

The Secret: The Phenomena Created by the DVD and the Book & 100 Messages

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The Secret is a film^[1] (2006) produced by [Prime Time Productions](#). It consists of a series of interviews and dramatisations related to the "[The Law of Attraction](#)." It is distributed through DVD, books, and online. The film has attracted considerable interest and acclaim from primetime media figures such as [Oprah Winfrey](#), [Ellen DeGeneres](#), [Larry King](#), [Amy Poehler](#) from [Saturday Night Live](#)^[2], Pulitzer Prize-winning political columnist [Maureen Dowd](#),^[3] as well as some criticism in the mainstream press. [\[edit\]](#) Synopsis

The Secret, described as a self-help film,^{[4][5]} uses a documentary format to present the "[Law of Attraction](#)." This law is the "secret" that, according to the tagline, "has traveled through centuries to reach you." The film features interviews of professionals in the business of promoting, teaching, or writing about the concept of the "Law of Attraction."

As put forth in the film, the "[Law of Attraction](#)" principle posits that our feelings and thoughts attract real events in the world into our lives; from the workings of the cosmos to interactions among individuals in their physical, emotional, and professional affairs. The film also suggests that there has been a strong tendency by those in positions of power to keep this central principle hidden from the public. The previews or "clues" to the film, show men who "uncovered the Secret..." On the DVD, [Rhonda Byrne](#), creator, explains that she was inspired to create *The Secret* after reading the 1910 classic [The Science of Getting Rich](#) by [Wallace D. Wattles](#). This title was preceded by numerous other books, including the 1906 book *Thought Vibration or the Law of Attraction in the Thought World* by [William Walker Atkinson](#),^[6] editor of *New Thought* magazine.

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The Secret "100 Messages"

1. We all work with one infinite power
2. The Secret is the Law of Attraction
3. Whatever is going on in your mind is what you are attracting
4. We are like magnets-like attract like. You become AND attract what you think
5. Every thought has a frequency. Thoughts send out a magnetic energy
6. People think about what they don't want and attract more of the same
7. Thought = creation. If these thoughts are attached to powerful emotions (good or bad) that speeds the creation
8. You attract your dominant thoughts
9. Those who speak most of illness have illness, those who speak most of prosperity have prosperity
10. It's different from "wishful" thinking
11. You can't have a universe without the mind entering into it
12. Choose your thoughts carefully ... you are the masterpiece of your life

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13. It's OK that thoughts don't manifest into reality immediately (if we saw a picture of an elephant and it instantly appeared, that would be too soon)
14. EVERYTHING in your life you have attracted ... accept that fact ... it's true.
15. Your thoughts cause your feelings
16. We don't need to complicate all the "reasons" behind our emotions. It's much simpler than that. Two categories .. good feelings, bad feelings.
17. Thoughts that bring about good feelings mean you are on the right track. Thoughts that bring about bad feelings means you are not on the right track.
18. Whatever it is you are feeling is a perfect reflection of what is in the process of becoming
19. You get exactly what you are FEELING
20. Happy feelings will attract more happy circumstances
21. You can begin feeling whatever you want (even if it's not there)...the universe will correspond to the nature of your song
22. What you focus on with your thought and feeling is what you attract into your experience
23. What you think and what you feel and what actually manifests is ALWAYS a match-no exception
24. Shift your awareness
25. "You create your own universe as you go along" -Winston Churchill
26. It's important to feel good (((((good))))))
27. You can change your emotion immediately Â... by thinking of something joyful, or singing a song, or remembering a happy experience
28. When you get the hang of this, before you know it you will KNOW you are the creator
29. Life can and should be phenomenal ... and it will be when you consciously apply the Law of Attraction
30. Universe will re-arrange itself accordingly
31. Start by using this sentence for all of your wants: "I'm so happy and grateful now that.... "
32. You don't need to know HOW the universe is going to rearrange itself
33. LOA is simply figuring out for yourself what will generate the positive feelings of having it NOW
34. You might get an inspired thought or idea to help you move towards what you want faster
35. The universe likes SPEED. Don't delay, don't second-guess, don't doubt...
36. When the opportunity or impulse is there ... ACT
37. You will attract everything you require-money, people, connections... PAY ATTENTION to what's being set in front of you

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38. You can start with nothing ... and out of nothing or no way-a WAY will be provided.
39. HOW LONG??? No rules on time ... the more aligned you are with positive feelings the quicker things happen
40. Size is nothing to the universe (unlimited abundance if that's what you wish) We make the rules on size and time
41. No rules according to the universe you provide the feelings of having it now and the universe will respond
42. Most people offer the majority of their thought in response to what they are observing (bills in the mail, being late, having bad luck...etc.)
43. You have to find a different approach to what is through a different vantage point
44. "All that we are is a result of what we have thought"-Buddha
45. What can you do right now to turn your life around? Be Grateful
46. Gratitude will bring more into our lives immediately
47. What we think about and THANK about is what we bring about
48. What are the things you are grateful for? Feel the gratitude... focus on what you have right now that you are grateful for
49. Play the picture in your mind-focus on the end result
50. VISUALIZE!!! Rehearse your future
51. VISUALIZE!!! See it, feel it! This is where action begins
52. Feel the joy ... feel the happiness
53. An affirmative thought is 100 times more powerful than a negative one
54. "What this power is, I cannot say. All I know is that it exists." ~ Alexander Graham Bell
55. Our job is not to worry about the "How". The "How" will show up out of the commitment and belief in the "Why"
56. The Hows are the domain of the universe. It always knows the quickest, fastest, most harmonious way between you and your dream
57. If you turn it over to the universe, you will be surprised and dazzled by what is delivered .. this is where magic and miracles happen
58. Turn it over to the universe daily... but it should never be a chore
59. Feel exhilarated by the whole process ... high, happy, in tune
60. The only difference between people who are really living this way is they have habituated ways of being
61. They remember to do it all the time

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62. Create a Vision Board-pictures of what you want to attract ... every day look at it and get into the feeling state of already having acquired these wants
63. "Imagination is everything. It is the preview of life's coming attractions." Albert Einstein
64. Decide what you want ... believe you can have it, believe you deserve it, believe it's possible for you
65. Close your eyes and visualize having what you already want-and the feeling of having it already
66. Focus on being grateful for what you have already ... enjoy it!! Then release into the universe. The universe will manifest it
67. "Whatever the mind of man can conceive, it can achieve." ~W. Clement Stone
68. Set a goal so big that if you achieved it, it would blow your mind
69. When you have an inspired thought, you must trust it and act on it
70. How can you become more prosperous?? INTEND IT!!
71. 'Checks are coming in the mail regularly' ... or change your bank statement to whatever balance you want in there... and get behind the feeling of having it.
72. Life is meant to be abundant in ALL areas...
73. Go for the sense of inner joy and peace then all outside things appear
74. We are the creators of our universe
75. Relationships: Treat yourself the way you want to be treated by others. Love yourself and you will be loved
76. Always cultivate a healthy respect for yourself
77. For those you work with or interact with regularly .. get a notebook and write down positive aspects of each of those people
78. Write down the things you like most about them (don't expect change from them). Law of attraction will not put you in the same space together if you frequencies don't match
79. When you realize your potential to feel good, you will ask no one to be different in order for you to feel good
80. You will free yourself from the cumbersome impossibilities of needing to control the world, your friends, your mate, your children...
81. You are the only one that creates your reality
82. No one else can think or feel for you .. its YOU .. ONLY YOU
83. Health: thank the universe for your own healing. Laughter, stress-free happiness will keep you healthy
84. Your immune system will heal itself
85. Parts of our bodies are replaced every day, every week...Within a few years we have a brand new body

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86. See yourself living in a new body. Hope leads to recovery. Happy leads to a happier biochemistry. Stress degrades the body
87. Remove stress from the body and the body regenerates itself. You can heal yourself
88. Learn to become still and take your attention away from what you don't want. Place your attention on what you wish to experience
89. When the voice and vision on the inside become more profound and clear than the opinions on the outside, then you have mastered your life
90. You are not here to try to get the world to be just as you want it. You are here to create the world around you that you choose
91. And allow the world as others choose to see it, exist as well
92. People think that if everyone knows the power of the LOA there won't be enough to go around .. This is a lie that's been ingrained in us and makes so many greedy
93. The truth is there is more than enough love, creative ideas, power, joy, happiness to go around
94. All of this abundance begins to shine through a mind that is aware of it's own infinite nature. There's enough for everyone. See it. Believe it. It will show up for you
95. So let the variety of your reality thrill you as you choose all the things you want. Get behind the good feelings of all your wants
96. Write your script. When you see things you don't want, don't think about them, write about them, talk about them, push against them, or join groups that focus on them. Remove your attention from don't wants and place it on do wants
97. We are mass energy. Everything is energy. EVERYTHING
98. Don't define yourself by your body. You are an infinite being that's connected to everything in the universe
99. Our bodies have distracted us from our energy. We are the infinite field of unfolding possibilities
100. Are your thoughts worthy of you? If not, NOW is the time to change them. You can begin right were you are, right now. Nothing matters but this moment and what you are focusing your attention on

[The Process \(My Take\) see the document "What I have Learned from the Secret"](#)

RESOURCES

- [Official website for the film](#)
- ['The Secret' is out" — Courier Post serving South Jersey \(New Jersey\)](#)
- [USA Today article, "The Secret"](#)
- [CBS Eye to Eye with Katie Couric: "The Secret"](#)
- [The New York Post: "A Secret Oprah Craze Hits New Yorkers In A Frenzy Over Controversial Self-Help Guide"](#)

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- [The New York Times: "Shaking Riches Out of the Cosmos"](#)
- [TMCnet Communications - "It's mind over matters: *The Secret* is out: if you want your life to be better, think positively"](#)
- ["The Hubris of 'The Secret'" on Beliefnet](#)
- ["Oprah's Ugly Secret" on Salon](#)
- ["A Secret That's Spreading" — ABC's World News](#)
- ["Science behind 'The Secret'" — ABC's Nightline](#)
- ["'The Secret,' a phenomenon, is no mystery to many" — The Christian Science Monitor](#)

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Other Resources:

<http://www.openstreamdesign.com/resources.htm>