



The Gratitude Effect

By: Peggy Hoyt, J.D. and Deborah E. Roser, J.D.



Gratitude is one of many emotions, like love and kindness, you can give and give endlessly. No matter how much you give, you will never run out. Everyone craves appreciation and, genuinely expressed, it can change lives. An interesting phenomenon exists—when we receive appreciation we are happy, but we are actually happier when we give appreciation. Why? Because when we feel appreciation, we’ve noticed something good. When we notice the good around us, there is less room in our heart and in our mind for the bad. The Law of Attraction says you can’t hold two opposing thoughts simultaneously and you’ll attract what you think about.

Gratitude insulates us from negativity. It is a gift we give not only to others but to ourselves. It creates a cycle of positive energy in our lives. What we send out will return to us. We have the power to choose to be grateful for each and every blessing in our life, from our relationship with God to our relationship with family and friends; from the rain that nourishes the earth to the sun that warms our heart; from the dog that greets us after a long day at work to the fact we have a job; from the opportunity to spend time with a grandchild to the flowers we never noticed before on our drive to the store. Just as the lucky have all the luck, so the grateful will have all the blessings!

We live in a hectic and stressful world, and it is indeed rare when we can stop for even a moment to really savor and appreciate the pleasant things in our lives. However, making a habit of seeing our blessings can be as simple as noticing what seems to be the smallest and simplest things in life. You don’t need to make a major modification in your schedule. You don’t have to try to “fit it in” or find an hour to reflect on your life. All you really need is one moment ... as many times a day as you can spare ... to make gratitude a habit.

Just as gratitude and appreciation are an important part of our personal lives, gratitude and appreciation should also form the

core of our business model. You will stand out from your competitors if you feel and express genuine appreciation for your current and potential customers, clients and referral sources. Your customers will remember you best if their experience is unique and genuine. Steven Covey once said, “People don’t care how much you know, until they know how much you care.” This couldn’t be more true than today.

It’s not just Superwoman (or Superman) who has power over good and evil. You have it, too. You have the power to control how you feel and what your outlook will be. What will you choose? We hope you’ll choose a positive outlook! Genuine caring and appreciation will be returned to you ten-fold. Have some fun, spread your joy and thank everybody for everything!

*Appreciation can make a day, even change a life.
Your willingness to put it into words is all that is necessary.
Margaret Cousins*

About the Authors:

Peggy Hoyt is an attorney and with her partner, Randy Bryan, own and operate Hoyt & Bryan, LLC—Family Wealth & Legacy Counselors—in Oviedo, Florida. Both are Florida Bar board certified in Wills, Trusts and Estates and Elder Law. Debbie Roser is an attorney and owns and operates Roser Law LLC, providing Life, Estate and Legacy Planning to clients in Sarasota, Florida. Peggy is a Senior Manager and Debbie a Distributor with SendOutCards. Peggy is author of six books on estate and legacy planning. Peggy and Debbie are co-authors of Thank Everybody for Everything! Grow your Life and Business with Gratitude and Gratitude Expressions, a Five Year Journal.

Debbie Roser is an attorney, owning and operating Roser Law LLC, providing Life, Estate and Legacy Planning to her clients in Sarasota, Florida. After 13 years as a litigator, Debbie and her husband, Craig, took a two-year hiatus to sail the U.S. East Coast, Bermuda and the Bahamas. She is co-author (with WealthCounsel Member Peggy Hoyt) of Thank Everybody for Everything! Grow your Life and Business with Gratitude and Gratitude Expressions, a Five Year Journal.