

## **LOA for BUSINESS**

### **MODULE 3**

#### **ALLOWING**

Hello and welcome to Session 3 of Client Attraction Amplified. This is Marty Marsh, Soul Proprietor, and your how-to-do it guy for attracting more business and clients with the deliberate use of the law of attraction.

I'm excited and thrilled to be here today because this class is probably the most important one in this series in that we're going to be learning about step 3 in the LOA process --- allowing.

Our goal for today's session is to discover how to eliminate doubt, negativity and limiting beliefs that get in the way of your desires.

In other words, it's your limiting beliefs that prevent you from getting what you say you want and we're going to learn how to do that by allowing!

This will all make more sense as we move through the session today.

Okay, as I always like to do, let's take a few minutes to recap what we we've covered so far:

If you recall, we have a definition for the law of attraction, don't we?

And that definition is: I attract to my life — or business — whatever I give my attention, energy and focus to, whether positive or negative — wanted or unwanted.

Now, the most important thing you must understand and remember about the law of attraction is that it is always working on your behalf whether you like it or not or believe in it or not or even if you deny it.

And you'll also recall that there are just three steps for deliberately using the law of attraction.

Now, did you notice I used the word "deliberately"?

BECAUSE the law of attraction is always listening and checking in with us to see what vibrations we are sending, we want to make sure that the vibrations we are offering are deliberate.

In other words, we are sending them on purpose.

This is important. I repeat myself so many times because I really want you to get this.

Okay, there are three steps for deliberately using the law of attraction and they are:

Step 1: Discover what you desire. What do you want?

Step 2: Give it attention, energy and focus.

Isn't that what the definition of the law of attraction tells us what to do? Whatever your desire, if you really want it, is to give it attention, energy and focus.

And Step 3: which is what we're here to learn about today and that is allowing.

Now that sounds a little mystical, doesn't it?

"Just allow."

In our first session, we learned how to discover what exactly we DO want by first exploring what we DON'T want.

Remember how it seems folks often know what they don't want more clearly than what they DO want?

We discover what we DO want by looking briefly at what we DON'T want.

And remember, we only want to observe what we don't want briefly.

And to do that we used a tool called clarity through contrast.

And remember, contrast is something that doesn't feel good.

So we only observe what doesn't feel good for a very short amount of time.

Just long enough for us to figure out what we DO want instead.

Then, we talked about creating a desire statement.

And we learned that the sole reason for writing a desire statement is so that we can give whatever we desire — whatever we want — attention, energy and focus.

The first step, you remember, was to determine what you want.

You did that by doing the Clarity Through Contrast exercise.

We learned that the Law of Attraction is pretty particular about what it delivers to us.

It can only deliver to us what we give our attention, energy, and focus to --- whether wanted or unwanted.

So, we want to be more deliberate in the vibration we're putting out there.

In order to do that, we need to talk about our desire.

But that's just one way to help us include it in our vibrations.

We could also think about it, daydream about it, visualize it, pretend, make a macaroni collage or do a lot of stuff.

The truth is, though, that one of the easiest ways to give anything attention is through the words we use.

We use words all the time don't we?

We say them, think them, sing them, speak them, hum them, type them, and read them.

Even when we're not really doing anything, we're processing words.

I'm really training you how to use words and pay attention to your words much more often than you likely ever did before.

Your words have great power.

Over yourself and others.

So we want to be deliberate in the words we speak.

We understand now that affirmations might not make whatever we say we want feel good for us.

If we were using affirmations to help us include our desire in our vibration but we weren't feeling good about that affirmation, then it wasn't helping.

We might have discovered that we were actually telling ourselves a lie, which never feels good.

Your desire is a feeling. The desire statement is designed to allow you to talk about your desire and at the same time make it be true for you and raise your vibration around it.

Do you all understand that when I talk about raising your vibration that I'm really talking about your feelings?

Feeling good about whatever it is you desire. Sending out a positive vibration based on how you're feeling.

For example, one of the sentences in the desire statement says, "I love knowing that my ideal client or customer..."

When you can say, "I love knowing that my ideal customer has lots of money,"

"I love knowing that my ideal client pays on time," and

"I love knowing that my ideal client thanks me and gets great results,"

you're not saying you have it or don't have it. You're saying your ideal client is like that.

The key to each sentence is that it is true. When it's true for you, what is the vibration you send?

It's positive.

As long as I can keep talking about my desire and stay positive about it, now I've included the vibration of the way I want it to be within my current vibration.

Remember, all of your goals, dreams, and desires are outside of your current vibration. When Law of Attraction is responding to your vibration, it's

responding to the vibration you're sending, not what's in your desk drawer or on your bulletin board.

The first step is: what do I want? The second step is that you need to give it attention, energy, and focus.

Now, I know these exercises have been a lot of work. That's a lot of writing isn't it?

But my hope is that you'll see the benefit of having written these out.

And the truth is, if you did put them in your desk or your sock drawer, just having done this kind of thinking and writing will make a big difference.

But, I love it when you continue to give these your energy, attention and focus because that's the whole reason for writing them out.

So you can pay attention to them every day or once a week, whatever works for you, as a reminder of what you want. What you desire.

Good. So today we're going to talk about allowing.

In the three-step formula, Step 1 is what do you want?

Step 2 is that you need to give what you want attention, energy, and focus.

And Step 3 is that you need to allow it.

Some people would say, "I've done this before.

I've identified what I wanted, and I made a great big vision board.

I've gotten all pumped up about it, and it never showed up,"

or "I decided what I wanted and I built a list. I tucked it in my desk drawer, and it never showed up."

In other words, some people might say they've already heard this or that they've tried this process before.

And it's funny to me how many people have shown up in my life recently saying pretty much the same thing:

"I've tried this before, it doesn't work."

“I really have a problem with the law of attraction because it doesn’t work.”

Someone even said, “oh, I believe in the law of attraction, it just doesn’t work for me.”

And then others would say, “How do you explain Law of Attraction? It didn’t give me what I gave my attention, energy, and focus to.”

The truth is that LOA did indeed start to unfold and orchestrate whatever they were giving their attention, energy, and focus to, but something was stopping its delivery.

If you imagine having a really strong, positive desire for something and that’s all that was required, Law of Attraction would match that and give it to you.

There’s something diluting your strong desire.

There’s something diluting your strong positive vibration.

What’s the only thing that can dilute or delete a strong positive vibration?

It’s what kind of vibration?

It’s negative, right?

Doesn’t that make sense? If I have a really strong positive vibration and then I have a really strong negative vibration, then I have no vibration at all!

Step 3 is allowing. I’d like you to write this down, “The speed at which Law of Attraction will manifest my desire,” — and isn’t that something we all want to know? How fast can I expect it? I’m going to put it out there today. How fast can I expect this to manifest?

Okay, sorry I got off track on that, so the sentence I want you to write down is,

“The speed at which Law of Attraction will manifest my desire is in direct proportion to how much I am allowing.”

In direct proportion, if I’m really allowing it, how fast will it come?

Now. Right now. In this moment.

If I'm NOT allowing, how fast will my desire come?

Later, maybe never.

The allowing is the receiving / not receiving dial.

Identifying what you want and raising your vibration is pretty helpful, and you've been getting really good at that already.

As we stand back and say, "How come I'm not receiving it?" we then say, "I've identified what I wanted. I got all pumped up about it. If it's not coming to me, that means, what dial needs to be turned?"

It's the receiving dial, the allowing dial.

Before you can allow, you need to understand what allowing is.

I'd like you to write this down.

"Allowing is the absence of negative vibration usually caused by doubt."

Doubt is a negative vibration.

You might think, "I want to have 10 new clients this month. That's my goal. I have some clients now. I want to attract 10 new clients."

You get all excited about it and include it in your vibrational bubble.

You're talking about it. You make a macaroni collage and you tell 10 friends.

You are so pumped up about it.

If that's all there was to it, you'd receive those 10 clients today, right?

Then there's a little voice in your head that says, "You can't have that.

Janet is the best, and she has eight clients.

I've heard people say you need to be in this industry 10 years before you can have 10 clients."

That is the voice of doubt.

Doubt is a negative vibration.

If on my left hand, I have a really strong desire.

And on my right hand, I have really strong doubt.

What kind of manifestation can I expect?

Zero!

It's always a negative vibration that slows down the delivery of the desire.

I'd like you to write this down. It will be like a math equation.

Strong desire plus

strong doubt.

Beside or underneath the word "desire," put a little positive sign or write the word to indicate a positive vibration.

Beside or underneath the word "doubt," put a little minus sign or in a bracket write the word indicating that's negative.

"Strong desire + strong doubt = no manifestation." Are you coming to appreciate that it's a negative vibration diluting the vibration of the positive vibration?

The second statement is, so write this down, "Strong desire plus

some doubt

equals some manifestation or intermittent manifestation or slow manifestation.

That's where some people are.

"It's taking a while. I have a little piece here and a little piece there but not everything yet. I have a desire for 10 new clients, and so far I've only got 3."

The third one to write down is, "Strong desire plus

no doubt (meaning you have full certainty)

equals total manifestation." You get it right away.

Here are a couple of examples. If you're like me, maybe once in a while you do a little spring cleaning, or you clean out your junk drawer or desk drawer.

At the very back, you find a business card tucked away.

You say, "Look at that. I haven't talked to Jennifer in a while. It must have been five months."

While you're looking at that business card, are you thinking about Jennifer?

Sure.

And if you're thinking about Jennifer, what are you including in your vibrational bubble?

Whether they're good OR bad thoughts about Jennifer, what am I including in my vibrational bubble?

Jennifer.

Then I put the business card down. Then I look at it again an hour later and say, "Jennifer, Jennifer, Jennifer."

What am I including in my vibrational bubble?

The speed at which Law of Attraction will bring to you whatever you are including in your vibrational bubble is equal to the amount of resistance you have in receiving it.

Do you have any resistance to Jennifer? No, not at all.

You've just been reminded about Jennifer because you found her business card.

As you went about what you were doing, you were thinking about Jennifer.

You just included thoughts of Jennifer without even being conscious that that's what you were doing.

What happens a couple of hours later?

Jennifer calls.

Then when she calls, what do you say?

“This is such a coincidence.

This is so serendipitous.

This is so synchronistic.

This was meant to be.

What are the chances?

I was just thinking about you!”

She called out of the blue.

And all of those words: coincidence, serendipitous, synchronistic are all evidence of the law of attraction at work.

They’re evidence whenever you catch yourself saying things like, “This is such a coincidence.”

I want you to hear this again.

How fast Law of Attraction brought to you what you included in your vibrational bubble (your current vibration) is determined by how much negativity you have about receiving it (in other words, how much doubt you have).

You didn’t have any doubt or negativity around Jennifer.

That’s why she showed up right away. That’s why she called you.

You were just thinking about her with no attachments.

This just happened to me recently.

My former wife of many years ago and I have continued to be good friends ever since we split up.

We don’t communicate often and it has been quite a long while since I’d even really thought about her.

But on Friday afternoon, I was talking about her with a friend and expressing how grateful I am that she and I have been able to remain close even after divorcing.

I was having very warm thoughts about her and wondering about her.

And guess what?

On Saturday she called me.

All I had been doing was thinking nice thoughts about her. After talking about her she was on my mind quite a bit all through Friday evening. And there she was on Saturday.

Remember how we had no doubt around Jennifer calling before because we weren't standing there saying anything about expecting Jennifer to call?

We were just thinking about her. She called precisely because we weren't giving any negative energy to it.

Now if I said, "I don't want to run into Bob. Bob is a pain in the neck," am I including the vibration of Bob in my current vibration?

Yes I am.

Am I likely to run into Bob anyway?

Yes.

There's a fine line for what we're talking about. If I talk about what I don't like or don't want, I'll still get more of it.

I'm going to give you another example to illustrate that a little bit better because I really want you to get clear on this notion of doubt canceling out whatever we say we want.

Let's take a look at people standing in a line to buy a lottery ticket.

Let's go through Step 1, 2, and 3. Step 1, do you think they have already identified that they'd like to win some money?

How do you know that?

They're there in the line. They're buying a ticket. Right?

Check off Step 1. That's what most people do.

Step 2 says I need to include it in my vibrational bubble and raise the vibration.

I need to give it some attention, energy and focus, right?

Most people, when they're buying their lottery tickets and they're with their buddies in the line or even with strangers, what are they talking about?

They're talking about what they're going to do and buy if they win the lottery.

"What are you going to buy? What would you do with a few million dollars?"

As they're pretending about all the things that they're going to buy or do, are they including winning the lottery in their vibrational bubble?

You bet.

"I'd buy this. I'd buy that. I'd go to Hawaii. Twice."

Check off Step 2.

Step 1 was that they identified what they want — to win the lottery.

Step 2 is that they raised their vibration. They included it in their bubble, their current vibration, and the way they want it to be.

They talked about what they would do with the money.

Step 3 is allowing.

But what do most people actually tell themselves about winning the lottery?

"I'm not going to win. I don't have a chance."

"I won't win. I've been wasting money on this lottery for five years.

Somebody with better luck than me will win. I never win.

Nobody in my family wins."

What kind of vibration is all of that?

It's negative right?

On the left hand, you have a really strong positive vibration. On the right hand, you have a really strong negative vibration about winning. To play the lottery, what do you need to remove?

You need to remove the negativity.

What caused that negativity?

Doubt.

I'd like you to start a new piece of paper. This is important stuff. On the top of the page, write "Allowing."

I want you to write this like a poem with one line at a time.

The first sentence is, "Allowing is the absence of doubt."

What kind of vibration is doubt?

It's negative.

Let's write that down next.

"Doubt = a negative vibration."

The next sentence is, "Doubt is a result of a limiting belief."

Why do you think I'm calling it a limiting belief?

Because it doesn't give you what you want.

It's limiting me. It's stopping me.

I want something, but it's limiting me somehow.

It's holding me back.

I want this, but my beliefs, perhaps hidden beliefs — maybe even beliefs I don't even know I have yet — won't let me have it.

Do you think there might be some good beliefs to have?

Sure there are. How about "look both ways before you cross the street."

Would that be a good belief to have?

It's a good belief to eat nourishing food.

It's a good belief to exercise.

They are just beliefs we have.

But I've been calling them limiting beliefs.

There's a belief that is stopping me.

A doubt is a result of a limiting belief, which probably raises the next question.

What's a belief? I'd like you to write this down.

"A belief (I'm just calling them beliefs now.) A belief is a thought I think over and over again."

Let's take a look at some of the different customs and behaviors in religion all over the world.

Are we ever surprised by what some of their beliefs are?

Maybe it's about the way they treat women and children or non-believers?

They have a really strong belief that that is what women should do and that's what the children should do. Period. That is their belief.

Were they born with that belief?

No. Do you think they heard that belief when they grew up?

Sure. They heard it over and over again.

They were told, and they thought about it and thought about it.

Before you know it, that thought that they thought repeatedly has now become their belief.

If you looked at some of those cultures, it doesn't matter which one, and then one of those babies was born into a Canadian or an American family, say, they wouldn't necessarily have those same beliefs.

It's not the country, the color of your skin, or the language. It really has to be what you heard, what you learned, and what you thought.

Let me share an example about a friend of mine that illustrates this better.

Let's call him Jon, even though that isn't his real name.

He's a pretty big, husky guy like Drew Carey was before Drew lost a lot of weight.

Jon says he grew up his whole life hearing everybody around him say that he was always going to be big like his father and his brother.

He heard it over and over again.

When you think a thought over and over again, do you think it might become a belief?

Jon says he was the biggest kid in high school and junior high and in his college years.

He laughs when he says he was the biggest kid ever.

Any time Jon said, "I'd like to have a thin and slender body. That's what I would like. That's my goal," and he thought, that was a pretty good, positive vibration.

Then a little voice in his head would say, "You can't have a slender body because all the men in your family are big. You're going to be big just like them."

What kind of vibration was that?

It was negative wasn't it?

The negative doubt he had, canceled out the positive vibration.

The net effect of the manifestation was no change at all, other than to put him in a more depressed state about his weight.

And then he's offering a negative vibration and eating more and putting on even more weight.

If a belief is a thought that I think over and over again, or that I have embedded in my unconscious, the good news is that a thought can be changed.

Write that down.

"A thought can be changed."

If the formula says that a belief is just a thought I think over and over again, what if I had a NEW thought, and I thought THAT NEW THOUGHT over and over again?

Wouldn't it follow the same rules?

I guess it would have to wouldn't it?

The rules don't change. A rule is a rule.

If you do this over and over, it will become a new belief.

Instead of thinking we need to change our belief around that, we just need to think of a new thought and have it become a new belief.

When I was in my early thirties, I happened to overhear my oldest sister saying to someone, "Marty has a real knack for earning money. It's just too bad he can never hang on to any of it."

When I heard that, first, I was embarrassed, and then, it made me mad.

It made me mad because I knew it was true.

Have you ever heard the Gloria Steinem quote, "the truth will set you free, but first it will piss you off?"

That was me. The truth pissed me off.

Now I wish I could tell you that I was different after that but I wasn't.

Instead, what she said reinforced the belief I already had about myself.

I could make money. Oh boy!

I just couldn't keep it.

It wasn't until years later that I was able to work my way out of that belief and change my behavior and show myself that I could save money.

That I could hang on to it.

One day I realized, through my study of the law of attraction that I didn't have to carry that belief any longer.

Another of my limiting beliefs for years was that I am a bad money manager.

I would say that, sometimes out loud, “well, I guess I’m just a bad money manager.”

Do you think that served me in any useful way?

Another one we hear all the time is, “I’m just a bad time manager.”

What do you think that gives us?

So, draw a big line underneath what you’ve just written that beliefs can change.

Here are some more keys and guidelines.

The first key to removing doubt is to find proof.

Write this down:

Become a proof seeker.

If you have any scientist friends in your life, they’ll tell you they don’t believe anything they hear.

It doesn’t matter what the theory is.

They are skeptical, and they don’t believe it until they get proof.

They might say, “If you can grow that in a petri dish or a test tube, I’ll believe it.”

They have to experience it themselves to believe it.

What do you think we’re going to use to help us find proof?

We’ve been using them through every step so far.

Starts with a W?

We’re going to use Words.

Remember, words are in everything.

We think them, say them, see them, type them, print them, hum them, and sing them. Right?

Even when we're not doing anything, we're thinking about words.

I'd like you to write this sentence down:

"Is there anyone on the planet having or doing this right now?" That's Part 1.

Part 2 is, "If so, how many?"

Now, remember the example I gave about my friend, Jon?

What was Jon's belief?

That he would always be big BECAUSE his father and his brother are big, right?

All the men in his family are big, right?

Because why?

Because he heard that over and over until it became true for him.

The keyword there is "because."

I want you to write that down. Because. We're going to come back to that.

So does anyone remember how to start the sentence?

We've kind of gone all over the place here it feels like, sorry about that.

How do we start the sentence?

Is there anyone?

So let's start a sentence with "is there anyone," but let's tailor it to my friend Jon's specific situation.

So let's say, "is there anyone you know?"

I don't have to know them personally.

Just, "is there anyone you know?"

I'm going to coach you through this because I'm a little bit strict on how I want you to word this. I'm going to tell you how to say it.

Remember, Jon said it's because he was a man, and his dad and his brother are big and they're men.

All the men in his family are big.

His belief is around men because that's what he is.

You could ask, "Are there any men.....?"

Are there any men on the planet that what?

Are there any men on the planet who have slender, happy bodies whose family members are heavy?

Jon's belief is that he can't be slender because his family is bigger.

This is the first time you're doing it. You'll be showing off in the next 10 minutes, but for now I'm coaching you on the sentence.

Think of it this way:

Here's the sentence: "Are there any men on the planet that have a different body size than their brothers and fathers?"

Would that suit Jon's case?

Yes. Absolutely.

Jon believes that he can't have a different body size, but are there any men on the planet who have a different body size than other men in their family?

What's the answer to that?

Sure there are.

Good. Let's go to Part 2.

How many do you think there are?

Probably millions, right?

What's a new sentence Jon can say?

There are millions of men on the planet who have a different body size than their brothers and fathers.

Does that contradict Jon's beliefs?

Yes. His belief is no, right?

In Jon's belief, he'll always have this size of body because that's just the way it is.

His dad is big, his brother is big.

All the men are big in his family.

What we've done, is gone from the scarcity of Jon's own, lived experience, to the abundance all around him.

There are millions of men who are slender yet all the other men in his family are big.

He lives in Canada where there are literally millions of men. Do you suppose there could be 500,000 men there who have a different body size than their brother or their father?

There are probably 100 men within two blocks of his condo who have a different body size than their brother or father.

Probably most of the men listening to this class have a different body size than their family members.

I know I do.

My dad was a little bitty thing and I'm a pretty big boy by comparison.

So now, Jon's strongly held belief that it WASN'T possible to change his body size — does that carry the same weight as it did?

No. Jon has a new belief now.

His new belief says there are millions of men who have different body sizes.

In other words, he has talked himself into the new belief, so he has a new belief now.

His new belief, which is his new thought that he thinks over and over again, is louder and stronger.

He may still have the old belief, but what is missing from it?

It's the charge, the intensity of the doubt.

A little voice says, "Your dad is big," and then what does the new voice come in and say. "It doesn't matter. There are millions of men who are smaller than their fathers and brothers.

It's so possible. It's happening all around you.

As a matter of fact, there are probably millions of men right now who were bigger than their family members but have reduced their body weight regardless.

That was Jon's experience.

I'm going to give you another example because it's important that you get this.

There's a keyword in here.

What word did I get you to write down a few minutes ago? Starts with a B?

Because.

After the word "because," I want you to write, "This is my limiting belief."

Here's another story to illustrate.

There was a woman who was at a law of attraction workshop before and wanted to start her own business.

She was working for the state government and wanted to leave her job.

She identified that she wanted to have her own business.

She was very talented, she raised her vibration, and she was all pumped up.

She said, "I want to start my own business. I'm talented, and I'll have customers."

She did Step 1 and 2 like we just did for Jon.

Then, all of a sudden, a little voice in her head said, "You are a 51-year-old woman.

You're too old to start a successful business."

That was doubt.

Do you suppose that blew out her candle?

Sure, it did.

Do you see what doubt does?

Her belief was that she couldn't start a business at her age.

Specifically, what did she say?

She couldn't start a business because she was too old.

More specifically, because she was 51 years old.

Now we can ask her a question based on the same model we used for Jon.

Are there any women aged 51 and older who have started a successful business?

Her belief is that she can't start a successful business because she's over the age of 51, and she's a woman.

My question to her would be, "are there any women on the entire planet over the age of 51 who have started a successful business?"

Yes, of course!

How many?

Probably millions.

Then, in that same workshop she was in, another woman spoke up and said, "I'm 56, and two years ago I started what has become a very successful coaching business."

Now what did that 51 year old woman hear all around

She heard proof didn't she?

Now she has a new belief.

Her new belief is that you can have a successful business over the age of 51 if you're a woman.

She might still have that little fleeting thought of doubt, but it doesn't have the emotional charge to it that it did before.

Years ago somebody came up to me and said, "I'd really like to write a book, but I can't because I don't have a college education."

What do you think I came back with?

If you guessed, "are there any people who are not college educated who have written books?"

Is there anybody on the planet who has written a book and doesn't have a college education?

What's the answer to that?

Millions, right?

Do you see how that squashes that like a bug?

It squashes your belief around that. The theme to it all is that you found proof.

Okay.

I want you to be very aware of yourself around the word

Because, right after it comes your belief.

"I can't do that because I'm a woman.

I can't do that because I'm too old.

I can't do that because I'm too fat.

I can't do that because I'm ADHD.

I can't do that because I live here.

(Slide says: What's your excuse?)

You see how your belief comes right after the word BECAUSE?

How about for me, I can't teach law of attraction here on Zoom because nobody would be interested.

I've said that. Out loud!

Another belief I've had?

I can't teach law of attraction related to business because no business people are too practical.

They'll think it's too woo woo.

They'll think it's too esoteric.

Good grief! See what we do to ourselves?

Even I do it! And I know better!

Years ago, one of my big desires was to buy an RV and live full time on the road.

My dad and I used to go out RV hunting.

And that little voice would always pipe up. "You can't do that."

You need lots of money.

You have a business to run.

You can't live out on the road without a house.

You don't know how to pull a 5<sup>th</sup> Wheel that big.

I don't know how to drive a motorhome.

I don't know how to back up a trailer. (I still can't back up a trailer!)

I'm not a mechanic.

Something might break or not work right.

I don't know how to fix things.

You have to be mechanically inclined to live in an RV.

All kinds of things.

Those were my beliefs!

On the one hand, I wanted it. I wanted to travel in an RV all around the country.

On the other hand, I squashed the idea entirely.

Then I saw a documentary about a guy in his 80's — his 80's — who was talking about living full time in an RV.

He talked about how hundreds of thousands of people are out there living in their RV's who don't necessarily have a lot of money, who aren't mechanics.

And that there are many who took classes on how to drive a motorhome and how to back up a 5<sup>th</sup> Wheel.

I needed to hear that.

Then what do you think my new thought was?

I thought, "Lots of people are out there living in an RV full time."

What made me shift my belief about that?

I got proof.

Are you all excited about this new finding?

And just so you know, I did manifest that RV and I did live on the road for nearly six years.

It was the most fun I ever had in my life.

And just think.

If I had clung to my limiting beliefs about living full-time in an RV, I never would have done it.

And I would have missed out on so much.

But you see, that's what we do.

We cling to our limiting beliefs — our excuses, because that's often what a limiting belief is, just an excuse —

And we miss out on so much.

Maybe you wouldn't run the risk of starting that business — at any age.

Maybe you wouldn't think you deserved to have fun, committed clients.

Maybe you wouldn't think you could make a lot of money.

Okay, I'm going to give you more tools about finding proof.

I remember talking to my own LOA coach a few years back.

It was a Monday and he called me to ask me a question about graphics of some kind or something, but he ended up coaching me instead.

I said, I've actually been wanting to call you all weekend. But I just thought, 'Michael is not going to tolerate me within a negative head space.'

Michael is a lot tougher coach than I am.

He said, "You can be in that space briefly.

Three days isn't really brief, but he asked me, "What's up?"

I said, "Here's what's happening. I feel like my business is falling apart.

I don't have many clients. I'm not making enough money. People have stopped calling me."

He said, "How many times did you tell yourself that story this weekend?"

I didn't want to answer because I already knew what was coming but I said, "About 100 times probably."

He needed me to find proof, so he said, "I want you to go through your client file folders and pull out one of your favorite clients."

I started going through the folders and I said, "Oh, I just saw you-know-who's file folder."

He said, "How did seeing that person's name make you feel?"

I said, "I didn't really like working with her very much. She was a real challenge."

He said, "I didn't ask you to find a bad one. So turn that file folder around.

Is she a client anymore?"

I said "no." He said, "Then delete it. Throw it out. Shred it. You don't need it anymore.

Every time you look at a name, it's only a word. But if every time you look at that one word, that one name, if it generates a negative vibration, then get rid of it."

If seeing that name doesn't make you feel good, toss it out.

So I was going through the rest of my file folders.

And I found one and said, "Ah, here's Sandy. Now Sandy was an ideal client."

He said, "Tell me why Sandy was an ideal client."

I said, "There's tons of stuff. I met Sandy from an out-of-the-blue place.

She signed up for one of my programs right away.

She even got two or three more people enrolled.

She then gave me great referrals.

She still buys pretty much everything I put out there right now.

She pays in full.

She's such a great communicator.

When she calls me, we get right to the point.

She's really laser-like, much better than me. I can just go on and on, you may have noticed.

Every time I called her, I'd get hold of her right away.

She also had a huge email list and used it to promote me."

After five minutes of going on and on about Sandy, I was so pumped up.

My coach said, "How do you feel now?"

I said, "Boy! Did you ever make me feel better."

He said, "I didn't make you feel anything. You went through your list and pulled out the close match that Sandy is to your ideal client. Is she your ideal client?"

I said "yes, indeed."

He asked me, "Can Law of Attraction bring you more of that when you're complaining about all the things you're not getting?"

I sheepishly said "no."

He said, "For five minutes, you have included the vibration of the way you want it to be with clients.

Does Law of Attraction know why you are offering that vibration?

It doesn't know if you were remembering, pretending, playing, creating, daydreaming, or having a real-life experience.

Five minutes of offering that vibration of that ideal client is better than how many minutes?"

Zero.

Mostly, I was in a hole.

Mostly, I was vibrating the way I didn't want things to be, so that was my homework for that day.

It was to take out each of my file folders.

I did what you did. I made a list of clarity.

He told me, "Build a list of clarity, and draw a column. At the very top of the column, write 'Sandy.'

Then put a checkmark beside all the things Sandy is. Then go to the next one."

The next one was Julie.

I said, "There were some things I liked about Julie, but do you know what I didn't?"

And he said, "I don't want to hear what you didn't like." "I want you to search for the match."

Write that down. "Search for the match."

I pulled out Julie's file folder. He said, "What did you like about her?"

I said, "She was argumentative."

He said again, "I didn't ask what you didn't like."

Do you see how you have to keep realigning yourself?

"Okay, what I did like is that she paid on time. She's a great referrer. She networks really well. She still buys stuff from me today."

He said, "What else?" I said, "I can't think of anything else."

He said, "Go on to the next one."

In other words, go through your current file folders or your CRM.

Pluck out all the things that are matches to your ideal client.

My job was to do 25 clients that day.

And things shifted for me from then on.

This whole theme is the same thing.

I'd like you to write this question down.

"What am I including in my vibrational bubble?"

There are two ways to find out. What's one way?

Whatever you're getting is whatever you're including.

What's another way? It's by how you feel.

Michael simply reminded me of that on that day.

He didn't do anything for me.

He didn't have a magic wand to change my vibration any more than I have one to change yours.

Can I influence your vibration? Yes.

Would I get you to pop a pill? Could I do voodoo over the phone? How could I influence you?

How did my coach influence me?

He asked me questions.

I'm going to teach another point built into this point.

What if I could sit home and vibrate for everybody?

I'd be a millionaire. I wouldn't have to leave my house.

As I'm vibrating for somebody else, I'm offering the vibration of my vibration.

That's what Law of Attraction gets.

One of my clients who wanted to attract more business, she wanted more people who wanted to work with a coach, she did just what I did.

We spent about 15 minutes doing this exercise about allowing it.

We kept saying, "There are people hiring coaches right now and right now.

There are hundreds, thousands, of people who are getting out their credit cards for coaches right now.

Right now there are thousands of people browsing the Internet for coaches."

We went on like a house on fire.

The whole time, I was helping her raise her vibration by influencing her thoughts by the words and questions I was asking.

Do you think MY vibration was getting manipulated and changed too?

You bet it was!

I got off my phone from her, and my call display said I had two messages.

I picked up my phone and had two people say this in different ways.

“I heard you speak, and I’ve been wanting to hire you. I just decided right now that I’d like to hire you.”

Another person said, “I just heard about your website and took a look. You’re exactly who I need.

I’ve been looking for a coach and I want them to be all about the law of attraction.”

Two people hired me right after I was helping someone else raise their vibration, which at the same time, was raising mine.

Here’s my point. When I coach somebody or help somebody raise their vibration, I’m influencing my vibration as well.

Law of Attraction doesn't know it was for somebody else.

You have probably had that experience yourself.

Maybe you’ve been working with clients, friends, and family.

You helped them raise their vibration around something, and then it showed up in YOUR life.

You’re thinking, “Isn’t this funny?”

I was talking to my mom today. She wanted to get a brand-new red sweat shirt, and look at this.

Somebody gave ME a brand-new red sweat shirt today.”

As you were helping somebody, you were including their vibration within your own.

The whole point is, what are you including in your vibration?

I want you to become a proof seeker.

So, here’s something else I’d like you to do.

Get yourself a journal of some kind, or just some note paper, and start keeping a proof journal.

Some folks call it an abundance journal.

I call it an evidence journal.

Start writing down everything that starts happening in your life as a result of you using the LOA tools I'm sharing.

A participant in the previous group said that during the first week of the class, she straightened out a partnership challenge.

Start thinking about, remembering, and writing down any evidence of the law of attraction working in your life.

Now I hope you haven't lost sight of the fact that all this time we've been talking about allowing.

Remember when I said last week to just let LOA figure it out?

You assign the tasks, let go and let LOA figure out how it is going to come about?

That's the biggie when it comes to allowing.

You have just ONE JOB to do yourself.

Eliminate your doubt.

Change the way you feel about your desire.

Believe that your desire is possible.

You are literally letting go of the cursed hows (remember?) and allowing LOA to bring whatever you desire to you.

I've had to remind myself of this just this week.

I've really gotten caught up in my mind about how a certain something in my business should be.

I actually said to a friend of mine, I don't know how to make this happen.

She's pretty law of attraction savvy herself and she came right back at me saying, "you don't have to figure it out, Marty. Shouldn't you be letting LOA do that?"

Busted!!

Another tip for allowing.

Celebrate the match.

Or the closeness of the match.

You may not hit 100% of everything you desire, but how close do you come to matching what you desire?

Pay attention to that. Write that in your journal.

Write down the closeness of the match you get.

Are you getting the idea that now that you know about the law of attraction you have to start paying attention to things?

The things happening to you?

The things you desire that are coming to you, whether 100% or only some parts.

You know, if I were to set a desire that I wanted 12 people in my next offering of this course, and I had 7 people sign up, do you think I'd go around moaning and groaning about the 5 that didn't sign up?

Of course not, I'd be celebrating the closeness of the match.

The more I celebrate, the higher my vibration, the more likely that, as time goes on, I WILL have 12 people, maybe more, sign up.

Here's something else to remember for allowing and that's your desire statement.

I like re-reading mine and I like touching it.

I especially like saying "I love when this happens..." Whatever that is.

Keep in mind that the biggest way to get rid of doubt is to find proof.

Find it and write it down so you can always remember it.

I remember one time I had reached another very low point in my business and I was moaning and groaning about how I'd lost my way, I didn't have

very many clients, I didn't think I was good enough for anyone to even want to hire me.

I said I wanted to make at least ten grand a month but I just didn't know how.

Boo hoo.

And a friend of mine asked me, "have you ever made 10 grand a month?"

And I was quick to reply, oh yes, back when I first started out in my business and I also owned a magazine, I was making 20 grand a month sometimes.

And my friend said, "See, there's your proof that you DO know how to make ten grand a month."

She could just as easily have asked me if other people out there in business were making ten grand a month, right?

You'll forget if you don't practice this continually. I did.

That's how I kept losing my way.

I stopped practicing the deliberate use of the law of attraction and I went totally downhill.

So here's another way to allow.

Did you ever see me writing about or talking about scheduling in the space on your calendar for clients?

You can't have clients if you don't make room for them.

I suggest blocking out the times you want to be working with clients on your calendar and then set about creating a desire statement about whom you want to fill those spaces with.

It's great fun to get a client and schedule them in to one of your spaces and then change the designation in your calendar from Available to Busy.

Do you think that would be a good time to do a happy dance? To celebrate the match?

You can do the same thing if you keep physical file folders on each of your clients.

I do. Everybody gets a folder.

Take out the folders of anyone who is no longer a match for you, store it if you need to keep it for record-keeping purposes, get rid of it somehow, out of your sight, but then put in new, empty folders for your new clients.

You can even put a temporary label on it that says, “new ideal client” and get ready to peel off that label and write in the new names when those clients show up.

It’s fun. It helps raise your vibration.

Set the intention that you’re getting your next, new ideal client.

Law of Attraction, which is the Universe, loves to fill a void.

You’re setting the intention with the new file folder.

When you look in your file folders, you see “new ideal client.”

As you’re creating the space for it, it’s important to set the desire in motion about who you want in that folder.

But don’t go looking at those folders and get upset and start thinking about the clients you don’t have.

That would be sending what kind of vibration?

Negative, of course.

Do either of these things **only** if you can look on them as positive opportunities waiting to happen.

Remember, if it feels good for YOU, keep doing it.

If it doesn’t feel good, what?

Don’t do it.

All right. Let’s do a quick recap of what we learned today.

I don't want the allowing techniques I was sharing to get lost in all those examples.

We learned that allowing is step 3 in the three-step process of using the law of attraction deliberately to manifest what we say we want, and we learned that "The speed at which Law of Attraction will manifest my desire is in direct proportion to how much I am allowing."

Then I gave you the definition. We love it when things are defined and we have a formula right?

"Allowing is the absence of negative vibrations usually caused by doubt."

And we already knew that doubt is a negative vibration.

To make it easier to understand I shared three formulas with you:

Strong desire + strong doubt = no manifestation, zero

Strong desire + some doubt = some manifestation, or intermittent or slow manifestation

Strong desire + NO doubt = total, maybe instant, manifestation.

And by no doubt I mean you are experiencing full certainty.

We learned that it is our beliefs that create doubt.

Specifically, it is our limiting beliefs that cause doubt.

And beliefs are something that we've just learned in the past and then repeated to ourselves, usually unconsciously, that that belief is true.

So it is because of our limiting beliefs that we have doubt.

So we have to become proof seekers. We have to constantly be looking for ways that LOA is manifesting our desires.

And we learned that the best way to keep track of this evidence of the LOA at work is to write things down in a journal or on a notepad or in a notebook.

Some folks do this already in the form of gratitude.

The key is to always be looking for the proof.

And sometimes that proof is in the fact that other people on the planet are already experiencing the same desire that you are so we know that it is possible for us to attain that same desire as well.

What did they used to say?

The proof is in the pudding? I don't know what that means exactly, I'll have to look it up, but look for the proof, the evidence.

We then learned that we have to search for the match.

Perhaps the match is not 100% but all the same we look for and then celebrate the closeness of the match.

Beware of the cursed hows.

Let law of attraction figure it out.

Express your desire but let the law of attraction figure out HOW it will come to you.

Re-read and touch the words of your desire statement every day.

Remember the powerful phrase that starts "I love it when...."

And lastly we learned that if we create the space on our calendars or in our client file folders or anywhere else, that the law of attraction will fulfill our desire to fill those available spaces.

Okay, this is great. I'd like to hear from each one of you right now.

Has what you've been learning so far been making a difference in your life already?

Does anyone have any examples?

Great. Next week I'm going to be sharing with you how to create a vibrational business and marketing plan for your business.

I hope it's something you'll enjoy.

It's made a big difference in my ability to plan — I am not a great planner by nature — but this really works for me.

It's also created a way for me to keep track of things. I'm also not very organized, and this is like a miracle for me.

I hope it will be for you, too.

So as we wrap up today, was there anything that resonated with you in particular, an aha moment or a new idea that perhaps you'd never considered? I'd like to hear from each of you, briefly. Who'd like to go first?

Okay, Thank you! I'm already looking forward to the next class which will be next Wednesday on January 10th.

Be sure to schedule your one to one appointments with me.

Bye for now.