

## PERSONAL ATTRACTION STATEMENT (PAS) ACTIVITY

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Your PAS states how you attract others to live your greatness. Your PAS communicates what is your greatness, how this greatness looks and how your greatness serves others. This is important because it focuses your intentions, actions and results. The energy of attracting anyone is paying attention to what is going on inside of you, yet showing up outside of you.

The way you respond is a reflection of your belief about your work and your life. If your answer is vague, then others will not be attracted to your energy. However, when you respond in a passionate manner with a clear benefit for your work, the message becomes a powerful magnet that draws others to you. You can express yourself or depress yourself. You can be interesting or boring. You can attract or distract.

### How to Communicate Your PAS

- PEOPLE are attracted to me because...
- WHAT THIS looks like to those I attract is...
- THE BENEFIT to me, and the benefit to others, is...

### Cynthia Kivland's Personal Attraction Statement

Clients are attracted to work with me as a coach because I create a climate where they can connect to their greatness through the energy of my skills, passion, knowledge and experience. **What this looks like** is an invitation to my clients to discover their greatness, commit to a plan and begin to practice forward actions that encourage them to be their personal best. **The benefit to me** is being a successful and significant coach, and **the benefit to clients** is to gain the SMARTER tools, behaviors and knowledge to be their personal best.

### My Personal Attraction Statement