by decision makers in law, finance and entertainment looking for an oracle in a down economy. "I specialize in neonebelievers," says Day, referring to her roster of "red-meat-eating, harry-supe-shopping, Type A personalities." For a flat rate of $15,000 a month, Day's insight is available for rent. She has about five monthly clients at a time, offering them unlimited 24-hour access. She works from her airy Tribeca apartment, fielding calls while juggling domestic life as the mother of a 16-year-old boy, whose friends are often over in packs. The commotion is helpful, she says, allowing her to keep her "rational mind busy" while she picks up things from "left field." (Though she admires her teenage can be psychically distracting as well: "I don't want to see what he did with that girl until 2 a.m.," she says. "But I can.") In a typical call early last year, a prominent Wall Street money manager asked whether he should pull out of a risky, multimillion-dollar energy deal or let his money ride. "My gut," Day recalls saying, "is that you're not going to get your return." The money manager listened and yanked his investment, she says, just before the deal nose-dived.

Day's career as a professional psychic began in the early 1990s. Her marriage had ended, leaving her strapped for cash until she asked a hedge-fund friend if he'd mind paying her for the stock tips she occasionally gave him. He was happy to. Later she spun her abilities into a book, "Practical Intuition," which became a New York Times bestseller and formed the basis of Day's seminar business. Today she trains members of the Harvard Business School Network of Women Alumnae to use their sixth sense. In one of the Harvard group's monthly sessions, recalls participant Karen Page, "there was a ton of energy in the room, a real palpable feeling that something was going to happen. It was intense." The women were asked to intuit the mystery item in a brown paper bag. Without touching or sniffing it, they came up with "yellow," "pumpkin" and "fruit" for what turned out to be a lemon. She's also advised celebrities such as Jennifer Aniston and Demi Moore. Working entirely by referral, Day says she has earned more than $10 million in the past 15 years (a figure impossible to verify—our psychic powers aren't that great). The scale of Day's success would have been hard to imagine in the 1990s, when the Psychic Friends Network and a campy maican psychic called Miss Cleo clotted the airwaves with low-rent infomercials, giving the P-word a bad public image. Some stigma still remains. "The hedge funds would freak out" if they knew he consulted a psychic, says the Hollywood executive.

But just as there are no atheists in foxholes, a bleak business climate can make believers out of anyone. Carla Baron, the psychic star of Court TV's "Haunting Evidence"—a documentary about her work helping police investigators crack cold cases—says that roughly half the 20 to 30 readings she gives each week are now business-related. Mentalist Jon Stetson says that after years of performing on cruise ships and in the "suckers" comedy clubs, he now has a Rolodex of businesses, including Fortune 500 companies, that call him for Intuition Workshops—which differ only in name, he says, from psychic workshops. "There's a ton of interest," says the Boston-based 48-year-old. "It's a new frontier.

The relationship between psychics and the powerful has always been close. In the

### Psychic Advisers have been crossing over into the world of mainstream business.

**PROPHESTER:** Day says she has made millions helping her clients see the future.