

CANVAS**REBEL** Meet Joy Pedersen

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Joy, appreciate you joining us today. Crazy stuff happening is almost as certain as death and taxes – it’s technically “unexpected” but something unexpected happening is to be expected and so can you share a crazy story with our readers

One of the craziest things about my business is that it has never fit into a traditional box. As a spiritual healer and coach, I often find myself working on situations most business owners would never imagine discussing in a boardroom.

First, a bit of backstory. I started my company, Express Success, to help people succeed with greater ease. In my effort to help people more fully, I discovered the power of the subconscious mind and spiritual healing as solutions to the unseen patterns and blocks that often sabotage success.

The experience that changed everything occurred when Archangel Michael appeared before me, inviting me into a healing practice and ultimately asking me to write what would become my book, Wisdom of the Guardian: Treasures from Archangel Michael.

At that point, it became clear that my path was about more than building a business. I felt called into a much larger mission. Instead of creating a business solely around my own plans

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For more than twenty years, I worked with clients around the world, helping them uncover hidden causes behind challenges in their businesses, relationships, finances, health, and lives. My days were often spent responding to what felt like urgent client needs and, in later years, addressing broader issues affecting groups, communities, and situations on a more global level.

Then one day, everything shifted.

After decades of operating at full speed, I felt guided to step back from the mission-oriented focus that had defined my life. What surprised me was that the challenge wasn't the work itself. The challenge was figuring out who I was without it.

Most entrepreneurs worry about losing customers, revenue, or market share. I found myself facing something much stranger: I had built an entire identity around serving others. When I stepped back, I realized how much of my own life I had postponed. Friendships, hobbies, personal dreams, and even simple questions like, "What do I want?" suddenly became difficult to answer.

It felt both liberating and unsettling. On one hand, I had the freedom to choose my own path again. On the other hand, I was standing in unfamiliar territory after decades of being driven by purpose and service. There were moments when I felt lost, uncertain, and disconnected from myself.

Ironically, the biggest challenge of my entrepreneurial journey wasn't a competitor, a lawsuit, or a financial setback. It was learning how to reclaim my own life after spending so many years helping others transform theirs.

The positive outcome is that it led me to build a healthier and more balanced business. Today, I still love helping people, but I no longer believe sacrifice is the price of service. I can make a meaningful impact while also honoring my own joy, well-being, relationships, and dreams.

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came from aligning my work with what I felt I was truly here to do.

That's the craziest part of my entrepreneurial journey: discovering that the greatest challenge wasn't building a business. It was learning how to build a life alongside it.



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In business, I am referred to as Dr. Joy Pedersen, and spiritually as Sage Joy. I am the founder of Express Success LLC and Joy of Spirituality. I am a spiritual healer, coach, speaker, and author who helps individuals and businesses identify and clear the hidden causes of challenges that keep them from experiencing greater success, abundance, peace, health, and fulfillment.

My journey into this work was anything but conventional. Before entering the field of spiritual healing, I worked in television publicity at Paramount Studios, supporting some of television's most recognizable shows. Later, I became deeply involved in personal development, success principles, networking, and coaching. I taught networking, business development, and success strategies because I genuinely wanted to help people achieve their goals.

What puzzled me, however, was that two people could apply the same success principles and achieve very different results. Some people seemed to flourish while others remained stuck despite doing everything "right." That question led me on a deeper search.

As I explored the subconscious mind, spiritual healing, and the energetic influences that impact our lives, I began to see that many challenges have underlying causes that are not immediately visible. Limiting beliefs, unresolved emotional experiences, subconscious programming, ancestral patterns, past experiences, and other unseen influences can quietly shape our outcomes without our awareness.

As I helped clients address these deeper issues, I witnessed remarkable changes in their businesses, finances, relationships, health, confidence, and overall quality of life. What began as a search for answers evolved into a lifelong calling.

Today, I work with entrepreneurs, executives, professionals, healers, and spiritually curious individuals around the world. My clients often come to me when they feel stuck, frustrated, overwhelmed, or unable to achieve the results they know they are capable of. Many have already invested significant time and money in personal growth, coaching, therapy, business training, or healing work, yet still feel that something is holding them back. My role is to help uncover and address those hidden obstacles so they can move forward with greater clarity, ease, and confidence. ^

CANVAS**REBEL** Meet Joy Pedersen



influencing their lives and decisions.

I don't believe success should require constant struggle. Often, when the underlying interference is identified and cleared, people experience a level of flow, opportunity, and progress that previously felt out of reach.

I am also the author of *Wisdom of the Guardian: Treasures from Archangel Michael to Change Your Life*, and *Clear Your Past and Change Your Future*, and a contributor to almost ten others. Through my books and blog, speaking, private sessions, group programs, and community work, my goal is to help people reconnect with their own wisdom, purpose, and power.

Of all my accomplishments, I am most proud of the lives that have been transformed through this work. Whether helping someone grow a business, improve a relationship, gain clarity about their purpose, overcome long-standing challenges, or simply experience greater peace, the greatest reward is witnessing people become more fully themselves.

The most important thing I want people to know about me and my work is that I see possibilities where others see obstacles. I believe that many of the limitations people accept as permanent are often changeable once the true cause is identified. My mission is to help people uncover the causes, clear what no longer serves them, and create a life more aligned with who they truly are and what they are here to accomplish.



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Do you have any stories of times when you almost missed payroll or any other near death experiences for your business?

I started teaching people about the Law of Attraction through Express Success while still working full-time in television publicity at Paramount Studios. At the time, I envisioned eventually owning my own public relations agency, and through focused intention and consistent action, I manifested my five-year plan four years early.

Several actors I worked with at Paramount became clients, and my business grew quickly. In fact, I had reached the point where I was preparing to expand and bring on additional support to help manage the growth. Then, almost overnight, everything changed.

The largest client on my roster decided to leave the entertainment industry. Because of our relationship, I didn't have the heart to enforce the terms of our contract. Suddenly, I found myself wondering how I was going to meet my business expenses that month.

I share this story because most entrepreneurs have experienced a moment when the future feels uncertain, and a key client, opportunity, or source of income unexpectedly disappears. ^

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me, “God is your Source.”

In that moment, I realized I had been looking at one client as the source of my success rather than recognizing that the opportunity had come through a higher source. I relaxed, let go of the fear, and trusted. The very next day, Paramount contacted me with a project that more than solved the immediate problem.

That experience became one of the most valuable lessons of my entrepreneurial journey, and one I have carried with me for decades. As my business evolved from public relations into spiritual healing, I found myself teaching the same principle to clients who were struggling financially or fearful about the future.

No client, job, contract, or opportunity is the source of our supply. Those are simply the channels through which opportunities arrive. When we place our faith in Source rather than in a particular person or circumstance, we open ourselves to solutions we may not yet see.

That lesson transformed how I approach business, life, and faith, and it continues to serve both me and my clients today.



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One of the most important things God has taught me is, “Forget what you think you know so I can give you new information.”

In my early twenties, I developed a deep desire to know what God had to say to me personally, not simply rely on the interpretations and teachings found in books. I wanted a direct relationship and dialogue. It took dedication, practice, and trust, but I eventually developed that connection. The guidance I have received over the years has been extraordinary and invaluable.

What I have learned has expanded far beyond what I was taught growing up through traditional religious teachings. I have come to see that life, creation, and our spiritual nature are far more vast, nuanced, and expansive than I once understood. Rather than replacing my faith, this direct experience deepened it.

Having access to guidance that is specific to my life, my path, and the questions I face has been one of the greatest gifts of my journey. It has provided clarity, comfort, direction, and insight in ways no outside source ever could.

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