

**The 28 Laws (Principles) of Attraction:  
Stop Chasing Success and Let it Chase You.**  
(Thomas Leonard)

Class meets the last three weeks of the month.

| <b>Dates</b> | <b>Steps</b> | <b>Attraction Principle</b>  |
|--------------|--------------|--|
| Jan 17       | 1            | Become Incredibly Selfish.<br>Without you, there is nothing, and attraction isn't possible.                                      |
| Jan 24       | 2            | Unhook Yourself from the Future.<br>Attraction works in the present, not in the future.  |
| Jan 31       | 3            | Over-respond to Every Event.<br>By over-responding instead of overreacting, you evolve.  |
| Feb 14       | 4            | Build a Super-Reserve in Every Area.<br>Having enough is not nearly enough.  |
| Feb 21       | 5            | Add Value Just for the Joy of It.<br>When you add value because you enjoy it, people are naturally attracted to you.             |
| Feb 28       | 6            | Affect Others Profoundly.<br>The more you touch others, the more attractive you'll be.   |
| Mar 14       | 7            | Market Your Talents Shamelessly.<br>If you're embarrassed about what you do well, you won't be very attractive.                  |
| Mar 21       | 8            | Become Irresistibly Attractive to Yourself.<br>How can you attract others if you don't feel irresistibly attractive to yourself? |
| Mar 28       | 9            | Get a Fulfilling Life, Not Just an Impressive Lifestyle.<br>A great life is attractive; a lifestyle is usually seductive.        |
| Apr 11       | 10           | Promise Little, Deliver Everything.<br>When you consistently deliver more than was expected, new customers are drawn to you.     |
| Apr 18       | 11           | Create a Vacuum That Pulls You Forward.<br>Being pulled forward is attractive; pushing forward is not.                           |
| Apr 25       | 12           | Eliminate Delay.<br>Time is expensive; thus, time is very unattractive.  |

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| May 9         | 13             | Get Your Personal Needs Met, Once and for All.<br>If you have unmet needs, you'll attract others like that.                   |
| May 16        | 14             | Thrive on the Details.<br>Subtleties, details and nuances are more attractive than the obvious.                               |
| <b>May 23</b> | <b>Holiday</b> | <b>Break Week</b>   |
| May 31        | 15             | Tolerate Nothing.<br>When you put up with something, it costs you. Costs are expensive and thus unattractive.                 |
| Jun 13        | 16             | Show Others How to Please You.<br>Don't make them guess.  |
| Jun 20        | 17             | Endorse Your Worst Weaknesses.<br>When you can accept and honor the worst part of yourself, you are more accepting of others. |
| Jun 27        | 18             | Sensitize Yourself.<br>The more you feel, the more you'll notice and respond to the many opportunities in the present.        |
| Jul 11        | 19             | Perfect Your Environment.<br>The Attraction OS is a sophisticated system, which requires a first-class environment.           |
| Jul 18        | 20             | Develop More Character Than You Need.<br>Integrity is not enough to become irresistibly attractive.                           |
| Jul 25        | 21             | See How Perfect the Present Really Is.<br>Especially when it is clearly not.  |
| Aug 15        | 22             | Become an Unconditionally Constructive Person.<br>High levels of respect are very attractive.                                 |
| Aug 22        | 23             | Orient Yourself Around Your Values.<br>When you spend your days doing what fulfills you, you attract.                         |
| Aug 29        | 24             | Simplify Everything.<br>Abandoning the non-essentials leaves more room.   |
| Sept 12       | 25             | Master Your Craft.<br>Being the best at what you do is the easiest way to become  |

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|         |         | successful.   |
| Sept 19 | 26      | Recognize and Tell the Truth.<br>The truth is the most attractive thing of all. But it requires skills and awareness. |
| Sept 26 | 27      | Have a Vision.<br>When you can see what's coming, you don't need to create a future.                                  |
| Oct 10  | 28      | Be Real, Be Human.<br>When you are genuine, you are attractive.   |
| Oct 17  | Wrap-up | Celebrate the Journey.  |