



The Attractor Factor
By Joe Vitale

In this book, author Joe Vitale does a great job of summarizing “soft-side” secrets to success. Given the fact I have read much of the self-help literature out there, I find there to be little new presented in this book, yet it is a great book because of how well it summarizes the principles.

According to Joe, there are five steps to success which he calls the “attractor factor”. I will also state that applying these factors in my personal and business life have proven to be of effect. According to Joe “the secret to increasing your business, finding your love, achieving better health, or manifesting whatever you want” is:

1. Know what you don't want
2. Select what 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

Joe and I agree that as individuals, we are totally responsible for the experiences in our lives – whether they are good or bad. We also agree that you absorb beliefs or “noise” from the culture itself and that you have the power to move past these beliefs and actually change your thoughts. Or, as Norman Vincent Peale said decades ago “You get what you focus on.” Let me also share some of the other principles set forth in this book, as well as much of self-help literature:

1. What comes to you comes from you.
2. What the mind can conceive of, the can achieve.
3. Eliminate your exposure to negative messages.
4. You will only go as far as your circle of influence allows you to. If you want to move further, you have to have new business acquaintances.
5. “What if I took away all of your excuses?”
6. Be clear about what you want and why.
7. Those who risk win.
8. Let go...and trust.
9. Find the good in it.
10. Shit happens. Get over it.
11. The more you give, the more you get.
12. Assume the feeling of the wish fulfilled.
13. Thy will be done.

I liked the book so much I bought copies of it for my grown sons. Get this book and share it with your family members and you will all prosper thereby.