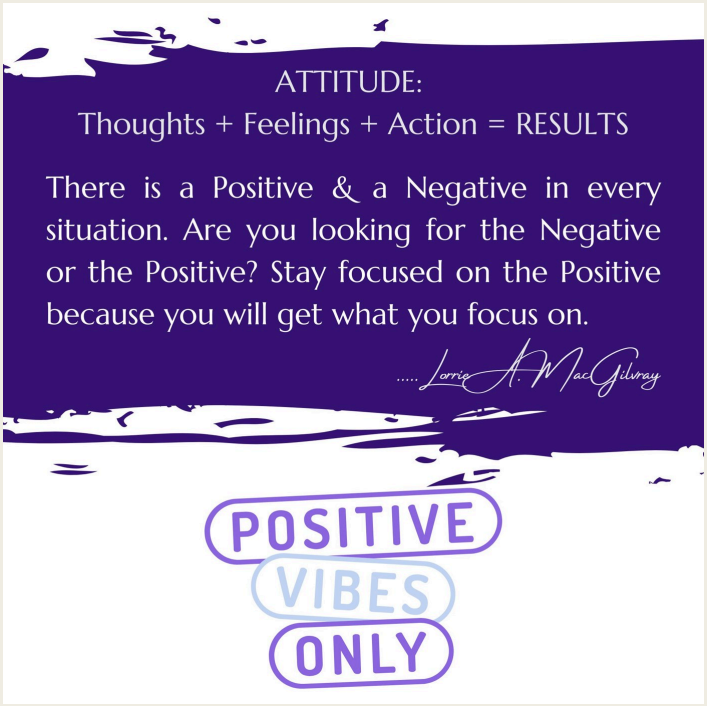
# Paradigms Part 2: Positive Emotion & Attitude

*Feeling is what makes a new idea stick.*







## WHAT YOU NEED TO KNOW

- A new idea won't change your paradigm just because you understand it. It needs **positive emotion** behind it to reach your subconscious mind.
- Attitude is the combination of your thoughts, feelings, and actions - and it's something you get to choose.
- Emotion - not logic alone - is what drives a new idea into your subconscious.
- 'Dis-satisfaction: it's a good thing' says Lorrie MacGilvray. Use the emotion in it to drive you to find new worthy goals.

> *Lorrie A. MacGilvray: 'Use the emotion in Inspirational Dis-satisfaction as Rocket Fuel to grow, to align and to create big bold beautiful goals.'*