



The 6 Laws of AttrACTION

Everyone wants to sell you marketing strategies, but without a solid foundation, they will never work. Or they will work for a little while and then they'll stop working and you will find yourself back to square one.

How do I know this? Because I have been there many times in my last few years of entrepreneurship. Things didn't really shift until I moved into seeing myself as not just someone who was just making money but someone who was a true bonafide leader.

You can have the best marketing, fb ads, sales funnel specialists working on your side but if you are not showing up as a leader, you will be sniffed out by your audience in a minute. Most people can smell out a person who is "playing" at what they do, versus the real deal. If you aren't a leader chances are you will attract really difficult clients, people in poverty consciousness and have a really hard time keeping up any momentum.

The real difference is when someone steps into their Superpower or as I like to call it,

REAL Leadership Mastery.

Mindset is defined as: the established set of attitudes held by someone.

That doesn't just mean "what you think about"- it also includes how you "be", how you show up, your attitude, your daily habits, your energy and your vibe, your confidence or certainty, the embodiment of high level character and so much more.

Through my years of coaching thousands of people to launch, grow and scale their businesses, I have found that the biggest transformations didn't occur with a specific strategy or marketing method, they only always happened with the right energy and mindset.

This is my personal blueprint on how to own your superpowers and become irreplaceable in the eyes of your potential clients. It consists of these six critical elements.

But before we get to that. I want to share a little story:

Why "The Secret" got it ALLLL wrong...

I first watched the movie The Secret about 12 years ago. I remember being really excited watching it back then. All this mindset and personal development stuff was still so new to me.

I had an old boyfriend who got me into reading Tony Robbins books and I was super hyped to create an amazing life for myself by just thinking positively.

At least that's what I thought.

That's how I interpreted it.

And then there was an outrage of people who said *The Secret* didn't work.

And I got it, because I didn't think it worked either.

It took me some years before it finally hit me and I realized,

No, you can't just **think** your way to wealth

And you also can't solely **strategize** your way to success.

You need the limitless power that putting BOTH together creates.

THAT is what creates a successful business and life and long lasting happiness and wealth.

Enter: The 6 Laws of attrACTION.

| | |
|----------------------------|---------------------------------------|
| ALIGNMENT | INSPIRED ACTION |
| CLARITY | ORIGINALITY & AUTHENTICITY |
| TAPPING INTO ENERGY | NON-RESISTANCE |

Let's explore these in more detail...

Law #1 Alignment: The most important and probably the most complex of the laws lies in alignment. This means being fully connected to what you do, who you do it for and why you do it.

Even if most things feel good and in alignment, even one little thing that “feels off”. This is especially true product launches and enrolling clients.

Not feeling your program deliverables?

Can't stand webinars?

Low confidence on sales calls?

Worried about money?

Feel like you're constantly calling in “broke” prospects?

All of these things can and will throw off your alignment and stop you from serving at your highest and in the most powerful way.

Other things that can feel out of alignment include pricing, payment options, the amount of time or space you're giving to clients, things you are investing in - or not investing in.

You must get into a place where you feel fully aligned and **CONNECTED** to the work you are doing. It's only from that space that things will truly flow with ease.

Without it, you may experience some success, but it will be hard, exhausting and you will find yourself sabotaging yourself regularly.

Here's a quick exercise you can do to see where you stand:

- > On a scale of 1-10, how in alignment do you feel about your offer or what you are selling?
- > On a scale of 1-10, how do you feel about your pricing/rates?
- > On a scale of 1-10, how do you feel about your "launch plan"?
- > On a scale of 1-10, how do you feel about the deliverables or deliverability of your offer?

Now, what can you do to get up to a 10 in all of the areas above?

Law #2 Clarity: One of the most intangible yet POWERFUL things in your business. Most people tend to overlook the power of having insane clarity in who they are, what they offer, who their ideal clients are and the results they can get. When you have clarity, you have certainty. And people buy certainty.

Most of the times when you are feeling "stuck" it's because you are lacking clarity in one thing or another.

Identify the areas where you feel fuzzy or unsure and do what you can to get crystal clarity around that. That could mean interviewing current or past clients, doing market research, educating yourself on a particular topic or my absolute favorite... just going out there and doing it.

I used to always tell my clients "you can only get so much clarity in your head"- meaning you can only think and write so much before you actually have to just go out there and experiment.

Recently I heard I quote that I absolutely love, that says just that in a more eloquent and memorable way- and that is:

The only way to find your rhythm is to dance.

Stamp that on your wrist and remind yourself every damn day. Alright so onto Law #3, which is one that I can't stress enough. No matter how much clarity you have, no matter how much action you take, if you are missing this one, you will continue to flounder.

Law #3 Tapping into Energy: When it comes to energy, this is something that is felt through the airwaves.

It's literally felt from person to person. That means if you're having a bad day, if you're stressed out, if you're not feeling good, if you're out of alignment: your potential clients and your prospects WILL feel that. Down to like you sending an email at the wrong time. Are you sending emails or posting with the wrong energy?

Now with that being said, I don't really believe that you need to be "high vibe" all the time (which I'm actually going to be talking about in law number six). However, you can't feel like shit, because when you feel like shit or you doubt yourself or you don't feel good: that transfers. It transfers in your writing, it transfers and your Facebook posts, it transfers into everything that you're putting out there.

And I'm sure that if you'd look back, you'll be able to notice times where maybe you put out an offer, or you hosted something when you just didn't feel really energetically aligned or when your energy was low and you probably remember that you didn't get a whole lot of traction.

You got probably no one responding to your offer or you got crickets when you posted on social media. So energy is really, really huge. Energy and just feeling good and feeling in alignment with what you have to, is going to make a huge difference in your success.

It's going to be the difference between you kind of floundering and flailing and you really taking it to that next level. I'm sure that you can also see that the people that you're attracted to have a really good energy about them. There's just something about them that is attractive. There's this something about their aura that makes you want to be in their space. So you want to be someone who is just that way. You want to be someone who has that attraction level of just your energy and people wanting to be around you.

And when people want to be around you, they start to buy your stuff. This is especially true if you look around and you might see somebody that has all of the fancy things in place: they have all the fancy launch things, all the fancy advertisements and branding and all of that stuff, but they're doing crappy in their business, right?

And you think *"Hmm, I don't really know what it is, but something feels off about that person"*... And so you don't buy from them, you don't trust them, you're not attracted to them.

But then there might be someone else who maybe isn't so buttoned up in their business. Maybe they're not so perfect. Maybe they're winging it... but their energy is amazing. You're super attracted to them.

Now that's what I want you to really think about when you think about tapping into energy and how much that affects whether you're going to be successful or not and whether people are going to be attracted to your brand and want to buy your offers.

Law #4 Inspired Action: One of my favorite sayings is: Money loves speed. Inspired action is all about listening, feeling and then taking action that feels good. When you get an idea or a download, do not overthink, do not question it, do not hesitate.

One of the mottos I operate my business by is: Act now, think later. Now there is a major difference between taking inspired action and just doing busy work. Most people spend too much of their time on the WRONG things. And on top of that, they overthink and end up talking themselves out of pursuing or monetizing a soul-led idea.

Some of my best offers and biggest and easiest launches have come from an inspired idea and just taking swift action. Usually this means no sales page, no sales calls, no Facebook ads, no fancy launch event like a webinar or a video series. I literally just take the action and make the offer.

The more you can act on those inspired ideas, the more you will attract clients and customers who are ready to say yes to you.

[Check out this short video I did on creating and monetizing inspired offers.](#)

Law #5 Originality and Authenticity: This law is all about how to stand out, attract your ideal clients, and repel the pain in the ass clients - which is something a little bit more logistic. However, the my laws of attraction are inspired by ACTION.

Those people who are never going to buy from you anyway, can actually be one of the biggest strengths you can have. This is going to encourage you to stop hanging out in the middle of the road. Stop trying to please people, stop trying to make everyone

happy and really tap into who you are, your originality, your uniqueness, and the specific people that you want to call in.

Because the more “*you*” that you are, the better clients you will attract. It really doesn't make any sense to pretend or put on a facade or try to act like someone that you're not, because you're going to call in people who are attracted to that “fake” persona of who you are versus the original an authentic you and you don't want to create a business on that foundation, do you?

You want to have a business where you were just really calling in and attracting the most amazing clients, the people who love you, the people who adore you, the people who are going to buy everything that you put out there. So being original and authentic is one of the key laws of attraction

One of the most common things I hear about my content and how I show up is how raw and real I am and how that's really attractive and people admire that.

So find your thing. Find your way. And go all in with it, every day. Even if it's means alienating certain people. Because if everyone likes you and you're not ruffling any feathers, that's an indication that you're doing something wrong.

Law # 6 Non-Resistance: Contrary to popular belief, being high vibe isn't always the best state. High vibe just isn't sustainable. No one can be high vibe all the time- life happens, our moods shift, hormones go nuts, and it's just unrealistic to believe that we would be happy go lucky 24/7.

Now, on the flip side of that, you definitely don't want to be low vibe or sad, or stuck or desperate (remember law #3 about energy).

The most ideal state is one of non-resistance. Neither high or low, happy or sad: just calm, even keeled and ready to take on whatever happens. When you are able to maintain steadiness despite what's going on around you- you are the most open to receiving everything you want.

I know it sounds weird. Especially because so many people tout "high vibe" all the time. And don't get me wrong, high vibe is amazing, but some people confuse high vibe with overexcitement and unrealistic expectations that usually end up bursting our bubble at some point. That creates a battle between high and low. Most people forget about that space in between. And THAT is where the magic happens.

When you're in non resistance- you're not stressed, you're not desperate, and you're not too eager that you suffocate your goal... you are just open and ready to receive.

So that's it! Those are the 6 laws of attraction.

Alignment
Clarity
Energy
Inspired Action
Originality and Authenticity and,
Non Resistance.

My mission is to share these things with you and tell it like it is. Starting, growing and running a business is not for the faint of heart.

There are inevitably things that are going to get in your way:

You are going to sabotage yourself, stop yourself and play small.

You are going to doubt yourself, drown yourself in perfectionism and come up against serious resistance.

You are going to experience personal and professional things that have the capacity to knock you down.

Mastering your mindset is NOT about kumbayaing your way through life and having nothing ever go wrong, it's about knowing what to do when things don't go your way while simultaneously believing and expecting that things will always happen in your favor.

So what does it take?

- > Constant recommitment
- > Daily success habits
- > Effective Mindset Practices
- > Community that inspires you to uplevel and play BIG
- > Someone to call you out and/or hold you accountable when you choose safety, comfort and old habits.

Which is exactly what you get when you [join me in The Ambitious Babe](#) -Where Inspired Ideas Meet Aligned Action:

a monthly mindset and entrepreneur embodiment experience that will shift you into the best version of yourself so you can attract anything and everything you want in your business with EASE.

[**Check out all the details and become an Ambitious Babe here.**](#)

Hi :) I'm Jenn: Visibility expert and mindset maven for entrepreneurs who want the world to know their name.

I am a self professed introvert and single mom who went from rock bottom to creating a 7 figure business within 3 years. I'm known for my tough love, no-B.S. style, and my passion is helping ambitious entrepreneurs, like you, overhaul their biggest fears and empowering them to share their message with the world.

I truly believe that I was put on this planet to help women create wealth and freedom through business.

Make sure you subscribe my free podcasts: **Focused, Fierce and Financially Free** - a quick bite podcast for online entrepreneurs who want to create wealth and freedom with their business.

