

SEMINAR NOTE GUIDE

JACK CANFIELD

ACTIVATING THE LAW OF ATTRACTION

Like gravity, the Law of Attraction is at work in your life everyday. Once you become aware of its possibilities, you can direct and amplify the effects to get the results you want. In this captivating seminar, speaking legend Jack Canfield defines critical steps and thought processes that can take your life to a whole new level. You'll learn the three major components for attracting excellent health, abundance, and great relationships. Plus, you'll hear powerful stories that will expand your vision and touch your heart. You'll walk away from this program with a clear sense that virtually anything is possible when you are in alignment with what you want, and ready to receive it. Discover the ultimate seminar for getting everything you have always dreamed of, and activate the Law of Attraction in your life today!

As the originator of the Chicken Soup for the Soul series, Jack Canfield has been the driving force behind the development and delivery of over 100 million books sold. He is an award winning speaker who has been coaching and inspiring people for more than 30 years. With his role as one of the experts in the hit movie *The Secret*, Jack continues to be a major player in the self-help arena. He has appeared on hundreds of radio and television shows, including Oprah and Larry King Live. In addition, he holds the Guinness Book World Record for having seven books simultaneously on the New York Times Best-seller List - beating out Stephen King. With his down-to-earth and humble style, you will quickly connect with Jack, as he guides you to your next level.

THE ULTIMATE PROGRAM FOR LIVING YOUR PERFECT LIFE



The Law of Attraction is a Universal Law, and it works as often as gravity does . . . which is ALWAYS! Therefore...

You must start by taking 100% responsibility for the creation of your life. You are creating your experiences, your success, the quality of your relationships, your health by your thoughts (and beliefs, which are simply thoughts you have conditioned yourself to think over and over), the visual images you focus on (internally and externally), the resulting emotions they create, and your actions...and you have total control over all three of these.

Universal laws govern the Universe. They are basic principles of life and have been around since Creation. Universal Laws apply to everyone, everywhere. They cannot be changed. They cannot be broken.

The Universal Law of Attraction is the most powerful law in the universe. It is simple in concept but practice is necessary. But once you "get it", there is no looking back! It will be part of you forever. The simplest definition of this law is "like attracts like." Other definitions include:

- You get what you think about, whether wanted or unwanted. The Law of Attraction is neutral.
- All forms of matter and energy are attracted to that which is of a like vibration. You are a living magnet.
- You get what you put your energy and focus on, whether wanted or unwanted. Energy attracts like energy
- Everything draws to itself that which is like itself.

This universal law is working in your life right now, whether you are aware of it or not. You are attracting the people, situations, jobs and much more into your life. Once you are aware of this law and how it works, you can start to use it to deliberately attract what you want into your life.

The Law of Attraction stipulates that we attract all events, people and circumstances into our lives through our thoughts and feelings. That means if you now have relationships, health, finances, and job circumstances that you are not satisfied with, it is possible for you to turn things around ... by consciously changing your thoughts, feelings and attitude towards these areas in your life.

Whatever you think about, talk about, fantasize about, or give your attention to, you are going to attract more of into your life.

The universe is made up of energy. Your thoughts are energy. Energy flows where attention goes. Your attention focuses energy into manifestation. Every thought you think, and its accompanying feelings, sends out a vibration to the universe (the zero point field, the quantum field, Source, God, Infinite Intelligence) and attracts back to it experiences that match the vibration of that feeling-thought.

The three basic steps of Law of Attraction: 1) Ask, 2) Believe, 3) Receive.

Step 1. Ask:

- Decide exactly what you want.
- Focus on what you want, not what you don't want.
 - When you are talking about how bad your current reality is, you are attracting more of it into your life.
 - When you are against something, you are attracting more of it into your life. (Anti-poverty programs, anti-drug programs...)
 - When you are worrying about something, you are attracting more of it into your life.

Focus only on what you want!!! Talk only about what you want.

- Honor your desires and trust your preferences.
- Make an "Irritation List" (things in your immediate sphere of influence— house, office, business, car—that aren't the way you want them), and then make a list of the desired opposite conditions, and schedule time to fix/create them. Start with a blitz day and knock off as many as possible. For the bigger ones, schedule one a quarter.
- Make a "101 Goals List" — a list of 101 things you want to do, be own or experience before you die.
- Complete "The Vision Exercise." Clarify your ideal vision in the following seven areas of your life:

- Financial
- Job and Career
- Relationships
- Health and Fitness
- Fun and Recreation
- Personal (Educational, Growth, Possessions)
- Contribution & Legacy

“It doesn’t take any more effort to dream a big dream than it does to dream a small dream.” —General Wesley Clark, Former Head of NATO

You have an Internal Guidance System. Learn to trust it and use it.

- It is always working and is speaking to you through your bodily sensations.

On Course – Off Course
 Joy – Lack of Joy
 Expansion – Contraction
 Aliveness – Boredom
 Hell Yes! – Hell No!

Step 2. Believe:

If you can dream it, you can do it!
 —Walt Disney

- Release it to the universe. Trust that Law of Attraction works.
- Trust that the universe is beneficent. Become an “inverse paranoid.”
- You don’t have to know every step of the way. You just have to get started. Remember the headlight analogy. You can drive hundreds of miles in the dark, and never see more than a few hundred feet ahead of you. That’s all you need. As soon as you drive the first 200 feet, the next 200 will open up. The same is true for achieving your goals. You just need to see the next few steps and start taking them.
- Trust your internal GPS System to unfold the perfect path for you.
- Live in a state of positive expectancy. Always talk as if it were coming soon.

- Read inspirational books. Read positive magazines. Watch positive TV.
- Take action—both “obvious” and “inspired” actions.

Step 3. Receive:

- You must create a vibrational match for what you want to receive into your life. That means you must feel the feelings now that you would be feeling when you actually had the thing you desire in your life.
- The following methods will help you create a vibrational match for what you want:
 - Create a Vision Board or a Dream Book (or a Screen Saver)
 - Put pictures of your desired results in places that you will see them regularly—like the refrigerator door, your bathroom mirror, the inside door of your office, on the bulletin board in your cubicle, etc.
 - Create detailed one-page vision statements for each of your desired goals or outcomes.
 - “I am so happy and grateful that I now...”
 - Create an affirmation that summarizes each goal. Make sure they adhere to the following guidelines:
 - 1) Start with the words “I am ...”
 - 2) State it in the present tense.
 - 3) State it in the positive.
 - 4) Keep it brief.
 - 5) Make it specific and measurable. (How much...by when.)
 - 6) Include an action word ending with -ing.
 - 7) Include at least one dynamic feeling word.
 - 8) Make affirmations for yourself, not others.

When repeating your affirmations, close your eyes afterwards, and see yourself looking out through your own eyes seeing what you would see if the desired outcome were actually happening right now. Hear the sounds you would be

hearing, and MOST IMPORTANTLY, feel the feelings you would be feeling. Your feelings amplify the intensity of your request and accelerate the speed of its manifestation.

- Visualize your desired results as often as possible. I recommend at least twice a day—when you first arise and right before bedtime—as the bare minimum. Again, remember to feel the feelings you would feel if the visualization were already realized in your life.
 - Remember the 30-Day Principle (from the NASA research) and make sure to do the visualization for 30 days in a row without fail. If you miss a day, start over.
- Practice some form of gratitude exercise every day. Eventually it will become a way of thinking—an attitude of gratitude. Here are a couple of good ones:
 - Keep a gratitude journal. Write down what you are grateful for for at least 5 minutes a day. Seven minutes is better.
 - Carry a gratitude rock in your pocket.
 - Meditate on what you are grateful for. When you have really mastered this, a tear of gratitude will flow from your eyes.
 - Make a commitment to appreciate 10 people for something every day. It can be written or verbal. If it is verbal, make eye contact with the person.
 - Practice the Appreciation Process with your spouse or significant other before bedtime.
 - Do the Mirror Exercise and appreciate yourself every night for a minimum of 40 days.
 - The three steps to the Mirror Exercise are:
 1. Say your name as you look into your eyes.
 2. Appreciate yourself out loud for:
 - Any achievements during the day
 - Any disciplines you kept
 - Any temptations you overcame
 3. End by saying, “I love you.” Then hold eye contact with yourself in the mirror for about 15 seconds.

- Practice forgiveness.
- Do something every day that brings you joy – play the guitar, work in your garden, pet your cat, listen to your favorite music, watch some comedy, play a favorite sport, walk on the beach, go for a hike, cook your favorite meal, talk to a friend, etc. Make a list of at least 25 things you LOVE to do, and do at least one every day...no matter what.
- Think a better feeling-thought. Anytime you find yourself feeling anything less than joy, take a moment to examine your thoughts. If you are engaged in negative thinking (unworthiness, guilt, fear, grief, despair, powerlessness, hopelessness, jealousy, worry, discouragement, disappointment, doubt, frustration, irritation, impatience, overwhelm, pessimism, complaining, or blaming), stop and deliberately choose to create and think a thought that makes you feel better.
- Practice one of several releasing techniques that are now available. Here are three great ones with their websites that have resources available in the form of books, CDs and training programs:
 - The Sedona Method (www.sedona.com)
 - The Work of Byron Katie (www.thework.com)
 - Emotional Freedom Technique (www.emofree.com)
- Practice some form of meditation. There are many excellent resources on the internet – both free and paid for. When you are meditating, you are tapped into, and thereby aligned with, Source/God/Infinite Intelligence/the Universe/the Quantum Field, and you will more rapidly attract into your life, that which you are desiring to experience.
- Act as if you already have it.
 - Throw a “Come As You’ll Be Party.”
 - Everyone has to act as if it were 5 years into the future and can only talk in the past tense about all of their goals having already been achieved.

- Bring props: mocked up awards, magazine posters, newspaper articles, pictures of possessions, book covers.
- For more details on how to throw a Come As You'll Be party and for a sample invitation, see Chapter 12 of *The Success Principles: How to Get from Where You Are to Where You Want to Be* by Jack Canfield. (New York: Collins, 2005)
- Practice abundance and generosity in every area of your life, including tithing a portion of your time and income to a favorite religious group, charity or service organization.
 - Carry a \$100 bill with you at all times.
 - Buy fewer things, but buy quality things.
 - Tip generously.
- Practice the “Art of Allowing.”
 - Every time you judge someone or some thing, you are going out of vibrational alignment with Source/God/the Universe, and you are pushing away the things that you want.

Putting It All Together: Practice the Daily Disciplines of Effortless Success

1. Complete the Morning Intention, Visualization and Releasing Process.

As soon as you wake up in the morning, take about 5 minutes to focus your mind on your desires, goals and intentions. Start by sitting in a comfortable position, closing your eyes and visualizing your desires and goals as already being fulfilled. Spend 30 seconds to a minute on each of your core desires and goals. Then take a few moments to visualize your day going exactly as you would like it to.

When you do this, you will often find negative limiting beliefs that are the result of negative programming from your childhood coming up. You may hear thoughts like “I could never afford that,” “There’s no way I’ll ever get that,” or “Who am I kidding?” coming up. If you do, use one of the many releasing techniques that are available (see the list above) to release the negative thought. Don’t fight or argue with the thought; just release it. Remember to also spend several moments feeling the feelings you would

feel if you had already manifested your desire in your life. The intensity of the feeling is what fuels the intensity of the attraction.

2. Use external images to keep you focused on your desires and goals.

To keep yourself focused on what you want to manifest surround yourself with visual images of the things and experiences you want to attract into your life. There are many techniques you can use for this.

- 1) Cut out pictures of the things you wish to own (like your ideal car or home) and pictures that represent the experiences you want to have (like the perfect relationship, your ideal job, perfect health, being at your ideal weight, more joy, inner peace or balance in your life) to remind yourself of how you want it to be. Tape them up where you will see them every day—on the mirror, the refrigerator, or your bulletin board. You can also scan them into your computer and make them into a screen saver or a continuously running PowerPoint program. (Google images is also a great source of pictures for a screen saver.)
- 2) Create a Vision Board by combining the pictures and words that you cut out into a collage on a large piece of poster board.
- 3) Make a Dream Book by putting the pictures into a 3-ring binder pasted onto the pages or slid into plastic page protectors.

When you look at any of these pictures, do what Bob Doyle, who is featured in the movie “The Secret” teaches: think the thought, “THIS IS MINE NOW! THIS IS WHO I AM!”

3. Think a Better Feeling Thought.

Start paying attention to the many times during the day that you have emotional responses (to other people, experiences, or your own thoughts) that are not in alignment with having or producing your desires. Pay special attention to when you feel disappointment, resentment, frustration or anger about your experiences and circumstances.

Remember, it’s your feelings (which are created by your thoughts, opinions, and beliefs) that are attracting your current and future circumstances. You must make a vibrational shift (i.e., raise your vibration) by changing your thoughts to ones that make you feel better. Remember that you must become a vibrational match for the things and experiences that you want to attract into your life. It is especially important to focus your thoughts and behaviors on things that cause you

to feel joy. Focus your thoughts on thoughts that bring you joy (your lover, your best friend, your grandchildren, your favorite vacation spot) and your actions on doing the things you love to do (pet your cat, work in your garden, listen to your favorite music, take a walk, sit in a hot tub, do yoga, play with your kids).

4. Have an attitude of gratitude.

It is critical to take time each and every day to focus on what you are grateful for. You can do this in the morning before or after you visualize your desires fulfilled, or you can do it in the evening. Focus on all of the things in your life (most of which you take for granted) that you are grateful for—your health, your children, your job, the nice weather, electricity, running water, a nice stereo system, your flower garden, your pets, good food, your friends). No matter what your situation, there are always things to be grateful for. The more you focus on what you are grateful for, the more things and experiences you will attract to be grateful for.

5. Take action.

There are two kinds of actions you can take. Obvious actions are things like, if you want a better car, going to test drive all of the models you are interested in and choosing the exact car you want to have, and saving 10% of your income in a “car account.” If you want to be a doctor, apply to medical school.

There are also “inspired actions.” Once you begin to do the daily disciplines described above, the universe will start responding by sending the people, resources and opportunities you need to manifest your desired results. You must take advantage of these opportunities when they show up.

You are also going to find that you have inspired ideas; you must act on them. You must follow those gentle proddings from the universe. Often these intuitive impulses will have no seeming connection to achieving your goal, but if you follow them, they will lead you down a path of wonderful fulfillment.

6. Acknowledge that it’s working.

If you start to see something change for the better, acknowledge that it is happening. Appreciate it. When you find the perfect parking space, acknowledge it. When you get the table you want in the restaurant, acknowledge it. When you receive unexpected income, acknowledge it. When you meet someone who can help you achieve your goal, acknowledge that the Law of Attraction is working. The more you acknowledge that it's working, the more it will work. It's that simple.

If you are attracting things into your life that you don't want, remember the Law of Attraction is still working. Instead of thinking or saying, "It's not working," ask your self, "What am I focusing on, thinking about, talking about, feeling or doing that is attracting this into my life?" If you want to know what you are thinking about, notice the results you are producing in your life. To change those results, you will first have to change your vibration by changing your thoughts and feelings.

A Basic Law of Attraction Reading List

- Byrne, Rhonda. *The Secret*. New York: Beyond Words Publishing, 2006.
- Canfield, Jack. *The Success Principles: How to Get from Where You Are to Where You Want to Be*. New York: Collins, 2005.
- Hicks, Jerry and Hicks, Esther. *Ask and It Is Given: Learning to Manifest Your Desires*. Carlsbad, California: Hay House Inc., 2004.
- Hicks, Jerry and Hicks, Esther. *The Amazing Power of Deliberate Intent: Living the Art of Allowing*. Carlsbad, California: Hay House Inc., 2006.
- Hicks, Jerry and Hicks, Esther. *The Law of Attraction: The Basics of the Teachings of Abraham*. Carlsbad, California: Hay House Inc., 2006.
- Vitale, Joe. *Attraction Factor: Five Easy Steps for Creating Wealth (or Anything Else) From the Inside Out*. Hoboken, New Jersey: John Wiley & Sons Inc., 2005.
- Warren, Sharon A. *Magnetizing Your Heart's Desire*. Korea: Amazing Grace Unlimited Press, 2002.

Copyright 2008, Jack Canfield, P.O. Box 30880, Santa Barbara, CA 93130
www.JackCanfield.com