currently being used to raise awareness and provide greater opportunities and resources for upcoming missions. *VisionForce: Uganda* can be viewed in its entirety under The Film tab on the Humanitarian Efforts page of Michael's website.
- ☞ Michael has continued his work with MercyLine Ministries, funding and overseeing "The Poultry Project". This program helps orphans and widows affected by the genocide in northern Uganda by feeding and funding them while they work toward a life outside of the refugee camps.
- ☞ Plans for Michael's next mission are currently underway.