

# Using Intuitive Abilities In Business

Marisa Liza Pell uses her extra sensory perception to help people, businesses flourish

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The Trend Editor

Her techniques in giving business and relationship advice are a bit unorthodox, but how she does it is not unheard of. While she calls her ability "intuitive," she refuses to be called a psychic, and she isn't the typical psychic with a scarf around her head looking into a crystal ball either.

"I think it really has a negativity to it. It's very taboo. Psychic sounds very 'psychic.' 'Intuitive' I think is more of a politically correct word if you're trying to do something seriously," said Marisa Liza Pell, owner of Knowledge For Living, a "combination of intuitive success coaching and intuitive advising and motivational center."

After moving to Philadelphia from Boston for a television production job that fell through a few years ago, Pell decided to use her abilities to help people with their problems in addition to solving her own. In 2002, Pell came up with the idea for her business, created the name, the Web site (<http://www.knowledgeforliving.com>), and had lots of help from family and friends to show her the ropes of creating a new company. Pell couldn't predict how well the business has done two years later. In fact, that's one of the downsides to her ability. The Scranton native claims that she cannot "read" her own future, but she can do it with others.

Pell claims that once she starts speaking with someone, she will get bits and pieces of information from that person, such as a name of a relative, in her mind. Then she has to decipher the information, which is not an easy task if the person she is reading is not forthcoming. For example, if she mentions someone's name, her client may not know whom Pell is speaking about until much later, thus slowing down the reading and draining Pell.

Receiving relationship advice may not be easy for the person who wants a certain answer on how to proceed.

"They're like, 'Will I leave this guy?' I'm like, 'That's your decision. You are going to decide to leave the guy. I'm going to tell you what's wrong with the guy.' Everyone has free will," she said.

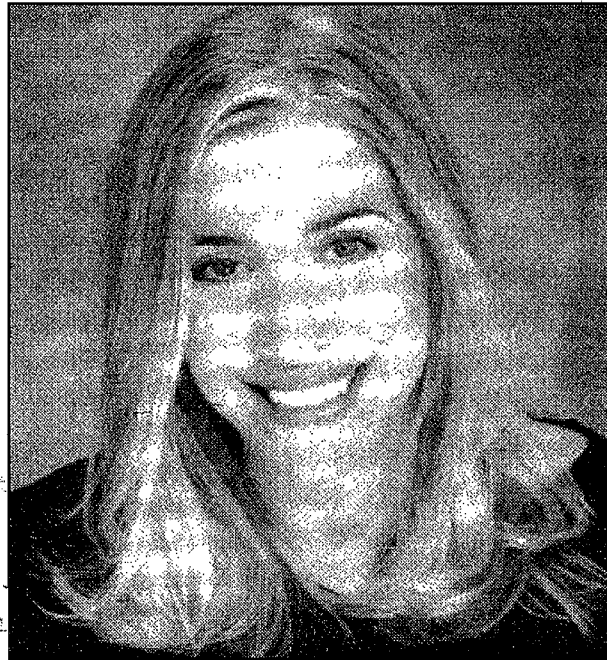
Based on what she "sees," Pell can usually predict what will happen to that person. She can give a "medical intuitive diagnose" to a person.

"I will scan the body and I'll see medical problems that sometimes people don't know exist. Basically, when I look at people, my eye will be drawn to a certain area of their body, something will seem almost heavier or lighter on one side," said the 26-year-old woman, with extra sensory perception. "I'll get an idea in my head and tell them they should see a doctor because of that."

Pell said that she would not give professional medical advice to any of her clients. She will tell them to get a second opinion, but she never tells a person that they need surgery. However, sometimes suggesting getting a second opinion does not always go over well, as Pell experienced with an unnamed client of hers.

"He yelled at me on the phone saying I didn't know what I was talking about, that he already had two doctors at the University of Penn that diagnosed him, and that he definitely needed this (back) surgery," the Media resident said. She suggested to the client that he should get another diagnosis, because she sensed that it was not the man's back that was causing the discomfort, but a nerve in his neck that was causing the back pain.

"He called me up a couple days later and he's like, 'Thank



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MARISA LIZA PELL  
Knowledge For Living owner

you so much. You saved me from surgery. I actually got a second opinion and it was a trapped nerve," the clairvoyant said.

It was not the feeling of exhilaration of predicting her client's pain correctly that Pell felt, but one of relief. She thought she was losing her touch.

One of the first Delaware Valley business people that Pell read for actually happen when she was being interviewed for a Web designer's position at a Manayunk company. Quickly connecting with the man who was interviewing her, Pell told him that one of the owners of the company had a drug problem and that an unknown amount of money was missing. A few months later, the company went bankrupt, she said.

While she will not give businesses advice such as stock options, she does tell business owners to merge departments, for example, to improve efficiency.

When giving business or relationship advice, Pell said 50 percent of it comes from her extraordinary abilities, while the remaining percentage comes from her own experiences from various jobs.

Many people may not believe in Pell's intuitive abilities, which she got when she was 15, but she does know someone who is a non-believer — herself. She said it is ironic that she does not believe in most psychics, because she is very logical and skeptical in nature.

Her own mother, Marlene Pell, even reluctantly started to believe in her daughter's ability, the younger Pell said, when she started telling her of her own future and the predictions were coming true.

"She's very proud and 100 percent supportive (of Knowledge For Living)," Pell said, adding that her mother did not want her only child to go into this line of work because of possible struggles she might encounter. She wanted Pell to be in another profession when she was younger.

In fact, Pell thought she was going to be a lawyer at one point in her life, because her family said she likes to argue and can be dramatic.

Pell does use her dramatic side, but not for her readings. After switching her major from psychology to acting when she was attending Dickinson College in Carlisle, Pa., Pell started a long road of writing her own shows and hopes to one day produce them herself.

Until then, Knowledge For Living is the place that Pell has grown to love, even if it's a busy schedule for her. Since she's the only person at her company, she does everything herself, from booking one-on-one appointments with her clients — who range from regular people to celebrities and CEO's of multi-million dollar companies — to giving motivational seminars. That does not include driving up to New York City, or to her offices in West Chester, Berwyn, Downingtown, and Media to meet clients, or driving into the studios of 93.3 WMMR FM every Tuesday morning to be the "resident clairvoyant/advice guru" for the Philly Guy's Show.

In fact, according to Pell, it is not easy for her to give live readings on the air, as opposed to one-on-one with her clients, whose identities she will not disclose.

"It's a lot of pressure. The calls are not edited and it's live. If I screw up with somebody, that's bad. I really want to get that hit every week. The better you are ... the more that pressure builds," she said.

People her own age are fun to read, because they have more drama in their lives and they can relate to and understand the young businesswoman better because of her age, she said, but she enjoys reading older people more.

"I like reading older people too, because they're a little bit open and they have a lot more life experience and life lessons they are going through. There is a lot more I can pick up on older people because there is so much else they are doing in their lives that is meaningful. With kids my age, it's relationship or job—there is really not much going on," Pell said, who holds a Masters of Arts degree from Emerson College, Boston.

With so much going on in her life, Pell said she does not have much of a social life as she tries to juggle that one with her professional one. In fact, her home is not much of an escape for her.

"My home is my office too. It's not like I live at home to relax. Work at home is work," she said.

However, she does like it, and as she said before, she finds it ironic that she has this ability.

"I'm a career-oriented, ambitious individual. I am not someone who wants to sit at a boardwalk with a neon sign and read a crystal ball. That's why I think it's interesting that someone who is analytical and practical would be blessed with this. It's not like the universe has been easy on me," she said with a laugh.

Yet Pell does have confidence that even if she did not have these abilities, she would still try to pursue her dream of producing her own television show. She would also like to use her other "non-intuitive" skills to help others; the type of skills that come from working various jobs, such as promotions director and music agent.

Pell may not be able to see her own future, but she's fine with that. She said if she knew everything that was coming her way, she would not learn from the bad things that can make a person grow, and life would be boring.