

28 Attraction Principles

These were developed for the book "The Portable Coach".

1. Become Incredibly Selfish

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. Over-Respond To Every Event

By over-responding instead of overreacting, you evolve.

4. Build A Super-Reserve In Every Area

Having enough is not nearly enough.

5. Add Value 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 be.

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 delivery more than was expected, new customers are drawn to you.

11. Create A Vacuum, Which Pulls You Forward

Being pulled forward is attractive; pushing forward is not.

12. Eliminate Delay

Time is expensive; thus, time is very unattractive.

13. Get Your Personal Need Met, Once And For All

If you have unmet needs, you'll attract others like that.

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 Weakness

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, which 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 attract.

24. Simplify Everything

Abandoning the non-essentials leaves more room.

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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