

# THE 28 PRINCIPLES OF ATTRACTION

- 1. BECOME INCREDIBLY SELFISH (not self-centered).**  
WITHOUT YOU, THERE IS NOTHING, AND ATTRACTION ISN'T POSSIBLE.
- 2. UNHOOK YOURSELF FROM THE FUTURE.**  
ATTRACTION WORKS IN THE PRESENT, NOT IN THE FUTURE.
- 3. OVERRESPOND TO EVERY EVENT.**  
BY OVER-RESPONDING INSTEAD OF OVERREACTING, YOU GROW, WHICH IS VERY ATTRACTIVE.
- 4. BUILD A SUPERRESERVE IN EVERY AREA.**  
HAVING ENOUGH IS NOT NEARLY ENOUGH FOR YOU TO BE IRRESISTIBLY ATTRACTIVE.
- 5. ADD VALUE JUST FOR THE JOY OF IT.**  
WHEN YOU ADD VALUE BECAUSE YOU ENJOY IT, PEOPLE ARE NATURALLY ATTRACTED TO YOU.
- 6. AFFECT OTHERS PROFOUNDLY.**  
THE MORE YOU TOUCH OTHERS, THE MORE ATTRACTIVE YOU'LL BECOME.
- 7. MARKET YOUR TALENTS SHAMELESSLY.**  
IF YOU'RE EMBARRASSED ABOUT WHAT YOU DO WELL, YOU WON'T BE VERY ATTRACTIVE.
- 8. BECOME IRRESISTIBLY ATTRACTIVE TO YOURSELF.**  
HOW CAN YOU ATTRACT OTHERS IF YOU DON'T FEEL IRRESISTIBLY ATTRACTIVE TO YOURSELF?
- 9. GET A FULFILLING LIFE, NOT JUST AN IMPRESSIVE LIFESTYLE.**  
A GREAT LIFE IS ATTRACTIVE; A LIFESTYLE IS USUALLY SEDUCTIVE.
- 10. DELIVER TWICE WHAT YOU PROMISE.**  
WHEN YOU CONSISTENTLY DELIVER MORE THAN WAS EXPECTED, NEW CUSTOMERS ARE DRAWN TO YOU.
- 11. CREATE A VACUUM THAT PULLS YOU FORWARD.**  
BEING PULLED FORWARD IS ATTRACTIVE; PUSHING FORWARD IS NOT.
- 12. ELIMINATE DELAY.**  
TIME IS EXPENSIVE AND THUS IS VERY UNATTRACTIVE.
- 13. GET YOUR PERSONAL NEEDS MET, ONCE AND FOR ALL.**  
IF YOU HAVE UNMET NEEDS, YOU'LL ATTRACT OTHERS IN THE SAME POSITION.
- 14. THRIVE ON THE DETAILS.**  
SUBTLETIES, DETAILS AND NUANCES ARE MORE ATTRACTIVE THAN THE OBVIOUS.
- 15. TOLERATE NOTHING.**  
WHEN YOU PUT UP WITH SOMETHING, IT COSTS YOU. COSTS ARE EXPENSIVE AND THUS UNATTRACTIVE.
- 16. SHOW OTHERS HOW TO PLEASE YOU.**  
DON'T MAKE THEM GUESS.
- 17. ENDORSE YOUR WORST WEAKNESSES.**  
WHEN YOU CAN ACCEPT AND HONOR THE WORST PART OF YOURSELF, YOU ARE MORE ACCEPTING OF OTHERS.
- 18. SENSITIZE YOURSELF.**  
THE MORE YOU FEEL, THE MORE YOU'LL NOTICE AND RESPOND TO THE MANY OPPORTUNITIES IN THE PRESENT.
- 19. PERFECT YOUR ENVIRONMENT.**  
THE ATTRACTION OS IS A SOPHISTICATED SYSTEM THAT REQUIRES A FIRST-CLASS ENVIRONMENT.
- 20. DEVELOP MORE CHARACTER THAN YOU NEED.**  
INTEGRITY IS NOT ENOUGH TO BECOME IRRESISTIBLY ATTRACTIVE.
- 21. SEE HOW PERFECT THE PRESENT REALLY IS.**  
ESPECIALLY WHEN IT IS CLEARLY NOT.
- 22. BECOME UNCONDITIONALLY CONSTRUCTIVE.**  
HIGH LEVELS OF RESPECT ARE VERY ATTRACTIVE.
- 23. ORIENT EXCLUSIVELY AROUND YOUR VALUES.**  
WHEN YOU SPEND YOUR DAYS DOING WHAT FULFILLS YOU, YOU ARE ATTRACTIVE.
- 24. SIMPLIFY EVERYTHING.**  
ABANDONING THE NON-ESSENTIALS LEAVES MORE ROOM FOR YOU TO ATTRACT.
- 25. MASTER YOUR CRAFT.**  
BEING THE BEST AT WHAT YOU DO IS THE EASIEST WAY TO BECOME SUCCESSFUL.
- 26. RECOGNIZE AND TELL THE TRUTH.**  
THE TRUTH IS THE MOST ATTRACTIVE THING OF ALL, BUT IT REQUIRES SKILLS AND AWARENESS.
- 27. HAVE A VISION.**  
WHEN YOU CAN SEE WHAT'S COMING, YOU DON'T NEED TO CREATE A FUTURE.
- 28. BE MORE HUMAN.**  
WHEN YOU ARE GENUINE, YOU ARE ATTRACTIVE.

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