

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

<b>Dates</b>	<b>Steps</b>	<b>Attraction Principle</b>
Apr 7, 12	1	Become Incredibly Selfish. Without you, there is nothing, and attraction isn't possible.
Apr 14, 19	2	Unhook Yourself from the Future. Attraction works in the present, not in the future.
Apr 21, 26	3	Over-respond to Every Event. By over-responding instead of overreacting, you evolve.
Apr 28, May 3	4	Build a Super-Reserve in Every Area. Having enough is not nearly enough.
May 5, 10	5	Add Value Just for the Joy of It. When you add value because you enjoy it, people are naturally attracted to you.
May 12, 17	6	Affect Others Profoundly. The more you touch others, the more attractive you'll be.
May 19, 24	7	Market Your Talents Shamelessly. If you're embarrassed about what you do well, you won't be very attractive.
May 26, 31	Holiday	Break Week
Jun 2, 7	8	Become Irresistibly Attractive to Yourself. How can you attract others if you don't feel irresistibly attractive to yourself?
Jun 9, 14	9	Get a Fulfilling Life, Not Just an Impressive Lifestyle. A great life is attractive; a lifestyle is usually seductive.
Jun 16, 21	10	Promise Little, Deliver Everything. When you consistently deliver more than was expected, new customers are drawn to you.
Jun 23, 28	11	Create a Vacuum That Pulls You Forward. Being pulled forward is attractive; pushing forward is not.
Jun 30, Jul 5	Holiday	Break Week

Jul 7, 12	12	Eliminate Delay. Time is expensive; this, time is very unattractive.
Jul 14, 19	13	Get Your Personal Needs Met, Once and for All. If you have unmet needs, you'll attract others like that.
Jul 21, 26	14	Thrive on the Details. Subtleties, details and nuances are more attractive than the obvious.
Jul 28, Aug 2	15	Tolerate Nothing. When you put up with something, it costs you. Costs are expensive and thus unattractive.
Aug 4, 9	16	Show Others How to Please You. Don't make them guess.
Aug 11, 16	17	Endorse Your Worst Weaknesses. When you can accept and honor the worst part of yourself, you are more accepting of others.
Aug 18, 23	18	Sensitize Yourself. The more you feel, the more you'll notice and respond to the many opportunities in the present.
Aug 25, 30	19	Perfect Your Environment. The Attraction OS is a sophisticated system, which requires a first-class environment.
Sep 1, 6	Holiday	Break Week
Sep 8, 13	20	Develop More Character Than You Need. Integrity is not enough to become irresistibly attractive.
Sep 15, 20	21	See How Perfect the Present Really Is. Especially when it is clearly not.
Sep 22, 27	22	Become an Unconditionally Constructive Person. High levels of respect are very attractive.
Sep 29, Oct 4	23	Orient Yourself Around Your Values. When you spend your days doing what fulfills you, you attract.
Oct 6, 11	24	Simplify Everything. Abandoning the non-essentials leaves more room.

Oct 13, 18	25	Master Your Craft. Being the best at what you do is the easiest way to become successful.
Oct 20, 25	26	Recognize and Tell the Truth. The truth is the most attractive thing of all. But it requires skills and awareness.
Oct 27, Nov 1	27	Have a Vision. When you can see what's coming, you don't need to create a future.
Nov 3, 8	28	Be Real, Be Human. When you are genuine, you are attractive.
Nov 10, 15	Wrap-up	Celebrate the Journey.