

# A IRRESISTIBLE ATTRACTION

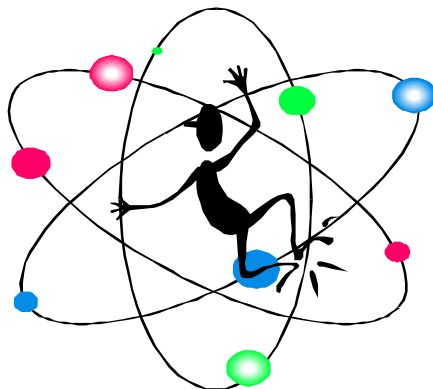
Created by  
Thomas Leonard

and the Trainers at Coach U, Inc.



# **#1 - THE RAPIDITY WITH WHICH YOU ASSIMILATE TRUTH IS THE DEGREE TO WHICH YOU ARE IRRESISTIBLY ATTRACTIVE**

---



## **KEY POINTS**

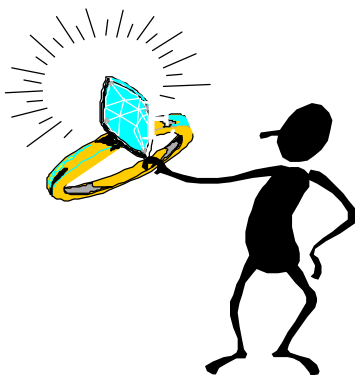
1. Because Truth itself is naturally attractive, the more you and your life “are” the Truth, the more attractive you will be, without effort.
2. The faster you are aware of changes taking place (Truth), and the faster you orient around what has now become True for you, the more you will be in synch with yourself and reality: What Is. This synch (Truth) is what’s most attractive.
3. To assimilate truth means that you accept what is and that you welcome Truth vs resist it. You are willing to weave in the Truth even if it means changing the fabric you’re used to.
4. Truth is disruptive to the known, status quo, which upsets our Ego and causes a protective reaction. When you no longer need to react to Truth as you become aware of it, the faster you will assimilate Truth.
5. Because the Truth constantly emerges, flexibility is required to assimilate quickly. If you process Truth, by the time you understand, it will be gone. Accept What Is, quickly and fully.

## **APPLICATION**

1. When something dawns on you, like an “aha,” quickly make the changes that “aha’s” usually warrant. If you don’t make the changes, then you probably just enjoy the rush of insights. It’s the actions you take and the changes you make in response to awareness that make you attractive.
2. Look around your life and make a list of where you are trying hard, efforting. Ask yourself why it’s such a challenge. Things are usually a challenge because we are striving to become someone, as if who we are isn’t enough, or because we feel the urge or need to acquire something, like success, knowledge, expertise. Instead, why not give up most of which you are striving for, enjoy more of what you have and are, and you’ll probably notice success, knowledge and expertise **find you**. Sure, you’ll keep working at it, but you’ll stop trying to become someone. If you’re new at something, be new at something -- don’t think you should be anyone else. This is the Truth about who are you and where you are. Enjoy this truth vs trying to get one more pleasing to your ego.
3. At some point, it won’t be okay with you to resist change.

## #2 - WE ALL ATTRACT VERY, VERY EASILY AND WELL; IT'S A QUESTION OF UPPING THE QUALITY OF WHAT YOU'RE ATTRACTING

---



### KEY POINTS

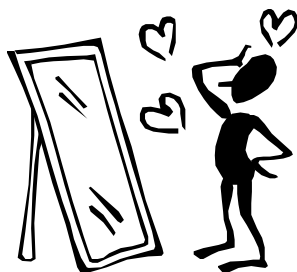
1. The whole point of Irresistible Attraction is to attract what brings you most happiness and joy. So, the smartest focus is to make yourself more attractive to the best of life, not everything in life.
2. You can up the quality of what you attract by doing things which make you more attractive to yourself. It starts here. You can assume when you feel attractive that you'll attract others and opportunities at that same level of quality.
3. It's tempting to try and acquire a higher quality of life, but the truth is you'll need to attract this type of life if you wish it to be sustainable.
4. They say that the "physical universe never lies" which means that what you have going on around you is merely a reflect of you and where you at. The place to start your upgrading is with what you already have, vs trying to acquire something else. The universe rewards care with Truth. And truth has its own rewards.

### APPLICATION

1. Extreme self-care, service to others, selfishness, strong Personal Foundation, having more than you need ( a reserve), self-esteem, self-worth are areas in which to work in order to feel more attractive to yourself.
2. Clarity of vision, strong boundaries, high standards, grace, love, simplicity and innocence are things that will attract a higher quality of life to you.
3. Giving up striving, pushing, commitments and external benchmarks also make you more naturally attractive.
4. Being a model (walking your talk), having an expertise, developing a reputation for excellence, being an integral part of a strong community and improving the quality of life of those around you makes one Irresistibly Attractive. Just make sure you've handled items 1, 2 and 3 above, **first**.

## #3 - WHEN YOU KNOW WHO YOU ARE, YOU WILL ATTRACT OTHERS WHO ARE READY FOR YOU

---



### KEY POINTS

1. When you know who you are, you send out signals that say “I’m here!” without having to shout.
2. We s are often told who we are, need to be or should be by others including the media, so it’s not unusual for a person to not know who they are.
3. Asking yourself who you are is a process of inquiry. The answer, while important, isn’t the ultimate benefit -- inquiring into the truth is.
4. We are **everything**, really: the good and the bad. How well we are able to include all parts of ourselves, the more attractive we will feel.
5. What’s the purpose of knowing who you are? a. You can let go of who you’re not. b. You can become your gift. c. You can toss out most of your goals (goals are a way to compensate for not being enough...). d. You have phrasing to feel and get to know yourself. e. You can recognize aspects of others. f. Your awareness increases.

### APPLICATION

1. Knowing who you are **not** is a good place to start along this path of self-discovery.
2. Asking yourself “What kind of person am I?” is helpful.
3. Looking at how you live your life tells you a lot about yourself.
4. Working on each of the above 16 items will get you on the right path. A coach can help.
5. In many ways, you’ve already been shaped and you can’t get “rid” of anything, really. But you can include the bad stuff that happened, without justifying it.
6. Spend more time with those who care who they are vs those who are mindless. Who you hang out with affects you more than you know.

## #4 - THE MORE YOU CAN HELP OTHERS SUCCEED, THE MORE ATTRACTIVE YOU WILL BE IN BUSINESS

---



### KEY POINTS

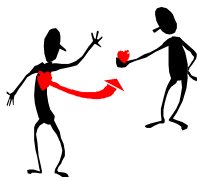
1. It's not enough to have good products or services to offer others --- these products and services **must** be what others want and need, **right now**.
2. Your product or service is only a minor part of a person's life, even if what you offer is key to their success. Drop the ego.
3. When you focus your creative efforts on how to help others succeed, you will probably sell or develop a very different product or service.
4. You need to be in a solid place in life in order to really want (and be able to afford) others to be very successful. Otherwise, you'll be a seducer because you **need** for them to be successful and/or to buy your product or service. When you're needy, it's difficult to truly care about your customer.
5. Focusing on the customer is almost too easy. We'd rather work hard to create or sell something that makes **us** look better. This is normal, but snap out of it. Keep yourself small and humble like the narrow oval above. Let the customer be all.

### APPLICATION

1. We tend to offer products and services that we feel are good and that people will want. But that's about us, is it not? The **very** successful business person comes up with fresh products and services that make the customer **much** more successful -- the focus is on making the customer more successful, not on extolling the virtues of the product.
2. Take the 'you' out of what you offer and focus only on the customer. You don't really matter, nor does your product; the customer does.
3. Get your financial needs taken care of so that you can afford to focus on the customer's needs and wants.
4. At some point, you'll be so tuned into your customers that you'll be able to hear what they most want or need way before they do. This is when it gets fun and they are most appreciative. You'll be ahead of the curve.
5. Spend 3 times more time with your customers and you'll come up with the next products/services to sell to them. These will be **obvious**.

## #5 - FOSTERING 5 PEOPLE REGULARLY WILL MAKE YOU FEEL GREAT ABOUT YOURSELF AND YOU'LL TOUCH OTHERS GREATLY

---



### KEY POINTS

1. You got to where you are today because others helped you.
1. 2. When you know you're helping 5 other human beings to develop and be happier, your life becomes richer and you **feel** more attractive about yourself, which is key.
2. Select the 5 people carefully. Pick only the ones with which you do not have something at stake because this will put pressure on them, you and the relationship. Fostering is effortless.
3. Fostering means that you: a. Mentor them b. Support their development c. Share your energy d. Be there for them e. Enjoy them f. Influence them g. Nurture h. Cultivate
4. Fostering is effortless. If it becomes effortful, then you're not fostering, you're doing something else.
5. You become very, very attractive when you foster.

### APPLICATION

1. Look around your life and see who you feel best about who could use a bit what you have available.
2. Invite them to dinner and focus the conversation on **them** -- what they want, where they are, where they want to be. If what they say tells you that you can help, explain the notion of fostering and ask if they are interested.
3. Set up a simple, convenient structure for both of you, such as: • Dinner monthly • E-mail when needed • Quarterly planning sessions • On-call availability (with ground rules)
4. Select a theme or focus for your fostering -- don't let it be too casual.
5. Set a time limit of 6, 12 or 18 months.
6. Design how the person wishes to be fostered. Let them create it.

## #6 - BEING THE BEST AT WHAT YOU DO PROFESSIONALLY WILL ATTRACT OTHERS WHO APPRECIATE WHAT THAT TOOK

---



### KEY POINTS

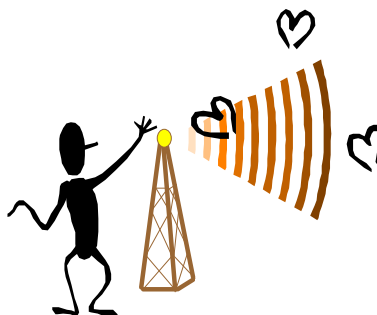
1. When you develop your skills or craft to the highest possible level, one shifts from being competent to being masterful. At this place, the focus is on creativity rather than performance.
2. Being the best at what you do means that: a. You do what you do at a superior skill or performance level. b. You are teaching others. c. You are a model for others. d. Your clients/customers are developing you. e. You get your energy from the subtleties of your craft, not the obvious. f. You're having a great time vs trying to prove something.
3. Deciding to become the best at what you do is a turning point in most people's lives. And it begins by being humble -- assuming that you know little. This opens you up to true learning vs acquiring skills or knowledge.
4. The moment you put yourself on this path, you will feel more attractive because you've surrendered.

### APPLICATION

1. Identify who is the best in your field in your geographic area. Make a list of the 10 things that they do better than you. Call them and ask if you need to. They'll be flattered and may even foster you. Become a student again.
2. Ask yourself (but not judgmentally): "How to they do it better than me?" "Is it that they are more skilled technically or is it how they relate with others? Or both?" "What do I do that's better than they do?"
3. Identify the resources you will need to become the best: Information • Training • Coaching • Schooling • Time • Access • Phrasing • Books • Experience
4. Identify the personal, inside changes you'll need to make: Self-esteem • Personal Foundation • Approach • Assumptions
5. Start! And maintain a list/journal of progress.

## #7 - GET YOURSELF SOURCED. THIS WILL HELP YOU ACCESS MORE. THE MORE ACCESS YOU HAVE, THE MORE ATTRACTIVE YOU ARE

---



### KEY POINTS

1. The dictionary defines source as:
  - a. The point at which something springs into being or from which it derives or is obtained.
  - b. The point of origin, such as a spring, of a stream or river.
  - c. One that causes, creates, or initiates; a maker.
  - d. One, such as a person or document, that supplies information.
  - e. Physics. The point or part of a system where energy or mass is added to the system.
2. Our view is that most people are reacting to stimuli vs being sourced by truth.
3. Humans are becoming more sourceful as we develop as a civilization and species, and as we are connected with others via the Internet, etc.
4. Some say that source is simply the flow of energy among humans, plants, life. The greater access you have to this energy, the more sourceful you are.
5. Each person gets to define and identify source for themselves.

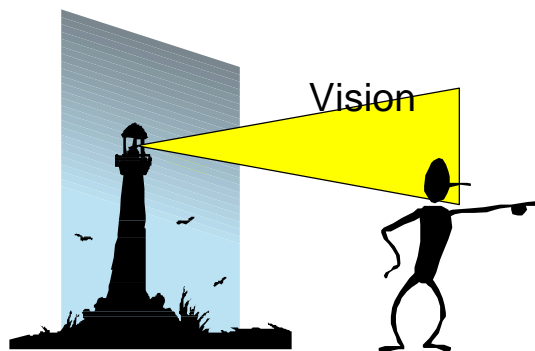
### APPLICATION

1. It's generally helpful to be sourced. One can be sourced by externals such as models (God, heroes) and qualities (goodness, contribution, love).
2. The key point here is to permit yourself to be sourced rather than doing it alone. When one is feeling sourced, they glow because they are getting the energy they need to live their lives with meaning.
3. The personal development challenge is to continually open yourself up to the next 'level' or degree of source. As your awareness increases and your phrasing develops, your choice of source changes.
4. Ask yourself: "What do I want to be sourced (influenced) by?" "What gives me life?" "What gives me, me?"
5. There is not one right answer.



## #8 - WHEN YOUR VISION IS SIMPLE AND CLEAR, YOU'LL ATTRACT THOSE READY TO WORK WITH YOU

---



### KEY POINTS

1. A vision is something about the future that is so obviously (to you) going to happen, even if it's nowhere near happening today.
2. A vision gives perspective on today and **orients** you.
3. Bill Gates' vision? A computer on every desk and in every home. Simple, do-able, orienting, obvious (to him).
4. When the vision is big enough, the strategy to reach it appears.
5. A vision is not what should happen or deserves to happen or what you think must happen. A vision is simply what is going to happen -- a slam-dunk. The timing is less important.
6. If you need for something to happen, then you have a cause, not vision. A cause, while orienting, is more about **you** than it. When you take the "you" out of a cause, you may find a vision underneath.
7. Having a vision or sharing someone else's makes you feel really, really great -- this alone is very attractive.

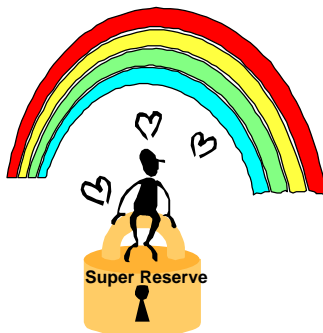
### APPLICATION

1. A vision is less about the future and more about today. This because a person with a vision already acts as if the vision lives in the present moment -- they know it's merely a matter of time, not if.
2. Everyone can have a vision. However, it remains elusive or cloudy until we get ourselves taken care of first. When you have more than you need, your vision will likely appear. Until then, you're using your "vision" as a way to define who you are/self-esteem, etc. A vision is really something to play with, not something to define yourself by. A vision is generally fun.
3. Ask yourself these questions to help illuminate your vision: "What improvement in life do I see occurring over time, that is so **obvious**?" "What have I always been attracted to doing in my life?" "What do I take for granted, that others don't have?" "What would improve the quality of life for others that I'd **enjoy** working on?"

**Don't force it. Just see what comes. Work with your coach on this.**

## **#9 - WHEN YOU HAVE A RESERVE (MORE THAN YOU NEED), YOU WILL START ATTRACTING THOSE WHO DON'T NEED YOU**

---



### **KEY POINTS**

1. It's ironic, but when your needs aren't fully met, you attract other folks whose needs aren't met either. But as you get more than you need, you attract folks who've reached a similar place.
2. Reserve consists of 2 parts: a. Reserves -- having extras: Extra money, time, business, love, energy, opportunities, support. These are the externals -- things you can acquire. b. Reserve -- a feeling on the inside that you are and have enough. For many, it takes reserves to experience reserve.
3. In order to create reserve and reserves, one generally: a. Plugs the holes in their life. b. Becomes aware of what they need and handles it. c. Redesigns their life, career, business and priorities in order to maintain reserve. d. Begins to attract new opportunities and people who add to your reserve, not take from it.
4. An absence of stress, adrenaline, performance and striving is usually required.

### **APPLICATION**

1. First, understand the nature of acquiring reserves -- if you don't have reserves in any area now, it's going to be a fundamental emotional change.
2. Second, seek to build reserves in **all** areas of your life, not just where you think you need them. Using the Reserve Index and a coach is essential here, because if you have reserve in many areas but not in a key area, it's going to be difficult to keep yourself full -- you'll leak.
3. Third, practice attracting reserve instead of manufacturing, collecting or acquiring it. You'll need to do some of both, but what better time to learn about attraction than as you build a reserve?
4. Fourth, be very specific on your reserve goals. If you think you need to save \$2000 a month, you probably need to save \$4000. We generally underestimate how much reserve we need.
5. Soon, you'll get that having reserves and a reserve in all areas is a requirement -- an integrity piece -- not a selfish luxury. Congratulations.

## #10 - DROP YOUR AGENDA AND RESPOND TO WHAT'S COMING AT YOU RIGHT NOW

---



### KEY POINTS

1. If your to-do list, or must-accomplish list is pressing, the best of what *could* come to you, won't. This is because you're too full. In order to be attractive, you need to have room for stuff.
2. Agendas and to-do lists are about the past and the future; rarely about the present. Attraction, however, is about the present and requires that you be living in the present before you'll attract what's best for you.
3. You are attracting lots of great stuff right now, if you'll only take the time and get the space to see it.
4. Attraction is like a turtle -- when it senses danger or commotion, it goes inside its shell and will wait until it's quiet and safe. If you're a busy, busy bee, you're probably scaring away what you most want to attract.
5. When you have the courage to simply dance with what the universe is sending, you'll find it feels better to handle **that** instead of trying to make something happen.

### APPLICATION

1. Give up goals for a month.
2. Spend more time getting and responding to all that happens to you during your day. Respond more fully, go deeper, seek to understand all that's going on.
3. Do what feels right inside with each thing (good or bad) that comes at you instead of doing what you should do or have done in the past. Get to know yourself differently as you do things differently than before.
4. You'll soon realize that much of what comes to or at you during the day has been coming to or at you for a long time, but that you've been so busy creating your day and finishing your to-do list that you've missed what matters most.
5. It takes several years to be able to respond fully in the moment; be patient. But do note your progress and celebrate.

## #11 - EDUCATE OTHERS HOW TO COMMUNICATE WITH YOU BEST. THOSE WHO ARE WILLING ARE MORE ATTRACTIVE

---



### KEY POINTS

1. Part of being attractive is showing others how to be more attractive to you. This may sound like cheating, but it works.
2. Wouldn't you benefit if others had the courage to tell and show you how to best relate with them? After all, the amount and quality of what we can give is dependent on the style with which we are related to.
3. Tell others how to: a. Speak to you. b. Ask something of you. c. Thank you. d. Work with you best. e. Manage you. f. Be managed by you.
4. Other kinds of things you'll share with others: a. Your standards b. Your boundaries c. Your needs d. Your requirements
5. Whenever you share with another how you are best related to, it causes them to think about how they are best related to. This makes you more attractive.

### APPLICATION

1. To pull this off, you will need to be aware of what you need and communicate this **before** there's a problem. If you wait, what you'll say will have an edge to it.
2. When someone is being inappropriate or insensitive say things like: "Did you really mean to say that?" "You know, I'm a real believer in the notion of being unconditionally constructive. May I share with you how that works?" "You mind saying that differently so I can hear it?" "I am very sensitive and am easily stung by comments like that." "Are you open to changing how you come across?"
3. When someone is getting in the way of you helping them (as they've requested), say things like: "I'd like to help, but I need you to tell me how." "Why am I having a hard time being heard right now?" "Let me know when you are anxious to hear what I have to say."

## # 12 - MASTER THE ART OF BEING UNCONDITIONALLY CONSTRUCTIVE

---



### KEY POINTS

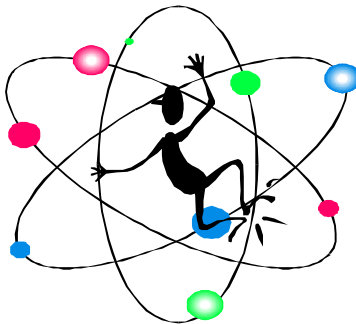
1. Being unconditionally constructive means that every single word out of your mouth:
  - a. is positive
  - b. is truthful
  - c. furthers the action
  - d. is accurate
  - e. strengthens the recipient
2. Being unconditionally constructive means that you are the type of person who:
  - a. Sees and speaks to the best of someone or their efforts.
  - b. Knows that positive reinforcement works the best.
  - c. Doesn't need to demean or criticize others.
  - d. Enjoys building people up.
3. Being unconditionally constructive does **not** mean that you:
  - a. Puff others up.
  - b. Censor or hold back in communications.
  - c. Don't ask for changes.
  - d. Put up with others' behavior.
  - e. Are a marshmallow.

### APPLICATION

1. There is **always** a way to make your point in a positive way.
2. Reminder: Sometimes you need to just call it as you see it vs hiding behind being unconditionally constructive.
3. Being unconditionally constructive is not a technique -- it comes from the heart.
4. We all use subtle digs; it takes training to be unconditionally constructive.
5. The biggest challenge is to be U/C and yet "say it all." It's do-able with practice and phrasing!

## #13 - RAISE YOUR PERSONAL STANDARDS UNTIL EVEN YOU ARE IMPRESSED

---



### KEY POINTS

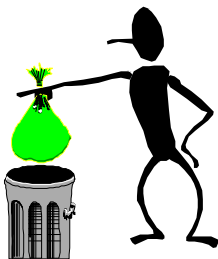
1. Standards are those behaviors that we choose to hold ourselves to, like:
  - a. being honest
  - b. taking care ourselves
  - c. not smoking
  - d. doing our best
2. The good news is that we have the opportunity to raise our standards as we grow. In fact, as one grows, we want to raise our standards -- it's not an effort or a should; it's natural.
3. One of the best ways to attract great stuff around you is to raise your standards. This is your way of asking for higher quality people, opportunities, etc.
4. You won't always be able to honor your standards -- that's not the point, really. The point is to experiment until you find a comfortable set of standards and then be willing to raise them as warranted. Eventually, your standards will be very, very high at no stress to you.

### APPLICATION

1. Raise your standards because you want to, not in order to become more attractive.
2. Rather than "deciding" to raise your standards, it usually works better to raise your standards while you're in the middle of something, like piggin' out on a chocolate cake or something.
3. Rapid personal and professional growth will slow down unless you continually raise standards.
4. Standards are not morals, given morals are about right and wrong. Standards are what you choose to be right for you.

## # 14 - IT'S OFTEN BEST TO TAKE THE PATH OF LEAST RESISTANCE. IF YOU PUSH, YOU BECOME LESS ATTRACTIVE

---



Eliminate the Extraneous

### KEY POINTS

1. Being attractive depends on the forces of nature, not the forces of man.
2. Being attractive means that you don't **have** to have something. If you have to have something, you can't afford attraction, which is a subtle state.
3. Humans get energy from friction, pushing, creating and accomplishing, so it's hard to let that go in favor of quiet attraction. We feel bored. Boredom, however, is the gateway to peace.
4. We resist because of fear -- fear of death, pain, injury. So, it's normal to fear. However, it helps to recognize fear for what it is -- a life protection system. The opposite of fear is love. So, the attraction process is love-based, not fear-based.
5. Having a reserve (extra) is usually required to be attractive, given a reserve quiets the Mind and reduces perceived threats, thus lessening fear. (It **is** that simple.)

### APPLICATION

1. The path of least resistance is also known as "flow" or going with the flow.
1. 2. Flow is what we call what's occurring around you right now. It's up to you if you want to surrender to it. Another word for flow is Truth -- not like right or wrong, good or bad. Rather, what "is" or what's so.
2. So, a good way to be a lot more attractive is to surrender to truth. This may mean giving up certain goals, reactions, shoulds or musts. Going with the flow is usually disconcerting, at least in the beginning. You'll need to learn how to swim vs how to climb.
3. Think of yourself in a boat on a river. Unless you want to use a motor, you'll need to go where the river takes you and learn to enjoy **that** ride. Going upstream is usually a waste of energy.
4. That said, flow doesn't mean you become a slug or give up. But like the bumper sticker says: "Since I gave up hope, I feel so much better!"

## # 15 - WHEN YOU BUFF UP WHAT YOU ALREADY HAVE, YOU BECOME MORE ATTRACTIVE

---



### KEY POINTS

1. To buff up means to:
  - a. Make perfect
  - b. Polish
  - c. Put on your personal stamp
2. One of the principles of attraction is that we often won't get what we most want to attract to us until we've shown that we take extraordinary care of what we've already attracted.
3. The lesson is that when you honor what you have, you will need less. And when you need less you'll want less. And when you want less, you'll attract more of what you want. This isn't a formula to create attraction, however. It 's just a way to describe what usually happens.
4. It's also important to realize that it's not your possessions that make you more attractive or buff, but how you take care of them is what makes you most attractive, given this is a demonstration of responsibility.

### APPLICATION

Here's a list of the types of things to buff up:

- Your body
- Your home
- Your clothes/presentation
- Your lifestyle
- Your style 6. Your phrasing/vocabulary 7. Your personality 8. Your business 9. Your health
- 10. Your money
- 11. Your daily routine
- 12. Your marriage
- 13. Your present
- 14. Your community/friends