

DESIRE

Desire plays a powerful role in manifestation by directing attention, evoking emotion, and guiding behavior. When strong and aligned with clear intention, desire leverages psychological and neurological mechanisms to influence real-world outcomes.

1. Activates Goal-Directed Behavior

- Increases dopamine in the mesolimbic pathway, energizing pursuit of goals.
- Study: Berridge & Robinson (1998) differentiate “wanting” (desire) from “liking” (pleasure), showing “wanting” drives action even without immediate reward.

2. Focuses Attention & Cognitive Resources

- Sharpens focus and filters distractions, essential for noticing aligned opportunities.
- Study: Kunda (1990) finds motivated reasoning leads individuals to seek info supporting their goals.

3. Visualization & Emotional Frequency

- Desire enhances emotional arousal, which strengthens visualization—a technique proven to improve performance and goal achievement.
- Study: A meta-analysis by Driskell, Copper, & Moran (1994) showed that mental imagery significantly improves performance, especially when tied to emotional motivation.
- Insight: When you desire something strongly (e.g., a red car), you start “seeing” it everywhere—not because it suddenly appears more often, but because your brain is filtering for it.



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Manifestation through DESIRE

A study from the University of California, Los Angeles (UCLA) looked at students preparing for exams. Those who not only desired high grades but also visualized success and took actionable steps (study planning, rehearsal) scored significantly higher than those who just studied passively.

- **Source:** Taylor et al. (1998). "Harnessing the imagination: Mental simulation, self-regulation, and coping."
- **Result:** The group that used desire-fueled visualization and planning scored on average 10% higher on exams.

Desire is not just wishful thinking—it's a cognitive and emotional force that activates attention, rewires the brain, and motivates action. When coupled with visualization and intention, desire becomes a scientifically backed catalyst for manifestation.

Do you want to change your life 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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