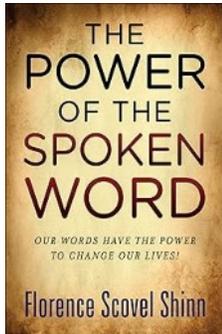


The Power of the Spoken Word

by Florence Scovel Shinn

Article by Steve Freier



Reading *The Power of the Spoken Word* by Florence Scovel Shinn felt like being gently but firmly reminded that my words—and the thoughts behind them—are far more powerful than I had been giving them credit for. At its core, the book taught me that speech isn't just communication; it's a creative force. What I say, especially when spoken with feeling and belief, actively shapes my experiences, circumstances, and even my sense of peace.

What I appreciated most about Shinn's work is how practical it is. She doesn't stay in abstract spiritual theory—she brings everything down to daily life. Through affirmations, stories, and biblical references, she shows how faith, intuition, and conscious speech can be used intentionally to change outcomes. The message is empowering: I'm not at the mercy of chance or circumstance. I'm participating in the creation of my life every time I speak.

One idea that really stayed with me is her teaching that words act like “wands.” That metaphor made me pause and become more aware of how casually negative language can slip into everyday conversation. According to Shinn, the subconscious mind takes words literally, which means repeated complaints, worries, or fearful statements can quietly work against us. On the other hand, affirmations spoken with faith impress the subconscious and set positive change in motion.

Fear is another major theme in the book. She describes fear as “inverted faith,” which helped me realize that fear is still belief—just pointed in the wrong direction. Instead of fighting fear, she encourages replacing it with faith and trust in Divine Intelligence. The affirmations she offers for this are simple but powerful, and the stories she shares show how people moved through anxiety by changing what they believed and spoke aloud. In one case, a person replaced fearful statements with affirmations of divine protection and strength, such as acknowledging God as their refuge. As their language changed, so did their emotional state, and situations that once seemed threatening resolved themselves without harm.

Intuition also plays a huge role in her teachings. Shinn refers to it as the “still small voice” and the direct line to divine guidance. She contrasts intuition with the reasoning mind, which often relies on past experiences and limitations. Learning to trust intuition—even when it doesn't seem logical—was presented as a key to aligning with what she calls the Divine Plan; The belief that there is a perfect design for each of us, and that fulfillment comes from cooperating with it rather than forcing outcomes. She recounts stories of people who followed intuitive prompts that made no logical sense at the time—such as going to a certain place or contacting a specific person—while affirming divine guidance aloud. These intuitive actions often led directly to jobs, financial help, or solutions they had been seeking. Shinn emphasizes that spoken acknowledgment of divine guidance clears the way for intuition to operate.

Prosperity and Abundance are discussed not just in financial terms, but as states of consciousness. Shinn emphasizes that peace and prosperity go hand in hand, and that true supply comes from trusting

God—or Infinite Intelligence—as the source, rather than external conditions. Giving, generosity, and gratitude are portrayed as spiritual laws that keep abundance flowing. The real-life examples she includes made these ideas feel achievable, not idealistic. Shinn tells the story of a woman who was constantly affirming poverty—talking about bills, shortage, and how hard things were. She was advised to stop verbalizing lack and instead affirm that she was divinely supplied and that her needs were met in perfect ways. Once she changed her language and held to it, unexpected money and opportunities began to appear. Shinn uses this example to show that spoken words set powerful forces into motion.

Another lesson I took to heart was the importance of nonresistance. Shinn teaches that anxiety, force, and constant effort can actually block solutions. Letting go, trusting, and allowing Divine Intelligence to work often opens doors in unexpected ways. This approach felt like permission to stop struggling so much and allow things to unfold with greater ease. In one example, someone was struggling intensely to make something happen—whether a relationship, job, or financial outcome—and nothing was working. Shinn advised them to stop forcing the issue and instead speak affirmations of trust, such as declaring that the right outcome was already established by Divine Intelligence. Once resistance was dropped and the language shifted to trust and surrender, the situation resolved itself, often in an unexpected but better way.

Throughout the book, Shinn interprets biblical stories metaphysically, treating them as lessons about consciousness rather than literal history. Stories like Daniel in the lions' den or Jehoshaphat's victory become powerful illustrations of fearlessness, faith, and trust in divine guidance. The way she blends scripture with affirmations made the teachings feel timeless and immediately usable.

Across all these examples, the consistent lesson is that words are not neutral. Shinn shows again and again that spoken language, when charged with belief, impresses the subconscious mind, aligns a person with divine law, and produces results that appear outwardly as coincidence—but are, in her view, the natural outcome of spiritual cause and effect.

By the end of *The Power of the Spoken Word*, I came away with a deeper sense of responsibility for my inner and outer dialogue. The book reminded me that faith builds, fear destroys, intuition guides, and words set everything in motion. More than anything, it encouraged me to speak with intention, trust divine guidance, and remember that my life responds not just to what I do—but to what I consistently say and believe. Find the book [HERE on Amazon](#) or wherever fine books are sold.