

RELEASE  
May 24, 2007

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## "The Secret" is step 1, "KARMA" is step 2

If you understand the Law of Attraction from "*The Secret*" which teaches you how to bring things into manifestation, you'll want to learn the **Law of Karma** to understand the consequences of your request. In his new book ***KARMA: The Ancient Science of Cause and Effect***, author and Vedic scholar Jeffrey Armstrong says Karma is about making sure the things you attract are in harmony with the Laws of Nature.

"Karma is learning how to have cause and effect work with nature so you don't hurt yourself or anyone else," explains Armstrong, a "Western Master of Eastern Wisdom," who as a "spiritual archeologist" has studied the history and spirituality of India for nearly 40 years. Armstrong, a Caucasian international teacher and speaker who travels to India annually with over forty speaking engagements throughout the country explains the knowledge of the ancient Vedas in modern usable concepts.

His new book, ***KARMA*** explains why "what goes around comes around" and why bad things happen to good people.

***KARMA*** is due out June 30, 2007, and on **June 1-3, 2007 Armstrong will be at the NY Book Expo to unveil his new book**. He is also a finalist for the Indie Excellence Book Award, which will be announced the same week. With over 40 million people practicing yoga this \$17 billion industry is experiencing unbridled growth. Why, you ask? Because by practicing Yoga, you can change all four kinds of Karma.

Please see the press release below and consider Jeffery Armstrong an exciting, mind-blowing segment on your Show. Armstrong is also an expert on the culture of India and the Hindu religion, Armstrong brings wit and a modern perspective to this ancient knowledge. In fact, as a corporate speaker, Armstrong is helping executives incorporate these ancient ideas into their business lives. He is a fascinating and humorous person to interview.

Let me know when I can set up your interview and deliver you GREAT KARMA!  
Please call me at (602) 717-2141.

Many thanks!  
Robyn

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## **New Book Unveils the Ancient Science of Cause and Effect** *Karma Explains Old Knowledge in Modern Perspective*

(VANCOUVER, British Columbia) – An internationally famous pop star recently had a chart-topping song entitled “What Goes Around Comes Back Around.” This universal principle of “what goes around” is scientifically explained by award winning author and scholar Jeffrey Armstrong in his new book *Karma: The Ancient Science of Cause and Effect*, published by Mandala.

*Karma*, which will be released in bookstores June 30, 2007, offers a compelling description of the science behind this ancient wisdom. In simple, easy-to-understand language, Armstrong explains the natural laws derived from the Vedic wisdom of India which govern over our actions and determine the results of those actions.

“Karma is the future we requested yesterday,” said Jeffrey Armstrong. “It explains why bad things happen to good people. It is the spiritual science of cause and effect, the essence of free-will revealing how the Universe keeps score in the game of life. Karma is cosmic justice and there are no victims.”

*Karma*, from the Sanskrit word “kri,” means “to do.” Armstrong introduces the science of karma, reincarnation and the ways in which cause and effect control our lives. Individuals go through certain processes and accompanying experiences throughout their lives, which they have chosen, and are based on the results of their own creation. Karma is not about retribution, vengeance, punishment or reward; it simply deals with what is brought on by the purposeful action of “devas,” or divine beings. The Law of Karma is central in Eastern religions. Understanding karma broadens our spiritual wisdom and reveals the profound interconnectedness of all life. *Karma* is part of the Mandala Wisdom Library. [www.mandala.org](http://www.mandala.org) <<http://www.mandala.org>> .

Armstrong is the author of several books including the acclaimed *God (Goddess) The Astrologer Soul Karma & Reincarnation How We Continually Create Our Own Destiny*, 2002 NEW Age Book of the Year; and *The Night We First Met*, a collection of mystical poetry, which is a finalist for the National Indie Excellence 2007 Book Awards to be awarded in June in New York City.

In addition, Armstrong is an international speaker who brings Western practicality to Eastern teachings on many topics including relationships, sustainability and the philosophy, and lifestyle of yoga. As an acclaimed Vedic Scholar, Armstrong lectures throughout India and to corporate executives at Fortune 500 companies bringing this ancient knowledge to the 21st Century.

“These arts have reached a high degree of refinement and sophistication,” says Armstrong. “This ancient knowledge has numerous applications to our modern day lives.”

Armstrong has been a student and scholar of the Vedic Philosophy for over thirty-five years. He holds degrees in psychology, literature and history and comparative religion and is based in Vancouver, Canada. Armstrong will be in attendance at the New York Book Expo America June 1-3, 2007 to unveil the new Karma book. For more information on Jeffrey Armstrong please visit [www.jeffreyarmstrong.com](http://www.jeffreyarmstrong.com) <<http://www.jeffreyarmstrong.com>> .

**Jeffrey Armstrong New York City Lecture Schedule:**

June 1-3 NY Book Expo

- Mandala Booth # 4182
- Info: [www.jeffreyarmstrong.com](http://www.jeffreyarmstrong.com) <<http://www.jeffreyarmstrong.com>>

June 3, 2007 – Understanding Karma Cause and Effect

- Exhale Spa & Yoga Studio – 150 Central Park South, NY
- 2:45-4:45 p.m.
- Cost \$20
- Info: 212-561-7400

June 3, 2007 – Understanding Relationships Through Ayurveda and Vedic Astrology

- Om Factory Yoga –265 W. 37 th St at 8th Ave, NY
- Cost \$20
- Info: 212-616-8662

**KEY QUESTIONS:**

1. **What are the four kinds of Karma?**
2. **How can we change our Karma?**
3. **What can't we change?**
4. **How is Karma usable in our everyday life?**
5. **How can we get fairness in our lifetime?**
6. **Why do bad things happen to good people?**
7. **Are we victims of Karma?**

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