

Oettingen has distilled her peer-reviewed, published research on wish attainment, or manifesting, into a simple and practical four-step method, easily remembered by the acronym WOOP.²⁵

1. **W—Wish.** Identify something you want to have happen or something you want to accomplish. It should be something you really want, something that excites you, but also, deep down, something you believe is attainable.
2. **O—Outcome.** Describe the outcome that would unfold in your life upon attaining your wish. Make it emotional. Describe how it would make you feel, why it matters.
3. **O—Obstacle.** Think about the potential personal obstacles that will likely, or at least possibly, come up along the way. This often starts on an internal level, around fear or willpower or loss of confidence.
4. **P—Plan.** Detail what you'd do to overcome each obstacle, should it arise. Think, "If X happens, I will do Y."

The method is simple, and having now been thoroughly vetted, both in the lab and in practical application, it's been proven to work.

Does that mean I'm forever closed to other approaches? Of course not. But since there is proven science, I want to be convinced with science, not anecdotal data. At least to my knowledge, that hasn't happened yet with manifestation. Since I'm the practical yet open guy and I promised you a practical guide, at least for now I'm going to suggest we all spend a little more time WOOPing and a little less time waiting and hoping and ignoring. That brings us to today's exploration, your first WOOP.