

28 Attraction Principles

Become incredibly selfish.

Without you, there is nothing, and attraction isn't possible.

Unhook yourself from the future.

Attraction works in the present, not in the future.

Over-respond to every event.

By over-responding instead of overreacting, you evolve.

Build a super reserve in every area.

Having enough is not nearly enough.

Add value for the joy of it.

When you add value because you enjoy it, people are naturally attracted to you.

Affect others profoundly.

The more you touch others, the more attractive you'll be.

Market your talents shamelessly.

If you're embarrassed about what you do well, you won't be very attractive.

Become irresistibly attractive to yourself.

If you don't feel irresistibly attractive to yourself, you will not attract others.

Get a fulfilling life, not just an impressive lifestyle.

A great life is attractive; a lifestyle is usually seductive.

Deliver twice what you promise.

When you consistently deliver more than was expected, new customers are drawn to you.

Create a vacuum, which pulls you forward.

Being pulled forward is attractive; pushing forward is not.

Eliminate delay.

Time is expensive; thus, time is very unattractive.

Get your personal needs met, once and for all.

If you have unmet needs, you'll attract others with unmet needs.

Thrive on the details.

Subtleties, details and nuances are more attractive than the obvious.

Tolerate nothing.

When you put up with something, it costs you. These are expensive and thus unattractive.

Show others how to please you.

Don't make them guess.

Endorse your worst weakness.

When you can accept and honor the worst part of yourself, you are more accepting of others.

Sensitize yourself.

The more you feel, the more you'll notice and respond to the many opportunities in the present.

Perfect your environment.

The attraction Operating System (OS) is a sophisticated system, which requires a first-class environment.

Develop more character than you need.

Integrity is not enough to become irresistibly attractive.

See how perfect the present really is.

Especially when it is clearly not.

Become unconditionally constructive.

High levels of respect are very attractive.

Orient exclusively around your values.

When you spend your days doing what fulfills you, you attract.

Simplify everything.

Abandoning the nonessentials leaves more room.

Master your craft.

Being the best at what you do is the easiest way to become successful and attractive.

Recognize and tell the truth.

The truth is the most attractive thing of all, however, it requires skills and awareness.

Have a vision.

When you can see what's coming you don't need to create a future.

Be more human.

When you are genuine, you are attractive.

