



What's The Big Secret?

By: David Handler

Part I of II

"The secret is the answer to all that has been, all that is and all that will be." - Ralph Waldo Emerson

A lot of the big name talk show hosts - the Oprah/Ellen crowd - devoted air time recently to *The Secret*, the book and video that sit atop *The New York Times* and Amazon bestsellers list. So what is this media phenomenon that claims to have "traveled through the centuries to reach you"?

It's a great marketing idea in creative packaging. As *The Da Vinci Code* made Dan Brown a rich man, *The Secret* is creating über wealth for author Rhonda Byrne. My advice: save yourself \$20, or spend your summer reading *Harry Potter and the Deathly Hallows* instead.

The big secret of *The Secret* is to introduce the masses to *The Law of Attraction (LOA)*, which has, indeed, existed in relative obscurity for centuries. You previously may have come across its half-sister: *The Power Of Positive Thinking*. However, equating positive thinking to attraction is like comparing Larry The Cable Guy to Larry King. Positive thinking is based on self-hypnosis, daily affirmation and avoiding negativity. LOA is about intention, trust and allowing. Put another way, you attract into your life people and things that are aligned with your thoughts and beliefs.

Critics dismiss LOA because they struggle to believe that when a person identifies his or her true desires then exactly what they want appears. I fully understand their skepticism...because I was right there with them 18 months ago, setting out on a mission to prove LOA a myth - just a bunch of new age gobbledygook.

However, in researching *The Law Of Attraction* from religious, scientific and business perspectives, I discovered that many legendary thinkers understood its ability to manifest desired results. Buddha, Albert Einstein and Henry Ford are among those who realized that clear intention is the essential element of success. Consider me a convert.

Next time: *The Law Of Attraction* and the future of franchising.

David Handler is the founder of Success Handler, LLC, and previously served as a senior executive at ICED. He leads franchisors and franchisees to explore their professional and personal dreams. To unleash attraction in your life, send an e-mail to coach@successhandler.com or visit www.successhandler.com