

# THE REVERSAL *of* ATTRACTION

It's been two years since the hit film *The Secret* made the Law of Attraction a household name. Yet despite the fact that humanity has been granted with this wisdom, why are we caught in a negative spiral of wars, financial recession and a global downturn in economy?



*a special report*

**BRIAN W.**

# THE REVERSAL *of* ATTRACTION

## FOREWORD



Hi there!

I'm Brian, and many of you may already know me for my work with Bob Proctor and Gerry Robert to launch a phenomenal home-study course that leverages the Law of Attraction in 2007.

For those of you who don't know me, allow me to start by telling you where I've come from.

I used to be someone who was part of the 14-hour work day grind, but I was also one of those who knew there was much more to life than this. My consequent search for something bigger paved a path of blessings and attracted mentors such as Tony Robbins, Stephen Pierce, Mark Victor Hansen and Bob Proctor into my life.

Today, I am living the life of my dreams and I am financially independent with many successful ventures across many industries. My passion however lies in interacting and sharing my knowledge and experience with like-minded individuals searching for a breakthrough towards their life purpose.

That is why when Bob Proctor, one of the gurus featured in the movie "The Secret", approached me with a new mission, I did not hesitate.

And so now I am proud to be working with Bob Proctor again, but this time, through a

focused study on the Law of Attraction so that we can help more people by understanding their struggles and improve upon the Law of Attraction.

Given the global economic slide, stock market crumble, \$700 billion bailout, job losses in the hundreds of thousands, and the unstable housing market, Bob wants to reach out help as many people as he can.

Bob wants to make sure that people really understand how to use the Law of Attraction to manifest their goals and desires, especially in the tough times we're facing.

But to do this, Bob needed to understand how the Law of Attraction is working for you right now, and what you think is missing.

In this report you will find the results of a comprehensive survey on a focus group of 7,190 people. I have also placed the concerns and feedback in context with the current events we face.

I hope that with this, we can all better understand the areas that need focus, improvement and support.

Enjoy these insights!

*Brian*

Brian Wong

## AREAS OF DESIRED IMPROVEMENT



**CNN** INTERNATIONAL  
**.com/health**

### STUDY: 8 OUT OF 10 AMERICANS STRESSED BECAUSE OF ECONOMY

By Madison Park, CNN

(October 7, 2008) -- If you're lying awake at night, feeling angry or fatigued, because of stress, you're in the majority, according to a nationwide report released Tuesday.

Anxieties about the economy are not only affecting Wall Street, but also 8 out of 10 Americans.

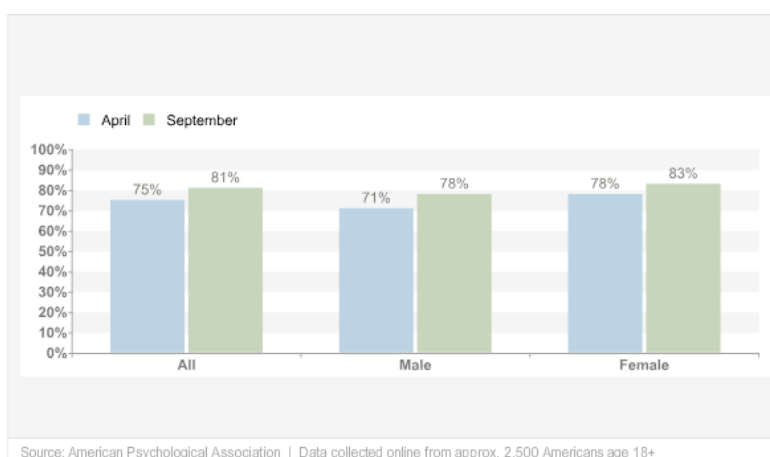
Anxieties about the economy are not only affecting Wall Street, but also 8 out of 10 Americans.

As many as 80 percent of Americans are stressed about their personal finances and the economy, according to the annual survey conducted by the American Psychological Association.

Top sources of stress in previous years were personal finances, work and issues related to raising children, said Dr. Katherine Nordal, the association's executive director for professional practice.

"This year, the jump was marked in that the No. 1 concern is both money and the economy," she said. "In my 30 years of experience, in the past, this was not the thing that would be high in complaint lists. Most people are driven to counseling because of relationship problems with marriage and children, depression and anxiety.

But what we're seeing today is that the **economy and finances are viewed as significantly more stressful**, by more than 8 out of 10 Americans."



## YOUR SAY

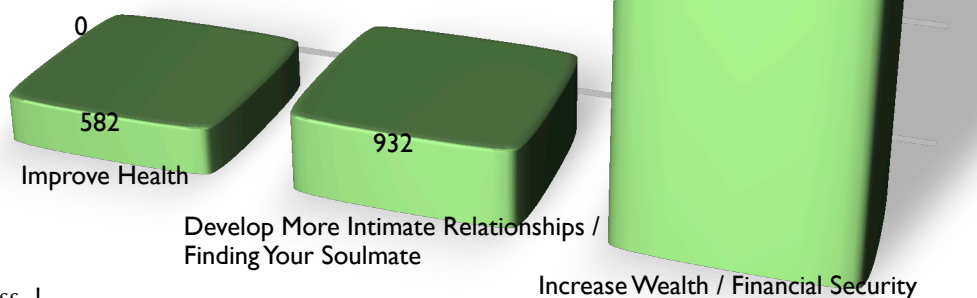
### QUESTION:

Which area in your life are you most interested to apply the Law of Attraction?

NUMBER OF PEOPLE		
IMPROVE HEALTH	DEVELOP MORE INTIMATE RELATIONSHIPS / FINDING YOUR SOULMATE	INCREASE WEALTH / FINANCIAL SECURITY
8.09%	12.96%	78.94%

"I know that when I use the  
**Law of Attraction**

I am opening up to the Universe for all that I need. Because of my **financial** situation, that is the most important at this time. I would very much like to find a **soulmate** also" \*



"I need the confidence to achieve greatness, I would like to see me

**successful financially!**

Which means **debt free**, house paid for and money in **savings.**" \*

"Like many others, my husband and I are in a financially tight situation at this point. **We do not have the energy to guess**, but are holding onto our vision to have **financial independence** from lending institutions as quickly as possible. We are willing to work smart and do the things that most other people do not want to do. Now, the question is... what is it that can turn things around for us in **90 days or less?**" \*

\*Comments are submitted anonymously to protect individual privacy

### SUMMARY:

79% of the people surveyed are using the Law of Attraction to increase wealth and attain financial security, correlating with the report that 8 out of 10 people are stressed because of the economy. This indicates that the Law of Attraction plays an important role in people's daily lives, since the practical applications of the Law are in line with current and immediate concerns. From this, it would be safe to also conclude that the second and third stress points are relationships and health, with 13% using the Law of Attraction to develop more intimate relationships or to find a soulmate, and 8% to improve health.

# IMPLEMENTING THE LAW OF ATTRACTION

## YOUR SAY

### QUESTION:

The Law of Attraction has brought proven success to hundreds and thousands. How successful have you been able to implement the Law of Attraction to your life?

NUMBER OF PEOPLE				
NEVER WORKED	WORKED ONCE	SOMETIMES WORKED	WORKED ALMOST EVERYTIME	ALWAYS WORKED
11.66%	6.19%	51.20%	18.80%	12.16%

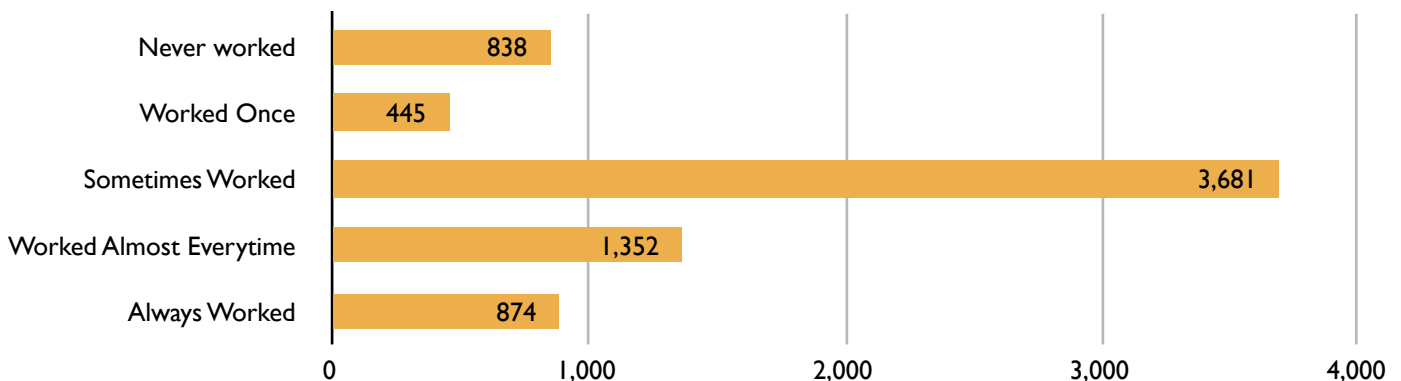
\*Comments are submitted anonymously to protect individual privacy

“True application of the Law of Attraction is probably enough.

Getting a really good understanding & applying

is easier said than done!

Still working on it...” \*



“I feel that primarily the Law of Attraction is enough... because what we think [or] say is exactly what tends to happen... but it is also paramount to understand that by applying specific techniques, you are better able to draw to you what you want” \*

### SUMMARY:

While the Law of Attraction works for 9 out of 10 people, it only worked sometimes for approximately half (51%) of those surveyed. From the remaining half that the Law works for, a bigger proportion (35%) could make the Law of Attraction work for them almost every time or always, with 13% only able to make it work once. This positively indicates that the Law of Attraction can be applied successfully in most cases, but highlights that approximately half the people require more guidance in order to make the Law work consistently.

## LEVEL OF UNDERSTANDING



### **BBC NEWS** ILLUSIONS DRIVING MARKET HAVOC

**The mind naturally creates illusions and superstitions at times of stress - and this could be adding to the global financial crisis, say scientists.**

(October 3, 2008) -- US researchers say feeling "out of control" makes us more likely to misinterpret information as we search for signs of order.

The study in the journal Science found investment decisions of volunteers were

researchers believe that other kinds of illusion, from conspiracy theories to superstitions, stem from the same basic subconscious problem, and that it may be contributing to the current havoc on the world's financial markets.

In another experiment, people were given one of two headlines to read. The first said "Rough seas ahead for investors", while the other said "Smooth sailing ahead for investors". They then were given statements about two different companies, with the first having 16 positive comments and eight negative, the second eight positive and four negative. Even though both companies had the same ratio of positive to negative, when given a choice of which company, if any, to invest in, those given the "rough seas" message were far less likely to invest in the second company.

When asked to recall the positive and negative information, again, in the more volatile market, the investors were far more likely to overestimate the amount of negative information about the second company. This meant, said the researchers, that the volunteers whose feelings of control had been undermined formed an "illusory correlation" linking negative feelings to the company with fewest comments.

Professor Adam Galinsky, one of the authors, said that professional market dealers were almost certainly not immune from this, and that it could affect the strength of their decisions. Conspiracy theories which sprang up as the **\$700bn US bailout** plan was negotiated were also likely to have stemmed from this mindset, he said.

When psychological therapy techniques were used to make them feel secure, these effects disappeared, the researchers reported. "There is no point going up to them and telling them they are wrong, **we need to make them feel more secure**," said Professor Galinsky.

Professor Cary Cooper, a researcher on stress in the workplace at Lancaster University, said that rational decisions were unlikely in such a pressured environment. "These dealers are supposed to be rational - but they're almost certainly not. **If they feel out of control they will be not be looking in the right way at the information that is coming to them.**"

adversely affected by these feelings. Simple psychological techniques might improve their performance, they said.

The researchers, from the University of Texas and Northwestern University in Evanston, Illinois, believe that humans cope with feeling out of control by trying to impose order subconsciously - even in situations where there is none. At a simple level, they demonstrated the principle by asking volunteers to look for images embedded in "snowy pictures". Those whose feelings of control had earlier been undermined were more likely to claim to have seen an image, even where none existed. However, the

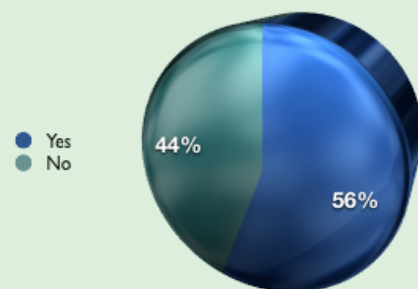
### YOUR SAY

#### QUESTION:

Do you feel that your understanding of the Law of Attraction is enough for practical application?

PERCENTAGE OF PEOPLE (%)

YES	NO
56.05	43.95



#### SUMMARY:

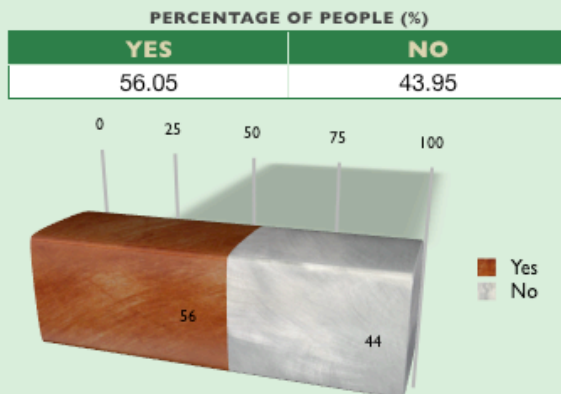
Almost half of those surveyed seek to understand the Law of Attraction more. Given the current economic situation, acquiring more knowledge on the Law becomes even more crucial because the mind is more likely to create illusions and superstitions during times of stress, hindering the practical applications of the Law of Attraction.

## LEVEL OF COMPLETENESS

### YOUR SAY

#### QUESTION:

Do you believe that the Law of Attraction is enough to reach your goals, or do you feel that there are other elements, concepts and techniques that need to be complemented in tandem with the Law of Attraction before you can see real, accelerated results?



#### SUMMARY:

43% feel that the Law of Attraction, while crucial, is not enough on it's own. This feeling correlates with the 51% who can't get the Law of Attraction to work for them consistently.

“Although the Law of Attraction is extremely important, it seems as though it is only **one piece of the puzzle**. And without those remaining pieces, it may be rather difficult to get that Law to work as clearly and efficiently as it was meant to.” \*

“If the law was applied properly, it works... but it must be done **consistently** to have the **desired effect**.” \*

“**Knowledge** is needed on what to do or [what to] expect when the Law of Attraction sometime[s] work or partially work[s].

**What are the missing pieces?**

What can we do to **assist the Law of Attraction?**” \*

“**Many** times I think, **is there something missing?** Something that I am not understanding [sic] about the Law of Attraction. **I would like more understanding.** It seems that there may be more intricate **details that are missing** for me” \*

“If it was **enough**, it would **always work**” \*



# CONCLUSION

The **Reversal of Attraction** study has been the most comprehensive and focused study we've done on the *practical* application of the Law of Attraction. The main insights gained from these are:

- ☑ People are using the Law of Attraction in their daily lives to tackle current and immediate concerns as well as to achieve personal goals
- ☑ 9 out of 10 people have been successful with the Law of Attraction
- ☑ 51% however have difficulty to make the Law of Attraction work consistently
- ☑ 43% feel they need more understanding of the Law of Attraction for practical application
- ☑ 56% feel that the Law of Attraction is crucial, but not enough for practical application
- ☑ Given that the global economic downturn is the #1 stressor, understanding how to successfully apply the Law of Attraction becomes crucial because the mind creates illusions and superstitions during times of stress, which hinders the Law's effectiveness.

On behalf of Bob Proctor, I would like to extend a very big **THANK YOU** to all those who participated. This valuable feedback is the first step of many towards understanding and improving the practical application of the Law of Attraction.

Only with full understanding and completeness can everyone properly apply the Law of Attraction and learn how to succeed every single time.

If you would like to be part of the 197,805 and growing community, please [volunteer here](#). Our sole objective is to seek knowledge and understand all the components of the Law of Attraction for guaranteed application, every time.

By volunteering, you will also have the opportunity to participate in future studies, where your feedback will help contribute to further insights. In return, Bob and I will keep

you at the forefront of understanding the Law of Attraction, by supplying you with all the latest findings and reports.

[Simply click here or below to be part of this community.](#)

Also, if you have a loved one or a friend who would benefit from this community, please send them this report so they too have the opportunity to be at the forefront of understanding the Law of Attraction.

Thank you, and we'll be in touch soon.



Till then,

*Brian*

Brian Wong

## BE A PART OF BOB PROCTOR'S COMMUNITY

VOLUNTEER HERE TO PARTICIPATE IN FUTURE STUDIES AND  
**BE THE FIRST TO RECEIVE THE LATEST DISCOVERIES,**  
INSIGHTS AND REPORTS ON THE LAW OF ATTRACTION