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Introduction

Welcome to Thomas Leonard's *The 28 Principles of Attraction: Stop Chasing Success and Let It Chase You* personal-development program. This guidebook has been created to aid you in changing your perception from the perspective of actively “pursuing” your life's goals, to one in which you attract them to you. You will identify what success actually looks like to you and how you can manifest the kind of life that you want. Thomas gives you countless tools in this powerful new audio series to help you assess, re-direct, and implement new strategies that will draw your life's desires to you with greater ease and much less effort.

Thomas Leonard is a gifted thinker and innovator in the area of human dynamics and how to inspire individuals beyond their pre-conceived expectations. He has the ability to think beyond the status quo and has developed a compelling new program to help you create the life that you want without using any cliché techniques and strategies. He has an ingenious way of looking at the world of opportunities from the perspective of attracting that which you desire. In order to gain the full benefits that this program has to offer you, take time out each day to **act** upon the invaluable insights and strategies that Thomas has provided for you. He suggests that you start with the principles that you are most drawn to. You could be overwhelmed with trying to take action on all 28 principles, so perhaps start with your favorite five. Thomas suggests that doing so will instigate transformations in your life that will eventually lead you to implementing all of the principles. As you take initiative on these powerful principles of attraction, you may discover that all that you have been striving for throughout your lifetime suddenly manifests in your life.

To achieve the maximum benefits from this program and guidebook, listen to each audio session at least twice, ideally three times, and then work on the corresponding chapter. Listening to the audio session several times allows it to sink into your subconscious mind as you make more and more discoveries each time that you listen. Be sure to keep a paper and pen in hand as you are listening to the program, and be prepared to stop the program when you hear an idea or technique that particularly appeals to you. Think about that idea in connection with your situation, your work, your lifestyle, then prepare a plan to act upon it in the days ahead. It would also benefit you to keep a journal in which you can make note of your challenges, blocks, breakthroughs, and discoveries. Whenever possible, give yourself a deadline and be committed to following through on that deadline. Without implementing any of the action steps that you have mapped out for yourself, this program simply becomes an exercise in listening. In order to gain the full benefits this valuable program has to offer you, make the decision here and now to **work** through this program, **act** upon your insights and strategies, and achieve the kind of results in your life that you've never thought possible.

Session 1

The Power of Attraction

In this session, Thomas Leonard introduces us to the principles of attraction, how he discovered them, and the power that they held in his own life. He shares the story of his own personal and professional struggles and how they inspired him to seek out a better way. Thomas explains how he ultimately drew coaching clients and Coach University, along with personal and public success, into his life through the implementation of the principles, and he clarifies what success means to him and how it applies to his life.

1. Thomas shares how he has struggled with rejection. He explains that when interacting with potential coaching clients, if he was accepted by four, and was rejected by the fifth, he would be devastated by that single rejection. How has the fear of rejection affected your life? How has it impeded upon your potential success?

2. Partnering with someone in pursuing your life's desires is important in Thomas' attraction theory. He suggests that a good coach may be a powerful option. He defines a coach as "your collaborative supportive partner who will help you solve your problems, accomplish your goals, and expand on some ideas that you may have for businesses." Do you currently have a personal coach or someone who fits the above description in your life? If not, list any obstacles that may be preventing you from having one, and take any actions that are necessary in manifesting one in your life.

3. Thomas discusses how he would change his relationship with clients and demand and expect more of them. Through coaching he found a way of creating the career life that he wanted — one that is rewarding and fulfilling. Do you feel fulfilled in your current job? List any areas in which you do not feel fulfilled.

4. In order to attract the life you want, you first need to define what success looks like to you. Thomas knows he is successful when:

1. He is enjoying his creativity.
2. He is being nurtured by his relationship with God.
3. He is being a nice person at any given time, any given moment.

List three ways that you would describe success for you and your life, by completing the following sentence:

1. I know I am being successful by how _____

2. I know I am being successful by how _____

3. I know I am being successful by how _____

Session 2

#1: Become Incredibly Selfish

Selfishness as defined by Thomas is a state in which you actually do what is best for you. This in turn creates a larger contribution to your family and to the world. This may be a difficult step to take, however when you do what you want in life in a responsible manner, you begin to feel attractive to yourself, and consequently to those around you.

5. Thomas gives one example of becoming incredibly selfish as making the choice not to schedule his time. List at least two examples of what “becoming incredibly selfish” looks like to you.

6. Based on these principles, we each have a special gift or personal trait that is uniquely ours. We have to take the time to be selfish in order to uncover what that gift is and how it can contribute to our lives and to society at large. Write down any special gift(s) that you believe you have. If you have no idea, write a list of some of the things that bring you the greatest joy.

7. Thomas suggests that you discuss your commitment to becoming more selfish with those whom it will affect: your family, boss, etc. Make a list of those individuals who you should inform of your decision to become more selfish.

8. One of the ways Thomas suggests that you can begin to be more selfish is to start saying “no.” Make a list of those things that you would like to start saying “no” to, and journal about any of the steps that you have taken toward doing so.

9. In order to help you focus, Thomas suggests that you write a list of ten things that you really want for yourself in the next sixty to ninety days.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

10. Thomas suggests that you say “no” to at least one thing each day for the next seven days. List them, in the space provided below.

Day 1: _____

Day 2: _____

Day 3: _____

Day 4: _____

Day 5: _____

Day 6: _____

Day 7: _____

#2: Market Your Talents Shamelessly

In order to become more attractive, it is important that you know what you are good at and how you can market your greatest talents effectively. In order to do this, you may have to step out of your comfort zone. Thomas provides you with some practical exercises to help you discover and market your greatest talents.

11. Do a market survey, asking at least three of your clients or co-workers, “Beyond my traditional roles as your (financial planner), what am I providing that you value the most?” Spend at least 15 minutes with each individual.

Response #1: _____

Response #2: _____

Response #3: _____

12. It is also important that you know what gifts you provide your family and friends. If you are a parent, take a moment to ask your children, “Besides all my ‘mom’ responsibilities, how do you think you’re getting value from me as a mom?” Do the same with your partner and a friend. In the space provided below, write out their responses.

Response #1: _____

Response #2: _____

Response #3: _____

Session 3

#3: Mastering Your Craft

Some people shy away from mastery because masters are often subjected to the scrutiny and criticism of others. In order to become a master, you have to be inventive, forward thinking, and be willing to withstand being in the public eye. Thomas lists the three stages of mastery as:

1. The competency stage
2. The expert stage
3. The mastery stage

13. List any blocks that you might have regarding becoming a “master.”

14. Having the support of both your clients and your colleagues is integral when you reach the mastery stage in your craft or profession. Write a list of at least three of your clients and colleagues whom you think would be supportive of you when you reach the stage of mastery.

1. _____
2. _____
3. _____

15. There are certain skills Thomas suggests that you hone in order to master your craft. These skills include returning to school to learn new skill sets, developing metaskills, or furthering your cyber skills. List any skills that you would like to develop further that would take you one step closer to becoming a master at your craft. Then develop a plan to enhance those skills.

#4: Have a Vision

Having a vision is key in the attraction principles. As you articulate your vision, you will attract people into your life who have the same or similar vision. Your vision should be beyond your own personal mandates and should take you into a larger cause for the greater good of the world. Having a vision unhooks you from the future because once you have a vision, you can clearly see what is coming.

16. Thomas' vision is that "all humans have all the words and all the language they need to express themselves at all times." Do you currently have a vision that you are passionate about? If so, write it in the space provided below. If not, explore what it might be, and write about it once you have discovered it.

17. It is important to increase public awareness about your vision. How could you go about doing so?

Session 4

#5: Eliminate Delay

Eliminating delay in every aspect of your life can be an interesting challenge. Creating an environment where there is little delay involves making a commitment to yourself and to others. Like many of the other principles, putting this one into effect may create radical changes in your lifestyle.

18. In what areas of your life do you struggle with delay?

19 Review each of the areas of delay, and work out an action plan to rid yourself of the delay (e.g., through outsourcing, technological aid, change in attitude).

#6: Tolerate Nothing

Putting up with tolerations in your life can be very draining. In this segment Thomas explores tolerations and how they make you less attractive. They can ultimately weigh you down and pull you out of the present flow, draining you of your energy. Taking the time to make note of the things that you have been tolerating, and making an effort not to tolerate them further, will free up a great deal of energy so that you can focus on more valuable areas of your life.

20. Make a list of 10 to 20 things that you are “putting up with” or tolerating in your life. Include things in both your personal and professional life. Review this list and choose 10 items that you can resolve within the next 90 days.

21. Record your experiences and feelings while working to resolve the 10 items. As you begin to resolve them, be sure to also make note of how your energy is changing.

22. Practice the Family Toleration Game at least twice with your family. Take the time to discuss the tolerations, giving every individual time to be heard. Keep the energy around this game light and humorous, and you will have a fun-filled, bonding exercise.

Session 5

#7: Recognize and Tell the Truth

There are two steps to this principle. The first is to recognize the truth in any given situation; the second is to tell that truth. In order to recognize the truth, you need to go beyond your intuition and into subtle clues known as your inklings. As you grow more discerning, you may decide that it is not necessary to share these truths with everyone. Some people do not have a drive to know the truth, and sharing them may only cause you frustration.

23. Ask yourself, “What am I inkling right now?” Then take five minutes to sit quietly and listen to the response that you get. In the space provided below, write the response that you receive and how it applies to your current situation.

24. When you have an inkling, Thomas suggests that you share it with a supportive team, friend, or coach who can ask the right questions to further tease it out of you. Create a plan for such a support network (if you don’t already have one), and list any inkling(s) that arise within the next sixty days. How did you work through them with your team?

#8: Develop More Character Than You Need

Thomas defines character as the sum of your qualities, that which distinguishes you from others. Character is developed, and it is a combination of your mind, your emotions, and your greatest gifts. You may make an assessment of your character by determining: how confident you are, what your vision is, how productive you are, how accomplished you are, how much you respect other people, how tolerant you are of others, how much you are willing to share, and how generous you are.

25. Thomas suggests that if you want to gain integrity and character quickly, then you must simplify your life. List three things you can do to simplify your life.

1. _____
2. _____
3. _____

26. To uncover where you need to develop further character, Thomas suggests that you ask yourself the following questions:

1. "Where is my integrity off?" _____

 2. "Where am I not expressing myself fully?" _____

 3. "Where have I put money, objects, or outcomes ahead of people?" _____

 4. "What am I not doing that is important for me to be at my best?" _____

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Session 6

#9 Orient Yourself Around Your Values

Thomas makes a clear distinction between a value and a need in this segment. He defines value as an activity, preface, or behavior that you are naturally drawn to; whereas a need is a resource, person, feeling, or environment that you must have in order to be your best. Being clear about what your values are allows you to take your life in a direction that will fulfill you not only mentally, but also emotionally and spiritually.

A value is something you naturally feel is important to you – whether it's beauty, creativity, family, honesty, friendships, or anything else of worth.

You'll realize its importance by the strength and depth of the feelings it awakens inside you.

As you review the following list, circle the twenty values that most appeal to you.

Adventure	Turn on	Be imaginative
Risk	Unstick others	Be original
The unknown	Coach	Conceive
Thrill	Spark	Plan
Danger	Encourage	Build
Speculation	Influence	Perfect
Dare	Stimulate	Assemble
Gamble	Energize	Inspire
Endeavor	Alter	Discover
Quest	Contribute	Learn
Experiment	Serve	Detect
Be exhilarated	Improve	Perceive
Venture	Augment	Locate
Create beauty	Endow	Realize
Embody grace	Strengthen	Uncover
Express refinement	Facilitate	Discern
Embody elegance	Minister to	Distinguish
Exude radiance	Grant	Observe

Experience gloriousness	Foster	Experience
Have taste	Assist	Emote
Catalyze	Create	Sense
Have impact	Design	Glow
Move forward	Invent	Feel good
Touch	Synthesize	Experience energy flow
Lead	Experience sensuality	Be awake
Guide	Experience bliss	Relate with God
Inspire	Be amused	Be devoted
Influence	Be entertained	Be holy
Cause	Play games	Be honoring
Arouse	Enjoy sports	Be passionate
Enroll	Relate	Be religious
Reign	Be connected	Teach
Govern	Be part of community	Educate
Rule	Be part of family	Instruct
Persuade	Unite	Enlighten
Model	Nurture	Inform
Embody mastery	Be linked	Prepare
Be expert	Be bonded	Edify
Dominate field	Be integrated	Prime
Be adept	Be with	Uplift
Be superior	Be sensitive	Explain
Hold primacy	Express tenderness	Win
Hold preeminence	Perceive	Prevail
Be the greatest	Be present	Accomplish
Be the best	Empathize	Attain
Outdo	Support	Score
Set standards	Show compassion	Acquire
Embody excellence	Respond	Win over

Give pleasure	See	Triumph
Have fun	Be spiritual	Predominate
Experience hedonism	Be aware	Attract
Experience sex	Be accepting	

27. In column one, make a list of the five things that are most important to you, things that you value above all others (take these from your list of 20). In column two, make a list of the five most important goals that you have, specific things that you want to accomplish in your life.

My Five Most Important Values

My Five Most Important Goals

1. _____
2. _____
3. _____
4. _____
5. _____

Now, starting with the values, try to match up each value to the goal that expresses it. If the goals that are listed do not match up with any of your values, you may wish to set some new goals that do, in fact, reflect your values.

28. Take some time to review your core values to establish whether or not they are actually your own values, or values you have inherited through other dictates in your life (such as your parents, religion, teachers, friends, etc.). Note any discoveries that you find.

#10: Endorse Your Worst Weakness

In this fascinating principle, Thomas reveals how your worst weakness can be turned around to become your greatest strength. The first step is to tell the truth about your weakness. That weakness may direct you onto a different path in your life, or it may instigate radical change in your lifestyle. He illuminates how endorsing your worst weakness, and doing so with confidence, can make you a much more attractive individual.

29. Make an honest inventory of your three worst weaknesses. If you are struggling to see them, you may wish to meditate on the subject and see what reveals itself to you. In the space provided below, list your weaknesses.

1. _____
2. _____
3. _____

30. In one example, Thomas suggested to a coaching client (who was a procrastinator) to stop making any time commitments. In another example, he suggested that a tardy client let everyone know that he was always late for appointments. Go through the list you created in the above exercise, and find an effective way to deal with each weakness to make you less anxious and more attractive.

1. _____
2. _____
3. _____

Session 7

#11: Deliver Twice What You Promise

There can be great value in delivering twice what you promise in any given circumstance. The trick to this principle is to under promise initially. Then, if you do deliver, the recipient is very appreciative and you are much less stressed. Under-promising and over-delivering is a very effective tool of attraction. Delving further, however, Thomas asks you to examine why you make promises to yourself and others. He suggests that if you attempt to make fewer promises in your life, you will become much freer and more attractive.

31. Under-promising can be difficult and takes discipline. Within the next three weeks, find at least three situations in which you can under-promise in both your personal and professional life. Try this technique and take some time to write about the experiences.

Under-promise #1: _____

Under-promise #2: _____

Under-promise #3: _____

32. Thomas suggests that you ask yourself why you are making promises at all. You may enjoy the adrenaline rush that you get from the additional stress. Evaluate any area of your life in which you over-promise. Take note why you do, and put together an action plan to make the changes needed to create an “under-promise” situation.

#12: Add Value Just for the Joy of It

Adding value in the world of business is a very well known strategy to advance your sales and success rates. In this principle, Thomas suggests that you can also add value to your personal and professional life, creating a great deal more abundance and joy. The trick to this principle is that the intention for adding value must be for the simple joy of doing so. If you focus on the joy that it will bring all involved, then your personal power and the impact of the experience radically grows.

33. List three ways that you can add value **just for the joy of it** into aspects of your professional life. Take the necessary steps to add value, and write about what you have discovered in the process.

Added Value #1: _____

Added Value #2: _____

Added Value #3: _____

34. Take a moment to communicate to a partner or personal friend who you desire to add value to your relationship. After discussing this with them, list the three ways that you have chosen to add value to that relationship **just for the joy of it**. Take the necessary steps to add value, and write about what you have discovered in the process.

Added Value #1: _____

Added Value #2: _____

Added Value #3: _____

35. Thomas emphasizes that you will suffer from burnout if you do not experience joy in your career. Write down three ways in which you can add more joy into your professional world.

1. _____

2. _____

3. _____

#13: Thrive on the Details

In this segment Thomas discusses the benefits of thriving on the details in all areas of your life. He gives examples of successful CEOs who are involved in their company's projects right down to every minute detail. Thriving on the details puts you in the present moment as you develop a greater sensitivity and appreciation for life's experiences. Focus is taken off the big picture, allowing you to enjoy each step along the way.

36. How much do you thrive on the details in your life? Take some time each day to pay more attention to them. If you tend to be a big-picture person in your career, take some time each day for the next five days to stop and thrive on a detail. List each detail that you pay attention to, and journal about how focusing on it is changing your perspective.

Detail 1: _____

Detail 2: _____

Detail 3: _____

Detail 4: _____

Detail 5: _____

Session 8

#14: Create a Vacuum That Pulls You Forward

You have a choice to either push or pull for success. Pushing involves a great deal of energy and could be very costly and tiring. Pulling things to you, however, can be much more effortless. The fundamental distinction here is whether you are driven by motivation or inspiration. When inspired, you are called toward something by a deeper passion. There is an ebb and flow in which you are drawn to something, as opposed to making an effort to achieve it.

37. Make a list of the things that really inspire you. Then choose the item that you are most drawn to, one that is significantly large enough to create a vacuum to pull you forward. Make a note of how it has been showing up in your life and why you are so passionate about it.

38. Meet with your supportive partner(s) regularly, and track how the right situations, people, and opportunities are being attracted to you in relation to your heart's desires. As you focus on your desires and how you are attracting the necessary elements to make them happen, the principles of attraction become even more apparent.

#15: Get a Fulfilling Life, Not Just an Impressive Lifestyle

There is a distinction between gratification and fulfillment. Having a gratifying lifestyle may be nice, but it often leaves you with an emptiness that needs to be filled. Creating a fulfilling lifestyle, however, gives you a sense of completeness. Your life becomes a powerful reflection of your values, holding true to who you are at your very core.

39. In order to create the kind of lifestyle that you want, you first need to clarify your values. Then you can create a lifestyle that expresses those values. List five key things that you value most in your life. (You may wish to complete Session #12, then fill in the list below based on your new insights.)

1. _____
2. _____
3. _____
4. _____
5. _____

40. To aid you further in clarifying your values and what fulfillment looks like to you, imagine that you were only making half of your current income. Now list the 10 things that you would continue to have in your life so that you wouldn't suffer.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Session 9

#16: Unhook Yourself from the Future

This is often considered one of the more challenging principles of attraction. Focusing on visions of your future can be very seductive, however, in doing so you cannot enjoy the gifts that come to you in the present. Thomas claims that the trick to being in the present is to appreciate and focus on doing what is right in the present. The future will then shape itself accordingly.

41. Thomas suggests that you fix your present life if you find yourself caught in the excitement of the future. What aspects of your current life are lacking, and how could you begin to create that excitement?

42. Keep a notebook with you for a day, and each time that you go into future thinking, mark down what that thought was. At the end of the day, review your notes. Make note of the number of future thoughts that you had and any patterns or repetitions. You may want to track your progress for several weeks.

#17: See How Perfect the Present Really Is

This principle is more investigative in nature than the previous principles. In this segment, you work on removing yourself from the past. Doing so requires a change in your perception. When something challenging occurs in your life, it requires a shift in your thinking. Thomas gives the example of being fired. When this happened to one of his coaching clients, he asked them to look at how this event was perfect. Like them, often you will discover that you actually played a part in orchestrating the event. In admitting this to yourself, you begin to see your responsibility in it. This, in turn opens up a whole new world for you.

43. Write down a challenging situation (that happened at least 5 years ago) in which you had been involved. In retrospect, review your life to find the perfection of that situation. Did you learn any valuable truths? Are you stronger or more insightful in some way? If you struggle to find perfection, take some time to meditate on the subject, asking the question, "How can I perceive this situation as perfect?"

44. The next time you are involved in an event that you perceive as negative, ask yourself, "What is the perfection in this?" In the space provided below, write down the situation and your findings. If you make a habit of this practice, you will begin to find yourself less stressed and less reactive to events in your life.

Session 10

#18: Over-Respond to Every Event

This principle involves making a choice to have a heightened response to events in your life that will ultimately affect your life in a positive way. Thomas explains how most of us over-react to events in our lives and suggests how we might instead choose to over-respond. Doing so may turn a potentially negative experience into one that will positively change your life.

45. Write down a situation in which you over-reacted. Can you see a way in which you could have over-responded to that same event instead? What may have been the outcome if you had over-responded?

46. Within the next month, make note of any situations that you confront in which you could choose to over-respond to. Track any events that arise and describe the event, your over-response, and the final outcome of that response.

47. List the things that you tend to react or over-react to in your life. After listing them, write how you could over-respond to the same stimulus, creating a more positive outcome.

#19: Sensitize Yourself

An integral part of being in the present moment is also being fully aware of the happenings around you. There is a joy in experiencing the subtleties that exist in any given moment. Most of us have vices that distract us from the gifts of the present. Sensitizing yourself involves noting those vices and making the necessary adjustments so that you experience each moment to its fullest.

48. Is there anything that is numbing you or diverting you from being fully sensitive to the happenings around you (caffeine, drugs, alcohol, sugar, television, etc.)?

49. The best way to get rid of self-destructive vices is by replacing them with something that is even better in your life. Review your desires list and note which ones could replace your vices.

50. What do you believe you will gain by becoming more sensitized?

Session 11

#20: Affect Others Profoundly

There are several ways in which you can affect others profoundly. Becoming sensitive toward others and acknowledging another's special traits can create a very strong connection and make you more attractive. Being very concise and using one-sentence phrases (or messages) to make a point is another skill that is very effective and can profoundly affect the listener. Finally, perhaps one of the most powerful ways to affect others profoundly is by supporting them in their endeavors, and doing it from the heart.

51. Make a conscious effort to become more aware of the special gifts that those around you possess, and take the time to let them know about those gifts. Within the next week, interact with at least three individuals and honor them by pointing out their gift(s). Write about your experiences in the space provided below.

1. _____
2. _____
3. _____

52. Create two powerful one-phrase messages that relate to important aspects of your life (the work you do or your personal life). Refine, simplify and shorten them, then create a log to list any additional messages.

Message #1: _____

Message #2: _____

53. Note an individual in your life who may need support in their endeavors. Write their name below and list ways in which you can support them. Then let them know that you would like to support them and do so. Journal about your experience.

#21: Become Unconditionally Constructive

There are three areas in which you can work to become more unconditionally constructive. The first thing is to note that everyone is doing their best, even when they clearly aren't. The second thing is to never compare a person's progress (past or future) and to focus on their strengths in the present. The final way you can become unconditionally constructive is in your relationship with yourself. To do this you must give up trying to fix certain aspects of yourself that are not fixable. Continuously attempting to be "fixed" keeps you from enjoying the gifts in the present moment. Practicing this principle gives you a greater sense of personal acceptance along with a greater unconditional acceptance of others.

54. Take a moment to think of a situation in which you felt hypercritical of someone who you perceived was not doing their best. Write down the details of the experience in the space provided below. Take five or ten minutes to meditate on the situation, making the choice to believe that they were, in fact, doing their best. Write about this experience and how it affected you. Then start applying this principle to new situations in your life.

55. Make note of an aspect of yourself that you have trouble accepting. Then make the decision to accept that aspect of yourself, acknowledging that it is unfixable. List any challenges that you face in trying to accept it.

#22: Build a Super-Reserve in Every Area

Building a super-reserve in every area of your life relinquishes fear. By reducing fear, you will lower your stress level considerably as you satiate your innate instinct for safety and survival. Having a super-reserve ultimately allows you to free up your time, resulting in a great deal more time to be creative.

56. Make a list of what you would like to have a super-reserve of in your life (e.g., money, free time, cleaning supplies, etc.). Keep adding to this list as you come across various items throughout the day.

57. Now that you have your super-reserve list, go through each item, and create that super-reserve, checking them off as you do. List any benefits that you discover along the way.

Session 12

#23: Perfecting Your Environment

Perfecting your environment enables you to create a lifestyle for yourself that is uncluttered, organized, and efficient. This, in turn, creates much less stress and anxiety in your life, allowing you to be more productive, creative, and contented. You are then ultimately more attractive.

58. Thomas created *The Clean Sweep Program* to help you discover where you need to perfect your environment and as a means of tracking your progress as you do.

There are four steps to completing *The Clean Sweep Program*:

- Step 1 Answer each question.** If true, check the box marked True. Be rigorous; be a hard grader. If the statement is sometimes or usually true, please DO NOT check the True box until the statement is virtually always true for you. If the statement does not apply to you, or will never be true for you, check the True box. (You get credit for it because it does not apply or will never happen.) You may change the wording of any statement to make it better fit your situation.
- Step 2 Summarize each section.** Add up the number of True boxes for each of the four sections and write those amounts where indicated. Then add up all four sections and write the current total in the adjacent box.
- Step 3 Color in the Progress Chart.** If you have nine Trues in the Well-Being section, color in the bottom nine boxes, and so on. Always start from the bottom up. The goal is to have the entire chart filled in. In the meantime, you will have a current picture of how you are doing in each of the four areas.
- Step 4 Keep playing until all the boxes are filled in.** You can do it! Don't push yourself, but do be determined. Take a month or take a year – whatever's the right amount of time for you to achieve a Clean Sweep. Feel free to use a coach or a friend to assist you because the sooner you complete the program, the sooner your life takes on the qualities you're after!

Progress Chart

25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Physical Environment

True Statement

- My personal files, papers, and receipts are neatly filed away.
- My car is in excellent condition; doesn't need mechanical work, repairs, cleaning, or replacing.
- My home is neat and clean — vacuumed, closets organized, desks and tables clear, furniture in good repair, windows clean.
- My appliances, machinery, and equipment (refrigerator, toaster, snowblower, water heater, toys) work well.
- My clothes are all pressed, clean, and make me look great (no wrinkles, baskets of laundry, or torn, out-of-date, or ill-fitting clothes).
- My plants and animals are healthy, fed, watered, getting light and love.
- My bed/bedroom lets me have the best sleep possible (firm bed, light air).
- I live in a home/apartment I love.
- I surround myself with beautiful things.
- I live in the geographic area of my choice.
- There is ample and healthy lighting around me.
- I consistently have adequate time, space, and freedom in my life.
- I am not damaged by my environment.
- I am not tolerating anything about my home or work environment.
- My work environment is productive and inspiring (synergistic, ample tools and resources; no undue pressure).
- I recycle.
- I use products that do not deplete the ozone layer.
- My hair is the way I want it.
- I surround myself with music that makes my life more enjoyable.
- My bed is made daily.
- I don't injure myself, fall, or bump into things.
- People feel comfortable in my home.
- I drink purified water.
- I have nothing around the house or in storage that I do not need.
- I am consistently early or easily on time.
- Number of True (Maximum 25)**

Well-Being

True Statement

- I rarely use caffeine (chocolate, colas, tea, fewer than three times per week, total).
- I rarely (less than three times per week) eat sugar.
- I rarely (less than five hours per week) watch television.
- My teeth and gums are healthy (have seen a dentist in the past six months).
- My cholesterol count is normal.
- My blood pressure is normal.
- I have had a complete physical exam in the past three years.
- I do not smoke tobacco or other substances.
- I do not use illegal drugs or misuse prescribed medications.
- I have had a complete eye exam within the past two years (glaucoma check, vision test)
- My weight is within my ideal range.
- My nails are healthy and look good.
- I don't rush or use adrenaline to get the job done.
- I have a rewarding life beyond my work or profession.
- I have something to look forward to every day.
- I have no habits I find unacceptable.
- I am aware of the physical or emotional problems I have, and I am now fully taking care of them.
- I consistently take evenings, weekends, and holidays off and take at least two weeks of vacation each year.
- I have been tested for the AIDS antibody.
- I use well-made sunglasses.
- I do not suffer, either mentally or physically.
- I floss daily.
- I walk or exercise at least three times per week.
- I hear well.
- Number of True (Maximum 25)**

Money

True Statement

- I currently save at least 10 percent of my income.
- I pay my bills on time, virtually always.
- My income source/revenue base is stable and predictable.
- I know how much I must have to be minimally financially independent, and I have a plan to get there.
- I have returned or made good on any money I borrowed.
- I have written agreements and am current with payments to individuals or companies to whom I owe money.
- I have six months' living expenses in a money market-type account.
- I live on a weekly budget that allows me to save and not suffer.
- All my tax returns have been filed and all my taxes have been paid.
- I currently live well within my means.
- I have excellent medical insurance.
- My assets (car, home, possessions, treasures) are well insured.
- I have a financial plan for the next year.
- I have no legal clouds hanging over me.
- My will is up to date and accurate.
- My investments do not keep me awake at night.
- I know how much I am worth.
- I am on a career/professional/business track that is, or will soon be, financially and personally rewarding.
- My earnings are commensurate with the effort I put into my job.
- My services are so exceptional, people gladly pay me premium rates.
- I have no loose ends at work.
- I have relationships with people who can assist in my career/professional development.
- I rarely miss work due to illness.
- I am putting aside enough money each month to reach financial independence.
- My earnings consistently outpace inflation.
- Number of True (Maximum 25)**

Relationships

True Statement

- I have told my parents, in the past three months, that I love them.
- I get along well with my sibling(s).
- I get along well with my co-workers/clients.
- I get along well with my managers/staff.
- There is no one whom I would dread or feel uncomfortable running into (in the street, at an airport, or a party).
- I put people first and results second.
- I have let go of the relationships that drag me down or damage me. (“Let go” means to end, walk away from, declare complete, no longer be attached to.)
- I have communicated or attempted to communicate with everyone I have damaged, injured, or seriously upset, even if it wasn’t fully my fault.
- I do not gossip or talk about others.
- I have a bank of friends/family who love and appreciate me for who I am, not just for what I do for them.
- I tell people how they can satisfy me.
- I am fully caught up with letters and calls.
- I always tell the truth, no matter what.
- I receive enough love from people around me to feel good.
- I have fully forgiven those people who have hurt/damaged me, intentionally or not.
- I am a person of my word; people can count on me.
- I quickly correct miscommunications and misunderstandings when they do occur.
- I live life on my terms, not by the rules or preferences of others.
- I am at peace with past loves or spouses.
- I am in tune with my wants and needs and get them taken care of.
- I do not judge or criticize others.
- I do not take personally the things that people say to me.
- I have a best friend or soul mate.
- I make requests rather than complain.
- I spend time with people who don’t try to change me.
- Number of True (Maximum 25)**

#24: Simplify Everything

When you simplify your life, you have a great deal more time to focus on the other 27 principles. You will find yourself much more organized, and as you organize your outer world, you will likely discover your inner world following suit.

58. List at least three each of the “should’s, would’s, could’s, and ought to’s” that exist in your life:

Should’s:

1. _____
2. _____
3. _____

Would’s:

1. _____
2. _____
3. _____

Could’s:

1. _____
2. _____
3. _____

Ought to’s:

1. _____
2. _____
3. _____

60. Try to eliminate each of the above terms from your life. Track and record your resolutions as they come.

Session 13

#25: Become Irresistibly Attractive to Yourself

In order to attract good things into your life, you need to first become irresistibly attractive to yourself. You have to become very aware of the traits that you possess. Instead of focusing on what you want to become, Thomas suggests that you focus on what is currently not working on your behalf. Once you uncover these traits, you will eventually discover what traits are making you attractive.

59. Make a list of at least five things you do that are bad for you (e.g., over-stress, drink too much coffee, watch too much television).

1. _____
2. _____
3. _____
4. _____
5. _____

60. Another suggestion that Thomas makes is to become more radical and to do something that is the opposite of what people expect of you. It might be an interesting exercise to be less demanding of yourself, especially if you are a perfectionist and have a very high standard for yourself. Take some time within the next couple of weeks to take some radical steps, then journal about your experience.

61. When working on becoming more attractive to yourself, it is important that you stop comparing yourself to others' behaviors and standards. Make note of how and when you compare yourself to others, and create a list of traits that you often compare.

62. When you stop comparing yourself to others, you will often uncover more of your creativity because you are no longer trying to conform. As you continue to explore this principle, list any creative traits that start to emerge.

#26: Show Others How to Please You

In this segment, Thomas emphasizes how important it is to be very clear and articulate in your communication with others. He suggests that you become very vocal and very specific about how others can fulfill your needs. The clearer and more forthright you are, the more powerful the exchange, and the closer you will get to attracting your desires.

63. Thomas sites an example of articulating your desires in the story of the woman asking for flowers from her partner. He says that people often don't act upon others' desires because they are unclear as to what is wanted. Have you encountered disappointment in your life when your partner, a friend, or fellow co-worker does not meet your wishes? What could you do to get what you desire from that individual?

64. Thomas finds it important to be heard when he is speaking and to be listened to in a certain way. He has learned through the years to ask for this. Is there anyone in your life who you feel does not hear you? If so, how might you ask them to listen to you.

65. Gaining the courage to ask for what you want is like developing a muscle in your body. It takes practice and repetition. You can start by making small requests of others, then gradually strengthen that muscle to the point where you can make greater requests. Each day for the next week, have a discussion with someone and let them know how to please you in some small way. Journal your requests and the consequent responses.

Day 1: _____

Day 2: _____

Day 3: _____

Day 4: _____

Day 5: _____

Day 6: _____

Day 7: _____

Session 14

#27: Get Your Personal Needs Met, Once and for All

In order to become fully present and attractive to others and yourself, it is important that you get your personal needs met. When a need is not met, a great deal of your attention focuses on getting that need met. People often do not share their needs with others, thus making it difficult to even know one's needs and how they could be fulfilled. The first step in this attraction principle is to discover your needs. The second step is to ask those around you to help you fulfill those needs. You may be surprised how quickly you may be satiated once you are able to articulate and communicate your needs and how they can be met.

Becoming Needless

Read this list of 200 needs. Circle approximately ten that resonate for you. You are looking for a need – not a want, a should, a fantasy, or a wish. A need is something that you must have in order for you to be your best. The first step is to TELL THE TRUTH ABOUT WHAT YOU ACTUALLY NEED.

This may be the first time you have ever admitted this to yourself. Some of these you will know intimately; others may require some soul-searching. Please be willing to try on words you might normally skip over. These may be hidden needs. If so, you may have one or more of the following reactions:

- No, no, no; I don't want *that* to be a need.
- If that is true, I'd have to change my life a lot!
- I flush, blush, or shake when reading the word.

Got the idea? Good. Now circle the ten words that you believe to be personal needs. Ask yourself: "If I had this, would I be able to reach my goals and vision without struggling?" (Work equals good; struggling equals not so good.)

BE ACCEPTED

Approved
 Included
 Respected
 Permitted
 Popular
 Sanctioned
 Cool
 Allowed
 Tolerated

BE ACKNOWLEDGED

Worthy
 Praised
 Honored
 Flattered
 Complimented
 Prized
 Appreciated
 Valued
 Thanked

BE RIGHT

Correct
 Not mistaken
 Honest
 Morally right
 Deferred to
 Confirmed
 Advocated
 Encouraged
 Understood

TO ACCOMPLISH

Achieve
 Fulfill
 Realize
 Reach
 Profit
 Attain
 Yield
 Consummate
 Win

BE LOVED

Liked
 Cherished
 Esteemed
 Held fondly
 Desired
 Preferred
 Relished
 Adored
 Touched

BE CARED FOR

Get attention
 Helped
 Cared about
 Saved
 Attended to
 Treasured
 Treated with tenderness
 Given gifts
 Embraced

CERTAINTY

Clarity
 Accuracy
 Assurance
 Obviousness
 Guarantees
 Promises
 Commitments
 Exactness
 Precision

TO CONTROL

Dominate
 Command
 Restrain
 Manage
 Correct others
 Be obeyed
 Not be ignored
 Keep status quo
 Restrict

BE FREE

Unrestricted
 Privileged
 Immune
 Independent
 Autonomous
 Sovereign
 Not obligated
 Self-reliant
 Liberated

BE COMFORTABLE

Luxury
 Opulence
 Excess
 Prosperity
 Indulgence
 Abundance
 Not work
 Taken care of
 Served

BE NEEDED

Improve others
 Be a critical link
 Be useful
 Be craved
 Please others
 Affect others
 Give
 Be important
 Be material

HONESTY

Forthrightness
 Uprightness
 Truthfulness
 Sincerity
 Loyalty
 Frankness
 Nonscheming
 Directness
 Candor

TO COMMUNICATE

Be heard
 Tell stories
 Make a point
 Share
 Talk
 Be listened to
 Comment
 Be informed
 Advise

DUTY

Be obligated
 Do the right thing
 Follow
 Obey
 Have a task
 Satisfy others
 Prove self
 Be devoted
 Have a cause

ORDER

Perfection
 Symmetry
 Consistency
 Sequentiality
 Checklists
 Unvarying
 Rightness
 Literalness
 Regulated

PEACE

Quietness
 Calmness
 Unity
 Reconciliation
 Stillness
 Balance
 Agreement
 Respite
 Steadiness

RECOGNITION

Be noticed
 Be remembered
 Be known for
 Well regarded
 Given credit
 Acclaimed
 Heeded
 Seen
 Celebrated

WORK

Career
 Performance
 Vocation
 Determination
 Initiative
 Tasks
 Responsibility
 Industriousness
 Busyness

POWER

Authority
Capacity
Results
Omnipotence
Strength
Might
Stamina
Prerogative
Influence

SAFETY

Secure
Protected
Stable
Fully informed
Deliberate
Vigilant
Cautious
Alert
Guarded

66. Using the list of 200 needs above, choose a pivotal personal need (PPN) you want to work on — not necessarily the hardest one, but a significant one.

67. Now pick another personal need — not necessarily the easiest one, but one that matters. Devise a plan that will enable you to get each of these needs met. Target on getting them met within the next 90 days. Be sure to record your experiences and the outcome as you explore your needs and how you can have them met.

#28: Be More Human

Being more human involves being more authentic in your undertakings. To become more authentic, there are things that you may have to give up, such as pretense, titles, your personal path to “becoming” somebody, and all the trappings that go along with apparent success. Giving yourself permission to be more human takes you on the road to becoming more attractive, for only then do you become the best “you” that you can be.

68. List three ways in which you believe you can become more authentic in your life. Dig deep within to uncover where you may be less than truly authentic in your thoughts, actions, and undertakings.

1. _____
2. _____
3. _____

69. Once you have made this discovery, list some action steps that you can take that will steer you in the direction of illuminating your authentic self.

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