

# THE 28 PRINCIPLES OF ATTRACTION

FROM 'THE PORTABLE COACH' BY THOMAS J. LEONARD. [WWW.THOMASLEONARD.COM](http://WWW.THOMASLEONARD.COM)

## 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. 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'LL BECOME.

## 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 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'LL ATTRACT OTHERS IN THE SAME POSITION.

## 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 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.