

INTENTION

Your intention is the conscious direction of your thoughts, energy, and actions toward a specific outcome. While desire plants the seed, intention waters it with focus and willpower. Scientifically, setting a clear intention engages brain systems responsible for attention, planning, and goal achievement.

1. Intention Activates the Prefrontal Cortex

The prefrontal cortex—responsible for planning and decision-making—is activated when we set deliberate intentions.

- Study: Gollwitzer (1999) found that people who set “implementation intentions” (specific plans tied to goals) were far more likely to follow through.
- Result: Clear intention translates to clear action.

2. Intention Aligns Thought and Emotion

Intentional living leads to greater cognitive-emotional coherence, improving decision-making and emotional regulation.

- Study: Research by Locke & Latham (2002) on goal-setting theory shows that clear intentions lead to higher effort and performance.
- Result: You become more internally aligned and externally consistent.



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3. Intention Directs the Reticular Activating System (RAS)

The RAS filters incoming sensory data, highlighting what's relevant to your focus.

- Insight: Setting an intention programs the RAS to notice people, opportunities, and resources that align with your goal.
- Result: What you intend to see, you begin to recognize—because your brain is tuned for it.

4. Move Beyond Vague Wishes

“Intending” to attract abundance or success isn't enough—your desire needs a clear, actionable framework.

- Study: Webb & Sheeran, P. (2006). Does changing behavioral intentions engender behavior change? A meta-analysis of the experimental evidence. *Psychological Bulletin*, 132(2), 249–268.
- Result: Strengthening bare intentions yields modest behavior change, but coupling them with implementation intentions significantly increases successful behavior change
- Insight: Intention plus a structured plan outperforms intent alone—manifestation rituals should blend visualization with “if-then” commitments.

Intention is more than a goal—it's a focused energetic command. It aligns thought, emotion, and action with a desired outcome. In manifestation, intention is the compass that guides your inner and outer world toward what you seek.



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Do you intend to honor your life mission, but feel stuck or uncertain about your next step? Claim your complimentary 1-hour, one-on-one session with Dr. Esmaili today, and gain the personalized insights you need to move forward with confidence.

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