

LOA FOR BIZ

CLASS 2

DESIRE STATEMENT

Before we get officially started I just have to share with you that I am seeing the word vibe or vibration show up in so many places these last few days.

It's been so much fun.

I've been seeing it in news articles, in books I'm reading, and the most fun place of all was in the Next Door Neighbor app for our local neighborhood.

Someone on there was ranting about how bad things have gotten and in his post about that he said: "It seems everything has to do with vibrational frequencies so birds of a feather must flock together."

He then later went on to say toward the end of his post, "So, I will spend my time putting my trust in the laws of the universe rather than focusing on the acts of the self-centered evil ones" and so on.

I'm glad to know that there is a somewhat enlightened individual living somewhere in my neighborhood.

So, isn't it interesting that when we start focusing on something, like I have been focusing on vibes and vibrations lately, how often those things show up.

This is just a tiny example of what could be possible for you when you begin to give attention, energy and focus to what it is you desire.

That's what I'm going to teach you how to do today.

So, hello again, everybody, and welcome back for the second session in our ongoing series: Client Attraction: Amplified! about how to attract more clients to your business using the Law of Attraction.

I'm very excited to continue sharing these next few weeks with you to help you not only learn about using the law of attraction deliberately to grow

your business but to work alongside you to put in to practice what you do learn.

So I'm looking forward to spending an hour or so with you personally to talk about your business, help you make plans, strategize with you, or simply talk about whatever is on your mind about your business and your goals. You set the agenda.

Use the scheduling link that you get in the emails I send to you and it's now on the temporary classroom page.

Schedule for whenever works the best for you. Whether that's sooner or later in the program.

Now let's get started!

Today, we're going to be talking about affirmations and why they may not always work in your favor.

But I'll also be sharing with you another tool you can use instead of affirmations that will be way more practical and, I believe, more effective for you as you seek out clients and grow your business.

So, our goal for today will be to discover why affirmations don't necessarily work in your favor, and what to do instead.

I'm sure that if you've been a student of metaphysics for any length of time you've heard over and over that affirmations are the way to make real what may not be true for you at the time.

We're going to be talking about that and as I mentioned, I'll also be sharing a great tool with you that will actually help you to get those things you desire.

And that includes having the kind of business you want, with a roster full of clients, and helping people every day.

So hello again, my name is Marty Marsh, I'm a soul proprietor and I believe you are too. I call myself that because I believe that being in business can be a deeply spiritual experience.

We soul proprietors approach business differently than most, usually with a more holistic approach.

We love and care for our clients and grow right alongside them.

So, just keep in mind that whatever your business is about, you're providing your clients — above all else — a loving experience and the help they need.

You are, indeed, a soul proprietor yourself. And I hope you'll embrace that.

I'm also a certified law of attraction trainer and mentor and I live in the beautiful Palm Springs area of southern California.

I've also published two books and if these might interest you, I invite you to head over to Amazon and check them out further. You can find them both by searching using my name, Marty Marsh.

To get started, I just want to remind you that the law of attraction is always working in your life and that it is always working on your behalf — and I literally mean it's working in your life, every second or fraction of a second every hour of every day — whether you like it or not or believe in it or not.

>> That does sound a little harsh doesn't it?

And so I want to remind you of the definition of the law of attraction that I use to describe it which I think sums it up better than other sources I've read or heard about.

Some folks like to complicate the whole process of deliberately using the law of attraction, or use language that's hard to understand or sounds like it doesn't make any sense.

I saw one book just recently where the author was suggesting that you follow 18 steps — 18 steps! — to manifest the things you want.

I like the way I teach it better. There are just 3 steps and none of them are complicated.

I first learned these from MY mentor and trainer, Michael Losier, and it just made sense to me the moment I heard it.

So, if you recall, the definition of the law of attraction is:

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

And I'd be remiss if I didn't remind you that the law of attraction is really all about vibes. Now that's just a funky kind of word to describe the feelings we have moment to moment.

>> I told you I'd be repeating things right?

It's our feelings that law of attraction responds to.

We also learned that our vibes or our feelings can only be positive or negative.

There's no middle ground here.

You're either putting out a negative vibe or a positive vibe, and the great news is you can only put out one vibe, or feeling at a time.

So if you remember, even better news is that vibes are made up of words which turn into thoughts which turn into your vibes or feelings, and that you can change what you're getting at any time you want.

So if you've gotten yourself into a negative spiral — and I did this just recently — boy did I make myself miserable before I finally remembered that I could change those negative feelings by changing the words and thoughts I was having and putting out there — that I could change those negative feelings into something more positive.

I had to get to the source of my negative vibe — I'm one of those people who always has to know why, why, why? — but as soon as I realized what that was...

what was making me feel so bad and in a right negative state, I was able to get out of it, go ahead with my work, and I went to bed peaceful and happy that night.

So remember, if you find yourself in a negative spiral — for any reason — you can change your thoughts about it and get to a more positive, or feel-good feeling.

Have you ever gone to bed at night and started worrying about something? It could be about your business, your clients, your finances, your children, something someone said to you, or that argument you had with your spouse.

You can't get to sleep and all you can do is think about whatever had gone wrong or had you feeling bad.

So, as soon as you can catch yourself, make the CONSCIOUS decision to raise your vibration to a better feeling space.

Now, it can be a challenge and may not be easy to get there, but keep trying to get to that better feeling space.

Soon you'll find it easier and easier to change your vibration to something better, because just like most things we are learning to do, it will just take practice.

Just like the little train from our childhood. I think I can, I think I can. One of the best law of attraction stories I know of for kids and adults alike.

Remember we need to *deliberately* tap into the law of attraction.

If it's going to give me what I'm vibrating, let's make sure I'm vibrating something I want.

We also learned that the words "don't," "not," and "no" can often get in the way of us getting what we want. They're the three words that make us talk about what we DON'T want. As we talk about what we don't want, we get more of what we don't want.

Why would we do that?

So we learned to ask, "What DO I want?"

When you go from what you don't want to what you do want, the words change.

When the words change, the vibration changes, and we love that we can only hold one vibration at any time.

Positive or negative.

As you're holding the new vibration, Law of Attraction doesn't remember what the other one was.

Isn't that great?

For those of you here today and to anyone listening to the recording of this class, ideally you would have completed a Clarity Through Contrast Worksheet that we learned about in Class 1.

I hope that you worked on one for your unique business, whether it was for your ideal client, your ideal referral partner, an ideal contract, an ideal virtual assistant or other vendor, or ideal client engagement.

Whatever your ideal “thing” happens to be.

You could even do a Clarity through Contrast worksheet for your ideal discovery or sales call.

What don't you like about doing discovery sessions or making sales calls with prospective clients?

Write down as many things as you can think of.

For example:

My prospects don't want to hear from me.

Turn that around to:

My prospects love hearing from me!

I hate asking for the sale. Or, I hate asking them to hire me.

Turn that around to:

My prospects are delighted to hear about what I have to offer them.

or

My prospects love the opportunity to work with me.

If you were just looking for clarity about your ideal business, about your overall business, my guess is that within that you found things you needed to drill down into a little bit.

You might say, “I'd like to attract my ideal referral.”

Who is your ideal referral?

You would do a Clarity Through Contrast Worksheet to find out.

Perhaps you are looking for a virtual assistant to join your team. You'd complete a Clarity Through Contrast Worksheet for that.

>> Ideally, you would have completed your homework from last week.

And if not, you may want to make that a priority for THIS week.

Do you remember that I told you that the law of attraction has just one job to do?

To match vibrations.

The law of attraction has just one job to do and that is simply to match your vibrations.

And we'll be talking more about that later.

In today's session I'm going to introduce you to a tool called the desire statement.

It's really just a statement or paragraph that'll help you give attention, energy, and focus to your desire.

If you recall, creating a desire statement and giving it attention, energy and focus is the second step in our 3-step formula for deliberately using the law of attraction.

And keep in mind that it doesn't matter HOW you give focus and attention to your desire.

You can visualize, daydream, pretend, make a macaroni collage, or tell 10 friends.

Would all of those things help you give attention, energy, and focus to your new desire?

Yes, they would.

I'm going to teach you some methodology where you only use words.

Remember how powerful words are?

Words carry a vibration.

The other reason I like to teach all these word-related tools is because you can do them anywhere, like in the line at the bank, walking down the street, in the checkout line at the grocery store or in a restaurant.

We're always using words.

We type them, read them, hum them, sing them, color them, print them, and write them.

Even when we're not doing anything, what are we doing with words?

We're thinking about them.

They're everywhere, so we want to make sure we have a really good database of good words.

There are three of them we already learned to eliminate, which are the words "don't," "not," and "no."

We replace those words with what?

"So, What DO I want?"

Okay. I'm repeating myself again.

That was the first exercise we did last time. We learned that words help us to identify our desire.

And that words have great power.

Now we're going to use words to help us raise our vibration.

How will you know if this exercise helps you raise your vibration?

You'll be able to tell by how you feel, right?

If you feel really good after saying it, it worked.

If you don't feel very good by saying it, it didn't work.

They weren't the right words.

But before I introduce you to the desire statement, I want to talk about affirmations.

A lot of people would use an affirmation to help them give attention, energy, and focus to what they desire.

They want to remind themselves.

They want to keep it in their focus. They want to make sure they're present.

What are some typical guidelines we're given for doing affirmations?

It's stated in the present.

That's important. It's stated in the present tense.

We always state it as if we have it already, right?

>> It's something we desire. We're going to act as if.

It's about us. We say it in the current tense about us.

It's very positive.

Fake it 'til you make it, right?

BUT!

(There's always a –but-- isn't there?)

Let's see if this matches the world of affirmations.

If I were to say, "I have 10 ideal clients," is that a positive affirmation in the affirmation world?

Yes, it could be.

Good, then, perhaps "I have 10 well-paying clients." That's my affirmation.

Is that what the affirmation world teaches us to say?

Sure. "I have 10 perfect-fit clients. I have a happy relationship with them."

Imagine if every morning you get up, and in the bathroom mirror you've pasted a yellow post-it note and you read, "I have 10 happy, well-paying, perfect-fit clients."

A little voice in your head says, “Uh, you really only have two, and you don’t really like them.”

NOW, what is the vibration you’re sending?

It’s negative. Right?

So our first criteria is “Does it feel good?”

When you say the affirmation, does it feel good?

Because that little voice in your head is saying, “You don’t have 10. You only have two.

If it doesn’t feel good to say that you have 10 clients when you only have two, does that feel good?

All of a sudden, you start that negative spiral where one negative thought generates another one.

All of a sudden, you’re all bummed out and negative.

Because you don’t really have 10 clients.

If we affirm something that isn’t true for us, if it’s not true for you, how does it feel?

So our next criteria with our affirmation is to ask ourselves, “Is it true?”

If not, then that’s not going to feel good.

It’s negative. Because it’s a lie, right? Or it *feels* like a lie.

>> Ooo! There’s that feel word again.

This is the reason most affirmations don’t work for most people.

They’re telling themselves something as if it’s true when it’s not true. It’s a lie.

There was a time in my life when I was flat dead broke.

Everything I touched *didn’t* turn to gold.

In fact, it jumped up on its hind legs and went running away from me.

Then I started attending meetings with a metaphysical group and learned about affirmations.

So here I am standing in front of my bathroom mirror, and saying my affirmation, “I have a full bank account. I pay all my bills with ease.”

Is that a positive affirmation? You bet it is.

But I’m standing there looking in the mirror thinking, “No you don’t.”

I carried a lot of family baggage around money.

My folks definitely lived with a poverty consciousness even though they weren’t living in poverty.

And I got lots of negative messages around money.

You just didn’t talk about money, period, in my household.

So do you think there was a lot going on in my head about the realities of money — or what I *thought* was reality about money? — and I’m standing there looking in the mirror with this kind of history playing in my mind along with the thought that maybe --- *having* --- money wasn’t a good thing either?

That my reality at that moment was that I *didn’t* have a full bank account. Let alone any thought that I might be able to pay my bills on time.

I’m having thoughts like these, and feeling a tight squeeze around my heart and in my gut.

All of those thoughts are generating what kind of vibration?

Negative.

What’s Law of Attraction responding to? My words and my thoughts — and most importantly, how I *FEEL* about those thoughts.

I’d like you to write this down. “Law of Attraction responds to how I *feel* about what I say and how I *feel* about what I think.”

As I'm standing in front of the bathroom mirror telling myself I have a full bank account and that I pay my bills with ease, that is *not* the vibration I'm sending is it?

My metaphysical friends would say, "Then just say it a thousand times."

Hmm. Note to self: It doesn't feel any better if you say it a *thousand* times.

The key to the statements you're making is that your words need to be congruent with your feelings.

I'd like you to write that down. "My words need to be congruent with my feelings."

Just to make sure we all understand, what are some other words for "congruent"?

Equal.

Matching.

Same as.

Very good. If I were to say, "I have a full bank account and I pay my bills with ease," and it felt good, that would be okay.

Why do some people's affirmations work for them?

Maybe somebody can say, "I have a full bank account and I pay my bills with ease," and it feels good for them, right?

It doesn't feel like a lie.

Did the words equal their vibration? Yes.

Positive words equal positive vibrations.

I remember in the mid '80's when I was experiencing a lot of lack, that was when I first discovered this whole affirmation world,

I was going to a metaphysical church and a friend of mine gave me a little book of affirmations. It was a beautiful book.

On the back of the book, it said something like, "These affirmations will make you feel good."

I said, "I'm certainly up for that."

So I took that little book home and started looking at each page, one affirmation at a time.

But let's back up for just a minute and remember that we all have a vibrational meter built right into us.

It's what tells you how you feel.

Your vibrational meter is always pointing to either the negative side or the positive side, which really is just indicating your feelings.

Your vibrational meter detects how you feel and instantly gives you feedback. Perhaps it's a feeling of anxiety, fear, or happiness.

So in that little book of affirmations, I'd read a page, and my vibrational meter would go "Bzzt."

I'd look at the next page. "Bzzt."

I was thinking, "I don't like these at all." I remember one of them being, "I love my neighbors."

That was at a time when I didn't especially like my neighbors, let alone love them. They had dogs that barked non-stop.

When would it feel good to say I love my neighbors?

When I do love my neighbors.

"All my family relationships are harmonious." When does that feel good?

When they are. Right?

Yes. "I love all my clients." When does that feel good?

[Maybe never for some folks.]

But seriously, when does it feel good to say I love all my clients?

I remember hearing business people and coaches, that I know — and even saying this myself — that business would be great if not for the dang clients.

Now that's a little joke but in some circumstances it can ring true.

Next time you read an affirmation, use your vibrational meter to tell you how it feels.

You all know I'm highlighting what isn't working, and of course I'm going to give you a technique to make it work.

My point here is that some people, when they birth a desire, they say, "I'm going to use affirmations, and my affirmation is going to help me include it in my vibration," but it often doesn't.

It almost always does just the opposite.

I'm going to show you the correction for affirmations. I don't really call it an affirmation.

I call it a desire statement.

Now, if you look at the PDF document I asked you to download for today's class, you'll see that that's a desire statement.

It's another tool in your arsenal for getting what you want.

What is it that you want?

A client?

A referral partner?

A Virtual Assistant?

I'd like you to write this down. "I am in the process of attracting my ideal ____."

"I am in the process of attracting my ideal ____."

We're talking about business here today but of course this works for everything you desire in your life.

"I am in the *process* of attracting my ideal client.

I am in the *process* of attracting my ideal referral partner.

I am in the *process* of attracting my ideal virtual assistant."

You've already identified your ideal referral partner or your ideal client by using the clarity through contrast worksheet, right?

When you say that, you know what it is because you just did it in Step 1, in the last class:

And that is, decide what you want.

But there's a word in that correction sentence that's pretty anti-regular-affirmation.

A word that most metaphysical teachers would not want you to use.

What's that word?

Process.

I think they would even have you double underline it and tell you, Don't use the word 'process.'

They'd say,

you have to say it as if you already have it.

Isn't that what we've all been taught about affirmations?

We learned today though, that if you tell yourself you have it and you don't, you're not telling yourself the truth.

If you're not telling yourself the truth, you're offering a negative vibration. It just doesn't feel good.

Here's the key to using the word "process."

The very minute that you talk about something, did you give it attention, energy, and focus?

The very minute you put it on a yellow sticky, did you give it attention, energy, and focus?

The very minute you talk about it, put it on a sticky note, tell somebody else, daydream about it, put it on a project plan, or write it on your whiteboard, you just set the energy in motion.

"I'd like one of those." Boom. You just set the energy in motion.

You write down your goal.

You build a list.

You talk about what you want.

We're really good at setting the energy in motion.

When you say, "I'm in the *process* of attracting my ideal client," is that true or false?

It's true provided you understand that giving it attention, energy, and focus does that.

It makes it true for you.

Can you feel the difference in the sentences?

For me, it would be changing, "I have a full bank account and pay all my bills on time," to "I'm in the *process* of having a full bank account so that I can pay all my bills on time."

That feels so much better.

Here's the other important thing. Nobody outside of yourself can tell you how you should feel about an affirmation or a desire statement.

In fact, nobody outside of yourself can ever tell you how you should feel, or how you *do*, feel, about *anything*.

Ever had anyone say to you, oh you can't possibly feel that way?

Why yes, yes I *do* feel that way.

So, imagine if I was standing next to Warren Buffet, one of the richest men on the planet and we both had written a couple of affirmation cards and we both read them at the same time — "I have a full bank account" — and above us there was an applause meter or a vibrational meter, would our meters be registering the same vibration?

My meter would say, "No, you don't." His would say, "Yes! I have a full bank account and I always pay my bills on time."

Do you think people that have full bank accounts have that written on their bathroom mirror?

When someone tells you that you should say something to make you feel a certain way, first, tell them to mind their *own* vibration.

Only you can tell how something feels.

When I'm telling you to reframe it to say, "I'm in the process of attracting a full bank account," I don't want you to tell me it feels good because *I told you* it could feel good.

Ideally, you would feel that difference and say, "This *does* feel better." It feels better because what I'm saying is true.

Write this down.

"If it's true for me, it feels good. If it's not true for me, it doesn't feel good."

"If it's true for me, it feels good. If it's not true for me, it doesn't feel good."

It didn't take rocket science to figure that out, but it sounds good and makes a lot of sense.

Okay, we're on to Step 2, which is, give your desire attention, energy, and focus.

We're not going to use affirmations to do that unless you use the corrected formula.

We're going to use the desire statement.

Can you hear the difference between an affirmation and a desire?

An affirmation is something you affirm in your head, pretending that you have it.

Where does a desire reside?

It's a feeling.

Let's play for a minute in that area. That's what we're in the business of doing.

To be a deliberate attractor, you need to be a deliberate offer-or of feelings.

I don't even know if that's a real word, but we'll use it anyway.

I want you to take a blank sheet of paper, go to the top of the page, and write "Desire Statement." You may want to write your name too.

"Lucy's Desire Statement" or "Suzanne's Desire Statement" or "Lilla's Desire Statement".

Now you have a handout of this worksheet if you downloaded it before the class.

But remember, if you write things down, you remember them better.

I'm first going to give you the beginning paragraph and then the ending paragraph.

The beginning paragraph is this, so write this down, "I'm in the process of attracting all that I need to do, know, and have to manifest my ideal _____." Fill in the blank.

"I'm in the process of attracting all that I need to do, know, and have to manifest my ideal _____." Fill in the blank.

Would somebody read that back for me please.

Participant: I'm in the process of attracting all that I need to do, know, and have to manifest my ideal _____.

We're putting in customers, clients, referrals, vendors and so on.

Whatever it is you desire.

Now go to the bottom of the page.

I'm going to give you the ending paragraph.

"The Law of Attraction is unfolding and orchestrating all that needs to happen to bring me my desire."

"The Law of Attraction is unfolding and orchestrating all that needs to happen to bring me my desire."

That's a powerful statement.

"The Law of Attraction is unfolding and orchestrating my desire."

Did anybody get relief just from hearing that?

You don't have to do anything.

It's not your job to figure anything out.

Some of you have been studying Law of Attraction and manifesting already.

When you manifest your desire, if I were to ask you, "Did it come from a source or resource that you thought it would come from?" what do most people say?

"I would have never guessed I was going to attract my next client from there to here to here to there."

Your work here is not to figure it out. In Infinite Possibilities land, which is another program I teach, we talk about the *cursed hows*.

We decide we want something, then we go about trying to figure out how we're going to get it, which too often creates a lot of anxiety because we have no idea.

We want it, but we have no idea how to get it. We think we should know how to get it, but we have no idea.

Let Law of Attraction figure it out.

It's not your job.

As soon as you tell Law of Attraction it needs to come from over there, if Law of Attraction had a voice, it might say, "What about from over here?"

As a matter of fact, whenever you catch yourself trying to figure it out, simply say, "Let Law of Attraction figure it out."

I want you to write that down anywhere in the margin. "Let Law of Attraction figure it out."

Now, I'm not proposing here that you don't do any marketing for your business. You really must.

You can't just sit on the sofa eating bon-bons or drinking a beer, just thinking positive thoughts and have a bunch of clients show up.

No, you have to take some kind of action, but I'm a firm believer that the Universe rewards action takers in mysterious ways.

The law of attraction helps you decide what action to take.

Some of you might have heard the expression "get out of your own way"?

I always had an *idea* of what that meant.

It was really more just a figure of speech to me.

But now I know it is pretty good advice.

So I'm going to make that expression make sense for us.

"Get out of my own way" means:

I need to let whatever I desire come in a way that perhaps I could never even think of.

Instead of *my way*, get *out* of my way.

It doesn't have to be my way.

I'm not attached to where I get my next speaking engagement.

I'm not attached to how many students show up for a class.

You're not attached to where you get your next client.

Do you care where you get your next ideal client from?

No, of course not, so long as you're a vibrational match to your ideal client.

Who feels good saying, "Let Law of Attraction figure it out?"

Does anybody have a sensation when they say that?

Does that make you feel better?

You can feel the burden lift almost.

“Whew, I don’t have to look after that. Let Law of Attraction do it.”

It’s much like “sleeping on it.”

How many times have you had a problem or a challenge, gone to sleep, essentially putting it out of your mind, and the next morning waking up with the solution?

It’s the same thing.

So with all this in mind, I’m going to teach you how to build a paragraph that I call a desire statement.

What’s the purpose of the desire statement?

It’s to raise your vibration around your desire.

It helps you give your attention, energy and focus to it.

When you’re done with the paragraph, how will you know whether it will work or not?

You’ll know by the way that you feel.

Your feelings are your indicator all the time.

In the body of the paragraph, I’m going to give you four sentences, just the beginning of them.

I want you to write down this first one. It’s just the beginning of a longer sentence.

“I love knowing that my ideal...”

I’ll repeat that: “I love knowing that my ideal...”

The next sentence is, “I love how it feels when...”

I’ll repeat that, “I love how it feels when...”

The next sentence is, “I’m excited at the thought of...”

“I’m excited at the thought of...”

The next one is, “I’ve decided...”

“I’ve decided...”

You don’t have to use all four. I particularly like the first one. But that’s my personal preference.

We’re going to use some of the examples we talked about when we did the clarity through contrast exercise in the last session.

If I were to say, “I love knowing that my ideal client is a great communicator,” I think that would feel pretty good.

I want you to double underline the word “ideal.”

From that sentence, do you get a sense of whether I have that ideal client, or I don’t have that ideal client?

You don’t get a sense either way, do you?

Does it allow me to include that vibration in my current vibration without saying, “You don’t have that”?

Very good. Yes.

Why?

This is a really important sentence.

Why does that sentence allow you to state it without having that voice saying, “You don’t have that”?

I’ve given you a clue already. What word did we underline earlier?

You’re saying ideal.

My *ideal* client.

How about a client that shows up on time?

Using the second sentence prompt I gave you...

I love how it feels when my ideal client shows up on time.

You can't tell whether I have clients like that or I don't.

The purpose of these sentences, is to allow me to articulate my desire so I can include it in my current positive vibration without that little voice saying,

"You don't have a client let alone one that shows up on time."

Are you appreciating the emphasis on the word "ideal"?

I'd like each of you to pick one of the things from your own clarity list and state that sentence.

From an NLP point of view — that's neuro linguistic programming or processing — I could spend another two hours telling you why this sentence works.

Remember how powerful "what do you want?" is? This is the sister, so I want you to know it really well.

Going back to your list of clarity or if you have to just pretend or make something up, use that second sentence,

I love how it feels when my ideal...

I love how it feels when my ideal...

Here's an example:

"I love how it feels when my ideal clients are committed to me and our coaching, and they keep all their appointments."

Here's my question.

Is it true that you love how it feels when they keep their appointment?

Sure. There you go. What are the criteria we're looking for here?

It needs to be true.

Whether you said, "I love knowing that my ideal client keeps her appointment," or "I love how it feels when my ideal clients keep their appointments," both of those are true.

Here's another example:

I'm excited at the thought of working with my ideal client.

We want to always say your ideal client/referral/virtual assistant or whatever.

Another example:

"I've decided that all of my ideal clients show up on time."

So let's pull it all together here.

Remember the first sentence I gave you goes at the top of your page: "I'm in the process of attracting all that I need to do, know, and have to attract my ideal _____ (whatever)."

Then use one or more of the four sentences to restate what you said you wanted, let's just keep using ideal clients here, from your clarity through contrast worksheet.

Are you really getting how important that clarity through contrast worksheet is?

Then close with, "And the Law of Attraction is unfolding and orchestrating my desire."

Here's your homework.

Build your own desire statement.

In the desire statement, you'll have the beginnings I've given you.

You'll use things you put on your clarity list.

Take each one and after choosing one of the four beginning phrases I gave you, write a short paragraph about whatever it is that you desire.

Take the time to write how it makes you feel knowing that your ideal client is always on time, communicates well, pays you what you are worth, and so on.

But use the things you put on YOUR clarity through contrast worksheet.

Do you see how each step folds into the next and the next?

You'll take your clarity statement and build a paragraph.

You can use those four sentence starters I gave you.

You can use all kinds of different things in there if you want.

You can use one of them. You can use all four of them.

Build a sentence or paragraph for each item on your clarity list.

Close with that final sentence I gave you.

“The Law of Attraction is unfolding and orchestrating all that needs to happen to bring me my desire. “

That’s there to continually remind you that the Law of Attraction will orchestrate the how.

You don’t have to figure it out.

When you do the homework assignments you’re reinforcing what you’ve learned. And then it becomes easier to do over and over.

Because this is something I want you to use forever and forever.

For whatever it is you say you want. Business or personal. Use it for everything you want.

So, jot it down, write it out, type it out, edit it, smooth it out, read it, and test for any little squidgy feelings.

What do I mean by that? What do I mean when I say something is squidgy?

It’s usually a negative feeling.

In other words, if you read it and there was one sentence where you thought, “Bzzzt,” tweak it up until it feels good.

The purpose of this desire statement is to help you raise your vibration.

You raise your vibration by how you feel.

The purpose of this statement is to help you include the vibration of the way you want things to be.

Before I go on, are there any questions or comments any of you would like to make?

Now, I want to talk a little bit about what I call your vibration zone or your vibrational bubble.

Imagine a bubble all around you. My grandson loves bubbles. I have to admit, I do too.

Oh my god! When I was in college I got in so much trouble with my former partner's mother when I, and all the grandkids, nieces and nephews were in her fancy, not usually used, living room.

I had all those kids blowing bubbles and they were landing on all the old furniture in there, and boy did I get the riot act. And deservedly so I guess.

And I think about this whenever my grandson and I are doing our best to see who can blow the biggest bubble.

But I digress. Sorry.

It's a pretend bubble all around you.

Imagine it maybe that it's like a big fishnet that's going over you.

It's a big bubble.

Inside this bubble are all of the vibes that you have. It's all the vibes you're sending.

It's housing all of your vibrations.

When Law of Attraction is checking to find out the vibration you're sending, where is it checking?

Is it inside the bubble or outside the bubble?

It's checking inside the bubble.

Maybe not you, but some people we know build a list and then tuck it away.

Is Law of Attraction looking in their junk drawer for that list?

Is it looking in their sock drawer or on their bulletin board?

No. It's checking your vibration.

Here's an important question for you to understand.

This *new* desire that you have, any new desire, is it outside your bubble or inside your bubble?

As a matter of fact, all of your goals, dreams, and desires, are they outside your bubble or inside your vibrational bubble?

They're actually outside.

Yes. Your goals, dreams, and desires are outside of your current vibration. So, they're outside of your bubble.

How do I know your dreams and goals are outside your bubble?

Because you don't have them yet.

If you had them, would you have that vibration, would you feel them inside your bubble? Yes.

As you build this new list, this desire statement, what you need to do is imagine punching your fist through the bubble, reaching out to the list, and pulling the list inside your current vibration.

You actually *want* to pull in the vibration of the list.

Now, when the Law of Attraction is checking, it finds you offering the vibration of the way you want things to be.

This is important as well.

Does Law of Attraction know how it got into your bubble?

No. It doesn't know if you built a desire statement.

Would a desire statement help you include the vibration of the way you want it to be inside your current vibration?

Yes, it would.

I get emails from folks, after I teach an LOA workshop or an online class like this one, mostly saying, “Thanks,” and “Woo Hoo,” and sharing success stories.

They often start off by saying, “You’ll never guess what. You’ll never believe this.”

I always believe them. I’m never surprised. I’m always delighted to hear the stories when folks manifest what they want.

So you may be wondering, “Should I read my desire statements every day?”

That does help you to include it in your vibration, I love reading my desire statements, but some people get bored with it after a while.

When that happens, it may be time to re-write your desire statement using any of those beginning sentences I gave you that you may not have used the first time.

In our next session, which is about allowing — that’s what we call dealing with doubt and limiting beliefs — allowing — I’m going to teach you to start celebrating things that show up in your life that are in alignment to your desire.

We’ve been talking about ideal clients.

We want them to be kind and generous, to have money, and to be great referrals and be good communicators.

Maybe today you met a potential client who didn’t work out.

At the end of your meeting or session, whatever you offered them just wasn’t right for them.

Most people would come home and do what?

After they lost a potential client? What would they say?

“That didn’t work out.”

“That was a waste of time. I went all the way downtown and met this person, and they didn’t work out. I hate when that happens.”

As they're complaining, worrying, and talking about what they didn't like, are they including it in their vibrational bubble? Yes.

What I'm going to be teaching you to do is to celebrate how **close** the match was.

What's one thing you could do, now that you know better, coming home from that meeting?

How about just make some stuff up that you could celebrate.

You could say, "That was such a delightful conversation. Maybe that person will send me a referral."

"Here's what I liked about them. They were a good communicator."

Is that on my list? Yes. I'm getting close.

"She was a good communicator. She was very well connected. She was very polite. She asked good questions."

She kept the appointment.

"She arrived on time. She even bought me coffee. How abundant am I?"

Celebrate how close that was.

When it's not a match, do you know what you can tell yourself?

"We just weren't a match."

Do you see how you don't have to blame anybody, complain, and go on and on?

The simple answer is, "We're just not a match."

I know a lot of people in direct sales get pretty sad and hung up when they don't have a match.

They end up getting into that little negative spiral going on and on about how they wasted their time, and they keep attracting the wrong prospects.

Now you can hear it in their vibration, why they keep attracting more of the same.

A great client of mine, years ago, was a woman who was in direct sales. She sold supplements of some kind, supplements for good health.

And she came to me wondering if I could help her with marketing her direct sales business.

At first, because I knew nothing about direct sales I thought she wasn't a good match for me.

But I felt that she was a *close enough* match even if not an ideal match and we began to do these law of attraction exercises together that I've been teaching you.

And we both benefited greatly from it. Primarily because she was able to get very clear about who her ideal prospect and client might be.

And I got clear about celebrating the closeness of the match.

She started attracting the right people to her.

The people who matched HER ideal client profile.

She's been named as this company's most successful distributor time and time again over the years.

And she's still going strong.

In the process of working together, not only did I get a wonderful client but we became good friends. We still are.

So when you have those meetings or discovery sessions — and as a coach you'll be having a lot of discovery sessions — when you're done, and the prospect has said "no", think,

"That was a good meeting. It wasn't a match, but am I ever getting close."

I'm like that myself. I love to celebrate. I say, "Am I ever getting good at lining up my energy."

"I've lined my energy up so well that I've included eight of the 12 things that would make an ideal client for me. I love that. I created that. I matched my vibration."

Because it wasn't a perfect match, it means I probably need to do some tweaking."

Maybe when you are done with your meeting or discovery session, you experience some contrast that you didn't put on your contrast list at first.

What would you do with that new piece of contrast?

You discovered something or heard something, and you said to yourself, I hadn't thought about that.

So what would you do with that contrast? With that new information?

You'd say, "I didn't put this on my list originally, but I really got connected with this person and *then* found out that they're moving to Japan.

"I wish I would have known that because *my* ideal client is in the United States or Canada. Or in my own state or my own city."

I'm just making this up.

But you're thinking, "I'd better go back to my list."

You don't have to redo the whole Contrast Through Clarity list.

Just add it to the bottom.

They're from another country. What do you want?

"I want them to live in my city," if that's true for you.

You didn't dwell on it, but you used it long enough to convert it.

"Now I'm going to goose up my desire list by putting that on it. My ideal client lives in my city. There. I've lined up my energy even better."

Do you think that when I offered this class that I was putting out some sort of vibrational energy?

Well, you're here because you had a vibrational match to that energy.

This is what I want each of you to get in the habit of doing. It's not just saying, "That was a good meeting."

Say, "Wow. This is really good. Am I ever doing a good job. I'm really getting in the habit of recognizing the closeness of the match."

I'd like you to write this down.

"I recognize the closeness of the match."

"I recognize the closeness of the match."

Here's something I do.

Whenever I start promoting a new class or program, I always think about how many people I'd like to have join and participate.

Let me give you just one example. I have a new program called my Inner Success Circle that I'll be launching soon.

Well, it's not new because I did this several years ago and it was great fun and beneficial to everyone who participated.

So let's say that I want, at a minimum, 10 people in that program.

I want more eventually, but for now perhaps that's my desire. 10 people.

So I created a sheet that has 50 ovals on it. And every time someone new signs up I celebrate that they were a match, or at least a close enough match to sign up, by writing their name in one of the little ovals.

Why do you think I made 50 ovals instead of just 10?

Well, whenever I put my order in to the Universe for anything I want I always say, "this or something better."

You might want to write that down.

"This or something better."

So if I match with more than 10 people, I've got plenty of room for them.

I know that some folks might leave the program because we'll find out they weren't a good match after all.

And you know what, that will be okay. I only want good matches in that program.

A while ago I did a presentation for a women's business group here in the valley where I live.

I've given several presentations to this group. It's an ever-changing audience. I was expecting there to be about 40 people there.

That's the number that would usually come to hear me speak.

But they've had to considerably downsize temporarily their meeting space to a little conference room and as it turned out there were only 11 people there.

I was very disappointed.

But you know what, out of the 11, 9 of those people wanted to talk to me further about consulting with them, and all of them wanted to get on my email list.

Now, I was excited, because 9 people were a close match.

But you know what? Not one of those 9 was an *exact* match.

Each one was lacking one or more things from my desire list.

The number one thing, as you might imagine, was lack of money to spend on consulting.

But, I was thrilled all the same.

They may come back to me later when they're a closer match, or they may refer me to someone.

Ideally, we'll know someone is a perfect match before we go too far with them, right?

From that same organization I spoke to, a woman really wanted to work with me very badly. She was just insistent.

As it turned out, it *would have* been badly and not in the good sense of the word.

At first, I thought she was a good match, but as I got to know her in our initial meetings, and we had several, I realized that she would make me crazy if we continued.

I didn't tell her that, but I just said we weren't a good match. I thought we would be, but as it turns out, we weren't.

She actually got mad at me.

But I'm sure that she found someone who was a better match for her. I hope so.

The old Marty would just work with anybody whether they drove me crazy or not.

I like the way the new Marty thinks and works, much better.

So, let's recap today.

We talked about the whole second step of the process, which is to give attention, energy, and focus to your desire.

A great way to do that is to write a desire statement.

It allows you to talk about your desire and raise a little ruckus about the way you want it.

Get excited about it.

When you do that, you'll feel good. You'll pull in the vibration of the way you want it to be.

Okay, you can listen to the recording of this call as soon as we get it edited and posted.

Let's do a little wrap-up.

Let's hear something from each of you that you got today that you put a little star beside or an asterisk.

Was there something you heard, or saw or felt or that you sensed that resonated with you?

Who'd like to go first?

Remember, get in touch with me if you need to. Be sure to schedule your 1 to 1 conversation with me.

Okay, that was fun. I hope it was for you. Thank you very much.

And we'll continue where we left off today next week when we talk about allowing.

Which is just a fancy word that we use when dealing with doubt and limiting beliefs.

That's the most important part of this, but you can't just jump to that without getting all this other stuff behind you first.

Or at least get it all into your vibrational bubble.

In the other two classes, after next week, we're going to learn about how to speak the language of your prospects and clients so they hear you every time and so that, more importantly, *you* hear them.

I'm also going to teach you how to create a vibrational business plan. I know you're going to love that.

Goodbye for now.