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The Secret Behind “The Secret”

Will Following the Law of Attraction Really Get You Rich?



By

Heru Nekhet

In 2006, you couldn't escape the buzz surrounding "The Secret." First, the phenomenally produced DVD with its incredible imagery and narration blazed virally across the internet reaching millions of people impressed by the suggestion that the world could be theirs if they just asked, believed and remained open to receive. Soon after the DVD, the book followed, and after being featured in two episodes of Oprah, the book reached the top of the *New York Times* bestseller list. Everyone talked about its main principle, the "Law of Attraction," and how they were beginning to use it to affect positive changes in their life.

The DVD suggests that the "Law of Attraction," which is based upon the concept that feelings and thoughts can attract and influence everything from the workings of the cosmos to health and wealth, is the real secret to everything that you experience in life. It suggests that if you are positive enough, you attract positivity into your life and if your life is not going the way you would like it to, it is the result of what you attracted with negative thoughts and emotions. The film also suggests that there has been a strong tendency by those in positions of power to keep this central principle hidden from the public.

How Exactly Does It Work

Here's how Byrne, the author of *the Secret*, says the Law of Attraction works:

Thoughts are magnetic, and thoughts have a frequency. As you think, those thoughts are sent out into the Universe, and they magnetically attract all like things that are on the same frequency. Everything sent out returns to its source. And that source is You.

Byrnes suggests that there are three aspects to the Law of Attraction; *asking*, *believing* and *receiving*.

Asking the Universe for what you want is your opportunity to get clear about what you want. As you get clear in your mind, you have asked.

Believing involves acting, speaking, and thinking as though you have already received what you've asked for. When you emit the frequency of having received it, the law of attraction moves people, events, and circumstances for you to receive.

Receiving involves feeling the way you will feel once your desire has manifested. Feeling good now puts you on the frequency of what you want.

"To lose weight, don't focus on "losing weight. Instead, focus on your perfect weight. Feel the feelings of your perfect weight, and you will summon it to you."

"It takes no time for the Universe to manifest what you want. It is as easy to manifest one dollar as it is to manifest one million dollars."

Do You Believe in Magic?

"The only reason any person does not have enough money is because they are blocking money from coming to them with their thoughts. Every negative thought, feeling, or emotion is blocking your good from coming to you, and that includes money. It is not that the money is being kept from you by the Universe, because all the money you require exists right now in the invisible."

-Rhonda Byrnes, author of *The Secret*

It can be comforting to embrace ideas like these. Magical thinking has a huge appeal for many people – especially when it intersects with ideas from quantum physics and metaphysical science. I know because when I was overwhelmed with debt, worked hard everyday at a dead end job, and did not have the proper knowledge, skills and resources to change my financial situation; books like this brought me solace.

I read all of the classics from which *the Secret* was derived; *Think and Grow Rich*, *the Science of Getting Rich*, *As a Man Thinketh*, *The Magic Story*, *Positive Mental Attitude*, *Thought Vibration or the Law of Attraction in the Thought World*, and many other early 20th century and Depression era books written to bring comfort to the people of that time period. Despite my strong belief and practice of the principles in the books, it did not relieve my \$45,000 debt. Eliminating debt and building wealth requires more than just positive, wishful thinking.

A Little Truth is a Dangerous Thing

Having a strong desire, a positive mental attitude, and creating a means to keep your goals clear and in the forefront of your mind are, without a doubt, important steps on the journey to financial success. Not only do I recommend to my students to employ these strategies, I also use these techniques with great success myself. The danger lays in the suggestion that doing these things alone will bring you the desired outcomes you are looking for. Despite the tremendous power of the mind, you cannot forget that we live in the physical world so it takes physical action to manifest what the mind conceives. Believing in yourself and your dreams is a great way to develop confidence, but it is not going to bring about material gain or changes in the physical world.

Was it mass pessimism that caused the global economic crisis? Is that what has caused millions of foreclosures, job losses and deflated asset values? Of course not, just like optimistic thinking will not be enough to turn around the global economic crisis or your personal economic crisis. There is no lack of wishful thinking or desire, and in most cases laziness is not even a factor, heck most people work hard every day for someone else. They simply are following a model that is designed specifically to give them the results that they are getting.

My litmus test for everything is “so how is that working for you?” if you truly believe that you have made significant enough gains simply by thinking positive, creating vision boards and rubbing a genie lamp then don’t read another word, but if you want the truth from someone that started out just like you with no Rich Dad like Robert Kiyosaki or Donald Trump to give him advice, yet was still able to retire at age 36 financially free, survive a devastating financial loss due to the recession and rebuild almost instantly then read on... because The real SECRET is about to be revealed.

The Real Secret

The bottom line is you can think about money, talk about it, write about it in your journal, list it with your things to do, hang it on the refrigerator in the form of an affirmation, and tell as many people that will bother to listen to you about your dreams, but none of that will make you successful unless you match that with other equally as critical ingredients. It is only when you match positive thinking with *knowledge*, *skills*, *resources*, *opportunities* and *decisive, consistent action* that you have success. Nothing less will ever get more than temporary gains.

How do you develop these secrets?

Knowledge comes from study – period. If you are unfamiliar with the language, rules and practices associated with the three most profitable money making methods for acquiring wealth, securities investing, real estate investing and business ownership, then it is impossible to succeed in these arenas. You must make it your business to learn as much as possible about the method you choose. With internet access, there is no excuse in modern times for not being able to find sufficient, current information.

Skills are developed through practice – It is not enough to be a theorician. You must take the knowledge you acquire and start putting it to use. Always practice on the deals that don't count first (paper trading in stocks, calling property sellers to get a feel for negotiating, doing focus groups and small tests on products or services) before investing time, energy and resources on an important deal.

Resources are pooled through networking. It is important to share with as many people as possible what you do. Join associations and chambers of commerce, go to trade shows, and search the internet for clubs and groups in your area of interest. Get other people excited about what you do and they will be happy to introduce you to people they feel can help you.

Opportunities are revealed from positioning yourself in the right place at the right time. Tapping into your network, paying attention to market developments, and listening to your target market will show you where all of the formerly hidden opportunities exist.

Decisive, consistent action means not hesitating to pull the trigger when the opportunity appears and you have done your due diligence, and staying the course until fruition. In today's economy there are only "the quick and the dead." Those that hesitate too long will see the opportunities blow by them at lightening speed.

Are you ready to do what it takes to emerge from your current financial situation and build your financial empire?

That's a question only you can answer... but... if you feel you'd like to explore these and dozens of additional secrets more deeply, feel free to call or email me and ask about our workshops, courses, one on one consulting and other programs that reveal powerful wealth building secrets.

I look forward to helping you take your success to the next level. Call 718-622-2271 or email me at heru@insidersgroup.com. Be sure to check out www.insidersgroup.com to watch free videos and get lots of free information that can skyrocket your success.

Yours in Success,

Heru-Ur Nekhet

Heru Ur Nekhet

About the Author



Heru Nekhet

Wealth Building Strategist

Unlike some wealth building specialists that only do second hand research or interview others to get the material for their programs, Heru Nekhet got his knowledge from hard won, firsthand experience. Heru Nekhet epitomizes the term “rags to riches” starting out in one of the poorest neighborhoods in Brooklyn, he used the techniques he reveals in his workshops, courses and one on one consulting programs to climb out of poverty and create enough wealth to retire at the young age of thirty six.

Starting deep in the hole with a \$45,000 debt, within a short time, using uncommon sense, and a strong desire to succeed, he accumulated millions of dollars worth of real estate, created several successful businesses and has designed a system he shares with others so they too can rise up the ladder of success.

Nekhet has a unique ability to analyze financial issues whether they are large scale economic issues affecting the masses or personal financial issues affecting a single client. Nekhet seeks out the source of the issues, examines the potential solutions and develops the best possible strategies for success. His fun, exciting, teaching style allows him to transmit complex information into easily understood, actionable knowledge and gives his clients the confidence they need to succeed.

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