

'The Secret' to Success?

By FRANK MASTROPOLO



Nov. 26, 2006 — At churches, schools, community centers and homes, people are gathering to see a film that promises revelations that will change their lives.

It's called "The Secret," and it can't be seen in theaters.

Thanks to an ingenious viral video marketing campaign, using grassroots, word of mouth and the Internet, its producers say that millions of people have already learned a secret that has existed, but has been suppressed, for centuries.

The 'Law of Attraction'

The secret, says author Bob Proctor in the film, "is the law of attraction. Everything that's coming into your life you are attracting into your life. And it's attracted to you by virtue of the images you're holding in your mind."

Proctor is one of 25 writers, philosophers, doctors and scientists who explain that when you think of positive things that you want, and focus on them intently, then like a magnet, you will attract those good things you desire in health, wealth, happiness and relationships.

If your thoughts are pessimistic and negative, you will attract bad things in your life.

The film's creator, Rhonda Byrne, says she discovered the law of attraction in a 100-year-old book called "The Science of Getting Rich."

On investigation, though, she found the secret had been known for centuries by many of the great thinkers: Plato, Galileo, Edison and Einstein.

"But most people aren't aware of it at all," said marketing guru Joe Vitale, author of "The Attractor Factor." Vitale participated in the film.

'The Most Historic Moment in History'

"This is the most historic moment in history because this powerful information is being broadcast to the masses, to the people on the street in a way they can understand and relate to," Vitale told ABC News. "They sit. They watch it. They absorb it."

Success requires more than just having a positive attitude. According to the film, some of the keys to using "The Secret" are:

- **Expectation:** Expect the things you want and don't expect the things you don't want.
- **Gratitude:** Be grateful for what you already have, and you will attract more good things.
- **Visualization:** Create pictures in your mind, imagining yourself enjoying the things that you desire as if you already have them. Then you'll attract them.