

# 28 Attraction Principles

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- 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.
- Overrespond to every event.  
By overresponding 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.