



Attraction In Action

By: David Handler

Part 2 (Continued from last newsletter)

Buddha is quoted as saying, "With our thoughts, we make our world." Similar examples from each of the major religions connect clear intention with anticipated results: Mark 11:24 in Christianity; The Mahavakyas in Hindu; The Kabbalah in Judaism. Each suggests a higher power – God, deities, the Universe – delivers what we desire into our lives. This is the spiritual side of The Law Of Attraction (LOA).

So how do you benefit from knowing this secret?

As a franchisor, gather your leadership team and define your perfect franchisee. LOA suggests that once you become crystal clear on who this is, you will naturally focus on attracting these people to your brand. Everything – from your strategic plan, to your marketing, to your Discovery Day – will be in alignment with your desire. Do this, and see if your next five franchisees are closer to your intention than the last five.

As a franchisee – or potential franchisee – have you clarified the one thing you seek from your business? Most people quickly describe what they don't want...answering to a boss, dealing with corporate frustrations, working for the man, etc...however, few people are able to clearly state their intention. Take time over the next two weeks to see how focused you can become on the one thing you desire. You'll struggle to narrow it down to a single sentence; yet, once you truly identify it, you'll discover many things begin appearing to bring it closer to reality.

OK. So you read both these articles, and you're as skeptical about LOA as I was a year-and-a-half ago. That's understandable, and here's your chance to test it...to prove me wrong.

Spend 45 minutes this weekend looking at some magazines. Whenever a picture resonates with you, cut it out. After you've collected a dozen or so, pick five that represent the life you desire. Mount them in a visible place in your office, and each morning just look at them for one minute. See what happens over the next 90 days. If LOA is a hoax, all you'll waste is a couple of hours of your time. On the other hand, if LOA is, indeed, the world's greatest secret, your life will change forever. Are you willing to take the risk?

"What power this is I cannot say. All that I know is that it exists." – Alexander Graham Bell

Here is the link to Part I, in case you missed it:

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