

WHAT YOUR
DREAMS
ARE TELLING
YOU

UNLOCKING SOLUTIONS WHILE YOU SLEEP

CINDY MCGILL
WITH DAVID SLUKA



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To my husband, Tim, who has been so loving, supportive and encouraging as we have journeyed on this road of understanding dreams together.

To all of my dream teams, who have sacrificed unselfishly even in bitterly cold and uncomfortably hot temperatures, to give encouragement to dreamers all over the world.

To you, the reader—a dreamer. Whether you are just starting to connect with your dreams or have been aware of your dreams for years, may this portal of communication open wide for you so that you can hear the messages of encouragement to guide you on the path of truth, which will surely bring you more than you could ask, think or imagine.

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Everyone dreams several times each night. Throughout history, dreams have inspired inventions, songs and poetry. They have warned of danger and have provided insight and direction. It is time to pay attention to this extraordinary source to unlock solutions while you sleep.

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Dream themes are on the rise all over—you can see them on candles, incense and bubble bath. You can find them in advertising, company names (like DreamWorks Animation), dream chat rooms, websites, books, movies and journals. Dreams are revealing information as people sleep, and everyone should be on a journey to know their meaning.

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Dreams are meant to give you hope toward something better; they unlock a door for you to achieve your full potential without hindrance. Your dreams are meant to help you make the most of your life. You have a reason to live, so dream on and dream big!

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INTRODUCTION

I am a dreamer with a desire to help everyday people understand what their dreams are telling them. Over the years, the dream teams I have led have interpreted literally thousands of dreams. Our findings have been overwhelmingly educational as people have discovered the messages given to them in their dreams and have experienced life-changing results—improving and sometimes saving their lives.

I have also had my critics, who feel that my desire to understand more about dreams has been “controversial” or has come from a misguided perspective. My answer is, “You are not my audience.” History has shown that dreams provide solutions for everyday success in business, science, education, government, arts and entertainment—wherever people live and work. I want to be a catalyst to help world changers understand and benefit from this portal of communication. My ultimate goal is to deliver encouragement and hope to others so that they live out their lives with purpose and strength.

When a person tells me a dream, I genuinely try to understand what the true meaning may be, regardless of my personal

convictions. I encourage you to do the same with this book as you read about the inexhaustible and universal language of dreams. If you read with an open heart, not rushing through the content, I trust that these pages will broaden your understanding of the subject of dreams and will provide answers for your life's journey.

1

RESULTS WHEN YOU LISTEN

What kind of business results do you think a dream at night could inspire? How about a \$4.4 billion increase in revenue!

In 2004 Julie Gilbert Newrai was creating a new business called Magnolia Home Theater for Best Buy Company, Inc. As she built Magnolia, she continually asked herself if a frontline employee or a customer with the same idea as she had could ever realize the opportunity of bringing a new, game-changing business to life. With that in mind, she created an internal program inviting the creative voices of employees and customers to be heard. The passion and innovation she found in these voices deeply impacted Julie.

As part of the business development process, Julie also interviewed high-end male customers and their wives, which increased her awareness of the influence and spending power of women. Simply put, women were making the overwhelming majority of purchases in Best Buy stores (and in every major industry around the globe), and no process existed to bring their fresh ideas to life.

During this time, Julie had a dream taking her back to her childhood when she would stay up late at night listening to wolves howl.

She immediately saw the similarity between what was happening at Best Buy and the voices of the wolves. The voices of customers and customer-facing employees were like the howls, except that they went unheard and therefore were not receiving the attention necessary to bring forth any winning combination of business ideas.

Inspired by this dream, Julie created WOLF, which she defines as “a methodology and structure of global innovation teams.” These teams, called wolf packs, were comprised of customers and employees. The wolf packs were connected to key executive business leaders who could implement the best ideas the wolf packs generated about training, marketing, call centers, website design, store design, hiring and other key business elements.

Four years after the dream that led to Julie’s creation of WOLF, some of the business outcomes it achieved at Best Buy included:

- \$4.4 billion increase in revenue from female customers (11 percent increase in total company revenue)
- Highest ever female market share in company history
- Largest increase in brand perception in company history
- Passionate, global, viral customer networks growing market share and innovating new business offerings
- 5 percent reduction in female turnover, resulting in a minimum of \$25 million in savings
- 18 percent increase in the number of female employees
- 40 percent increase in female general managers and general managers in training, and 60 percent increase in female operations managers

In response to WOLF’s success, numerous Fortune 100 businesses and nonprofits sought out Julie and her WOLF methodology for assistance in developing new products and services for the female market. In May 2009, Julie formed a consulting firm, WOLF Means Business, as a way to help numerous organizations authentically innovate and grow their businesses.

Julie's dream led to a solution—a mutually profitable solution for a company, its customers and its employees—that began with inviting unheard voices to make a difference. Because Julie responded to this dream in the night, Best Buy saw amazing results from 2004 to 2009. Since then, her award-winning work has spread to other businesses around the world through WOLF Means Business.¹

Everyone Dreams Every Night

You have the same potential to see positive results by acting on the dreams you have at night. Often I hear people say, “Well, I don't dream at night.” Research shows that except in a few cases of injury (and you are probably *not* one of those cases), *everyone has about four dreams each night.*² Those deprived of dreams actually become irritable, have difficulty concentrating and hallucinate. Even more significant, if you were deprived of both food and dreams, you would die sooner from a lack of dreams.³

You will spend about one-third of your life sleeping and have over 1,400 dreams each year.⁴ That means by the time you are forty (about half of your life), you will have had over 56,000 dreams. About 80 percent of the time that babies are sleeping, they are dreaming. The rest of us dream about every 90 minutes that we are asleep throughout the night.⁵ Unfortunately, within five minutes of waking up you usually forget half of your dream, and within ten minutes, 90 percent is gone.⁶

It is inaccurate, therefore, when people say, “I don't have dreams.” More accurately, people who think they do not dream are just not remembering their dreams when they wake up. But this can be changed!

Dreams have captured our attention for thousands of years. The Jewish Bible records the first dream of Abraham, who lived between 2100 and 1800 BC.⁷ The Chester Beatty Papyrus, written

around 1350 BC, is the oldest dream dictionary in existence today. It describes special dream-interpreting priests called “Masters of the Secret Things” or “Learned Ones of the Magic Library.”⁸

After the printing press was invented, a dream dictionary called *Oneirocritica* or *The Interpretation of Dreams* by second-century author Artemidorus Daldianus became one of the first bestsellers, comparable only to the Bible in popularity.⁹ Fast-forward a few thousand years and search “dream facts” on the Internet, and you will find an overwhelming abundance of information about night dreams.

By the time we die, most of us will have spent a quarter of a century asleep, of which six years or more will have been spent dreaming. Sleep is so much more than just a time to rest your body. It is also a time to receive messages that can help you when you are awake. Why waste this time merely sleeping? Use it to receive the information you need to live a more successful, satisfied life!

The Inspiring Power of Dreams

Throughout history—for those who have listened—dreams have inspired inventions, scientific discoveries, businesses, books, songs and poetry. They have warned of danger and have provided insight and direction. It is time to pay attention to this extraordinary source of enlightenment—your dreams.

In the rest of this chapter, I want to tell you some amazing stories of how dreams have inspired and enlightened people. Let’s start by taking a look at how dreams have led to many significant discoveries.

Sewing Machine

Elias Howe (1819–1867) was trying to build a machine that would automate the process of sewing. After numerous attempts and a great deal of frustration, he had a dream about being attacked

by cannibals with spears. As the natives thrust their spears at him—back and forth, back and forth, back and forth—he noticed that their spears had a hole at the *tip*.

When he woke up from the dream, he realized that he should put the hole at the point of the needle, not at the backside of the needle, as he had been trying to do previously. He went to his shop, made some changes in his design and invented the sewing machine.¹⁰

Theory of Chemical Structure

In 1862 the German organic chemist Friedrich August von Kekulé dreamed of a snake biting its own tail. He said that this dream led to the discovery of the ring shape of the benzene molecule. His theory of chemical structure significantly advanced the development of chemistry.¹¹

Discovery of Insulin

In 1920 Frederick Banting, an unknown Canadian surgeon who had an interest in diabetes, had a dream that led to one of the biggest discoveries in medicine. Unable to sleep one night during a time when he was preparing for a lecture, he woke up after a dream and wrote down brief instructions that would lead to the discovery of insulin and the treatment for diabetes. He was awarded the Nobel Prize in Physiology or Medicine for this discovery.¹²

Nerve Impulses

Otto Loewi was a German pharmacologist who has been referred to as the “Father of Neuroscience.” In the early spring of 1923, he dreamed of an experiment with frogs that would show that the transmission of nerve impulses was chemical rather than electrical. He woke up after the dream and wrote down the idea, but in the morning he could not read his notes. He spent the entire day trying to reconstruct his dream. The following night he

had the same dream, woke up and went to the lab to perform the experiment. This research led to a Nobel Prize in Physiology or Medicine in 1936.¹³

Australian John Eccles was another neuroscientist who won the Nobel Prize in Physiology or Medicine in 1963 for his work on the synapse. His Golgi cell theory, a key element of his work, originated in a dream. Eccles wrote in his memoirs,

Then in 1947 I developed an electrical theory of synaptic inhibitory action which conformed with all the available experimental evidence. Incidentally this theory came to me in a dream. On awakening I remembered the near tragic loss of Loewi's dream so I kept myself awake for an hour or so going over every aspect of the dream, and found it fitted all experimental evidence.¹⁴

Periodic Table of the Elements

One night in February 1869, Dmitri Mendeleev, a Russian scientist, had a dream of “a table where all the elements fell into place as required.” This led to the first version of the Periodic Table of the Elements, which was foundational for modern chemistry.¹⁵

Optical Computers

While working for AT&T Bell Laboratories, Alan Huang had a recurring dream about computers in which “two bodies of data were marching towards each other like great armies. The two forces would come ever closer, but just as they were about to have a collision, Huang would wake up. The dream was a manifestation of a problem haunting Huang at work.”¹⁶

One night after having the dream again, he did not wake up just before the collision but saw the bits of data in each army pass through each other without colliding. This dream led to optics replacing electronics inside computers, which was a major breakthrough in computers.¹⁷

Aren't you thankful that these people paid attention to their dreams, wrote them down and acted on them? We can all be thankful Banting wrote down his dream and followed the guidance provided to change the lives of millions of diabetics. Let's look at other dreams throughout history that have had a significant impact.

Victories and Defeats in War

Pompey dreamed of defeat, and Caesar's death was foretold in a dream.¹⁸ Prior to invading Italy, Hannibal asked for a dream about his future military activities. He saw himself winning decisive victories and decided to persevere in his conquest of Italy.¹⁹ Napoleon's defeat at Waterloo was foretold in a dream. The night before the battle, he dreamed that a large, black cat moved back and forth between his army and the opposition, eventually lying down with his French troops. The following day, the opposing armies unexpectedly defeated Napoleon's army.²⁰

Sitting Bull's Victory at Little Big Horn

Before the battle of the Little Big Horn in 1876, Sitting Bull dreamed that soldiers were falling upside down from the sky like grasshoppers into the Indian camp. As they fell he heard a voice cry, "I give you these because they have no ears."

Sitting Bull took it as a sign that the battle would be won and prepared for war. He believed the soldiers were given up to him because they would not listen to the Great Spirit.²¹

Abraham Lincoln's Dream of His Murder

Abraham Lincoln had a lifelong interest in dreams and took them very seriously. A few days before John Wilkes Booth shot and killed him in Ford's Theater, Lincoln had a dream in which he saw a corpse wrapped in funeral clothes, lying in a casket. When

Lincoln asked in his dream, “Who is dead in the White House?” he was told, “The president. He was killed by an assassin!”²²

What if Abraham Lincoln had had a dream interpreter available who had advised his security team to step up protection for him so that he was not in the wrong place at the wrong time? I wonder if his life would have been spared.

The Sinking of the Titanic

There were nineteen documented cases of dreams that predicted the sinking of the *Titanic*. The nineteen people who had these dreams included several passengers, some of whom paid attention to their dreams and survived, while others ignored them and drowned.²³

St. Patrick's Escape from Slavery

St. Patrick was born in Britain about AD 390. He was kidnapped and sent as a slave to tend sheep in Ireland for six years. It is said that Patrick had a dream that showed him how to escape, which he did. He was then reunited with his family. His dreams also told him to return to Ireland and spend the rest of his life as a priest, which he did.²⁴

Freedom for Slaves

Harriet Tubman had many vivid dreams that she believed were from God. She used them to guide hundreds of escaped slaves to freedom through the Underground Railroad.²⁵

Famous Book Ideas

Robert Louis Stevenson came up with *Strange Case of Dr Jekyll and Mr Hyde* while he was dreaming.²⁶ Mary Shelley conceived of the story *Frankenstein* in a dream.²⁷

The Nike Brand Name

In 1964 University of Oregon track coach Bill Bowerman, along with Phil Knight, a middle-distance runner, formed Blue Ribbon Sports. Jeff Johnson signed on in 1965 as the company's first full-time salesperson, and they opened the first Blue Ribbon Sports retail outlet the following year. According to Korky Vann's online article "Nike: From Greek Myth to Sports and Fitness Powerhouse,"

In 1971, Johnson made an incalculable contribution to the company: One night, he dreamed of Nike, the Greek goddess of victory, and suggested the name to his bosses. The company used the moniker for its first footwear product to feature the "Swoosh" mark—a soccer cleat called the Nike, whose name beat out Knight's suggestion that they call it the Dimension 6.²⁸

The Tune for "Yesterday" by Paul McCartney

The tune for the song "Yesterday" came to Paul McCartney in a dream. McCartney said,

I woke up with a lovely tune in my head. I thought, "That's great, I wonder what that is?" There was an upright piano next to me, to the right of the bed by the window. I got out of bed, sat at the piano, found G, found F sharp minor 7th—and that leads you through then to B to E minor, and finally back to E. It all leads forward logically. I liked the melody a lot, but because I'd dreamed it, I couldn't believe I'd written it. I thought, "No, I've never written anything like this before." But I had the tune, which was the most magic thing!²⁹

According to the *Guinness Book of Records*, this song has the most cover versions of any song ever written. According to record label BMI, it was performed over seven million times in the twentieth century. That dream had some serious return on investment!

Unlock Your Future

What am I trying to say? Everyone dreams. *You* dream. Are you listening to your dreams? What are your dreams telling you?

At the start of each chapter that follows, I have included a short segment containing dreams other people have sent to me. Each segment demonstrates how a person's dream provided a solution to a situation that needed an answer.

Do you need some answers? It is time to wake up and pay attention to the messages you are receiving at night through your dreams. Those messages are your path to unlocking solutions for a better future.



TAKEAWAYS

- Throughout history, dreams have unlocked solutions in fields such as business, government, leadership, science, music, mathematics and literature.
- You dream about four dreams every night. That totals 1,460 dreams each year.
- Dreams can provide solutions while you sleep—if you will pay attention.

2

A JOURNEY INTO DREAM INTERPRETATION

Situation: I was seeking creative ways to make money from home.

Dream: I was visiting a bead shop and found very pretty daisy beads, from which I made a bracelet. The dream was happy and joyful, and I woke up cheerful the next day.

Solution: I started making jewelry and took several classes to learn how to do it well. I just recently found the courage to sell several pieces and was pleasantly surprised at how fast they sold. It has been a process over several years, but I am now starting to receive some income from this business.

Dreams have not only been significant throughout history; dream themes are also everywhere today. They are on stationery, candles, books and bookmarks. Advertising slogans and themes are full of them, and so are movies such as *Premonition* with Sandra Bullock and *Inception* with Leonardo DiCaprio

(which grossed \$62.7 million the opening weekend). Dream websites abound, and prominent talk show hosts such as Dr. Phil and Oprah recognize dreams as a valid source of communication and have done shows featuring dream experts. *The Today Show*, *Good Morning America*, CNN, CBN and FoxNews have also highlighted dreams and dream interpretation.

A headline in a recent online article read, “Deathbed theory dreamt by an Indian maths genius is finally proved correct—almost 100 years after he died.”¹ The article tells the story of renowned Indian mathematician Srinivasa Ramanujan, who claimed that this theory and other mathematical functions came to him in dreams. Researchers are saying his formula may explain the behavior of black holes.

Emory University mathematician Ken Ono was quoted in the article as saying, “No one was talking about black holes back in the 1920s when Ramanujan first came up with mock modular forms, and yet, his work may unlock secrets about them.” Tragically, Ramanujan died at the age of thirty-two of tuberculosis, but the formulations in mathematics he received in dreams and rigorously pondered during his waking hours paved the way for many scholars who came after him.

We cannot deny that secrets are revealed in dreams. Not all dreams have significant meaning, but you will not be able to shake off those that need interpretation until you have an answer. Ramanujan spent so much time thinking about math that he flunked out of college in India two times. I am not suggesting that you approach your dreams with this level of intensity, but answers do come to those who listen to what their dreams are saying.

Growing into Dream Interpretation

As a child I remembered my dreams when I woke up, but I did not understand what they meant. When I was four or five years

old, I began to dream about swimming fast under water for long distances without having to come up for air. I loved this dream! It was so much fun, and the dream recurred repeatedly until I was a teenager. It showed me that I was designed to explore the deep, hidden truths of life and enjoy it. I did not understand the meaning of this dream until I got older, but it clearly identified my natural design to explore mysteries, riddles and parables—things for which we have to seek answers.

Early on, I also started getting dreams about specific issues in my life and in the lives of others around me. When I would share a dream that pertained to another person, sure enough, that would be what was going on in his or her life. Sometimes I would get answers for the person about a certain situation. That is when I started to pay more attention to my dreams.

In about 1995, my husband, Tim, and I both started having dreams more vividly. Every night it was as though we were getting a major download of information about specific situations in our lives. One night we dreamed the same dream about flying, which put us on a path of seeing dreams as a valid and tangible way to receive information that would help us in life.

We started putting more weight on dreams as a source of communication and found out that we were able to unlock secrets and mysteries in our own lives and in the lives of others. Our dreams even began to expand in their influence as we purposed to make ourselves available to listen to and interpret other people's dreams.

A Crash Course in Interpretation

At the 2002 Winter Olympics in Salt Lake City, Utah, a number of people we knew who were learning to interpret dreams were invited to be part of a “dream team” we hosted during the Olympic Games. Our goal was to get out and see what people were dreaming and

to provide them with dream interpretations. In previous years, I had learned a bit about dream interpretation and had started to practice what I had learned.

One evening, one of our team leaders was invited to a private party in Park City, Utah, and I was left in charge of the whole team. We had made arrangements to take a dream team to a bar in downtown Salt Lake. The bar had advertised that we would be there to do free dream interpretation.

I was nervous because I did not feel confident in my own ability to interpret dreams. To lead a team to interpret on a larger scale was an even greater stretch for me. But I decided that we would go anyway and see what happened. When we told people that we were practicing dream interpretation, they were more than willing to help us out by telling us their dreams.

I went into the bar and met two girls who were sisters. One girl had a dream—not an easy dream, in my opinion. The dream was very detailed, and I had to listen closely to her description of it. As I listened, I saw a picture unfold in my mind. The dream was being put together like a puzzle for me. I wrote down what I saw on a piece of paper, and when she finished, I shared the few words that were highlighted to me. Soon the girl was crying. It was a dream providing direction for her life, and it unraveled a mystery for her. Authentic dream interpretation will unravel mysteries and unlock doors; it will reveal or give insight into something that was unseen before.

Our whole team walked away from that experience more confident. The major lesson we learned was that every person and every dream encounter is different. Some dreams will be life changing, and some will not have a deep meaning. Those dreams are simply visions passing through our heads at night as we are processing life. But when a dream is given to provide meaningful direction, you do not want to miss the chance to take full advantage of the hope and guidance being offered.

Interpretation at the Park

On Sunday afternoons, a few of us started to set up dream interpretation signs at a nearby park. Fifty to seventy-five drummers from the area would bring their djembes, congas and other percussion instruments to the park, and they would hang out, picnic and play music. We became part of their “tribe.”

Our team wanted to bring answers to people who had perplexing dream messages, but we understood that a bridge of communication had to be built so that these dreamers would trust us with their dreams. We used a menu board to display our “services offered,” and our menu items spoke directly to people’s needs. They would pick from the menu whatever they felt they had need of. People began to talk to us, and we would interpret their dreams. We became quite popular, and everyone looked forward to seeing us each week. We got practice, and they got helpful information about their lives.

We found that dream interpretation was a highly effective way to engage this group of people at the park because they had questions and needed answers for what they were experiencing in life. They did not know where to go for answers, but they had mysterious dreams and we could bring understanding to those mysteries.

Taking It on the Road

From there we went to an expo in Spokane, Washington, where we offered dream interpretation out of a tent. Our tent became so popular that we were quadruple-booked for each fifteen-minute time slot, which forced us to call in more people to expand our team.

As we saw the need and realized how much interest people had in dreams and their interpretation, we began to bring teams to the Sundance Film Festival and capture dream interpretation on film. We met numerous producers and people in the movie industry and learned that many movies come from dreams people have. We

continue to send teams to that festival each year. Sometimes we have had forty dream interpreters on the streets at Sundance or other festivals, just walking around and striking up conversations with people about their dreams. Once people found out about us, we had so many people wanting to tell us their dreams that we could not get to them all. Forty dream interpreters were not enough to meet the demand.

When we did call-in programs offering dream interpretations on the radio, the DJ would tell us that the phones were still lighting up long after we left the studio. Dreamers know when they are getting an accurate interpretation, and they hunger for more. Wherever we went, we found people who were seeking solutions to their problems. People who were having dreams about specific situations in their lives would receive an interpretation that gave direction, which would enable them to avoid making a significant personal or professional mistake. These people were so thrilled with the guidance they received that they freely gave us their business cards and offered their support for whatever we did. They followed us and called friends they knew who had dreams, and their friends got their dreams interpreted as well.

In 2004 I went to the Burning Man festival for the first time. It takes place in the Black Rock Desert of Nevada and is a ten-day festival of creative artists who create communities of free expression. These communities are full of spiritual seekers. The attendance reaches over fifty thousand people, all coming together within a seven-mile radius. To meet the needs of the spiritual seekers, we set up a dream tent at Burning Man with a menu board displaying our “services,” which included dream interpretation. The lines to have dreams interpreted were once again long because of the messages people were receiving in their dreams.

As of this book’s printing, I have attended Burning Man festival eight more times. It is an incredible opportunity to meet people from all walks of life. Whether I am at Burning Man or anywhere else, I

always find people who are longing to understand the mysterious language of night dreams.

In 2009 we filmed *Dreams: A Documentary*, which chronicled live dream interpretation encounters that took place at the Sundance Film Festival at Park City, Utah, that year. The response to the documentary has been very favorable. We make dream teams available after showings of the documentary so that those in attendance can have their dreams interpreted. One time, people were so impacted that they stayed past closing time and we had to be ushered out of the building.

One of my favorite places to interpret dreams is at a dream party. Someone will gather friends or business acquaintances who want some insight for their professional or personal lives. The dream party is usually held at someone's home, so the atmosphere is low-key and relational. Everyone walks away feeling hopeful. Some people have been so blown away with the information they received from an interpretation that they have made immediate changes in their lives or businesses. The dream interpretation caused them to go forward and be more profitable, whereas without it they might have taken a fall.

Making the Most of the Messages

People are receiving life messages in their dreams, and many times they cannot rest until those messages have been unlocked so that they can take action. When people have dreams that they know are of major importance, they begin a search to find someone who can offer insight and instruction. Because they know the message is important, their quest will continue until the correct interpretation of their dream is given.

All of my training and all of these experiences along my dream journey have proven to me beyond any doubt that dreams are a significant source of help to us. They help us be the best that we can be and make the most of our lives.

My history with dreams and dream interpretation has formed a framework that I use to interpret dreams. Let's look at that framework next.



TAKEAWAYS

- Dreams are a resource that can help you unlock answers for the questions you have.
- You have your own unique journey to take toward understanding what your dreams are telling you. Will you take it?