

28 ATTRACTION PRINCIPLES AND ACTIONS ACTIVITY

Below is a list of 28 Attraction Principles and Actions as defined by Thomas Leonard, author of *The Portable Coach*. Choose the principles that are most comfortable to attract greatness in yourself and others. Share this list with others to “feed-forward” what they perceive you need to do more of to attract greatness in yourself and others. You need only master 5 of the 28 principles in order to be attractive. Pick the 5 to which you are most attracted. Give yourself 12-18 months to fully integrate the principles into your life.

Attraction Principle	What This Looks Like	
Become Incredibly Selfish	Nature is selfish; evolution requires it. Selfish is different than self-centered. <i>You</i> are the most important person. Being selfish does not mean that others cannot also have what they need. Selfishness affords supreme generosity. Selfishness is <i>good</i> for civilization.	
Unhook Yourself from the Future	Become 99% oriented in the present. Let go of “should” and “could” goals. Stop needing a better future. Make more decisions based on your intuitive read of today, not on projections. Replace striving with enjoying.	
Over-Respond to Every Event	Every event becomes an opportunity, even if it starts out as a problem. Over-responding is a choice; overreacting is not. Over-responding is experimenting, and reduces the need of having to make big decisions.	
Build Reserves in All Areas	With super-reserves, fear dissipates. Reserves provide room for creativity. Stockpile and buy more than you need. Inventory your reserves. Reduce what is draining your reserves. Resource: The Super Reserve Index.	
Add Value Just for the Joy of it	Identify unique ways you add value. Discover what you love doing. Adding value does not mean giving more. Adding value actually provides <i>you</i> with value. Link your value to current needs or trends. Add the right value and the money will come.	
Affect Others Profoundly	Help people discover who they are. Invite them to share their gifts with others. Believe what people say. Totally accept the feelings of others. Point out new truths and paradigms. Freely share the message you have.	

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Market Your Talents Shamelessly	Distinguish talents from skills and services. Distinguish marketing from promoting. Find clever ways to serve everyone. Be a model of what you are offering. Sell people on themselves, not you. Mastery appears when you know what you offer and deliver.	
Become Attractive to Yourself	Let go of, walk away from, or change that which is not attractive. Act on whims, not just logic. Disconnect from others' expectations. Stop doing what is bad for you. Stop being good; start being bad. Under-promise yourself and others. Become a Problem-Free Zone.	
Get a Fulfilling Life, Not Just an Impressive Lifestyle	Base your life on internals versus externals. Let go of unattractive traps, possessions, roles and goals. Identify what is nourishing <i>you</i> . Spend 100% of your time with those who energize you.	
Promise Little, Deliver Everything	Nature does not promise; it just does. Learn to under-promise, as a habit. Design a life where promises are not necessary. Only do business with those who over-deliver. Distinguish between delivering versus doing.	
Create a Vacuum that Pulls You	Stop pushing yourself. Design environments to pull you forward and stimulate your creativity. Work in teams on all goals and projects. Have a community that you serve or host. Unhook yourself from who you were.	
Eliminate Delay in All Forms	Time is increasingly expensive. Opportunities come and go more quickly. Refuse to wait: educate others on what you require. Eliminate fear by establishing reserves. Use filters to screen what comes near. Get and stay ahead of the techno-curve.	
Get Your Personal Needs Met	Unmet needs consume 25-90% of life. If you are needy, you attract needy people. Increasing your integrity reduces your needs automatically. If you cannot get needs met, then they are actually wants.	

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Thrive on the Details	Details are like DNA; they craft reality. Details reveal the big picture more than perspective. Increasingly, subtleties sell products.	
Tolerate Nothing	Tolerations are things you allow. Make a list and start working down that list. Tolerations cause friction and drain us. You can be tolerant without tolerating. Find a friend or coach to rehearse this.	
Show Others How to Please You	Do not make people guess. People who care <i>want</i> to please you. Give people a chance to win with you. Show people before it is critical and needed. Show people how to listen and respond to you.	
Endorse Your Worst Weakness	Endorsement is more than acceptance. Behind your weakness is strength waiting to be released. Eliminate shame by freely discussing your weakness. Be grateful for, and respect, your weakness. Delegate your weaknesses and focus on your strengths.	
Sensitize Yourself	Eliminate numbing substances or actions. Identify what motivates and drives you. Act on intuition, inklings and whims. Come to enjoy a full range of emotions. Invest in stimulating environments.	
Perfect Your Environments	All environments evolve us; this is natural. Types of environments to perfect: Home, Family, Body, Spiritual Relationships, Intangibles (Feelings/Ideas), Technology. Let your environments do the work. Clean up polluted environments.	
Develop Ample Character	Choose to want to have character. Define what character is for you, and be that person. Develop a personal style that is <i>you</i> . Raise your personal standards.	
See Perfection in the Present	The present is a synthesis of the past. The physical universe never lies. Perfect is not necessarily ideal or desired. When you can see perfection in the present, you are oriented to improve or resolve it. There is a gift in the present.	

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Be Unconditionally Constructive	Tell a person the truth <i>and also be</i> unconditionally constructive. With self-respect comes a positive, constructive view of others. See the possibility, not the fault. Stop using comparative terms. Be thrilled for, and about, people.	
Orient Around Your Values	Spend time on values and interests to which you are drawn. When needs are met, values get clear. Values-based goals are easier to reach. Expressed values bring fulfillment, and lead to opportunities.	
Simplify Everything	Life can be rich <i>and</i> simple. Attraction needs space to work well. Boredom can be the gateway to peace. Do, delegate or dump your chores.	
Master Your Craft	Mastery is greater than competence. Mastery means you are forever learning. Invent a better way to deliver your work. Continuously innovate for the joy of it. Surround yourself with people who stimulate and challenge you. Have interdevelopmental relationships.	
Recognize and Tell the Truth	Truth is about more than honesty. Desire discovery and knowing the truth. Reorient your life around truth as it comes to you. Have reserves so you can afford truth. Hang out with those who enjoy truth.	
Have a Vision	Distinguish between vision and “a cause.” Do not search for vision; let it find you. A visionary can see an endpoint. Anyone can become a visionary.	
Be Real, Be Human	Replace pretense with laughter at self. Stop trying to become somebody. Drop the jargon and vague language. Do not self-define by your role(s). Become responsible in all areas.	