

The Laws of Suggestion

Two laws from Émile Coué, six from Charles Baudouin. Most lists credit all eight to Coué; these are the correct attributions.

COUÉ'S TWO — SELF-MASTERY THROUGH CONSCIOUS AUTOSUGGESTION, 1922

Imagination beats will	When will and imagination conflict, imagination always wins, without exception	<i>Your client has already tried willpower and lost. Aim at the picture, not the effort.</i>
Imagination can be directed	The picture can be steered — by language, metaphor, rehearsal and trance	<i>This is the whole job. Everything else is a way of doing it.</i>

BAUDOUIN'S SIX — SUGGESTION AND AUTOSUGGESTION, 1920

Concentrated attention	Whatever the mind dwells on repeatedly tends to come about	<i>One theme per session. The focused session beats the comprehensive one.</i>
Reversed effort	The harder you consciously try, the more surely the opposite arrives	<i>Strike try from your suggestions. "Allow," not "try to."</i>
Dominant effect	A stronger emotion displaces a weaker one	<i>Fasten the suggestion to what the client actually cares about.</i>
Auxiliary emotion	A suggestion delivered with feeling beats the same words delivered flat	<i>Mean it. Slow down on the line that matters.</i>
Repeated effect	An idea returned to becomes an idea believed	<i>Repeat the key suggestion in different clothes; give homework.</i>
Subconscious teleology	The subconscious works toward an end and finds its own route	<i>Suggest the destination, not the mechanism.</i>