

# LOVE & POWER



Awaken the Feminine and Masculine  
Archetypes to Live Your Purpose

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DEBRA MALDONADO & ROBERT MALDONADO, PHD.

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Awaken the Feminine and  
Masculine Archetypes to Live  
Your Purpose

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# INTRODUCTION

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*I am not what happened to me; I choose who I want to become.*

—Carl Jung

**Y**ou may feel that something is missing in your life. You sense an inner nudge that asks, “Is this all there is?” You might be going through your days on autopilot and feeling a lack of meaning. You may be pursuing your goals but keep hitting what seem like insurmountable roadblocks that leave you frustrated.

You aren’t a stranger to personal and spiritual growth. You have some self-awareness, but something hidden remains just out of reach—something that could help you break free.

You have two lives. One was chosen for you, shaped by the people around you early in life. These experiences formed ingrained patterns that operate at an unconscious level, and you may even find yourself rationalizing and defending your choices without realizing it. The second was the one you choose outside of these patterns, the journey you were meant to be on to live out your soul’s destiny.



Like a fish that doesn't know what water is because it lives in it, these patterns are invisible to you. They influence your career path, relationships, health and wellness, and approach to spirituality. Yes, even your perception of spiritual knowledge is influenced by this conditioning.

The first life is driven by your ego—the sense of “I” that arises as a function of the mind. The ego creates guardrails to keep you from veering off course into the unknown. But at some point, predictability becomes boring, and a deeper part of you begins yearning for more.

There is a second life waiting for you—a life guided by your soul, not your ego. This is the life your true Self has planned for you—one filled with passion, purpose, love, and power. It is untouched by past experiences, a limitless part of you that is free to create with infinite possibilities.

The following pages will not provide a simple, instant plan to change your life overnight, nor will they promise that change will be easy. Your conditioning is deeply rooted, hidden from your conscious awareness. The task is to bring the conditioned patterns into awareness—to gain power over your life, cultivate fulfilling relationships, embrace a deep sense of purpose, and experience the extraordinary feeling of truly being alive.

## **You Are Not Broken**

If you feel stuck in life, there is nothing wrong with you. You are not broken. Just because your life isn't unfolding exactly as you desire right now doesn't mean you need to be fixed. The Upanishads,

one of the world's oldest spiritual philosophies, teach that the soul can not be cut, damaged, or burned. The soul is eternal.

Your true Self is the soul, not the ego. Only the ego experiences pain and suffering because it defines itself through them. But suffering is actually a clue—an indication that you are not fully expressing the truth of who you are. Often, life's challenges serve as invitations to open yourself to a new way of being. When life becomes too predictable, the soul presents obstacles that challenge you to evolve. The inner barriers and resistance you experience in achieving your goals are not signs of failure; they are natural aspects of growth—a healthy sign that transformation is underway.

Still, you are meant to cultivate the ego for the first part of life. There is nothing wrong with the ego. However, at some point in adulthood, you must break away from familiar patterns and carve out a new sense of Self—one in which you can truly express your true Self's intention.

The Swiss psychologist Carl Jung called this transformational process of becoming your true Self, "Individuation." Jung believed more than our conscious personality and, to truly break free of the ego's patterns, we need to journey into a deeper level of our being that is unconscious.

Jung's theory of the unconscious mind is that there are two levels. The most superficial level is the personal unconscious that relates to our patterns from our experiences in this life. The second, deeper layer is the collective unconscious which contains universal patterns, images and symbols that have been used by humanity throughout time.



Jung's work spans decades, and his theories contain many elements. This book will focus on one central aspect of Jung's teachings—the concept of the Anima and Animus, the Feminine and Masculine Archetypes that reside within each of us. These two inner forces—Love (Anima) and Power (Animus)—are complementary energies that shape our ability to create and manifest our lives.

You will discover how these archetypal forces have influenced your decisions at the ego level, which keeps you limited and stuck in familiar patterns. You will also gain insight into how you can harness their true power by transcending the ego. Then, you can become conscious of a greater force within you—one that is calling you to step into your true Self.

We have blended Jung's theory, the wisdom of the Upanishads (a non-dualistic spiritual philosophy), and social neuroscience into a unique, non-clinical personal growth system called the Maldonado Method.

Unlike most analysts or therapists, we take a non-clinical approach to Jung's work. The Maldonado Method is an empowering coaching model focused on the individual's potential rather than diagnosis and treatment. More than just positive motivation, this process invites you to take a journey into your unconscious mind to discover hidden gifts and untapped power that have been unavailable to you until now.

Grab a journal and take notes on your insights. Spend time contemplating the questions without rushing to answer them. Allow yourself the space to read this book more than once. Each time you



do, you will gain new insight and clarity about why you feel stuck and how you can begin creating your life in a new way.

At the end of the book, you will find resources such as our weekly podcast, recommended readings, and coaching programs to support your deeper transformation.



## CHAPTER ONE:

# ESCAPING THE COMFORT ZONE

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*We only have one problem in life. We believe we are the ego.*

-Debra Maldonado

If you are a lifelong learner in personal growth, you know that change is hard. Why does transformation feel like you are Sisyphus pushing the boulder uphill, only to have it roll back down just as you near the top? The following story may help you understand what is really going on.

One of our favorite stories to share in workshops is the “Log Story,” a good analogy for facing resistance and freeing your mind. We were watching a documentary about a man who had fallen off a cruise ship in the middle of the night (surprisingly, a common occurrence!). He watched helplessly as the boat sailed away in the



dark waters and wondered what his fate would be. He was not in good physical shape, and treading water was exhausting. After about an hour, he worried about whether he could survive the night. Then, something started coming toward him that looked like a fin on the water's surface. He braced himself, thinking he was about to be attacked by a shark, but the object bounced off of him, and he realized it was actually a log. What he had thought was a fin was just a branch. He grasped onto the log in relief and fell asleep, exhausted.

He awoke at sunrise, still grasping the log, and saw an island within swimming distance. Excited at the possibility of survival, he began swimming toward the island with the log in one hand and paddling with the other. After about twenty minutes, he realized he was not getting any closer. The current was pulling him away because of the log. If he kept holding onto the log, the force of the current would carry him further out to sea.

He was faced with a choice—let go of the log and swim to the island, or cling to the log and hope someone found him floating in the water. His mind wrestled with the choice—the perceived safety of the log versus the risk of swimming on his own. He worried that he might not be strong enough to make it.

Finally, he decided he needed to let go of the log. As it drifted away just a few feet, he panicked and swam back to it. Then he saw it was moving further out to sea, so he let go of it again, but then quickly grabbed it in another moment of fear. Letting go was incredibly difficult, but after the third attempt, he finally released it and started swimming, using both arms, toward the island. As he approached the island, a helicopter came and rescued him, so all ended well for our log hero.



This story is similar to our lives. We are thrown into the ocean of life and find ways to survive (the log), but then we realize that the things we cling to—our patterns and habits—often take us further away from our goals rather than supporting them. We can continue holding on to what is familiar, or we can release it and swim toward our destiny. Change is difficult, and we will likely resist letting go of our old selves, but ultimately, we will face a moment when we have no choice and must change.

To change our destiny, we must first understand where we are and how we got here. What led us to create the patterns that keep us stuck? What can we do to break free and build the life we truly desire? If we already know better, why do we continue holding on to these patterns?

The ego developed itself as a protector and defender for you in life experiences. Its goal is to adapt to the environment and move you from pain to pleasure. When you were hurt, it found ways to soothe by projecting or blaming others or acting out in anger in defense. When someone wasn't there for you, it may have taught you to hold back from trusting others to avoid further pain. When you tried something a few times and failed, the pain of failure was so great you found a way to cope by avoiding that task and avoiding the pain of failure.

The ego is not the enemy. Its purpose has a good intention. We stay stuck because the ego's intentions are in conflict with what we really want. We want to open our hearts to love, but the ego is trying to protect us from heartache. We want to succeed, but the ego fears change and never pushes us to take risks.

We are not aware of the patterns that hold us back because they are unconscious. We cannot rationalize our way to change on a conscious level. We must explore deeper aspects within to invite a new life to emerge. We first must be willing to let go of the patterns created by the ego to have the life we truly want.



## CHAPTER TWO:

# THE BIRTH OF LOVE & POWER

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*“Where love rules, there is no will to power; where power predominates, love is lacking. One is the shadow of the other.”*

– Carl Jung

Love and Power are two fundamental forces that have influenced our lives since the day we were born. Early in life, we acquire a sense of their meaning through experiences. We see that Love (receiving and giving love) and Power (having agency or control) are things we seek externally.

A mother’s presence is our first experience of human connection—a powerful bond that shapes our understanding of love. The first implied question we ask ourselves is, “Am I worthy of love?” We begin measuring this worthiness by how much attention and



love our mother and other caregivers provide. Being loved meant we were fed, kept warm, and, most critically, received affection.

We also gained insight into the concept of Power. The adults around us were much bigger and stronger than us, so we had to obey them, be good, and show respect to avoid trouble. We observed that our parents had power over our choices— what we wore, what school we attended, where we lived, what religion we practiced, and how we lived. We felt helpless and completely dependent on them for survival. The second implied question we ask ourselves is, *“Do I have power?”* Power is a sense of self-efficacy —our ability to act upon and control our circumstances.

For over a decade, we learned ways to adapt to our environment, seeking both Love and Power. We are shaped by these experiences and developed survival strategies to maintain a sense of love and some level of personal power. Typically, one parent serves as a source of Love, while the other represents Power. There are always exceptions, but in our experience, this is the most common dynamic.

One key aspect of these coping patterns (or psychological imprints) is that they are mostly irrational. As children, we make assumptions about ourselves and the world that, in hindsight, seem completely unfounded. Our early experiences are interpreted unconsciously and emotionally rather than through a rational, logical lens.

A surprising element of this is Power. We look up to the parent who wields the most power and adopt their behaviors. We imitate them instinctively because we associate power with survival. Even if we dislike their behavior, we still mimic them because we perceive that power is necessary.



A parent who we instinctively know is in charge of the finances becomes a symbol of power. Remember when you asked one parent if you could buy something like a new bike or toy, they said, “Ask your Father/Mother if you can buy that bike.” When rules were broken, which parent was the one to pass down the discipline?

When we have a parent who was tyrannical or critical but held power, we adopted those tendencies because that is how you learned about Power and you wanted it. You may go to school and bully others or become a mean girl putting down others to feel better about yourself, all in the attempt to claim power. Or, maybe you are one of the mean bosses people complain about even though you think you are a “good” person.

We create self-defeating behaviors to serve our ego, which constantly seeks love and power externally. We stay in unhealthy relationships because we seek love even though the person doesn’t love us back. We remain in a job with a critical boss because we are too afraid to lose that steady paycheck. We overeat or drink to feel a temporary relief from life’s stressors even though we are trying to get healthy. We steal ideas or copy others because we don’t have access to our own creativity and intuition and think our success (even when not earned) gives us power. We hurt the ones we love because we react emotionally to their behavior in defensiveness rather than be compassionate when they need our caring.

You may have a home, a stable job, or even a lasting romantic relationship, but you may still be seeking Love and Power outside of yourself without ever questioning why.



Are you single and lonely? Do you believe the solution is finding someone who will fulfill all your emotional needs?

Are you working harder and harder, battling economic uncertainty and competition, believing that once you reach a certain milestone, you will finally feel powerful—secure and in control?

Are you considering a career change because your current job feels unfulfilling? Do you believe happiness lies in a different role, industry, or company?

Did you lose a spouse to divorce or death and feel as though love has left your life forever? Do you fear opening your heart again because the pain of loss is unbearable? Have you withdrawn because you believe others have the power to hurt you?

No matter what your current situation is, there is probably a small but persistent voice urging you to make a change. This quiet whisper of dissatisfaction is not your enemy—it is your greatest ally. Consider this discomfort as an invitation from your deeper self.



## CHAPTER THREE:

# ENGAGING THE ANIMA AND ANIMUS – FEMININE AND MASCULINE ARCHETYPES

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*All the powers of the universe are already ours. It is we who have put our hands before our eyes and cry that it is dark.*

-Swami Vivikenanda

Consider the force of Love as feminine energy and the force of Power as masculine energy. I invite you to see beyond gender. Think of these elements as natural forces that shape the world. Carl Jung, the Swiss psychologist, stated that everyone has both feminine and masculine aspects in their psyche.



We have named these forces Love (Anima) and Power (Animus) to remove gender-specific connotations so that you can understand their universality and how each individual must integrate them.

Love and Power can be expressed in the yin and yang of Chinese philosophy or eros and logos of Greek philosophy. In Yoga philosophy, these forces are called Shakti and Shiva. In the West, they are referred to as logic and emotion, rational and imaginative, logic and intuition, chaos and order, and so on.

## **The Process of Integrating Love and Power**

By default, people project Love and Power externally. Most do not recognize these forces within themselves. You may desire Love and Power but seek them in other people or external objects.

Instead of projecting and attempting to obtain them externally, you can embark on an inward journey to access these archetypal forces within your deeper Self or soul. You were born with the Anima and Animus archetypes, but your ego has stifled them. By recognizing your patterns and transcending your ego, you can harness these forces to express your life more powerfully.

## **Meet Your True Self**

One of the most significant breakthroughs our clients experience is realizing that they are not their egos. The ego's thoughts obscure your true nature, which has always existed within you. You are not your thoughts. You are the awareness of those thoughts, your body, and your lived experiences.



The following is an exercise that you can do to access your true self in less than one minute.

### **Pure Awareness Exercise**

Find a quiet space and listen to your thoughts. Notice that there is a stream of thoughts, but also a listener or witness. In the Upanishads, it is referred to as pure awareness or pure consciousness.

When you transcend the ego, you are no longer driven by survival responses. You stop seeking Love and Power externally and begin to create your life from within.

You no longer feel like a victim of circumstances or mere bad luck. Instead, you reclaim your responsibility and power to create your life. You accept what life presents as a mirror of your mind and use even the most challenging situations to foster growth and deeper self-awareness.

You stop seeking external validation or worthiness from others. You recognize that love exists within you, regardless of others' words or actions. No one can make you feel unworthy or unloved anymore. You are Love.

## CHAPTER FOUR:

# FROM LOWER DESIRES TO HIGHER PURPOSE

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*We are not here to fit in, be well-balanced,  
or provide exempla for others.*

*We are here to be eccentric, different, perhaps strange.*

-James Hollis, PhD.

**T**he journey to becoming your true Self, or Individuation, involves shifting your life from serving the ego to serving your soul.

### Lower Desires

The ego is a function of your mind that temporarily arises when you use “I,” “me,” or “mine.” It serves two primary purposes: physical



survival and social survival. The ego is not solid but rather a limited identity that looks outward for Love and Power.

The ego is incredibly fragile. While it strongly maintains past patterns, it lacks the courage and inspiration for powerful change. Imagine that your true Self is the ocean and the ego is merely a bubble on the surface of a wave. Though the ego is a small aspect of who you are. If you don't look deeper inside, it becomes the center of your world and your life revolves around preserving it.

The ego desires to:

- Be liked
- Feel good about itself
- Be successful
- Accumulate wealth and financial security
- Find someone to love
- Gain admiration
- Be physically attractive
- Receive attention and acceptance

While these desires may seem natural, they are ultimately insatiable. The ego believes that acquiring love, money, or power externally will bring a feeling of security, but it never does.

Many billionaires have more money than they can spend in a lifetime, yet they still crave more. Some people fall in and out of love repeatedly, only to find that external relationships never fully satisfy them. The truth is that Love and Power have always been within—you have merely been chasing illusions.

We often see clients seeking a lasting relationship but struggling with the conflict between Love and Power. They want Love yet simultaneously guard their hearts. Their need for Power prevents them from being vulnerable and taking risks in Love. They feel unlovable simply because they are single, without realizing they have the power to change this.

Other clients are high achievers with big entrepreneurial dreams. While their intentions are good, fears of financial insecurity and competition drown out their passion. They equate success with hitting milestones like building a seven-figure business or writing a bestselling book. However, once they achieve these goals, they often feel unfulfilled. This is known as the “seven-figure blues”—because true Power has never been in external achievements; it has always been within.

#### **THE WHY EXERCISE:**

1. Think about a goal you want to achieve. Write down all the reasons WHY you want to accomplish it. Do this freely, without analysis.
2. Circle any reasons that are not centered around your ego. Are they tied to external validation or ego-driven desires?



## Higher Desires

To express your true Self, live your purpose, and feel fulfilled, shift from reacting to lower desires to cultivating higher desires. Higher desires focus on expression, not seeking. Love without attachment or the need for reciprocation. Power that does not require control over others.

Imagine a world where actions are not driven by expectation. You would be free to fully express yourself without fear of rejection or loss of Power. In the Upanishads, this is known as non-attachment—acting for a higher purpose rather than to feed the ego.

In relationships, this means loving wholeheartedly without fear. It means no longer blaming parents or seeking their approval. It means caring for others without needing anything in return. It means freely expressing emotions and creativity without fear of judgment.

In work, it means pursuing your true purpose rather than seeking external validation. It means understanding that the external world reflects your mind, not the other way around.

In health, it means making choices that honor your body as a sacred vessel rather than seeking temporary pleasure.

In spirituality, it means forging your own path rather than blindly following groups or dogma. It means making life a spiritual journey rather than waiting for fulfillment in an afterlife.





**Self-Inquiry Exercise:**

Close your eyes and think about your goal. If you removed your ego's desires from the equation, what would be its **higher** purpose?

You may be concerned about letting go of attachment which is understandable. Attachment gives the ego something solid to grasp but ultimately gives you what you fear rather than what you truly want. Non-Attachment brings in a sense of creativity, innovation and intuition that is available to you beyond ego desires.

**Anima – Lower and Higher Expression of Love**

The Anima, or feminine aspect of the psyche, when being diminished through the limitation of ego looks like:

- Seeking love in romantic relationships;
- Needing acceptance from others;
- Controlling the emotional responses of others (don't upset the apple cart);
- Emotions drive you, and you feel powerless to upset;
- Trying to manipulate external circumstances to feel better.

When expressed through the soul, the shift looks like:

- Realizing the cause of love and happiness is within you and not in outer objects;



- Moving beyond irrational emotions to the depth of bliss that opens you to intuition and creativity;
- Feeling a pure desire to express love instead of manipulation of love from others;
- Fulfilled in your life's work and feeling connected to a deeper meaning to what you offer the world.

## **Animus – Lower and Higher Expression of Power**

The Animus, or masculine aspect of the psyche, when being diminished through the limitation of ego looks like:

- Gaining material rewards to build up the ego sense of security;
- Critical/Diminishing others to bolster your ego;
- Getting a title, big house, or fancy car to feel entitlement and power over others;
- Working long hours, pursuing material goals without emotion;
- Needing to control others to feel a sense of power.

Higher expressions of Animus look like:

- Ability to create financial success in the world knowing it is a reflection of your mind, not outer circumstance or luck;
- Taking risks knowing you always have the power to respond to whatever results you achieve;

- Action without attachment to results but connected to a higher purpose;
- Clear thinking from higher intellect rather than mind chatter.

## **Evolving from Lower to Higher Expressions of Love and Power**

You are trapped in lower desires because you do not see the patterns that govern your life. Awareness alone is not enough for transformation. You must access the unconscious mind—the force pulling all the strings beneath the surface.

The easiest way to access unconscious material is through emotions. Whenever you feel triggered, recognize that lower desires are at play. Use these moments as an opportunity to free yourself.

### **Self-Inquiry Questions:**

1. Am I seeking Love or Power in this situation?
2. What am I trying to protect that feels threatened?
3. What is my mind telling me that I am unsure is true?

Instinctively you want to move away from the discomfort of the emotion. You may try to get rid of the feeling or cover it over with bright light to make it positive. Pushing the feeling away just drops it back into the unconscious. The pattern is still activated and running your life.



We invite you to see this emotional energy arising as an opportunity to see your mind more deeply. Jung would say, “What has come alive in me that needs my attention?” Let the feeling in as a teacher and guide to set you free.



## CHAPTER FIVE:

**AWAKENING LOVE &  
POWER THROUGH THE  
ARCHETYPES**

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*“Until you make the unconscious conscious,  
it will direct your life and you will call it fate.”*

—Carl Jung

**O**nce you begin freeing your mind from ego-driven desires, you must access the deeper archetypal forces of Love (Anima) and Power (Animus).

Jung saw the unconscious as dynamic and creative, always seeking expansion. It is not a storage unit of repressed memories but a force of transformation. The ego, not the unconscious, is what clings to old patterns



Using active imagination, you can cultivate the Love and Power available through the archetypes. This technique helps you enter the unconscious mind to access the archetypal forces of Anima (Love) and Animus (Power).

### **Anima or Animus Awakening Exercise**

1. Close your eyes and visualize a peaceful place.
2. Set an intention for either Love (Anima) or Power (Animus) to appear.
3. Observe what symbol emerges.
4. Notice how you feel about the image.
5. Ask it: "What do I need to learn from you?"
6. Listen to its response.

## **Five Stages of Awakening Love and Power**

As you cultivate a relationship with Love and Power within yourself, you begin slowly letting go of your attachment to looking for external fulfilment in Love and Power. Instead of using the world and life situations to guide your choices through past patterns, you begin to use these archetypes as inner guides to create your life from the inside out.

The first stage is to begin realizing you are not the ego and connecting with your true nature. This is very easy, as your true Self has always been with you, hidden behind the noise of your mind and

external life. Do the *Pure Awareness* exercise in Chapter 3 and start seeing your conscious identity as a character in a play, an object in the world, while the real you is much more alive and powerful.

The second stage is to work with the emotional triggers as opportunities to untie the knots of your past patterns. Use them to learn about yourself, how you perceived Love and Power early on, and how you can redefine your relationship with Love and Power from a higher perspective. Recognize the projections you have around Love and Power. Reflect on your early life, how these ideas shaped you, and how they drove your life.

The final stage is to engage the archetypes from the unconscious through active imagination and dreams. You will see the masculine and feminine symbols appear and begin to make them more conscious. Use elevated energies of Power and Love to create a new way of transcending your past patterns. Begin a new project, change careers, be willing to find a loving relationship or shift patterns of relating with your current partner. Learn to embody your whole heart and cultivate an unstoppable will to change your life.

By engaging with these archetypes, you will begin to reclaim the Love and Power that have always existed within you.

## Next Steps

This book is just an introduction to a more extensive process working with Love and Power. Our hope is that it has given you some insights and inspiration to continue becoming your true Self.

You were meant for so much more in life. You always had the Love and Power within you to create something extraordinary.

If you are intrigued by this process and want more support to go deeper, we invite you to take the next step and check out our resources page at the end of the book and visit our website at [CreativeMindLife.com](https://CreativeMindLife.com)



# ABOUT THE AUTHORS

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**R**obert Maldonado, PhD and Debra Berndt-Maldonado, CCHT, co-founders of Creative Mind, a personal development and life coach training company based in Washington, DC. Over the past 12 years, they have developed a unique self-development process based on Jungian psychology, Eastern spirituality, and

social neuroscience called The Maldonado Method. As a husband-and-wife team, they have a distinctive voice that combines Robert's background as a clinical psychologist and Debra's down-to-earth experience as a hypnotherapist and life coach to offer easy-to-grasp explanations on academic theories and boil them down to clear guidance on applying these principles to everyday life. Our featured programs are Jungian Life Coach Certification Training Certification and Love and Power Coaching Program.

Robert Maldonado earned his PhD in counselling psychology from the University of Wisconsin and his MA in clinical psychology from the University of Texas. He has had a lifelong interest in Jungian psychology, including the study of dreams, mythology, and comparative religion. His clinical training includes working with children with neurodevelopmental disorders and adults with neurodegenerative disorders.

Debra Berndt-Maldonado is a Certified Clinical Hypnotherapist and Master Life Coach. She is the author of *LET LOVE IN: Open Your Heart & Mind to Attract Your Ideal Partner* (published by Wiley in 2010) and *LIKE A SPARK FROM FIRE: Break Free from the Past, Shine Your Brilliance, and Become Your True Self*. Debra has been featured on ABC News, a local Denver affiliate, NBC News in Washington, DC, Cosmopolitan, Natural Health, Fox News Online, Huffington Post, YourTango.com, and other media outlets.

Debra and Robert's podcast, Soul Sessions by Creative Mind, discusses psychology, spirituality, and neuroscience.

# RESOURCES

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[Love & Power](#) - 8-Week Group Coaching Program

[Jungian Private Coaching Membership](#)

[Soul Sessions: Jungian Coaching Podcast](#)

[Like a Spark from Fire - by Debra Maldonado](#)

[Become a Certified Jungian Life Coach](#)

