

Say "I love you!" with **ISLE OF VIEW™** INSIGHT CARDS

About the ISLE OF VIEW

Isle of View (pronounced, "I love you") offers a magical vision of the world that reveals happiness and contentment right now. Available as a beautiful, boxed deck of 50 cards with booklet, or new hardback gift-book, Isle of View showcases inspiring acronym insights and artwork that share uplifting reflections on life.

Everyone wants to know a simple, immediate way to be happy... Isle of View offers pop-conceptual art insights on life, with cool images and witty words that take you to your "knowing" place. Simple, fun, meaningful "re-minders" immediately light up one's life.

The acronym messages are designed for people's short attention span, and are so timely and relevant for today's ever-growing interest in inner awareness and personal growth. The cards offer ageless wisdom distilled to a word-phrase insight for our fast paced, "in-an-instant" world. The artful and inspiring combination of ideas and images are both satisfying and stimulating, and they instantly give one a feeling of wonderful knowing and peace.

Russell McDougal's Poetic Point of View

The Isle of View is a magical place of warmth and contentment that can help you see how the world is full of wonder again. Sail away today and discover that your paradise is just a perception away. Steer into the clear, where there is no fear, and happiness is already here. Seeing is freeing.

You can **T.R.Y.: Take Responsibility Yourself**, because you have an **I.D.E.A.: Imagination Develops Easy Answers**.

Be **F.R.E.E.: Find Reality Endlessly Entertaining**, because you know that **H.E.R.O.: Happy Endings Really Occur**.

So create your **M.Y.T.H.: Make Yourself The Hero**, and your own **S.T.Y.L.E. Simply Trust Your Life's Essence**.

Find **J.O.Y.: Just Open Yourself**, because you **C.A.N.: Create Answers Now**.

Trust your **L.I.F.E.: Let It Flow Effortlessly**. You can get **R.E.A.L.: Ride Evolution And Learn**, because you know life is a **D.R.A.M.A.: Daylight Reveals All Men Acting**.

When you finally discover **M.A.G.I.C.: Mind's Awareness Generates Infinite Creation**, you can follow your **D.R.E.A.M. Destiny Reveals Enchantment And Magic**.

We can find **L.I.G.H.T.: Let It Gently Happen Today**. And open people's **H.E.A.R.T.: Help Everyone Awaken Real Trust**, so they can **H.E.A.L: Help Everyone Awaken Love**.

Relax, all is **O.N.E.: Only Now Exists**. You can **S.O.A.R.: Simply Open And Receive**; And **F.L.Y.: Finally Love Yourself**, and relax into **L.I.F.E.: Let It Flow Effortlessly**.

Begin at **H.O.M.E.: Heal Our Mother Earth**.

This is the **A.R.T.: Arrange Reality Tastefully** of being **R.I.C.H.: Reawaken Into Creation's Happiness**. It is **T.I.M.E.: Today Is Magical Eternity**.

Come discover the Isle of View and its sunny attitude, and hear the magical echo of "I love you." Come and find the paradise of your own mind.



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MIND'S AWARENESS GENERATES INFINITE CREATION • MAKE YOURSELF THE HERO

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Company Background

From a collection of over 3000 acronym insights, created over twenty years, "Acronym Savant" Russell McDougal created the Isle of View vision, using acronym insights as visionary vehicles that immediately take you to the paradise of your own mind. The first Isle of View card deck was developed in December 2004, offering the world a vision that is easily understandable, simple, immediate, hip, and fun. Isle of View acronyms are instant and memorable sound-bites that can open the door to seeing the magic of our lives, and have received accolades from well-respected individuals such as Marianne Williamson, Jose Arguelles, Mark Victor Hansen, and Judith Simmer-Brown and many more. Unique, timeless, and meaningful to everyone, McDougal's Isle of View acronyms remind us that we are all part of life's pageant and do have a choice to be happy and content. A.B.C. - Acceptance Brings Contentment.

Poet and artist Russell McDougal's lifetime of observation, thought, study and art delivers visions of the "meaning of life" that open one to realizing a happier and more fulfilling life right now. The only difference between the enlightened man and the ignorant man is how they see the world. This concept and format are unique in offering deep, immediately-fulfilling insight and inspiration in a package understandable to most anyone. Who doesn't want a simple, easy, and immediate way to be happy right now? We all want to be reminded "where it's at." We all want the keys to the kingdom of our own happiness.

Providing a sense of peace and happiness is more than a commodity, it's a cultural necessity. The Isle of View has the ability to change lives and tap into cultural ideologies. The insights express, represent and facilitate the shared knowledge and values at the heart of our communities and society. The Isle of View vision mirrors the same premise of McDougal's first book, Mirror of Mind. Isle of View is a simplified and codified version of Mirror of Mind's key message: what you think is what you get. If you understand your mind and awareness, you understand the nature of reality. Isle-Style lets you smile, simply, easily, and naturally.

Isle of View's message of, "I love you", acknowledges the link between your life and your mind. Actually the totality of your life is in your mind. As someone once said, "I am another you" and "you are another I." Another old wisdom, "Tat vam asi", means "I am that", we are life. As McDougal observes, "It's a M.I.R.A.C.L.E. - Mind Is Reality And Creates Life's Existence."

Most people spend much of their time searching for happiness. They don't realize that happiness is not "out there", but an inner way of being and seeing. Isle of View delivers important, true and authentic values for realizing happiness in the moment. By helping shift and evolve one's awareness to that balanced place of mind, Isle of View lets us "re-member" and awaken the wonder and appreciation and magic of our lives right now. Isle of View can teach you to F.L.Y. - Finally Love Yourself, and be J.O.Y. - Just Open Yourself.



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ISLE OF VIEW Products

Isle of View's acronym format has been used to create an "insight-bite," where one simple word-phrase speaks a universal truth that instantly supports your heart and mind. These self-empowering ideas are designed to appeal to most people's short attention span.

Deck of Cards: This boxed deck of 50 beautiful affirmation cards is accompanied by an explanatory "guide book" that helps awaken you to the joy, contentment and wonder of being alive. The cards offer ageless wisdom distilled to word-phrase insights that have the power to change your day, life, and world. The deck can be used for insight and inspirational readings; the guide book delves deeper and illuminates the meaning and relevance to your life. The cards are great for parties, with a friend, or on your own. No matter what cards you pull or what space you're in, the revelations offer a magical divination aspect, and always show the wonder and vision of life.

Each card is adorned with art work from Isle of View creator Russell McDougal's vast image library. McDougal's world-class collection of antiques, toys, vintage visual art, paper ephemera and enchanting collectibles are the basis for much of his art. He uses one of his photographs or vintage images, or creates magical still-life compositions that accompany the acronym for a deeper connection to the essence of the idea. While some images are more abstract, all embody the essence and personify the message. Each visual image resonates the poetic universal insight.

Boxed deck of 50 cards Size: 2.75" x 4.75" with in-depth explanatory booklet

Retail: \$15.95

Wholesale: \$8

Available online and at fine hip stores everywhere ...

www.isleofview.biz (retail and wholesale)

Distributors: New Leaf Distributing and DeVorss and Co. (more to come.)



Gift Book: Isle of View's first book compliments the first deck in the Isle of View series. A hardback gift edition, this 112 page book illuminates and opens the reader to the wonders of the acronym insights in a beautiful, convenient, flowing format. The book includes the original 50 insights, imagery, and a special poem by McDougal. A companion piece to the Isle of View deck or a stand-alone item, a gift of wisdom and joy for all ages and all time.

Size: 6.75" x 4.75"

Retail: \$12.95

Wholesale: \$6.50

Isle of View was named one of the top three new gift products of 2005 by COVR, the Coalition of Visionary Resources. COVR is a consortium of businesses whose mission is to support independent retailers, manufacturers, distributors, wholesalers and publishers of Visionary books, music and merchandise.

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Russell McDougal, Founder, ISLE OF VIEW

Born in Chickasha, OK, Russell McDougal grew up as the son of a small town doctor, and was graced with the good fortune to begin traveling the globe at an early age. Inspired by his father's drive and generosity, he was fascinated and curious to see the true interconnectedness and meaning of the world around him.

Studying sociology and cultural anthropology in college, he was fascinated by the many diverse ways to be a human being. Embarking on a cross-cultural study of different philosophies and religion, both in college and afterwards, McDougal desired to uncover answers about the meaning of life. Blessed with an open heart and creative spirit, McDougal, a child of the 60's, has been heavily influenced by the teachings of self-awareness and the friendships of great inspirational teachers over the past 30 years.

He has lived in SE Asia, San Francisco, New York and Boulder, CO, among others, and experienced paradigm shifts most of us only read about in text books. McDougal participated in summer sessions at Naropa (the first Buddhist thought school in the US) during the institution's first three years of existence. He's experienced empowerments and initiations with major teachers in the world...Has studied with the Dalai Lama and many other revered teachers from different traditions and cultures. In integrating all he has learned in his travels, in his life, and in his experiences, Russell McDougal has created the Isle of View vision as a way to share his wisdom and insights with the world. Quickly, easily, and beautifully, his goal is to inspire and empower people's lives. A self-acknowledged "Acronym Savant," McDougal easily and instantly creates Isle of View Acronyms on command...from words to names to concepts and more, it's a true expression of his gift as a poet and inspirational guide.

Along the way he realized that all the different beliefs of the world take place in your mind, in your awareness. Awareness is the most fundamental experience, since everything quite literally is experienced in your mind.

So what is this awareness? What is the nature of mind? His first book, Mirror of Mind, reflects one observance, "What you think, is what you get." The Isle of View acronym insights share some of the

wisdom collected from traditions from around the world and distilled to one of McDougal's illuminating acronyms. In his search to find concepts and ideas that approach universal truth, McDougal began using his gifts as an artist and storyteller to explain esoteric concepts in a simple, common language that most anyone can understand. He has combined his gift of life's vision with his art and design through photography. He has the ability to pair his acronyms with inspiring art and make Isle of View a unique, special gift of vision for all people. All his life, McDougal wanted to be a teacher and guide and take people for a ride to discover the infinite paradise in their own mind. By sharing the fruit of his collection (art, imagery and poetry), his goal is to teach you how to set yourself free by re-remembering that we already have all we need within us for a fulfilling and happy life. Every instant is perfectly "as it is." His acronyms are a quick and easy way to find and reawaken your inner light, joy, and delight.

"In these troubled times, I wanted to create a place where we could all go to relax and re-member and re-treat and re-new. This place of grace is the Isle of View. It is a place of peace and contentment where we can go and become whole again. It is a place where you can let go of fear and be in the clear. It is a place where you can totally be yourself without judgment. Isle of View is the place of "I love you." Isle of View is where we're all honored and respected as part of the miraculous fabric of life. We all belong. Just see. Just free. Just be," says McDougal.

On the Isle of View there are no "others," only "we." Ultimately we are all part of the same, one tribe, one people, on our one planet, experiencing life in our One Mind. You can be just as free as you want to be. The choice is yours. You can whine or shine. The choice is yours. You can keep thinking you need something more to be okay, or realize that at this moment, things are perfect as they are, no more and no less. It's as simple as A.B.C. - Acceptance Brings Contentment."

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Testimonials

See what people are saying about Russell McDougal's **Isle of View Insight Cards**:

"I love the Isle of View cards. They stretch the mind and stretch the heart."

— Marianne Williamson / Author, *A Return to Love*

"How we see the world determines what we do in the world. These cards will inspire new eyes."

— Mark Victor Hansen Co-creator, #1 New York Times best selling series *Chicken Soup for the Soul*, Co-author, *The One Minute Millionaire*

"At once whimsical and profound, McDougal's Insight Cards are a delight."

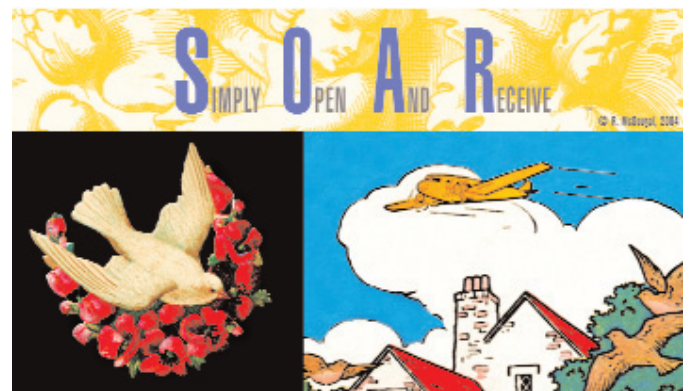
— Judith Simmer-Brown / Chairman Religious Studies at Naropa University

"McDougal's magical "Isle of View Insight Cards" are a refreshing source of illumination for today's troubled times. These cards... are the mystical antidote to those "end time blues". Yes, magic is still alive, and picking one of Russ's cards any time during your day is a sure way of reminding yourself of this fact... Oh yes, "Magic," in McDougal's syntax is "Mind's Awareness Generates Infinite Creation." That's Russ himself!"

— Jose Arguelles / Author, a founder of Earth Day, 1970 and Harmonic Convergence in 1987, Planetary whole systems anthropologist

"Russell McDougal has hit upon an original and eye catching idea with his acronym cards. His creative collages and word choices make a great counter item... They arouse curiosity with their intriguing designs and better still, they challenge the reader to come up with their own acronyms. I believe that these cards are a tremendous point-of-sale item in any bookstore, because book customers love words and language."

— Arsen Kashkashian / Inventory Manager, Boulder Book Store, Boulder, Colorado



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