

**DR. PAUL LEON MASTERS'**  
**METAPHYSICAL**  
**BUSINESS ADMINISTRATION**  
**DEGREE PROGRAM**



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# METAPHYSICAL BUSINESS ADMINISTRATION COURSE — VOLUME 1

- Attitude – The Most Important Factor for Your Success
- How to Get Free Publicity
- How to Get Free Publicity – Part 2
- Selecting a Printing Service for your Office Needs and Promotional Materials
- Color Psychology – Choosing Colors for Promotional Materials that get Results
- How to Start a Center Economically
- How to Create Your Own Graphics for Websites and Printing Layouts
- Metaphysical and Practical Qualities you Must Have to Succeed in Professional Metaphysics
- Things to Know Before Renting a Venue for Courses, Seminars or Meeting
- How to Get a Facility Rent Free
- Part-Time Work for Supplemental Income
- Establishing Fees & Charges for your Doctoral Work
- How to Develop a Course or Seminar
- How to Prepare and Organize Lecture and Class Notes for an Effective Presentation
- How to Be an Effective Metaphysical Speaker
- How to Increase Attendance for Your Events
- How to Find Work at an Already Existing Center or Church
- Extending Credit and Student Payment Plans – What you Should Know Before You Start
- How to Get the Most Return From Your Advertising Dollars
- How to Promote Your Metaphysical Work Through Television
- What You Should Look for in Hiring Key Personnel in a Metaphysical Operation
- What Public Relations Can Do for You
- Benefit Students, Members and Yourself Through Mini-Consultations and Daily Affirmations
- Telephone Book and Yellow-Page Advertising: What You Should Know
- How to Build Attendance Through the Vehicle of Social Activities
- How to Keep Them Coming Back – More Effective Methods of Follow Through
- How to Establish an Effective Income Producing Tithing Program
- Formulating a Sunday Morning or a Weekday Program or Service
- How to Start a Profitable Bookstore Inexpensively in Conjunction with Your Metaphysical Work
- Fund-Raising Methods You Can Use to Raise Money for Your Metaphysical Center or Church
- Creating Advertising and Promotional Materials Using Clip Art and Other Ideas
- Hidden Costs to Watch Out for in Operating a Metaphysical Center