

# THE 28 PRINCIPLES OF ATTRACTION

FROM 'THE PORTABLE COACH' BY THOMAS J. LEONARD.  
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## 1. BECOME INCREDIBLY SELFISH.

WITHOUT YOU, THERE IS NOTHING, AND ATTRACTION IS NOT 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 EVOLVE, 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 WILL BECOME.

## 7. MARKET YOUR TALENTS SHAMELESSLY.

IF YOU ARE EMBARRASSED ABOUT WHAT YOU DO WELL, YOU WILL NOT BE ATTRACTIVE.

## 8. BECOME IRRESISTIBLY ATTRACTIVE TO YOURSELF.

HOW CAN YOU ATTRACT OTHERS IF YOU DO NOT FEEL IRRESISTIBLY ATTRACTIVE TO YOU?

## 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 WILL ATTRACT OTHERS IN THE SAME POSITION.

## 14. THRIVE ON THE DETAILS.

SUBTLITIES, 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.**

DO NOT 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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