

Includes All-New *Attractor Factor* IQ Test,
Worksheets, Exercises, Stories, and More!

THE
ATTRACTOR
FACTOR
SECOND EDITION



JOE VITALE

Contributor to *The Secret*

— PRAISE FOR THE ATTRACTOR FACTOR —

“Whatever you want to attract to your life, Joe Vitale has the secret to make it happen. I highly recommend you get this book and get started today.”

—MORRIS GOODMAN, author, *The Miracle Man*

“I got enough by the end of chapter one to create a major energy shift in my life! Joe’s easy, direct, and knowledgeable presentation allowed me to embrace important principles effortlessly.”

—DEE WALLACE, actress and star of *ET*

“Joe Vitale not only appeared in *The Secret*, he is one of the few who knows and lives attraction! Contained in the five steps that Joe maps out in *The Attractor Factor* are the keys to endless abundance. This book instructs you on how to take control of your beliefs and focus, ultimately attracting the life of your dreams. If you just do what Joe tells you, you will create an abundance far beyond what you can currently imagine. *The Attractor Factor* is the secret that *The Secret* doesn’t tell you.”

—DAVID SCHIRMER, wealth coach and star of *The Secret*

“Just when you think you understand how the world works, Joe Vitale comes along and takes you to a whole new place. He’s engaging, entertaining, enlightening, and—oh boy—does he ever stretch your thinking.”

—IAN PERCY, registered psychiatrist and member of both the U.S. and Canadian public speaker halls of fame

“This book has the potential to change humanity.”

—DR. RICK BARRETT, author, *Healed by Morning*

THE
ATTRACTOR
FACTOR

THE ATTRACTOR FACTOR

SECOND EDITION

5

Easy Steps for
Creating Wealth
(or Anything Else)
from the Inside
Out

JOE VITALE



John Wiley & Sons, Inc.

This book is printed on acid-free paper. ∞

Copyright © 2008 by Hypnotic Marketing, Inc. All rights reserved

Published by John Wiley & Sons, Inc., Hoboken, New Jersey
Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information on our other products and services or for technical support, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books. For more information about Wiley products, visit our web site at www.wiley.com.

ISBN: 978-0470-28642-5

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

*For Bonnie
and
For Marian*

I love you

Spirit is substance which forms itself according to your demands, and must have a pattern from which to work. A pan of dough is as willing to be formed into bread as biscuit. It makes as little difference to Spirit what we demand.

—Frances Larimer Warner,
Our Invisible Supply: Part One, 1907

CONTENTS

ACKNOWLEDGMENTS		xiii
FOREWORD	<i>Dr. Robert Anthony</i>	xv
PREFACE	The Author's True Confession	xix
CHAPTER 1	Miracles Never Stop	1
CHAPTER 2	What's Your Attractor Factor IQ?	7
CHAPTER 3	An Attractor Factor Case Study	17
CHAPTER 4	The Truth about the Law of Attraction	21
CHAPTER 5	The Proof	25
CHAPTER 6	What Are You Dismissing?	55
CHAPTER 7	How to Attract Money	61
CHAPTER 8	It Can Be Another Way	67
CHAPTER 9	A Shortcut to Attracting Whatever You Want	73
CHAPTER 10	An Introduction to the Attractor Factor	77
CHAPTER 11	What's Your Prosperity IQ?	81
CHAPTER 12	Step One: The Springboard	83
CHAPTER 13	Step Two: Dare Something Worthy	91
CHAPTER 14	Step Three: The Missing Secret	135

CHAPTER 15	Step Four: Nevillize Your Goal	183
CHAPTER 16	Step Five: The Ultimate Secret	207
CHAPTER 17	The Million Dollar Secret Formula	239
CHAPTER 18	The Shocking True Story of Jonathan	243
CHAPTER 19	The Experiment: Intentional Meditation Foundation	247
CHAPTER 20	Common Questions (with Answers)	257
BIBLIOGRAPHY		267
INDEX		279
ABOUT THE AUTHOR		295
SPECIAL OFFER		297
BEYOND THE ATTRACTOR FACTOR		298

ACKNOWLEDGMENTS

I am grateful to my friends Jerry and Esther Hicks for their insights into the process of attracting whatever you want. I am, of course, grateful to Jonathan Jacobs for his work as a healer, miracles coach, and friend. I am also grateful for Bill Ferguson's magic. Linda Credeur was the first to believe in this project, maybe even before me. I want to thank Bob Proctor for his support and belief in me and in this book. A few special friends read early versions of this material and gave me priceless feedback. They deserve a round of applause: Jonathan Morningstar, Jennifer Wier, Blair Warren, David Deutsch, Bryan Miller, Nerissa Oden, Rick and Mary Barrett, and the late Marian Vitale. Jenny Meadows helped with early editing. Matt Holt at Wiley sought me out and convinced me to create this book for you. My mastermind group gave me support and advice. They include Bill Hibbler, Pat O'Bryan, Nerissa Oden, Jillian Coleman, Craig Perrine, Irma Facundo, Bryan Caplovitz, and Jay McDonald. Nerissa, my life partner and love, is always there for me, and always feeding the critters so I can keep writing. I thank Rhonda Byrne, creator of the movie *The Secret*, for putting me in her amazing film. Suzanne Burns, my key assistant, makes my daily life easier so I can focus on writing. Her husband, Bruce, often helps me, never asking for payment. My fellow crusader of the light, Mark Ryan, is always supportive. Victoria Schaefer is a priceless friend. I also want to thank Cyndi Smasal and my Miracles Coaches team over at www.miraclescoaching.com. Finally, I am grateful to the Divine for guiding me in every moment.

Having been in the business of personal development for most of my life, the question I most frequently hear is, “How do I go about getting what I want?”

The answer to that question is clearly defined and answered in this amazing new book by my dear friend, Dr. Joe Vitale.

When I first read *The Attractor Factor*, I was stunned by the insight and clarity it reveals about the hidden and often ignored creative power within us. What is this power? How can we use it to create the life we desire? More importantly, how can we do it in a way that allows us to live our life in an easy, stress-free manner?

These questions have propelled Joe Vitale to research and write this book, and subsequently arrive at a totally new perspective on manifesting your grandest desires.

Joe has harnessed this power to create a life that most people would envy. He’s got the homes, the cars, the success, the love, the health—all that anyone would want. He is one of the few people that “walks his talk.” He’s probably the most lovable marketing specialist alive today. His life is a living testimonial that what he teaches actually works!

Throughout this book he will tell you about his life—the good, the bad, and the ugly. He holds nothing back. He will share with you how, through trial and error, he discovered the five-step formula that took him from poverty, unhappiness, frustration, and sometimes despair, to a life of abundance, happiness, contentment, and, unparalleled success. You’ll find it inspiring and unforgettable.

What about you? Do you feel restless and unsatisfied in certain areas of your life? Are you ready to learn about and apply a simple five-step formula that will change your life forever?

Joe “Mr. Fire!” Vitale encompasses a belief that we can find spiritual solutions to problems and create the life we desire through this “Attractor Factor.” This book will help you to understand how easy it is to use that formula in your own life and how to live a life without stress, strain, and struggle. It will help you to discover that you have more control over your life and destiny than you ever imagined possible.

Everyone has the desire to discover the great secrets of success, to reach total contentment, and to find the path to personal fulfillment. Joe shows us how to do this through the Attractor Factor.

The secret to attracting the things we truly desire are in the pages of this book. However, I want to warn you that you will be shocked at how simple it is to apply this formula. The simplicity may surprise you, but do not be fooled by it. Our minds love to complicate things, but you cannot complicate the truth. Truth by its very nature is always simple. All we need to do is to apply these simple truths, and our lives can be miraculously changed in an instant.

You will find, as you go through this book, that you may be reintroduced to ideas or strategies you are already familiar with. Again, don’t be fooled. As Oliver Wendell Holmes Sr. said, “We all need an education in the obvious.”

What Joe has done is to reawaken us to what we already know at a deeper inner level. Then, he encourages us to apply what we know in a simple five-step formula that *cannot fail!*

Imagine what it would be like if we knew the cause of all the things we attract in our life and how we could change our magnetic point of attraction to attract *only* the things we truly desire?

Once you learn the secret of the Attractor Factor, you will be free from worry and self-doubt. You will no longer have to wonder what

the future will bring, because you will be able to deliberately create the future you desire by using the simple five-step formula.

You have already made a decision to invest in this book, which is an investment in yourself. You have the power to do great things. The difference between ordinary and *extraordinary* is the “extra.” You have already demonstrated that you are willing to go the extra mile by reading this book.

After incorporating the Attractor Factor and the five-step formula into your life you will be able to use it in any situation . . . wherever you are . . . whomever you are with . . . whatever’s happening.

The best news of all is you can’t screw this up! You can’t make a mistake or move in the wrong direction because the Attractor Factor shows you how to flow with the universe instead of against it. Your magnetic point of attraction will always be toward what you want.

So join with me now and allow Joe Vitale to lead you on the journey of self-discovery that will change your life forever.

—Dr. Robert Anthony
www.totalsuccess4u.com

GOT MONEY WORRIES?

A little birdie just came my way and
mentioned a deep, soulful desire of yours.

Heavens no, not that one!

She said that you’d be eternally grateful if, once and for all,
you never, ever had to worry about money again.

Well, I couldn’t resist.

Wish granted!

You never, ever have to worry about money again.

Anything else? Anything at all?

—THE UNIVERSE WWW.TUT.COM

The Author's True Confession

I admit it.

I never wanted to publish this book or make it available to a wide audience.

I was scared.

I wrote this book for one person: my sister. Bonnie had three kids, was unemployed, and was on welfare. It hurt me to see her suffer. I knew her life could be different if she knew the five-step process I developed for creating whatever you wanted. I wrote this material for her, and only for her, in 1997. She's now off welfare and doing fine. She's got a house, a car, a job, and a loving family. She's not rich yet, but I think I've shown her a new way to live life.

I never wanted to make this book public, because I was nervous about how the world would perceive me. I've written 17 books so far, for such well-known and conservative organizations as the American Marketing Association and the American Management Association. I also have an audiotape program with Nightingale-Conant. I figured if I told the world about my interest in spirituality, people would ridicule me, clients would fire me, and these organizations would shun me. So I played it safe and kept this book a secret.

But in June 1999, I felt the inner urge to give a copy of the rough manuscript to Bob Proctor, at the beginning of one of his Science

of Getting Rich seminars. Bob read it and loved it. And then he did something shocking.

There were 250 people in that seminar in Denver. They all wanted to know how to create wealth. Bob stood before them and read off all of my book titles, and then introduced me to the crowd. I stood and the crowd applauded. They treated me like a celebrity and I loved the attention.

But then Bob told everyone about my new book, my unpublished book, about *this* book. I was surprised. I wasn't ready for this. I held my breath. And then Bob told them the title, which at that time was *Spiritual Marketing*.

There was such a hush throughout the crowd that chills went up my spine. Not only did people favorably react to the book, but they all wanted it—right then. At least 50 people came up and said they wanted to buy the book on the spot. Bob Proctor later said he wanted to record it. And one publisher in the seminar said he wanted to publish the book, sight unseen!

My concerns about publishing this book vanished. I could see that the timing was right to release these ideas, and I saw that I would be safe in doing so.

So here I am.

As with most things in life, there's little to be afraid of, and wealth and glory await right around the corner. All you have to do is step forward and do the things you're being nudged to do from within.

Bob Proctor nudged me in front of 250 people.

As a result, I released the e-book called *Spiritual Marketing* in 2001. The book was an instant success. It became a number one best seller at Amazon on June 4 and 5, 2001, which are my parents' birthdays. The book was translated into seven languages. People wrote me from all over the world, attesting that the five steps explained in the book helped them to get a job, or heal something "incurable," or raise money, or find true love, and more.

It was pretty staggering feedback.

I began to think, “If this material really changes lives, then I must get it out to the world in a bigger way. I need to expand the book and better explain the five steps, and I need a strong publisher, too.”

I set that statement as my intention.

And now you’re reading this book. Obviously, I expanded it, updated the information, and found the right publisher as well.

That’s how the Attractor Factor works.

But before I explain the five-step process, let me say a few things . . .

Within each life lies the causes of whatever enters it.

—F.W. SEARS, *HOW TO ATTRACT SUCCESS*, 1914

Miracles Never Stop

More miracles have happened to me since writing the little booklet in 1997 that evolved into what you are now holding. Here are a few of them:

- When I first wrote this book and described the car of my dreams, the car of my dreams at that time was a Saturn. I still love Saturns, but I've upgraded my dream and my car several times since then. I went on to manifest a BMW Z3 2.8 Roadster. It was showcased in an early James Bond movie. I have never in my life had so much fun driving. But as I grew in my life and became bolder about going for my dreams, I also naturally wanted a different vehicle. I was then led to Francine, my beloved 2005 Panoz Esperante GTLM exotic sports car. Whew! What a ride it is! I then went on and attracted a rare 1998 Panoz AIV Roadster. It was once owned by Steven Tyler of the rock band Aerosmith. While attracting cars isn't what this book is about, these new cars symbolize major changes in my life. It's also a message for you: You truly can have anything you can imagine.
- When I first wrote this book, I was still married to Marian, whom I had been with for more than 20 years. Since then we decided we had grown apart. There was nothing negative about the experience or the decision. Marian decided she preferred being alone. I decided to look for another partner. I found one,

too, in Nerissa, who I am deeply in love with. I remained friends with Marian right till her death in 2004, and I miss her even now. Still, I'm a lucky man. Major changes in life can truly be easy and effortless.

- When I first wrote this book, I set a goal to generate a passive income stream. I wanted money to come to me easily and effortlessly, always, consistently—no matter where I was or what I was doing. I was then led to meet Mark Joyner, then CEO of Aesop Marketing, who asked if he could put one of my books online as an e-book. I was skeptical. But I gave him *Hypnotic Writing*, a manuscript I wrote many years ago. Mark put it online, marketed it, and the sales blew my socks off. Even now, years after the book went online at www.HypnoticWriting.com, orders keep coming in. Since there is no book to print, stock, or mail, all the money is passive income. Every month I receive a check, sometimes for staggering amounts. And since I now have over three dozen e-books out there, including the best-seller *How to Create Your Own E-book in Only 7 Days* at www.7dayebook.com, the checks are even bigger. I also have many audios online for instant download, including *Money Beyond Belief* with Brad Yates at www.moneybeyondbelief.com and of course *How to Attract a New Car* at www.attractanewcar.com. These sites, and many more, bring me large checks on a regular basis. It's all passive income. Now I smile a lot. I know that when you set an intention, you set the forces of life to bring it to you, and you to it.
- When I first wrote this book, I was living in Houston, Texas. After I met Nerissa, I moved to Austin. I then began the process of attracting our dream home. After a few months, we found a beautiful two-acre, two-story, Hill Country property with wandering wild deer and rabbit, and an outside pool, between Austin and San Antonio, in a small spiritual-artistic community called Wimberley, Texas. Finding this home was a matter of having a clear image of

what I wanted while following every intuitive impulse I had. The result was a miracle. We're now looking at buying 377 acres near here and building our own city on it. I'm kidding about the city part, but you get the idea. Think big and big things happen.

- As my career evolved, I ended up in many movies, including the staggering hit, *The Secret*, as well as *The Opus* and *The Leap*. This led to appearances on Larry King's television show, Donny Deutsch's CNBC TV show *The Big Idea*, and much more. This also led to my writing more books, including *The Key* and *Zero Limits*, and recording more audio programs, such as *The Missing Secret*. Obviously, when you do what you love, wealth and fame follow.

I could go on. For example, a man I studied some 20 years ago was Dr. Robert Anthony. His famous books and tapes changed my life. After I came out with an early version of this material, he read it and contacted me. Now the man who was once one of my gurus is now one of my business partners. I ended up producing, recording, and marketing his terrific audio program, *Beyond Positive Thinking*. I think it's the greatest self-improvement material of all time, and I am involved with it! And, if you didn't notice, Dr. Anthony wrote the introduction to the book you are holding.

But wait. There's more. Now people in Hollywood want me to have my own television show. I've gone from homeless to having my own weekly TV show? Talk about mind-blowing. But this is the wild, wonderful life you get when you tune into the ideas in this book.

Just think what wonders are ahead for *you*!

Attraction Works

I just sat down with Nerissa and talked to her about the ongoing miracles in my life. "It happens to you all the time," she said.

She mentioned that just the other day I wanted to book us a flight to Ohio to see my family. Tickets were nearly \$1,000. I simply expected to get a better deal while being willing to accept the going fare. When I called the airline back, they told me I had enough frequent flyer miles to get both tickets for just over \$100. Way cool.

And Nerissa reminded me of the time I wanted to complete my collection of rare books by P. T. Barnum, a marketing genius and religious man I had studied and written a book about (*There's a Customer Born Every Minute*). I found the last book I needed. But my intuition said not to pay the high price the bookseller was asking. I let it go. I waited. A few days later, the bookseller lowered his price. That's almost unheard of. And, yes, I bought the book.

And she reminded me of the time I looked for one book for nearly seven years and couldn't find it. I gave up. But I decided I would attract it, somehow, some way. Then, out of the blue, an e-mail friend in Canada wrote me that he had the book. I begged to buy it. He declined. But a few days later, he suddenly decided to just send me the book—at no charge!

And she remembered that a year or so ago, when I couldn't find a friend of mine that I loved and missed, I gave up and hired a private investigator. He couldn't find my friend, either. I quit looking. But I made a decision to attract her back into my life. Then one day, simply following my intuition, I walked right up to my friend at a yoga class. I found her without breaking a sweat.

Nerissa also reminded me to tell you what happened just yesterday, while writing this very preface.

I have been practicing the Sedona Method for months now. It's a very simple method for releasing any emotion or negative experience in the way of your being happy right now. I like the method and have told many people about it through my monthly e-newsletter.

I was reading a book by Lester Levenson, the founder of the Sedona Method, just yesterday morning. I sat in my easy chair, reading, feeling happy, wondering how I might learn more about

Sedona and Lester. I remember thinking, “Gee, it sure would be nice to meet some Sedona people and learn more about what they do.”

That *same day* I checked my e-mail and to my delighted surprise, there was a message from the director of the Sedona Institute. He had heard about me through the grapevine and wanted to talk to me about how I could help promote their web site at www.sedona.com. Wow!

And then there are the countless times when I want more money for something or other, and I get a brainstorm that pulls in an abundance of money fast.

One time when I needed to raise \$20,000, I almost created a seminar on “Spiritual Marketing” to get it. Instead, I felt inspired to see if anyone would sign up for the same class online. This was unheard of at the time I thought of it. But boldness brings magic. And money. I announced that the class would only be conducted by e-mail, would last five weeks, and would cost \$1,500 per person. Fifteen people signed up, bringing me a whopping sum of money in one day. Very nice. I have since taught my e-class system to others. They have made upwards of a quarter of a million dollars per year with it. In most cases, I received almost half as payment for my consulting. You know I like that.

Another time I donated \$15,000 to the mother of a child who had had a pediatric stroke. She needed the money for a machine to help her child learn how to move his little body. I didn’t know her or her child. I gave her a check for the full amount. It was the largest donation I had ever made up to that time. Later the same day I received a check for twice the amount from an unexpected source. Miracles like this are not rare or impossible once you soak up these principles.

“You have miracles happen all the time,” Nerissa repeated.

“Why do you think that is?” I asked her. “It certainly wasn’t always like that.”

“Because you now practice the Attractor Factor,” she explained. “You make yourself a magnet for whatever you want. Once you decide you want something, you get it, often almost instantly.”

There's no question about it. If I tried to document all the miracles that keep occurring in just my life alone because of the Attractor Factor, I'd never stop writing this book and never get around to releasing it to the public.

My point is this: The five-step formula you are about to discover works.

And because it works, I want you to have it.

I once told Nerissa that there is an easy path through life and a hard path. When I first met her, she was crawling up the rocky side of the mountain. I pointed out that there is an escalator through life, too. You can take the hard path or the easy path. It's all your choice.

When I first met Nerissa, she was unhappy, battling a lawsuit against construction workers who messed up her roof, fighting with her mother almost every day, hating her job, and more. Within a few months of discovering the Attractor Factor, she ended the lawsuit, found common ground with her mother, quit her job, and now has two e-books out and a growing Internet business. And she lives with me in our country estate. She says she is happier now than at any other time in her life, *ever*.

Again, there is a rocky road through life, and then there's an escalator. Which do you prefer? The Attractor Factor shows you the way to glide through life. Why not step up and enjoy the ride?

Remember that things are symbols, and that the thing symbolized is more important than the symbol itself.

—JUDGE THOMAS TROWARD, QUOTED IN
ATTAINING YOUR DESIRES BY GENEVIEVE BEHREND.