

Chant and hear, the Lord will appear

One should not artificially try to see the form of the Lord while chanting Hare Krsna, but when the chanting is performed offenselessly the Lord will automatically reveal Himself to the view of the chanter. The chanter, therefore, has to concentrate on hearing the vibration, and without extra endeavor on his part, the Lord will automatically appear.

From Srila Prabhupada's purport to SB 4.8.53