

Jessica Ortner: Welcome to our session on the law of attraction. The teachings of the Law of Attraction seem to be everywhere; from movies, to books, to seminars and programs. And with all this talk about the power of the Law of Attraction why doesn't it always seem to work the way we want it to? If you've been disappointed in the past when you tried to use the Law of Attraction, or if you're new to the law of attraction and want to learn more, then you are in the right place.

My guest is Bob Doyle. When it comes to cutting out the fluff and getting to the real core of the Law of Attraction, Bob is the person to speak to. He's been featured in the movie *The Secret* and he's the creator of *Wealth Beyond Reason*, an online curriculum on the Law of Attraction.

Welcome Bob.

Bob Doyle: Thanks, Jessica, it's great to be here.

Jessica Ortner: Thanks for joining us. Bob, I've heard you say before that you believe some people oversimplify the definition of the Law of Attraction. In that case, how do you define it?

Bob Doyle: Well, let me first specify what I believe are the basic oversimplifications so that people have some context. A lot of people say like attracts like or what you focus on expands, right? And it's very common that people will say that. The problem with that is that is the way that the Law of Attraction can occur. You know, people who have things in common become friends or that kind of stuff. It can certainly occur that way, but there are also many, many examples where like does not attract like or opposites attract. So how do you explain that to people? It gets very confusing.

People are like, "Well, what about this? What about that? What about Mr. and Mrs. Jones who are complete opposites and yet their marriage has worked for 60 years," or whatever. Because the Law of Attraction is really about vibrational resonance, We are in an energetic universe. Everything is energy, right? And energy is vibrating and it follows certain laws. And what the Law of Attraction does is explain how energy comes together, at least from our point of view, as human beings as we're observing how energy is behaving in the universe. And so when things are in resonance they tend to attract.

I often use the example of music because if you like a particular piece of music or a particular style of music... And music is all vibration, right? It's all sound vibration and when you hear it and you like it, it has an emotional impact on you. You can feel it, sometimes physically, that you like it and you're drawn to it, that you resonate with it. And that's kind of how the Law of Attraction works in everything. I mean that's a very oversimplified example, but see the Law of Attraction is not, and I say this all the time too, but it's not some personal development tool. And the Law of Attraction is not about us getting anything; although we can utilize the Law of Attraction to have things come in and out of our experience. But that's not what it's about. It's not inherently about that. It's about how energy behaves.

And so what we have learned, though, is that we as human beings can impact what our vibration is. Again, we're energetic beings and we can change our frequency through the use of our emotions, and our imaginations, and our thoughts and feelings, and so on. And that in that way we get into resonance with certain things and we attract them.

But the thing that people also have to know is that 99% of how the Law of Attraction is at work in our life, or more, maybe way more, is completely automatic. I mean we're not consciously thinking all the time. We're not trying to attract everything that's in our experience. It's just happening because we're in resonance with it. And a lot of that is because as we grow up, we just learn things, we have certain beliefs, we accept things as reality because that's our observation and how we observe other people doing things.

And so we attract most of our experience by default, but we also have the ability to attract more intentionally. So that's kind of what the "work" about the Law of Attraction is about.

Jessica Ortner: Now, when we learn the Law of Attraction many of us are first taught that it's about positive thinking.

Bob Doyle: Yeah. It's not though. Positive thinking can help because if positive thinking leads to positive feeling and it shifts your energy vibrationally, then you can attract something different. But just thinking positive thoughts without having positive feelings or having an impact on your vibration doesn't do anything. And, in fact, a lot of times if people have grown up in a mostly negative environment and people try to tell them to think positively it actually brings up more resistance than they want because they're trying to tell

themselves happy things that they don't have any experience of being true. And so it just throws up a bunch of stuff in there. They basically reject the thought out right.

So positive thinking definitely is one of many tools that people can use to change their vibration, but it's not the end all be all.

Jessica Ortner: So really what you're saying here, and what I'm picking up, is that when you talk about the frequency that we're in and the vibration we're in, that goes right back down to how we're feeling.

Bob Doyle: Yes, that's our feedback. How we know what we're vibrating, if you will, is given to us through our emotional state; if we're feeling good, if we're feeling bad, that's all a reflection of what we're putting out there. And so a lot of times our emotional responses are also on auto pilot. You know, we've learned to react or feel certain ways in certain situations, and we don't feel like we have any control over that because, hey, if this happens this is how you're supposed to feel. It becomes automatic. But we also have conscious control over our feelings and we can choose better thoughts or more productive thoughts in terms of creating an experience in our lives that we will actually enjoy, so it kind of goes both ways. But when it comes right down to it, our emotional responses are always a choice, although a lot of them are unconscious.

Jessica Ortner: Now, if we are reading this and we suddenly realize that we've been living very unconsciously, what's the first step to change that and become more conscious?

Bob Doyle: Well, I think it helps to really spend some time looking at, if you're open to that, if you're open to say, "Okay, well, if I'm doing things unconsciously what has that brought me?" And you can look around in your life and see the result of what you've been thinking, or feeling, or vibrating or attracting, however you want to say it, up to that point. So the more that you can look at your experience and take some level of responsibility or at the very least see that, "Yes, I think I may have had something do with this." Then, and only then, can you really buy into the idea that you can change things in a conscious way.

So assessing what it is that your life is and how you'd like it to be different would be the first step. And then getting really, really clear on how you'd like

it to be different, and why you want it to be this way. Because a lot of times think they want something because they've been taught that they should want something.

Like a million dollars is a great example. Everybody thinks that's going to solve all their problems and so they learn about the Law of Attraction and they say, "Oh, I'm going to attract a million dollars." But why? Why a million? You know?

If it's just some crazy number that you think is going to solve everything it's going to be very difficult to get into resonance with that, especially if that's a dollar amount that is so far above anything that you've ever experienced before. The amount of resistance that's going to come up is going to be significant, and it's going to be a slow journey. But if you get clear on what you truly want your life to be and why; like is it in alignment with your sense of purpose or your passions or things like that, and concentrate on those feelings; then you're going to get that vibration going the way that you want it to. And then if a million dollars is what you need to be in resonance with this vision, then you'll attract it. But if you're chasing the money just for the money's sake, you're chasing the wrong thing.

Jessica Ortner: I've often heard people say that they have felt stuck in the sense that they couldn't figure out what they really wanted. They are unhappy and they don't know what they want. What do you do in that situation?

Bob Doyle: Yeah, there are lots of little techniques like just choosing the opposite, you know, choosing what you really don't like in your life and say, "Okay well, what is the opposite of that?" You know if you've got an unhappy relationship and that's all you know. Maybe you've had unhappy relationships your entire life, and it's hard to imagine what a happy relationship would be like. It's really what the feeling is that is the opposite of what you're feeling.

Sometimes it is hard to get specific about a particular thing, because, again, you don't have any frame of reference. But you do know that you want to feel differently than you do now. And so if you at least know that, then you've got to at least, on some level, even if it's the slightest conscious level, have some idea of what that feeling might be. You may not be able to put pictures to it, or what item, or what person, or what dollar amount or whatever is going to

“make me feel” this way, but you can at least try to get into that feeling. And sometimes it’s going to mean changing your environment radically. You know, go find some happy, positive people. Go be with people who are up to things, who inspire you. I mean that’s when it really gets good to watch movies that inspire, to read books that inspire, that kind of stuff. Just sort of unlock this. You’re so stuck on the way that your life has always been. These types of things can give you some possibility. And a lot of times I think people read an inspirational book or see an inspirational movie and they’re inspired in the moment, but it actually more depresses them because they’re like, “I want that but I can’t have that.” Instead of going that way, say, “I want that and I can have that and what would it be like if I did have that? What would I feel like? What would my life look like?” You’re going to have to stretch that imagination muscle if you haven’t used it before.

Let me say something about that because I think there’s another misconception out there that, hey, you learn about the law of attraction and you can easily do this, and easily do that, and just make a wish and bang, right? Well, that’s not always how it’s going to be because we all have various levels of resistance or limiting beliefs, or negative emotions or anything that we’ve grown up with. Some have more than others and some have it in different areas than other people. So there’s no set time limit about how quickly this is going to work. It really boils down to how quickly you can get rid of the resistance that’s kept you stuck at this point.

So it is a process and the idea is not to make it feel like it’s work. But that can take a commitment; and that’s the thing that I really want to impress upon people is that understanding the Law of Attraction isn’t always a quick fix, but it’s so worth understanding because you can at least start the process to change the way you’re experiencing your life. If you give up right away because oh, it didn’t happen overnight, you’ve gotten nowhere. And, in fact, you sort of get jaded. “Well, I tried that Law of Attraction stuff. It doesn’t work. I did a vision board and nothing happened.” I see that happen far too much and people aren’t persistent enough. They don’t give themselves enough time, or they don’t understand resistance at all and they don’t do anything about it. So they stay stuck.

Jessica Ortner: What attracted to you to EFT and how have you used it with incorporating it with this whole process?

Bob Doyle:

Early on when I created the *Wealth Beyond Reason* program I think one of my first interviews was with somebody who was dealing with changing the energy system in a person's body. It wasn't EFT, but it was a cousin of EFT. And I got the concept, but it didn't really sink in. And I think I talked to somebody like Brad Yates and a couple of others. And they said you ought to try it. Again, I got it intellectually but I never really tried it for myself because on some level I didn't get how this tapping thing could do anything, right?

Finally, I think a year after I was introduced to it, again, I think it was Brad Yates, convinced me just to try it at some point. So I finally did and the effect was so immediate and so noticeable and so undeniable that then I started trying it on everything. And then I really saw major changes happen, certainly in my emotional state and how I felt about certain things. And my belief system started to evolve so that I could think bigger for myself.

Then when I introduced it to the *Wealth Beyond Reason* student population and they started getting results with it; I mean I got more response from the introduction of EFT into our program than anything I had done up to that point. Because what I came to realize is that it's all about releasing resistance. I mean the Law of Attraction and having it work in your life the way you want to, once you understand what it is and get a few techniques for being intentional about it, then it's all about eliminating resistance. So a tool like EFT is required.

Jessica Ortner: Well, how do we figure out what our resistance is and what to tap on?

Bob Doyle: Well, see, I think a lot of people spend way too much time trying to figure out the root cause of everything. You know well, why isn't this working? And they're racking their brains. What did somebody say? What event occurred?

My experience with EFT is that doesn't really matter to use the process. All you have to do is know how you feel when the resistance comes up and that's going to be automatic. You're going to have an idea about starting a new business and you're going to get this knot in your stomach. You know, it's too big, I don't know how to do it, all of those things. Those feelings that come up; it's not really important that you know where they came from, although, that can be helpful. But doing EFT in that moment when you're tuned into that will help you to balance out that energy system so that then those beliefs don't rule you anymore. And a lot of times during the process of doing the tapping or whatever, things will open up for you and you may see, you may

remember the root cause. You may remember a conversation or an event or something that, “Okay, I see where this came from.” But it’s not absolutely required that you do. The only thing that’s required in my experience, for EFT to work is to be aware of how you’re feeling and do the process in that moment.

Jessica Ortner: You talked a lot about persistence before. Now, there seems to be a lag time when it comes to the Law of Attraction. So if we’re working towards attracting something, how do we know that we’re on the right track?

Bob Doyle: Well, there’s a lot of trust involved in the process. And, again, that comes from understanding how the Law of Attraction is at work and more of what it is, I think, on a scientific level, at least for some people, because then they don’t have to keep second guessing whether or not this is really working just because it hasn’t happened yet. Once you have that trust, once you understand that, “Hey, look it really is working.” It’s working and you’ve got some resistance to work through then the whole how quickly it works doesn’t matter so much. And that’s a whole area of resistance that you can stop looking at.

Again, this is something that also the more you use it, the more you start having experience with Law of Attraction actually working, the less resistance you have and then, again, you stretch your ability to attract bigger and bigger things.

So it’s really just about trying it. I always recommend starting with something small so you can have some experience of attraction. But some people who are really, really stuck, small may as well be huge for them because they have a problem. Maybe they don’t feel like they deserve to be able to attract anything. So that’s why understanding a process like EFT and dealing with resistance from the very, very beginning and throughout is so important.

Jessica Ortner: What are some common resistances that you find that comes up? You work with so many people. Do you find some kind of common themes that come up over and over again?

Bob Doyle: Sure, like I mentioned, one of the biggest ones is an issue of deserving. You know, we don’t feel like we deserve to have this magical life for whatever reason. We believe that we’re limited and there’s only so much that we can

do. We watched our parents or our peers or the people who we grew up with only get so far and watched their belief systems and incorporated them into our own. And so we have some sort of set points about what we can attract, what we deserve to attract into our lives. When, actually, from a scientific point of view as far as the universe is concerned, there is no cap. There is no too big. You know, we live in an infinite universe and we all have access to the same energy. But we also have various levels of resistance. So deserving is a big one.

Things like “How I will do this?” You know, instead of letting go, and trusting, and following our intuition and taking inspired action, we sit there and we’ll do the processes, whatever the techniques are, whether it’s a vision board, or making a list or meditation or whatever little Law of Attraction tool we’re using. And then we go right back to figure out how we’re going to attract this thing. You know, we try to get in our head.

The thing is if you’re in your head, if you’re trying to use your intellect to figure out how you’re going to attract all this, well, you’re using the same resources that you’ve always been using and haven’t gotten you there. You’re going to have to utilize new resources and allow those things to come to you. And that’s what the Law of Attraction can do. It will bring you new people. It will bring you new... it could be books, or movies or ideas to take action on. And your job is just to follow through with that inspired action as it comes to you.

A lot of people, again, don’t have that either. They don’t have the confidence. If they want something in their lives and they go through these techniques and then they get an inspired idea or something happens, or a strange coincidence happens, they don’t trust to take action or they don’t see “Well, how this could get me there? This couldn’t be it. This isn’t what I’ve attracted. This is just some random coincidence.” And they don’t take any action. And that’s using their intellect and their logic to try and figure out whether or not this event that has occurred in their lives has anything to do with or will bring them closer to what they’re trying to attract.

When what you really need to do, and I learned this very early, is just to follow your intuition and take that inspired action regardless of whether or not it makes sense to you. And the more you do this, you’ll realize that a lot of things that wouldn’t have made sense to you before, suddenly will because you’re going to have some experience of getting to where you wanted to be by

following this really crazy path that doesn't make sense to you from a logical point of view, but it did get you there. But it all starts with trusting.

Jessica Ortner: Bob, you have this great resource, the Daily Utilization of the Law of Attraction Principles. So I'd just like to go through each principle and talk a little bit about how we can use it in our daily lives.

Bob Doyle: Okay.

Jessica Ortner: So the first principle is "Begin Each Day with a Specific Intention." Can you talk about that?

Bob Doyle: Yeah, it's just basically, you wake up and say, "Well, what do I want my day to look like today?" You know, "What would be fun today? What would make me feel alive today? How can I evolve my vision today? What do I want it to look like?" I mean it doesn't have to be necessarily specific. You can be specific. Or it can just be an overall "I'd like to have a really great day, or I'd like to meet a new person, or I'd like to make this sale," whatever it is; but to have something. It can be big or small. Everything doesn't have to be these gigantic manifestations. It can be just anything, but to kind of know where you'd like to go that day. That's basically all that is.

Jessica Ortner: The second step is "When Resisting Comes Up, Release It."

Bob Doyle: Right. Well, that's what I was saying before, getting into the practice of releasing in the moment is really key. I mean because a lot of times I think people learn about releasing or EFT and they set aside a certain time of the day to do EFT. But they may or may not be in that emotional state that they want to release on in that moment. So they either have to conjure it up or they don't. They just tap saying phrases or whatever, but there's no real emotion behind it and, again, that's sort of an impotent practice. I mean the idea with releasing is that you're in that state that you don't like that isn't pleasant and you release it right then.

So learning how to release in the moment. And another great thing about the more you practice EFT is you learn what it feels like to release. You learn what the result is of doing the tapping and a lot of times you can just spontaneously release without doing any tapping because you know what releasing feels like.

So the goal, I think, is to just live in this great state of being able to release in the moment as resistance comes up because it will. Because we live in a world surrounded by people with tons of resistance. We're going to be around them. We're going to witness it and stuff's going to come up for us. But to be able to release in that moment is really, really powerful.

Jessica Ortner: I love that. I never heard anyone put it like that but it's true. You do learn that feeling of releasing.

Now, the third one is "Spend Time in Meditation Focusing on Your Thoughts and Feelings and What You Desire."

Bob Doyle: Yeah, again, it's just about taking some quiet time. It's all about you. It's your time. It's about your vision. It's about your life. It's some time to be creative and imaginative, and to dream big, and create something that inspires you. Meditation can be more of a formal sitting down and really doing a meditation, or it can just kind of be as you're driving along and just say, "Okay, I'm going to commit this time to myself and to build this vision, to create a vision that inspires me and to get into that feeling." That's all that is.

Jessica Ortner: We're so busy nowadays. I mean do you recommend setting a time in your day where you know at this time you sit down and reflect?

Bob Doyle: I think that works for a lot of people. It depends on your lifestyle. You know, my particular lifestyle I have a lot of flexibility and I can kind of do that whenever and I try and stay in a perpetual state of creating a vision for myself. But if a person is on a very strict schedule then yes, I would say look into that schedule and create 30 minutes a day, or every other day or whatever that's just for this, just for designing your life.

Jessica Ortner: Now, the fourth step is "Do Things That Bring You Joy."

Bob Doyle: Right, because when you're in a joyous state, if you're doing something that you're passionate about, you're automatically in resonance with and you're attracting more things that will perpetuate that state of joy. So the more that you can do something that you really enjoy, you don't even have to worry about making a list or doing a vision board or anything like that. If you're in the state of joy then that's what you're in resonance with and you will attract more things that will bring you that state of joy or build on it.

So taking time to do things that you're passionate about or you just plain enjoy will really, really help you in the long run, provided you don't go right back to, "Okay, now it's back to reality, and I wish I could that more but I can't because of this stupid job," and that kind of stuff. It's really about being in that state of joy and trying to perpetuate that as much as possible without going totally backwards when resistance comes up. And, again, that just goes back to knowing how to release in the moment.

Jessica Ortner: Now, the fifth step is "Do Not Get Attached to a Timeframe." Why is this important?

Bob Doyle: Because you get that whole resistance thing. If you feel like you have this thing in a week, otherwise all hell is going to break loose. Well, that just says a lot about what you're putting out there. It shows a lack of trust that things are going to work out well. You're in this state of "What if it doesn't?" You're not putting out a pure vibration of a successful manifestation if it's got to be done by this amount of time. You know, that's our rule. Maybe all indications are that you've got a deadline for something so you're saying well, Bob look it does have to be done by this time. But the thing is that if that's your emotional state and there's some stress around it or whatever, you're hurting yourself.

It's not going to be a joyous process. You might get it done but it's going to be more laborious than you need it to because that is what you're vibrating and what you're in resonance with, the stress around it.

Now, let me say this though. Some people work great with timelines. It inspires them. It motivates them. They feel good about it. In that case, go for it. But if you're a person who, like me, doesn't like deadlines or it's got to be done by this amount of time, don't get attached to that. Let's say you're saying it's got to be done in a week. It's got to be done in a week. And that's what you're in resonance with. If you would let go of that completely, maybe it will get done in a day, maybe it will get done in an hour. Maybe something will show up, but you're not in resonance with that. You're not going to allow that because you're all stuck on it's got to be done in a week. So you're not going to put yourself in this state of infinite possibility where things could happen and what might occur in a miraculous way.

Jessica Ortner: Well, what do you think about people who feel that feeling stressed makes them work harder?

Bob Doyle: Well it does, but are they enjoying that work? Hard work has this connotation kind of built in that it's hard, not enjoyable or whatever. I guess there's a healthy amount of stress. It puts people into action, but hopefully it will put them into joyous action.

They see a situation that needs changing. It creates a feeling of stress, some sort of a stress. But from that, if they can build a vision that they can then take inspired action on, the stress has been productive. But if they wallow in that stress and hold onto that stress throughout the process of hard work; again, they may get it done, but the process is so much less fun than it could be.

And also you limit yourself. If you take on a task in this place of infinite possibility, then it can evolve in these amazing ways and be even more productive than you thought. The result could be better. And in the process you may attract all sorts of other ideas, new things to do, new inspired action to take, that would help you grow that vision. But if you're all unfocused and stressed about this, "I've got to get this one thing done," that's all you're about.

Jessica Ortner: So the next step is, "Honor Your Intuition." I know you've spoken a little about this already. Can you talk about it more?

Bob Doyle: Yeah, it takes practice. If you're not used to following your intuition these little ideas, or these voices or these little nudges, you don't know what to make of them. And you might think I'm just making this up. This is nothing. I'm not going to take action on this because it's just a crazy thought I'm having. It's just this random thought. But the thing is that whatever thoughts you have; you have because you're in resonance with them for some reason or another.

So if you've gotten into a practice of being intentional about attracting something, and then all of a sudden these new thoughts, these new images, these new situations occur, there's a reason for that. And that's your intuition in action. I mean you're working in concert with the universe and the universe is showing up through your intuition. Here's some action to take to get you closer to where you want to go.

The first few steps are the hardest and that's just trusting that and taking action on it. Again, like I said before, regardless of whether or not it makes logical sense to you.

Jessica Ortner: So the last step you have is, "Take Time Daily to Generate Exuberant Feelings of Gratitude."

Bob Doyle: Yeah, because gratitude is really, I think, the most powerful manifestation technique there is because, again, gratitude is a very positive emotion. It suggests that you have things to be grateful for. And the things that you're going to be grateful for are the things you want or enjoy in your life. And so the more that you can feel a feeling of gratitude about all the things in your life, all the little things, the big things, whatever sitting inside that state; now you're a vibrational match with more gratitude. You're going to attract more things to be grateful for, which, of course it just stands to reason that those are going to be the things that you want in your life because those are the things that you're going to feel grateful for.

So really taking the time to acknowledge. Even amongst the things that you think are bad in your life, you know where it seems that you have no hope, there are definitely things that you can be grateful for, like the fact that you're able to think. "Hey, I have no hope." You have to understand what you have, and it doesn't matter how bad your conditions are. There's always going to be something that you can be grateful for. So the more you sit inside of that feeling, the more you'll attract things to be grateful for and then you'll be able to see your situation change as a result of attracting those things.

Jessica Ortner: That's great. Bob, I've heard you say a lot; you've said already a lot, a big part of it, at least the EFT part of it, is figuring out the resistance and clearing it. This is actually more of a question. Once you clear that is that when you feel grateful or should we feel gratitude before or in the process? How are we going to fit it in?

Bob Doyle: Oh, I think gratitude is kind of ongoing. If you have an area of resistance and you are able to clear it, then that's certainly something to be grateful for. But gratitude isn't a before or after. It is an ongoing. You might find yourself grateful for different things on the other side of an EFT session, but before you do them, there are other things you can be grateful for as well. So I don't think there's really any, "This is the proper time to feel gratitude." It's always the proper time.

Jessica Ortner: Right. Well, I read a great article that you wrote about resistance and what we need to know about it. And you bring up eight different things and I was wondering if we could go through them. Because it's so powerful reading it and listening to you speak about it because it gives us the opportunity to reflect to see if these are the blocks that we have in our own life.

Bob Doyle: Okay.

Jessica Ortner: So do you mind if we go through them?

Bob Doyle: Nope.

Jessica Ortner: Great. So the first one that you have is, "It's too big." How does this play in people's life?

Bob Doyle: Well again, if we're used to having certain things, things a certain way, only accomplishing a certain degree every time we attempt something; then it's easy for us to take a goal that is a little more lofty or that we interpret as being bigger than anything we've ever done before as too big. Like well, we can't possibly achieve that and we believe that because we haven't done it yet. But it doesn't mean it can't be done. It just means that we have not gotten into resonance with something bigger. And so that really stops a lot of people.

How many times have you had ideas for a movie, or a book, or an invention, or something and you go, "Well, I don't know how to do that because it's too big. It would just be too big and I can't do it." You get stopped without even allowing yourself to get into that state of, "Well, what what if I did do it. How would that be? How would it look? If I didn't worry about the size of it, what would it be like to accomplish it?"

They don't even let themselves do that. They get stopped because they have an immediate belief that it's too big. Again, that's just something that's learned through their environment. And so I'm just inviting people to realize that all that is, is a thought. The belief that anything is too big is just a thought. That's all it is, and you can think something different.

Jessica Ortner: And it's so great bringing these things up too, because you've mentioned before that a lot of this stuff is unconscious. So the thought of it's too big can kind of seem like a natural thought that people don't think twice. They just think that's how it is.

Bob Doyle: Yeah, that's right. Yeah, they don't even consider that what they're dealing with is a belief. They're just looking at, "Well, this is the way the world is." Even though they could, if they just tried a little bit, look out at the world and see other people are having a completely different experience along those lines. But for you, "This is just how it is. It's not a belief. I can't change this. This is how it is." But it is a belief and it is just a thought.

Jessica Ortner: The second one is, "I don't deserve to."

Bob Doyle: Right and we pretty much talked about the deserving issue. It's a stopper. You know, it's a real stopper. If you really feel that you're unworthy of getting what you want, you're not going to be able to get into resonance with it.

Jessica Ortner: And this is one that you see show up a lot when you work with people?

Bob Doyle: Yeah, it's huge. I mean a lot of times they don't know it. That's one of the ones that sometimes they don't understand that they have an issue of deserving and it takes maybe a little bit of digging, because they really feel stopped. "No, I know I deserve it. I know I deserve it." They've got all the rhetoric. They can say, "Oh, I know I'm just a human being so I inherently deserve all this." But really what's going on in there is they do have a belief for some reason that they don't deserve it. And once they can get to that and realize, again, that that's just a thought and there's not really any truth to it... Sometimes it's about forgiving themselves for something that they did or that they thought that did or whatever. Self forgiveness comes into play there with the issues of deserving sometimes, but it's a big one.

Jessica Ortner: And this is something that people can adjust with EFT, right? I mean they can use a set up statement, "Even though I feel like I don't deserve to have all this money or this great relationship?"

Bob Doyle: Although I would even put it stronger. I'd say, "Even though I don't deserve it." I wouldn't say, "I don't feel like I deserve it." You need to own it. You need to own it and say, "I don't deserve it." Because that's what your truth is. That's what you really feel like your truth is, is that "I don't deserve it." And it's a much more powerful statement to just blatantly say it. Because what you really want with EFT is to bring up the most intense version of that thing you're trying to release so that you can get it out of there. If you say even though I feel like I don't deserve it, I'm sure you can understand, it doesn't feel as powerful as saying, "I don't deserve it." That really brings up

something for people if they've got that resistance. And that's a much more powerful thing to tap on, if that's what they're doing, dancing around it with, "Even though I don't feel like I deserve it." Do you know what I mean?

Jessica Ortner: So the third one is "I can't figure out how to."

Bob Doyle: Um-hum. Again, what we were talking about before. People get stopped from taking the first bit of action towards attracting what they want because they feel like they've got to have it all figured out. It's got to make logical sense and so on. That's just not the way it is. Sometimes people will be able to figure it out. Sometimes, though, if you aren't attached to having it all figured out at first, like you've got an idea, and you've got a vision. And you start this whole attraction process going. One of the things you may attract is a plan, is the figuring it out. But if you feel like you've got to figure it out first before you can even start the attraction process, then you're going to be stuck because at this point you may not have the resources to figure it out yet. You're going to have to attract them first.

Jessica Ortner: I have to say that this one was so huge for me. It was making the film. I think I talk about behind the scenes where I would call my brother and go, "I don't know how to do this." And he'd go, "I don't know how to do it either. Go tap on it." And you really do. You tap on, "Even though I have no idea how to get an interview with Bob Doyle, I accept myself." And then you become very resourceful. I would tap and I would think of an idea that I wasn't thinking about before.

Bob Doyle: Yes, absolutely. That is totally how it works and you really just have got to try that. When you feel like you can't figure it out. Let go of trying to figure it out. Do the whole, "Even though I don't know how to do this whatsoever." And then be on the lookout, because you're going to start attracting things if you're clear on what it is that you want.

Jessica Ortner: Okay, so the fourth one is "I'm bored." How does this show up in people's lives?

Bob Doyle: Yeah, that was a big one for me personally. I'd start these projects that light me up so much. You know, it might be a piece of music, for example, anything. And then I start down the path and the way that resistance shows up for me is I'm bored of this. I've got to move on. I want to move on to the other thing.

Now, the thing about that is that your vision can definitely evolve. So there's nothing wrong necessarily with starting down one path and then seeing a bigger path and following that. But if you just quit because you're bored and you don't have a plan B or you just kind of let the vision die. That is resistance showing itself and it could be a variety of resistance like the deserving issue or whatever.

The whole boredom thing is indicative of another type of resistance. The boredom in and of itself isn't resistance as much as it shows that there is resistance happening. You're sabotaging yourself from getting to where you want to go and your story is, "I'm bored." But if you were really to go back to when you first had that inspired vision and remember those feelings, you'll realize that "No, this is a great idea. Why am I bored?" Or it may be that you're burning yourself out because you're trying to do it all yourself or whatever. And it just gets too cumbersome so you say, "I'm bored." And you're ready to move on.

So if you know you're working on something that really, really lit you up, that you know that is in alignment with your passions and suddenly you start feeling bored. Then I would start doing some tapping on that.

Jessica Ortner: And what you say? How would you phrase it?

Bob Doyle: "Even though I don't want to do this anymore... Even though this doesn't light me up at all..." All of the stuff that you know probably isn't true. It's almost like you want to get into an argument with yourself. You want to rile yourself up so you can dig that resistance up and out. You know, stuff where if somebody was telling you the stuff it would really evoke an emotion. So tell yourself the same stuff that brings out a charge in you and then release it.

Jessica Ortner: Great. The fifth one is "This always happens to me."

Bob Doyle: Yeah. Resistance shows up in patterns. You know, "I always attract this kind of person. My project always falls apart at this stage in the game. Why does this always happen to me?" The same stuff over and over and over. Instead of saying, "Oh, I'm cursed," or whatever, what you should do is own it. You've got resistance going and it's a very specific kind and it's showing up the same way every time. So you should really take great joy in that. "Oh, okay, it's just resistance. I can deal with this. I've got this tool."

So the more something happens the same way over and over again, the more it should tell you that you've got a program running because you are the common denominator.

Jessica Ortner: The sixth one is, "I'm depressed."

Bob Doyle: Yeah. That's a huge one because it shows up for so many different reasons and in so many different ways. It can be because it's not happening fast enough or, again, some of the other areas of resistance, like if you don't really feel like you deserve it, or that you're not good enough or whatever. It can become depressing. Or if you look out in the world and you say, "Well, everybody else is manifesting so much faster than me and I can't do it. I guess I just don't..." You know, that kind of stuff. And then you can really get into a funk. And the thing about depression with a lot of people is that's how they're identified. They say, "I'm depressed." They label themselves like that because if they're not depressed they don't know what they are. Do you know what I mean? Like they've never been anything but some sort of version of depressed, and so they just keep going to that. And it's also an excuse. "Well, I'm too depressed to finish this. I'm too depressed to take action. I'm too depressed to do what I need to do to move forward in my vision." It's just another area of resistance. And, again, that can touch the deserving issue or the "it's too big" and that can result in some sort of depression.

Jessica Ortner: That's interesting. So basically you can clear one thing and it has an affect on all these other beliefs?

Bob Doyle: Yeah, that's what's so great about EFT. I mean I know that you know this, the whole concept of clearing out a tree or knocking down one tree and it clears out a forest or whatever. Yes, it's really interesting sometimes how our resistance is all inner-mingled. And so you might go after one area of resistance and clear several at the same time.

Jessica Ortner: And the next one is "I'm not healthy and energetic enough."

Bob Doyle: Right. Again, it's kind of an excuse but also there's some fact in there because a lot of times that's a way that we sabotage ourselves. We don't take care of our bodies. We put things into our bodies that we know; we know they aren't good for us. We know they're going to slow us down. We know they're going to take away our motivation and yet we do it anyway.

So there's something there too about resistance. It's more about the resistance is causing us to take the action that creates this lack of health. And I'm using the example now of not some sort of genetic type of health issue. I'm talking about where a person just runs themselves down, or makes themselves sick, or is perpetually ill or perpetually has headaches or chronic pain or whatever that really there's more of an emotional cause for. If you were to deal with that emotion, then whatever it is that's stopping you from taking care of yourself, eating right, exercising regularly. Again, it could be a deserving issue. "I don't deserve to be healthy." You know? "I deserve to feel like this because of..." whatever. And you may not even know why you feel that way. And that's another great use of EFT is you don't have to know why you're doing it, just how you feel in that moment of ill health, or lack of energy or whatever. If you can do some tapping on that, it's going to be different for everybody but all kinds of things can open up.

Jessica Ortner: This last one is interesting. It's, "They won't let me."

Bob Doyle: Yeah, it's the looking out into the world and saying, "Well, I would do all this stuff, but my wife won't let me." Or, "My parents won't let me." Or, "My boss won't let me." It's completely absolving yourself of any responsibility. So you get to be right. You get to say, "Yeah, well, you know, I want to do all this stuff but I can't. I just can't because look, all these people are saying that I can't. They won't let me take the action. They won't let me do whatever."

The responsibility of your life is now in other people's hands. And that's your choice because now you don't have to take any responsibility. You can go ahead and just keep being where you are because it's somebody else's fault and you have no control over it; which is not true. It may occur that way. People may be telling you, you can't do that, but you're in resonance with that. You're attracting the people who are going to support what you really believe about yourself.

If you really believe that you can't do it, you're going to attract people who tell you, "Yeah, you can't." But if you can believe that you can do it, if you really get past your own; because the people in our lives and everything about us is a reflection of what we've got going on inside. If you change, at the core, who you are and who you're being and eliminate any resistance around, "well I'm not good enough to do this," or whatever. You're going to attract a completely different type of person. Your energy is going to be completely different. And

you're going to find people to support you in your vision who not only say you can do this but will probably help you to do it.

Jessica Ortner: There's something else I've heard you say before. One of the biggest mistakes that people make when they're using EFT books is that they skip over the issues that they just don't think are theirs.

Bob Doyle: Oh, right.

Jessica Ortner: They'll go through this list and they go that doesn't really apply to me. Could you talk a little bit about that?

Bob Doyle: Yeah, I can't tell you how many emails I've gotten from people who have gone ahead – like if I've got a prerecorded teleseminar with lots of tapping. I've got lots of those in the program and all sorts of issues are covered. And upfront we always say, "Tap on every single issue that comes up, even if you don't think it's yours. Even if you're absolutely positive this doesn't affect you in any way tap on it anyway and do the best you can to follow along and conjure up whatever might be there." And so many times I've had people say, "I didn't think this was my issue, and then I'm halfway through the tapping and I'm in tears because I remembered this whatever and this was the most powerful thing."

Often it's a very strong form of resistance to say, "That's not mine." because you don't want to look at it. You don't want to admit to yourself that it might be yours. It might be too painful. It might be something that is completely contrary to what you tell the rest of the world you're about. So you've bought into your own propaganda and you don't look at, "Hey, maybe this really is my thing."

So the best approach is just to tap on all the issues that are presented because it may not be a huge thing for you. But if it's anything at all, it's great to eliminate the resistance. And, again, it can touch another area that might be huge for you.

So always, always, if you've got somebody who's a practitioner who really knows what they're doing and can guide you through an EFT session that they know has done powerful work for other people. Always utilize that. It's a great resource whether or not you think it's yours because you will be surprised most of the time.

Jessica Ortner: And even tapping with these eight issues because they're so common. Another exercise we could do is just go through them and do some tapping on each one.

The other thing that I love that you say is you say. "Releasing resistance is an ongoing process. I don't mean every day. I mean throughout the day, every day."

Bob Doyle: Right.

Jessica Ortner: How do we expect to do that? How do we start when we haven't even been looking at these issues to start releasing them?

Bob Doyle: You have to have done it before. To be able to release throughout the day like that the way that I'm talking about, it really helps to know what releasing feels like.

Jessica Ortner: Right.

Bob Doyle: So start releasing whenever you can; whether it's an hour a day or however you want to do it. However you will do it, I should say. However you will experience releasing, do it so you know what it feels like and you start to understand how beneficial it is to do that. Then you're more able to do that sort of spontaneous releasing we were talking about even without the tapping. I do a lot of mental EFT, where I don't do physical tapping but I can only do that because I've done so much tapping that I actually know what it feels like when I tap on a certain point. I know how the energy radiates through my body at that point. My body responds.

I have this thing where when I tap it tends to loosen up like congestion or whatever. It's a block or however your body is. Whenever I tap congestion loosens up. And I can get the exact same physical response from mental EFT, focusing on the tapping as if I was doing it, the feeling of it, knowing it. And it works. My body responds the same way because it's all energy. Our fingers are just energy and we're tapping our bodies but that's an easier way for us to say yes I am doing something. But you're also affecting energy with your thought all the time.

So if you do enough EFT physically that you know what it feels like then you can start playing with doing without the actual tapping. And it can be very effective. I mean that's what I do most of the time. The only times now that I

really do the physical tapping is if it's a real, real tough one where I don't want to take any chances. I don't want my mind wandering on anywhere. I am tapping. I am activating these spots right now. I'm balancing out this energy system. But when you can do it without the physical tapping it's a lot easier to do it throughout the day. Because if you're in a meeting or something and something comes up and stresses you out you're not going to start tapping your face in the middle of the meeting, right? But you can do it mentally and have an impact and release.

Jessica Ortner: I know that people are going to get a lot from this session. If people could take away one thing from you talking today, what do you want them to really take away from this? What's something that's essential when you're ready to use the Law of Attraction?

Bob Doyle: Well, that if you're not where you want to be in your life it's because there's some resistance. You've got resistance and identifying and working on that resistance is the key to making Law of Attraction work, period.

So understanding how the Law of Attraction works, again, is very helpful. It was very helpful to me to understand the science of it because I couldn't just blindly buy into it even though I wanted to. I needed to understand the science part of it. But once I got what the Law of Attraction was, then it really was all about releasing resistance.

My biggest message is that we are people filled with resistance. We've got resistance like you wouldn't believe and we're surrounded by it, and we inject it into ourselves every time we watch the news, or have negative conversations or buy into this massive stereo about whatever, the economy for example. And we just build on that resistance. If we don't do something about it, we're not going to experience any change or we're just going to keep spiraling in the direction that we're putting our focus on emotionally.

So understanding that look, you do have a choice on how you feel. And when it seems really hard like you can't do it then that's resistance and you've got this great tool. So use it.

Jessica Ortner: Bob, thank you you much.

Bob Doyle: Thank you you, Jessica.