



**The Attractor Factor
5 Easy Steps for Creating
Wealth (or Anything Else)
From the Inside Out**

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Author's Bio: Joe Vitale is President of Hypnotic marketing, Inc., a marketing consulting firm. He has been called “the Buddha of the Internet” for his combination of spirituality and marketing acumen. His past books include *There's a Customer Born Every Minute* and the *AMA Complete Guide to Small Business Advertising*.

Author's big thought: In the *Attractor Factor* Joe Vitale reveals that success of any kind doesn't depend on what you're doing but on what you're being! The book leads you through five simple steps that will make all of your dreams come true. You'll learn how to dare something worthy and how to seek and uncover the missing secret to your own personal happiness. And you'll learn how to look at your life's goals, and those of others in a new, positive and energizing way.

Book Notes:

- ◆ In this book Joe Vitale offers a new way for you to easily and effortlessly increase your business, find your love, improve your health, attract more money, or anything else you can imagine. It's based on timeless spiritual practices.
- ◆ It will reveal how your inner state of being attracts and creates your outer results – and what to do about it so that you can have, do, or be whatever your heart desires. The *Attractor Factor* is truly a spiritual formula for success that never fails.
- ◆ The author focuses on attracting wealth in business because there appears to be a serious lack of spirituality in business.
- ◆ No matter what is happening in your life, no matter what you think will happen, it can be another way. The direction you appear to be headed can be altered. Nothing is set in concrete.
- ◆ What you hold in your mind with your energy and focus on will tend to be created in your reality. You'll be able to attract it. It takes a little longer to experience results because we keep changing our minds.

- ◆ The foundation of the five step program is knowing that life can be different and that life itself will support you in what you want. It's the Attractor Factor.
- ◆ The shortcut to creating the life the way you want it is: *Be happy now*. If you can be happy right now, in this moment, you will have achieved whatever you want. Underneath everything you say you want is the desire for happiness.
- ◆ You don't need to have anything else in order to be happy right now. You can *choose* to be happy.
- ◆ We're taught that outer circumstances dictate how we are to feel. What the author has learned is that the outer is simply the illusion. What created the outer is your inner. And that's where the Attractor Factor comes into play.
- ◆ The hardest concept for most people to grasp is that they are the sole reason they are experiencing whatever they have in their lives. They are totally responsible.
- ◆ Until we wake up, we attract things into our life unconsciously, and then declare we didn't do it.
- ◆ You are the source of the experiences you see. You co-created them to have experiences, for your own reasons. The world is a mirror of you.
- ◆ Now that you are becoming aware of your own inner power, you can begin to consciously create circumstances.

Step One: The Springboard

- ◆ The nature of our conversations, our newspaper reporting, our radio and television shows, and our popular talk shows surround us with ideas of what we don't want.
- ◆ What we don't realize is that we are activating the Attractor Factor in a negative way. If you are talking about your bills, you'll get more bills. You'll attract it by spending energy on it.
- ◆ It's the rare person who will stop complaining, fighting, or fearing long enough to focus on the opposite of what they are experiencing. Knowing what you don't want is the springboard to your miracles.
- ◆ You want to step up from the world of outside cause and turn into the world of attraction based on energy. One way to do that is to remind yourself that the world in general is on the level of complaining.
- ◆ You want to go up a level or two.
- ◆ If you want to achieve big dreams in business, you need to step out of your circle or network of peers and associates. You need to go to a group with wider, stronger, richer, connections.
- ◆ To achieve goals you've never achieved before, you may need to rise in levels and participate with new people on a new playing field.
- ◆ So the lesson is to consider your current level, consider your goals, and consider what people outside of your network can help you achieve them. You may have to step out of your level (and comfort zone) to do it, but the step is well worth taking.
- ◆ The Attractor Factor is always at work. It is spirit giving you what you focus on. Focus on lack, you get lack. Focus on your bad back, you get more of your bad back. So, for Step One, all you want to do is notice what you have been focusing on. Where are your thoughts? Where is your conversation? Your answers will become the springboard to take you to the next step in this miracle making process.

Step Two: Dare Something Worthy

- ◆ Knowing what you want – knowing your calling, your goal, your ideal, your challenge, your dream – is the next step to attracting your desires.
- ◆ Step Two in the Attractor Factor process involves choosing what you want, and doing it in such a way that you activate your mind to complete the job for you.
- ◆ The trick is in turning every one of your complaints around to something you DO want. “I don’t want to struggle in my business” becomes “*I want business to come to me easily and effortlessly.*”
- ◆ Refocusing on what you do want will take you in the direction of what you want.
- ◆ The clearer you are about what you want, the easier it is to simply attract it into your life.

Lessons learned by the author in creating a new business model:

- ◆ *Intention rules.* You can float with the circumstances life brings you, or you can create your own direction and your own circumstances. It begins with a decision. Choose. Declare. Dare something worthy. This is the power of Step Two in the Attractor Factor formula.
- ◆ *Break the model.* Respect yourself. What are you worth?
- ◆ *You can do this too.* What would you teach if you had no fears? You can attract wealth when you are fearless. Your wealth may be hiding right behind the very thing you are reluctant to do.
- ◆ *The spiritual is not separate from the material.* Once you realize that the spiritual and material are two sides of the same coin, you are free to have happiness as well as cash.
- ◆ *Excuses are the number one thing people do wrong.* While all of these excuses seem legit to the person saying them, they are virtually all hogwash.
- ◆ *Excuses are beliefs.* If you buy into them you are stuck. If you believe instead that there is always a way around whatever the excuse is, then you’ll move forward.
- ◆ First, what are your excuses? Second, ask yourself if there’s a way on earth to get around your excuses. Finally, what would you do if you had no excuses? Whatever you answer, that’s a clue to your biggest goal. Leave your excuses behind, and you will begin to attract wealth, you can achieve success, and your life will begin to soar.
- ◆ If you don’t act now, why not? Whatever your answer, *that’s* an excuse.
- ◆ We seem to create our lives out of our perceptions. If we focus on lack, we get more lack. If you don’t consciously select where you want to go, you go where your unconscious wants you to go.
- ◆ Freedom and power come from knowing what you want without being a prisoner to what you want.
- ◆ There’s another reason for knowing and stating your intention. When you declare it, you begin to discover all the things in the way of its happening.
- ◆ It’s easy to come up with objections. The trick is to dissolve those objections until you are clear inside. When you are clear, manifesting whatever you want will be easier.
- ◆ Beliefs are how we create reality. You’ve probably noticed that people seem to have reoccurring problems. The person with money problems always has money problems. The person with relationship problems always has relationship problems. It’s as though each person specializes in a disorder.
- ◆ Beliefs, unconscious or not, are creating those events. Until the beliefs that create the events are released, the events will continue to reoccur.

- ◆ Changing beliefs starts with selecting what you want for your life. As soon as you select what you want to be, do, or have, you'll discover beliefs in the way of it. They'll be your excuses.
- ◆ You want to honor the desires welling up from deep within you, the wishes that are from your core. When you come from that place nothing is impossible, and you can have anything you imagine. At that point, you are aligned with the universe itself.
- ◆ Write what you want to be, do, or have. A study by author Brian Tracy revealed that people who simply wrote down their wants and put the list away, discovered a year later that 80 percent of what they wrote came to be.
- ◆ Allow the universe, the power in everything, to arrange the right person, place and time. Your job is to state your intention. Write down what would be even better than what you have already stated you want.
- ◆ Now write down one goal or intention, something that you would really like to have, do, or be. Keep in mind that you can always combine goals. Write down the most powerful intention you can.
- ◆ Next, write your intention as if you *already* have it. Just rewrite your goal in the present tense, pretending that you already have what you want, and using the word "choose" if you so desire.
- ◆ Add one more line to your request. Add the phrase "this or something better."
- ◆ A muscle test is one way to find out if this is a match for you. (Find out how in the book. I have trouble owning up to believing in this but my chiropractor does this).
- ◆ Write your goal on a card and carry it in your wallet so that you are unconsciously reminding yourself of your intention.

Step Three: the Missing Secret

- ◆ Each of us has a limit we've placed on our freedom.
- ◆ Even the most atheistic among us has been touched by the miraculous, the uncanny, or the unexplainable. There is no concrete evidence to support angels or guides, or to deny them. But when you can use the belief in them to create miracles, wouldn't you be wise to do so?
- ◆ If any part of you, any belief in you, doesn't support your intention, it will jeopardize or sabotage you. We need to heal that part. When you do you are clear. And, when you are clear, you are free to attract anything you can imagine.
- ◆ The truth is, nothing means anything in and of itself. You and I apply meaning to events and call it truth. But our meaning reveals our beliefs. Sometimes these beliefs serve us and sometimes they don't.
- ◆ A belief is assuming something to be true, to be a fact. A belief is not caused, it is created by choice.
- ◆ Change your conclusions or your beliefs about the events in your past, and you can change the way you live your life today.
- ◆ What do you tell yourself when you look at your business and see it isn't where you want it to be? Whatever your answer, that is a belief. Common ones include: "I must work hard for the money I earn." What you want to do is replace negative beliefs with positive ones, such as: "I don't have to work hard for my money."

- ◆ When you get clear of the old events, hurts, memories and beliefs, you will have more energy to attract what you want now. Clean the energy pathways and you can have, do, or be anything you want.
- ◆ If you feel that you have cleaned your energy circuits and are free from the past and yet you aren't attracting money or miracles or anything else, then you haven't cleaned your energy circuits or gotten free from the past. Until a person releases the core issue it will continue to operate.

One way to get clear is the following exercise.

- ◆ Take two sheets of paper. On the first sheet, describe the negative condition you are in. Get into the feeling, because the more you feel it, the more you will release it. On the second sheet, begin to write out how you want the situation or condition to be. Really immerse yourself in this good energy. Describe the situation the way you want it to be, and paint this wonderful picture so completely that you can feel it as you write it. The more you can fall in love with this new image and these new feelings, the faster you will manifest them.
- ◆ One more method for clearing yourself involves a simple script that you say aloud to release a belief or a feeling you no longer want, and to replace it with something you prefer.

Spirit/Super-Conscious, please locate the origin of my feeling(s)/thoughts of _____.

Take each and every level, layer, area, and aspect of my being to this origin.

Analyze and resolve it perfectly with God's truth.

Come through all generations of time and eternity, healing every incident and its appendages based on the origin. Please do it all according to God's will until I'm at the present – filled with light and truth, God's peace and love, forgiveness of every person, place, circumstance and event which contributed to this/these feeling(s)/thought(s).

With total forgiveness and unconditional love, I allow every physical, mental, emotional, and spiritual problem, and inappropriate behavior based on the negative origin recorded in my DNA, to transform.

I choose being _____

I feel _____

I AM _____

(Basically use the same positive feeling/s for each blank line, to replace the negative feeling/s.)

It is done. It is healed. It is accomplished now!

Thank you Spirit, for coming to my aid and helping me attain the full measure of my creators. Thank you, thank you, thank you! I love you and praise God from whom all blessings flow.

Step Four: Nevillize Your Goal

- ◆ One of Joe Vitale's favorite spiritual authors is Goddard Neville. He taught people how to use their "imaginal" mind, add feeling, and create results. What Neville was suggesting is that you must feel whatever you want to attract. You might see it in your mind, but until you fully feel it as already complete, you will be missing a key step in the attraction process. This is Step Four of the Attractor factor.
- ◆ Emotion has the power to create what you want. Find within yourself what it would be like to have, be, or do the things you want, and you will begin to manifest the thing you want. The

energy in the emotion will work to pull you toward the thing you want while also pulling the thing you want toward you.

- ◆ If you want to attract wealth and anything else, you need to own your own power. You need to own your own energy as this energy is a key ingredient in the Attractor Factor.
- ◆ One of the most powerful energies you can ever experience is gratitude. Once you feel grateful, you are in an energy that can create miracles. Realize you are blessed with enormous abundance right now, feel grateful for it, and you will attract even more abundance.
- ◆ Somehow your energy sends off signals that attract more of what you are sending off. Change your signals and you will change your results. Change your energy, and you will change what you experience. “The energy you give out is the results you get.” *That’s* the Attractor factor. *That’s* the energy that can help you manifest whatever you want.
- ◆ Another energy you want to experience is the energy that comes from imagining what it will feel like to have, be, or do the thing you want. This can be fun. Imagine how good it will be to have what you want, to be what you are wanting, to do what you dream. Feel the electrifying feelings that come with the images. These feelings can create the life you want. They can manifest it for you. Somehow, those feelings lead you, guide you, and direct you to do the things that make the events.
- ◆ Again, what you embrace in your inner world creates what you experience in your outer reality.
- ◆ One wonderful technique is called *scripting*. Just imagine that you already have what you want and write out a scene that describes it. Describe it in such detail that you can feel it. Really get into it. Feel it. Sense it. Experience it.
- ◆ You can use a simple Chi Kung type of exercise to pull energy into your body, aiming it to attract your goal.
 - Decide on what you want.
 - Get clear of anything in the way of having the goal.
 - Bring energy into your body while holding your intention in mind.
 - All you have to do is breathe. As you breathe in, imagine the air is energy. See it travel into your body and to the achievement of your desire.
 - Feel the joy of what you want – feel it right now- and you will begin to attract it to you and you to it.

Step Five: The Ultimate Secret

- ◆ When you want something, but can live without having it, you have upped the odds of your having it. As soon as you say “I *must* have this”, you begin to push it away. Because you are sending out energy to repel what you say you want. Because you are focused on need and not in the moment. Because you haven’t learned the Ultimate Secret, Step Five: Let go.
- ◆ Most of us don’t like to let go and allow because there’s nothing for us to grapple with. There’s no drama. Most of us feel that if we can’t get in there and fight and struggle, we don’t feel like we’re accomplishing anything or getting anywhere. The struggle gives a sense of accomplishment.
- ◆ We have at least two distinct beings within us, not personalities so much as aspects of our mind. Self One can be likened to your ego, the part of you that likes to control. Self Two can be likened to the inner master within you, the part of you that is connected to all things.

- ◆ The job of Self One is to select what you want and let go. The job of Self Two is to bring it to you.
- ◆ Choose what you want and let God or the Universe (whatever that means to you) bring it to you. Let it orchestrate the events that will manifest the thing you desire. Give up needing to know how you will manifest anything. Knowing how can be a limitation. Surrender control and you free the universe to bring you whatever you want.
- ◆ If you are trying to manifest something that involves another person, both of you have to be clear before you'll manifest the event.
- ◆ According to research done at Spindrift Foundation on the power of prayer, a "Thy will be done" prayer gets more than twice as many results as a specific "give me this" prayer. That's why it's so important to end your request for anything you want with the magic words, "This or something better."
- ◆ You can ask for whatever you want to do, be, or have, but also be willing for the universe to give you something better. End all of your requests with the phrase, "This or something better" and you will be letting the universe know that "Thy will be done" is of highest importance.
- ◆ The universe itself will act to move you to what you want, and move what you want to you. All you have to do is let go, while acting on your inner prompts. Let go of fear, doubt, worry, disappointment, and any other negative emotion that might make you feel low.
- ◆ What you are being asked to do is trust. Trust that when something happens, it's good; and trust that when something you want doesn't happen, it's good, too.
- ◆ The trick to manifesting whatever you want is to trust that whatever you get is what you wanted to manifest in the first place. You attracted it. The more you understand this balance of wanting and allowing, or desiring and letting go, the more you will be happy in every moment.
- ◆ No matter what happens, take a breath and ask, "how can I turn this into something good. It's a choice. The question redirects your mind. Instead of looking at the problem, you are looking for solutions. You become the master, not the slave, of your own life. The answer will bring you new choices, happiness, and may lead to wealth you never dreamed of before.
- ◆ Everything that happens in your life is moving you in the direction of your goals. Everything without fail, without exception, is moving you toward your dreams. So if something happens that you feel is bad, remember that it happened to move you forward. Your job is to find the positive in the negative, or at least to trust that there is a positive there, even if you can't see it at the moment.
- ◆ As you let go, trust and give thanks for life, you will feel different. As you radiate a different vibration to the world, better things and experiences will come to you.
- ◆ Again, the whole secret is in learning to let go.
- ◆ You usually still have to do something to achieve your dreams. That something may be as little as answering the phone. The magic answer to the question of what action to do next is this: You want to take "Inspired Action." Inspired Action is any action you take based on an inside nudge. In other words, an Inspired Action is when you suddenly decide to drive to the store. Follow that hunch. It may lead you to your goal. At the store, you may meet the right person. Or find the right product. Or pick up the right magazine that will lead you to completing your dream.
- ◆ Once you state your intention and work the other steps in the Attractor Factor process, you need to watch the signals you get and act instantly on them when you see them.

- ◆ So here is how to make Inspired Action work for you
 - *Step One. Set an intention.* An intention is your declaration about your dream, or goal, that you want to be, do, or have. This is your request of your subconscious, unconscious and the universe itself. The clearer your intention, the better your results.
 - *Step Two. Follow your hunches.* Watch the signals. Listen to your intuition. You never know where your Inspired Action will take you, but because you set an intention, your intuition will find a shortcut to your dreams.
- ◆ Inspired Action works because your ego can only see limited terrain while the universe can see it all.
- ◆ Finally, the more you can quiet your mind, still your thoughts, and relax your body, the more you will hear the inner voice nudging you in the direction of your dreams.
- ◆ When it speaks, move. That's Inspired Action. It's an easy path, more fun, more relaxed, and usually more profitable, than planned action and constant struggle.
- ◆ The point is letting go doesn't mean do nothing. It means take action based on your inspiration. Just have the spirit of nonattachment as you do. You must let go of your attachment to success to attract success.
- ◆ The ultimate secret to attracting whatever you want is to want it without needing it. When you detach from the outcome, you disconnect from everything that could sabotage your success. The Attractor Factor kicks into overdrive when you state your intention and are happy whether you achieve it or not. This is a delicate balance. But it's the major secret to how the universe works.
- ◆ In other words, in the world of everyday reality, struggling to achieve something causes the opposite forces within yourself to kick into play. But when you come from your inner place of serenity, and you go with the flow toward your wishes, you have upped the odds of your achieving them.

The Million Dollar Secret Formula

1. Know what you don't want
2. Select what you do want
3. Clear all negative or limiting beliefs
4. Feel what it would be like to have, do, or be what you want.
5. Let go as you act on your intuitive impulses, and allow the results to manifest.

Final key points:

1. *You are totally responsible for your experiences in your life.* Use the experiences to learn about yourself. Get clear, and choose what you prefer to experience.
2. *You are absorbing beliefs from the culture itself.* Choose what you want to attract. Be aware.
3. *You are not the ruler of the earth,* but you have more power than you ever realized.
4. *You can change your thoughts.* Start noticing what goes on in your head. If you don't like it, start consciously changing it. Choose new thoughts.
5. *You can do the impossible.* What you believe to be the restraints of time and space right now may simply be the limits of our current understanding. Dare something worthy.

6. *Whatever image you add feeling to will manifest.* If you fear something, you are adding energy to it. Anything you fear or love will tend to be attracted into your life. Choose your passions wisely.

Recommendation: As an avid student of manifesting and designing the life I want, this book is as good as it gets. This mind and heart-opening primer features anecdotes from the remarkable true saga of Joe's quest for wealth and moving stories from many of the people he has guided to inner peace and outer affluence.

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About the reviewer: Frumi Rachel Barr, MBA, PhD

Many CEO's find themselves asking "What now?" to sensitive situations that only an experienced former CEO can understand. Frumi is brought in to solve problems and often remains to work with you, as your confidante and secret weapon. She has an uncanny knack of getting to the heart of your corporate climate and maximizing your team's performance, profitability and sustainability.

To schedule a free *Break From the Pack to Success* consultation email ceoconfidante@frumi.com or call 949-729-1577