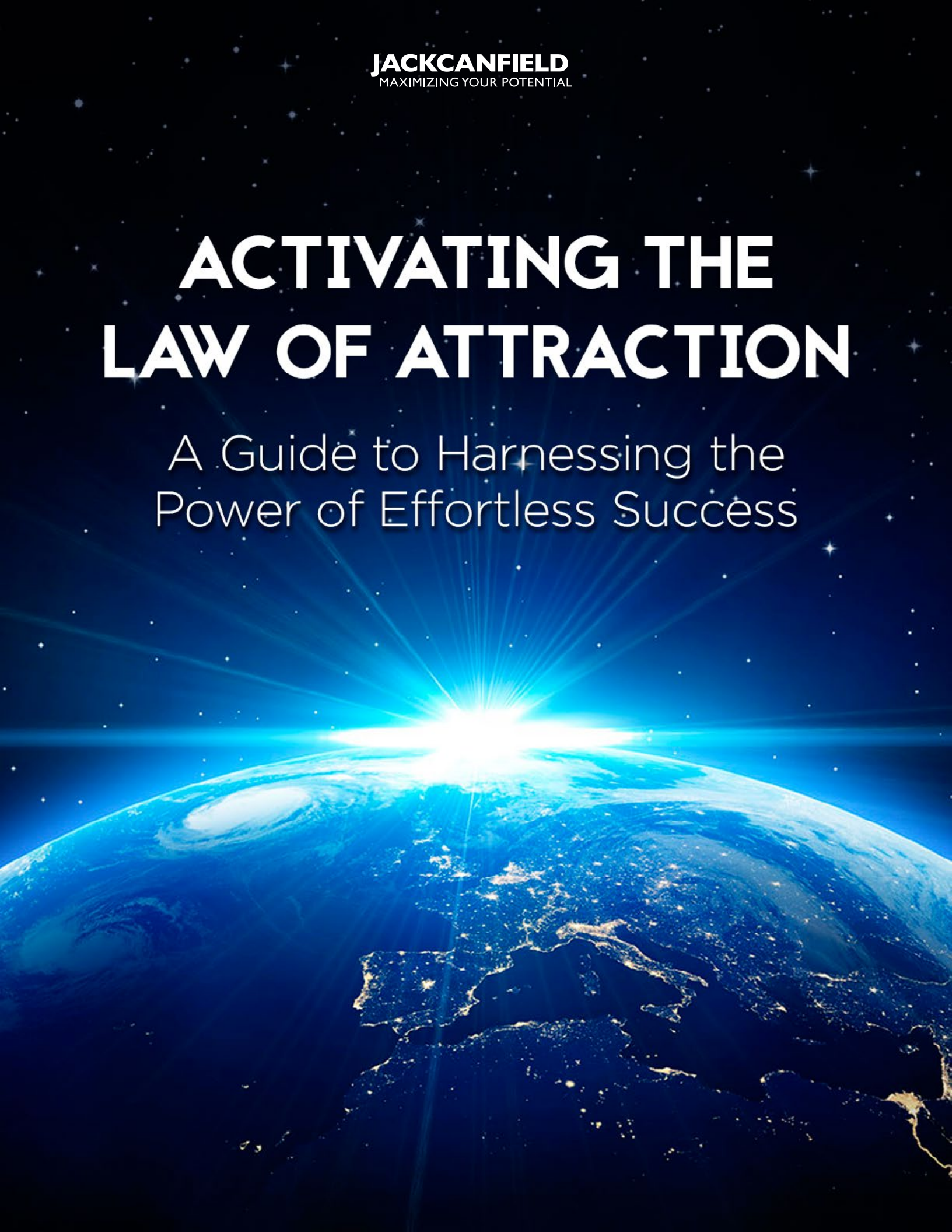


**JACKCANFIELD**  
MAXIMIZING YOUR POTENTIAL

# ACTIVATING THE LAW OF ATTRACTION

A Guide to Harnessing the  
Power of Effortless Success



# ACTIVATING THE LAW OF ATTRACTION

## A Guide to Harnessing The Power of Effortless Success

One of the most powerful forces in the universe surrounds us, affects us, and can be used to positively impact our future. Like gravity, it's not something we can turn on and off. It just is. And like gravity, we can choose to fight it, complain about it, or harness its tremendous benefits—just as successful people do.

### **I'm talking about the *Law of Attraction*.**

For centuries, most people didn't know it existed until, in 2006, a documentary movie and book called *The Secret* was released that featured me and many of my colleagues as teachers of this powerful law. I've consciously used the Law of Attraction to create personal success and business milestones throughout my life.

### **But sadly, I've also witnessed that it doesn't work for everyone.**

The issue isn't the law itself. It's how people attempt to apply the teaching. Common and seemingly innocent mistakes can dramatically reduce your results – and even prevent you from achieving any results at all. Which is why I've written this guide for you.

*Stated in its most basic form, the Law of Attraction says:*

*What you think about, talk about, believe  
strongly about, and feel intensely about,  
you will bring about.*

Throughout history, the greatest minds and spiritual teachers have been pointing us to this truth. Consider this:

“What things soever ye desire, when ye pray,  
believe that ye receive them, and ye shall  
have them.”

- **Mark 11:24 – King James Version of the Bible**

“All that we are is a result of what we  
have thought.”

- **Buddha**

“A man is but the product of his thoughts.  
What he thinks he becomes.”

- **Gandhi**

“The empires of the future are the empires  
of the mind.”

- **Winston Churchill**

“We become what we think about all day long.”

- **Ralph Waldo Emerson**

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

- **Carl Jung**

These great thinkers knew the power that our thoughts have over our lives—from impacting what we have, to creating everything we experience, even to determining our place in the world.

*But how can mere thoughts control so many aspects of our life?*

## Because our thoughts are made up of energy, they can impact our physical world

Today, scientists know that everything found in the universe is made up of energy. This goes for both physical and nonphysical objects. Of course, basic chemistry tells us that a physical object, such as a building, a tree, or this book, is made up of billions of individual atoms—little energy bundles that interact and bond with other atoms into many forms including water, metals, plants, soil, plastics, wood pulp, and other raw materials used to manufacture physical objects.

Nonphysical things—including thoughts—are also made up of energy and, as such, can also “bond” and interact with aspects and objects of our physical world. It’s well known, for instance, that our brain waves (literally, our thoughts) are a form of intense energy that can be easily detected with standard medical equipment—and that can interact with our physical world as any other form of energy would.

What do I mean by “interact with our physical world”?

Well, have you ever thought about a distant friend, only to get a phone call from her minutes later? If you’ve ever desired something intensely for months, only to suddenly receive it through serendipitous means—or step into a situation where it was provided to you—that was also your thoughts, intention, and desire impacting your experience.

“The world as we have created it is a process  
of our thinking. It cannot be changed  
without changing our thinking.”

**- Albert Einstein - Physicist and winner of the Nobel Prize**

There are thousands of scientific papers offering sound evidence that our thoughts are capable of profoundly affecting all aspects of our lives. As observers and creators, we are constantly remaking our world at every instant. Every thought we have, every judgment we hold, however unconscious is having an effect.

Today, scientists have advanced to studying not just transmission of thought but also *bio-entanglement physics*—discovering how to harness these energy connections to bring desired results into our physical reality.

While The Secret and the Law of Attraction have had their share of critics these past few years, humankind is just beginning to understand the power of thought and the theory of *entanglement*—literally that our mind is energetically “entangled” with the physical universe, and as such, can activate the universe to deliver whatever is on our mind.

## The law of attraction relies on the fact that everything is in a constant state of vibration.

Another fact that’s widely known by scientists is that the Earth—and everything on Earth, including you—is vibrating at a specific frequency that’s unique to that object or person. From the smallest atomic particle to the largest skyscraper, everything ever created is in a constant state of vibration—literally, in energetic motion.

It’s not much of a stretch to realize that—through our own intense emotions—we, too, can raise, lower, and even match the vibrational frequencies of objects, situations, experiences, and people we want to attract into our existence.

In fact, one of the main precepts of the Law of Attraction is that the level of vibrational frequency and the flow of energy is controlled by thought. Through your deliberate thoughts, you can bring yourself into vibrational harmony with (and attract) anything you desire.

Mastering the power of intention—that is, deliberate thought—to manifest what you want in life, is a three-step process: **ask, believe and receive.**

### Activating the Law of Attraction



## Step One: Ask for What You Want, Not for What You Don't Want.

Every day, you send out requests to the universe—as well as to your subconscious mind—in the form of thoughts: literally, what you think about, read about, talk about, and give your attention to. This includes the books and magazines you read, the television shows and movies you watch, the websites you visit, the blogs you read, and the music you listen to.

Unfortunately, much of this thought is random, contradictory, nonproductive, and certainly not deliberate—it happens without our conscious awareness or intention.

Even worse, we send negative requests to the universe when we criticize ourselves, complain about things, and focus on the lack of abundance in our lives.

Similarly, when you blame, find fault, or judge someone or something, you're also focusing on a negative experience that you don't want. The same is true when you worry. I often refer to worrying as negative goal-setting. You're creating pictures in your mind of what you don't want.

Because the Law of Attraction states that you'll attract into your life whatever you give your energy, focus, and attention to—wanted or unwanted—you must become more deliberate about what you think and feel.

The Law of Attraction also states that each thought or feeling you offer carries with it a vibrational frequency. The problem is that, most of the time, you're not aware of the vibration you are offering. You are simply responding to things outside of yourself—current events, the news, how people treat you, the stock market, how much money you make, how your children are doing in school, and whether or not “your” team wins. You're responding by feeling positive or negative.

### Activating the Law of Attraction

Unfortunately, when you merely respond unconsciously to what is currently happening around you—never offering deliberate thought about what you want in your future—you can stay “stuck” in your current condition forever. This is why most people’s lives never seem to change. They get stuck in a cycle of re-creating the same reality over and over because the universe faithfully responds to the negative vibration they are sending out.

Compare that with offering positive thoughts instead—feeling excited, enthusiastic, passionate, happy, joyful, loving, appreciative, abundant, prosperous, relaxed, and peaceful. These are thoughts that give off positive vibrations. By contrast, feeling bored, anxious, worried, confused, sad, lonely, hurt, angry, resentful, guilty, disappointed, frustrated, overwhelmed, stressed out, or depressed gives off negative vibrations.

## **Start Intentionally Creating Your Future**

To become more intentional about the thoughts you offer the universe, you’ll need to decide what you want—but also practice feeling those emotions you’ll experience when you have it.

Perhaps you want to change careers, move to another state, win a major professional award, have your own TV show, or recover from a major illness. How would you feel once you’ve “arrived” at your goal? What would you be doing throughout your day? Who would you be spending time with?

The more you focus on and talk about what you DO want (instead of what you don’t want), the faster you will manifest your dreams and goals.

Think of your mind as a GPS system, like the one on your smartphone or in your car. With every picture you visualize, you’re “inputting” the destination you want to get to. Every time you express a preference for something, you are expressing an intention. A table by the window, front row seats at a conference, first-class tickets, a room with an ocean view, a loving relationship—these images and thoughts are all sending requests to the universe.

## Use Words That Focus the Universe on What You Want

Of course, how you state your goals is very important to this focusing process. Instead of saying, *I want to get out of debt*—which keeps your mind focused on the debt you have now—say, *I am living a life of abundance and wealth*. Words like these keep you in a positive state of thought.

Be similarly careful when you talk with other people about your current situation. Talking about “the way things are” and describing what’s going on in your “current reality” actually creates more of the same in your future. By thinking about and voicing opinions about your current situation, you’re actually *prescribing* the future, rather than simply *describing* the present.

Having a positive outlook, using future-thinking language, and being in a state of expectancy about the good that’s coming into your life is the best way to “ask” the universe to deliver the very things, people, and experiences you want.

## Replace Negative Images and Thoughts with Positive Ones

In the same way that you can write the script for your exciting future life, you can prevent the things you *don’t want* by keeping your mind off of them. Whenever you see things you don’t want, make a conscious decision not to think about them, write about them, talk about them, push against them, or join groups that focus on them.

Whenever you catch yourself worrying or focusing on lack, quickly replace these negative thoughts with pictures, feelings, and emotions of you enjoying what you *do want*. This is intentional daydreaming—a great use of the power of visualization.

Whenever you slip into judging yourself—or someone or something else—realize that you’re focusing on what you don’t want. Take action to shift your thinking.

This is why meditation, mindfulness, and paying attention are so important.

You will become more powerful in creating what you do want when you learn to focus your attention and monitor your thoughts.



## **Ask for What You Want. Then Let the Universe Worry About How You'll Get It.**

Your only job is to focus on what you want. Don't worry about how to get it. That's the universe's job, and—as we'll see—it's phenomenally good at aligning the people, situations, money, resources, and other things necessary to bring about your desired goals.

Be more intentional by deciding exactly what you want. Focus your thoughts. They will attract to you the people, things, and experiences that match the content and vibration of your thoughts.

Just like the GPS system I mentioned earlier, when you present your goals to the universe and its powerful technology, you will be surprised and dazzled by what it delivers. This is where the magic and miracles truly happen. It's the same for Christians and other people of faith who are willing to turn their dreams, fears, and desires over to God.

## Step Two: Believe That You'll Get What You Want, Then Take Action

What does it mean to *believe* you'll get what you want? It means maintaining a positive expectancy, going about your day with certainty—knowing that you've put your future in the hands of powers that are greater than yours.

It's deciding with conviction that what you want will *absolutely happen*.

This is not always easy. Many people have limiting beliefs which keep them from allowing abundance and happiness into their lives. If this describes you, realize that you must first change your limiting beliefs into thoughts that you are deserving, worthy, lovable, desirable, and capable—as well as smart enough, strong enough, attractive enough, rich enough, good enough, and “enough” in every other way that matters to you.

Of course, once you believe that you'll get what you want, **the second part of the equation is to take action**. Taking the actions that would create your desired result *affirms your belief* that what you want is within reach. It adds to your expectation.

Some of the actions you'll take are what I call **“obvious actions”**—like enrolling in biochemistry and anatomy classes in college if your goal is to become a doctor, or changing your diet if your goal is to lose weight. You need not wait for the universe to deliver a unique set of circumstances to you—it's obvious what you must do, and those opportunities are readily available to you.

“Taking action is critical.  
The universe rewards action!”

Then, there are what I call **“inspired actions.”** These are the actions you take when you receive inner guidance, an intuitive hit, a hunch, or a gut feeling—like when you respond to a random thought such as: *I don't know why, but I have this urge to call my college roommate, or I'm feeling this strong need to attend that conference.*

Most of the time, you won't see the whole plan. But with a strong enough belief, you can move forward and take action anyway, watching for other action steps to appear.

## **Know When To Take Inspired Action**

As the Law of Attraction goes to work on your goals, you'll find that numerous ideas, strategies, and inspirations will come into your awareness. These might be flashes of insight that come up during visualization or meditation time. Sometimes the opportunity will appear in the form of an unexpected phone call, an unusual monetary transaction, rebate, or other financial boost that brings you the money you need to take the first step toward your goal.

I call these *inspired ideas*. They're not random ideas you'd like to try or strategies you think might work. They're approaches you've never considered before that could only have come to mind because of your use of the Law of Attraction.

Whatever appears, your task is to recognize these opportunities for what they are, then act quickly while the associated energy is in your favor. It's not enough to simply think positive thoughts. **When a chance appears, you must take action.**

“By thought, the thing you want is brought to you; by action, you receive it.”

**- Wallace D. Wattles - Author of The Science of Getting Rich**

## Step Three: Receive What You Want by Becoming A Vibrational Match For It

Remember I said that everything on Earth vibrates at a specific frequency? In order to receive that which you are intending, you must become a “vibrational match” for what you want to attract into your life.

You are like a radio station that is broadcasting on a specific frequency. If you want to listen to jazz, you have to tune your dial to a station that broadcasts jazz, not one that plays heavy metal. If you want more abundance and prosperity in your life, you have to tune the frequency of your thoughts and feelings to ones of abundance and prosperity.

The easiest way to become a *vibrational match* is to focus on creating positive emotions of love, joy, appreciation, and gratitude throughout your day. You can also *practice feeling the emotions you would be experiencing if you already had what you wanted*. You can also create these emotions through the thoughts that you think. In fact, your thoughts are creating feelings all the time, so it’s important to catch yourself when your emotions turn negative—striving to replace them with a better feeling thought.

For example, thinking you don’t have enough money to pay your mortgage will create negative feelings of fear and hopelessness—even guilt and shame for not being able to provide for your family. Instead of giving energy to these negative thoughts, shift your thinking to positive ones such as, *I will find a way*—or by visualizing yourself easily paying the mortgage on time.

At first, this process may seem foreign to you, but the truth is you can, over time, learn to choose only uplifting, inspiring, motivational, and empowering thoughts. It is simply a habit that—with intention and discipline—can be developed.

### **Use Affirmations to Create a Vibrational Match**

Another way to bring yourself into vibrational alignment with what you want is to use affirmations—something I discuss in great detail in my books and courses. An affirmation is a statement of your goal or desire—now realized in present time. They are statements you can write down, then repeat regularly, to bombard your subconscious mind with the thoughts, images, and feelings you would be experiencing if your goal was already complete.

#### **Activating the Law of Attraction**

When you use affirmations to visualize your goals as already complete, you keep yourself in that heightened state of joy that is required to maintain a vibrational match to what you want. Resentment that you don't have what you want, on the other hand, keeps you out of vibrational alignment. It's simply impossible to receive or allow what you want when you are bitter, blaming, judging, or feeling guilty. These feelings push away what you want.

“If the only prayer you ever say in your entire life is thank you, it would be enough.”

– Meister Eckhart – German theologian and philosopher

## **Create a Vibrational Match Through Appreciation and Gratitude**

The two most powerful feelings for quickly manifesting your goals are *appreciation* and *gratitude*. Think about it. If you had whatever it is you are wanting, you would feel appreciation and gratitude for having received it.

So not only is appreciation a great feeling to focus on, but gratitude is also a powerful mindset for attracting more of what you want. You can get into the habit of appreciation by making it a daily discipline. Set aside 5 to 10 minutes a day to focus on appreciation. Make a list in your journal of all the things you are grateful for—that's how I first started.

You can also practice appreciation and gratitude through meditation.

In my longer workshops, I will send people out of the training room on a silent rampage of appreciation, with instructions to focus on all the things in the environment that are serving them. I tell them to feel appreciation not just for the carpet—which makes the room more attractive, makes the sound more pleasing, and makes walking on the floor more comfortable—but also to appreciate the hotel staff who vacuumed the carpet, the people who made the carpet, the people who installed the carpet, the people who made the dyes, the sheep that gave up their wool, the sheep farmers who sheared the sheep, and so on. People always return from this exercise with a smile on their face and joy in their heart—feeling much happier than when they left the room.

### **Activating the Law of Attraction**

**You might want to take a short break now from reading this guide and do a rampage of appreciation wherever you are.** Notice how it makes you feel.

The key here is to develop a practice of appreciation and begin to continually look for things to appreciate in your life. This goes for appreciating the positive aspects of all the people you meet, too. As you learn to focus on what is good about them (rather than what is wrong with them), you'll be amazed at how your relationship with them will change.

## Law of Attraction Action Steps

### Step 1: Ask

- ☑ Start consciously and intentionally creating your future.
- ☑ Use positive words that focus the Universe on what you want.
- ☑ Replace negative images and thoughts with positive ones.
- ☑ Ask for what you want. Then let the Universe worry about how you'll get it.

### Step 2: Believe

- ☑ Decide with conviction that what you want will absolutely happen.
- ☑ Take action to create your desired result, affirming your belief is what you want.
- ☑ Follow your inspiration.

### Step 3: Receive

- ☑ Become a vibrational match by focusing on creating positive emotions of love, joy, appreciation, and gratitude throughout your day.
- ☑ Use affirmations to create a vibrational match.
- ☑ Create a vibrational match through appreciation and gratitude.

#### Activating the Law of Attraction



## **Practice to Change Your Point of Attraction**

As I said earlier, there are many principles and practices regarding implementing a conscious approach to utilizing the Law of Attraction throughout this guide.

Once you discover its power, you'll want to make the Law of Attraction a regular part of your life—a mindset you live with every day.

And, if you are reading this, then you are obviously ready to take the next step in your own personal evolution, and begin deliberately creating and receiving more of what you really want in your life.

This guide is in your hands for a reason. You can begin to live a truly conscious life—one that is filled with purpose and meaning—right now. Starting today, you can begin to trust your intuition, higher self, awareness and emotions. And you'll learn to let go of attachment by living a life of peace, appreciation, gratitude, and joy.

As you make these changes, you'll become increasingly aware of the miracles all around you; and the events in your life will begin to unfold in what seems like magical and mysterious ways.

*To explore the Law of Attraction more deeply, and fully integrate it in your life, [click here](#).*

## About the Author

Many of you may know Jack as the co-founder of the *Chicken Soup for the Soul*® book series. Or from his best-selling book, *The Success Principles*, or maybe from *The Secret*.

His proven formula for success reached global acclaim with his #1 *New York Times* Best-Selling book, *The Success Principles: How to Get From Where You Are to Where You Want to Be*.

This new gold-standard in self-improvement contains 64 powerful principles for success, currently utilized by top achievers from all walks of life and all areas of commerce.

As the founder of the Canfield Training Group, he has spent the last 40 years teaching entrepreneurs, corporate leaders, managers and sales professionals how to accelerate the achievement of their personal, professional and financial goals.



He has studied and reported on what makes successful people different. He knows what motivates them, what drives them, and what inspires them. He brings these critical insights to countless audiences internationally--sharing his success strategies in the media, with companies, universities and professional associations around the world.

He's personally helped hundreds of thousands of people become multi-millionaires, business leaders, best-selling authors, leading sales professionals, successful entrepreneurs, and world-class athletes while creating balanced, fulfilling and healthy lives.

**He's spent 40 years helping people create the life of their dreams - and he can do the same for you.**

**For more information on Jack, visit:**

**[www.jackcanfield.com](http://www.jackcanfield.com)**

### Activating the Law of Attraction