

The Law of Attraction: What It Is, How It Works, and How to Use It Effectively

The Law of Attraction (LoA) has gained immense popularity as a way to manifest dreams, success, and happiness. But while it's often portrayed as a magical "wish-granting genie," its true power lies in how it aligns your thoughts, emotions, and actions to achieve your goals.

I think it's important that we unpack what the Law of Attraction really is. It's also crucial understand the science behind it, and actionable steps any human can take to harness it effectively—including a few underrated ideas for a fresh perspective.

Starting With...What Is the Law of Attraction?

The Law of Attraction is the belief that like attracts like. Simply put:

- Your thoughts, emotions, and beliefs influence your reality.
- Positive thoughts attract positive outcomes; negative thoughts attract negative ones.

Think MAGNET. A magnet works by attracting paired electrons (the positive) and repelling unpaired electrons (the negative).

At its core, the Law of Attraction is about becoming a deliberate creator of your life by focusing on what you want rather than what you don't want.

There are SO Many Common Misunderstandings About LoA

The Law of Attraction is not a magic pill.

Many people misunderstand it as a passive process, thinking they can simply wish for something and it will materialize. However, manifestation via the Law of Attraction requires:

1. **Clarity of Intent:** Knowing exactly what you want.
2. **Aligned Action:** Taking steps toward your goal.
3. **Consistent Effort:** Building habits that support your vision.

Without these 3 keys, you're just daydreaming—not using the LoA.

And There's Science Behind the Law of Attraction

All kinds of good stuff...we've talked about all of 4 of these things:

1. Reticular Activating System (RAS)

Your brain's RAS acts as a filter, prioritizing information that aligns with your focus. When you consciously think about your goals, your brain starts noticing opportunities, connections, and resources that can help you achieve them. Likewise, if you're stuck in a spiral of negative thinking and talking, you'll make that stuff become your reality as well. Remember your brain doesn't have a moral compass or any kind of an activator to differentiate between good or bad manifestations. It just does what YOU push the buttons to do!

2. Neuroplasticity

The brain's ability to rewire itself, or neuroplasticity, is activated through repeated thoughts and behaviors. When you focus on positive outcomes, you strengthen neural pathways associated with optimism, problem-solving, and action-taking. And you know what the opposite thinking patterns will give you.

3. **Emotional Vibration and Energy**

While often framed in spiritual terms, this concept ties to psychological principles:

- **Positive emotions** (e.g., gratitude, joy) make you more open, creative, and motivated.
- **Negative emotions** (e.g., fear, doubt) narrow your focus and hinder progress.

And all of your emotions carry their own “vibe” or energy. Keep in mind that you want to be near the top of that food chain and vibing with the angels, not the rocks.

4. **Behavioral Activation**

Aligning thoughts with actions activates behavioral patterns that move you toward your goals. This is how you bridge the gap between belief and tangible results. It’s really a game changer!

Get Into It: Here are 5 Steps to Harness the Law of Attraction

1. **Clarify Your Vision**

- Write down exactly what you want in vivid detail. Be specific—don’t just say, “I want success.” Define what success looks like for you.

- Visualize your goal as if it's already achieved. Engage all your senses.
- Read *The Perfect Day*, my latest Substack post on how to create a seriously perfect day.

2. **Shift Your Beliefs**

- Identify limiting beliefs that might be holding you back (e.g., “I’m not smart enough” or “I don’t deserve this”).
- Replace them with empowering beliefs using affirmations or journaling.
- Shampoo, rinse, repeat.

3. **Practice Gratitude**

- Keep a gratitude journal to focus on the positive aspects of your life or just add gratitudes into your regular journal. Take a gratitude walk. Find something to express gratitude about. Gratitude shifts your emotional vibration and helps you attract more of what you appreciate. It’s a fabulous framework to build your “perfect day”!

4. **Take Aligned Action**

- Break your goal into smaller, actionable steps. This is how it’s done; add these steps as daily tasks on your to do list.
- Take daily action, no matter how small, to show commitment to your vision. Write down those wins!

5. Embrace Visualization and Affirmations

- Visualize your goals for 5–10 minutes daily, ideally in the morning or before bed. If you made a Vision Board, then make sure you're using it! The more ways using more of your senses helps to create the reality you want.
- Use affirmations that resonate with your goals and values, like “I am confident and capable of achieving my dreams.” AND whomever it is that you are intent on becoming like, “I am an athlete.” “I am a successful business owner.”

But Wait, There's MORE: Here Are Some Underrated and Unusual Ideas to Enhance the Law of Attraction

1. Declutter Your Physical and Mental Space

- We think we're just “that way” or that it would be a nice thing to have a decluttered home. The science tells us that a cluttered environment can create mental clutter, blocking your focus and energy. When your space aligns in your external world aligns with your internal goals, you are much more apt to achieve them.

2. Act “As If”

- Live as though you’ve already achieved your goal. For example, if you’re manifesting financial abundance, dress the part, carry yourself confidently, and make decisions as a financially secure person would. But don’t go out on a spending spree—be wise with your finances.

3. Leverage the Power of Scripting

- This is HUGE and one of my faves. Write a journal entry dated in the future, describing your life after achieving your goal. Be detailed about how it feels, what’s changed, and what you’re grateful for. You can even write yourself a letter and drop it in the mail!

4. Surround Yourself with Energy Amplifiers

- Spend time with people who uplift and inspire you. Their energy can reinforce your positivity and motivation, plus having a positive community is also a mental health game changer and research shows it’s one of the top ways to prevent mental decline.

5. Embrace “Inspired Inaction”

- Sometimes, stepping back and allowing space for ideas or opportunities to flow is just as important as taking action. But do this in a structured way: don’t just start doom scrolling or wasting time. Write down all the things to unpack your brain and then go do something else, asking for a little divine guidance and watch what happens.

Of Course, There Are Common Pitfalls—Here's How to Avoid Them

1. **Overthinking the Outcome:** Focus on the process, not just the end result. Trust the journey.
2. **Dwelling on Negativity:** Redirect negative thoughts by reframing challenges as opportunities.
3. **Forgetting the Action Part:** Remember, belief without action won't produce results.

Your Turn: Which step are you most excited to try? Let me know what you think—I'd love to hear your thoughts!