

Law of Attraction

MLM.com December 8, 2008

By Joyce Hyam

Everyone is talking about the Law of Attraction. Even Oprah talks about it! In network marketing as well as other entrepreneurial businesses, people are always recommending books that refer to the Law of Attraction, like *Think and Grow Rich*, *The Science of Getting Rich*, and *The Secret*, just to name a few. The Law of Attraction is truly a natural law, just like gravity. You can't see it under a microscope, but it is something that we all experience and can effectively harness in our network marketing businesses. A team member said that after she learned about how to use the Law of Attraction deliberately, she had two prospects join her team that week, and they called her!



So, how does this law work? What do you need to know to use it to grow your business? I am sure you have heard the expression, “Like attracts like.” In simple terms, you enjoy the company of and become friends with people you have something in common with and feel good around. There is a positive energy exchange, which creates an attraction. The Law of Attraction is all about creating positive energy.

When you are around other people, they pick up on your vibes—positive or negative. People want to do business with individuals who have positive vibes. When you feel happy and joyful and radiate positive energy, it is contagious and uplifts prospects or customers. It is like tapping them with a magic wand that makes them feel special and elated. Now, the prospects want whatever you have to offer because they want to feel the positive energy you feel and radiate. They want to exude that same positive energy you do when you walk into a room or greet others. Remember, people buy or join your network marketing company based on emotion and then justify with logic.

What kind of energy do you have? It's important to learn to read your own feelings or vibes and recognize how you come across to others. Ask yourself: “What are my feelings and what am I putting out there?” Is your energy negative or positive? Are you fearful of rejection? Fear is negative energy. Are you angry or upset with someone? Are you focusing on the disappointing team members or prospects instead of on the people who are helping you and saying yes to you? Do you give others reasons to want to join your team? Do you smile when you greet someone and make them feel welcome? Do you help individuals with their wants or needs? Do you listen to others with a caring attitude? When you focus on the positive and what you **want to be**, you will generate a positive transfer of energy in your encounters with prospects and customers. You will not only feel better, but your business is sure to grow because others will be attracted to you.

It's just like when children feel happy about an upcoming party or event, they are so excited, they tell their friends and parents and are bubbling over with genuine, positive energy. Try to

capture that childlike exuberance you felt as a child when you viewed the world with your authentic self—without fear, reservations, criticism, blame, and other negative energy. An essential ingredient to the equation is you absolutely must be not only passionate but genuine! Your positive energy must not be hype or fake--people pick up on passion and sincerity.

Just recently, I heard a story from a realtor friend who was interviewed by a couple who wanted to sell their home. The couple had interviewed three other realtors. My friend was questioned about her commission and spoke from her heart. She said she felt confident that she could sell the couples' home as she believed in herself, would work diligently and do her best to give them the best service. Now, any other realtor could have used those same words and even charged a smaller commission. When my friend got the call that she was getting the listing, she asked the couple why they chose her even though her commission was higher than that of her competitors. Their answer was **they liked her energy**. The couple felt the transfer of positive energy--in this case, my friend's confidence, caring attitude, and kindness. We want to be around others like that!

I recently heard a lady say she was approached three times about the same network marketing opportunity and made her choice because she liked the way that individual made her feel. That's the power of the Law of Attraction!

It's interesting to note that those people with negative energy usually give up in network marketing. Why? Because they are thinking and feeling negatively and that is what they get in return—negative results. So, it is essential that you focus your energy on those who are positive, and you, yourself, must be positive in order to attract those people.

Those who want to succeed in a customer driven business such as MLM, must learn to pay attention to the energy they are exuding into the universe and it must be positive if they are to succeed. You must approach positive people because they are the ones who know what they want and are willing to put energy, attention, and focus on it. They are the team builders. They are the uplifting people. They are the people you want to be around. It is essential to think about this before you start talking to others about what you have to offer them.

It is very important to learn the Art of Deliberate Attraction. It is a powerful force in your life and it is working all the time. If handled correctly, it results in attracting people, customers, situations, and relationships into your life.

For more information, visit www.lawofattractiontrainers.com, or contact Joyce Hyam at joyce@lawofattractiontrainers.com.