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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