



THE
ATTRACTION
PROGRAM

Attraction Principle #01: **Become Incredibly Selfish**

Introduction

WITHOUT YOU, THERE IS NOTHING, AND ATTRACTION ISN'T POSSIBLE

Other Ways of Phrasing This Principle

Put yourself first.

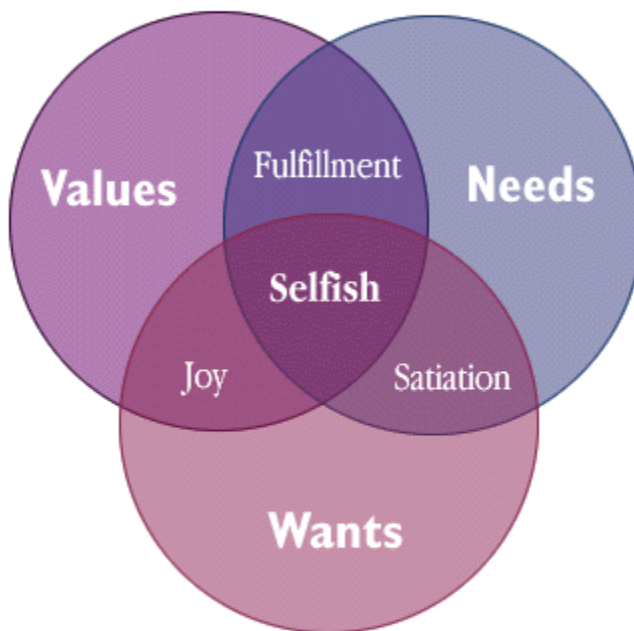
Stop defining yourself by your roles.



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The Selfishness Model



Developed by Thomas J. Leonard for



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Related Quotes

- From his cradle to his grave a man never does a single thing which has any first and foremost object but one - to secure peace of mind, spiritual comfort, for himself. -Mark Twain
- I'm extraordinarily patient provided I get my own way in the end. -Margaret Thatcher
When we truly care for ourselves, it becomes possible to care far more profoundly about other people. -Eda LeShan
- Sure I'm for helping the elderly. I'm going to be old myself someday. --Lillian Carter (at age 85)
- FRED SANFORD: Didn't you learn anything being my son? Who do you think I'm doing this all for? LAMONT SANFORD: Yourself. FRED: Yeah, you learned something. -Sanford and Son

Distinctions To Draw

Selfish vs. Needy. Selfish means that you care enough about yourself to get your needs met; selfishness is a choice. Needy means that your unmet/unknown needs drive/motivate you -- there's no choice. If you're being needy, you probably not being selfish enough. When you become selfish enough, you handle your needs.

Selfish vs. Self fullness. Self fullness is a term to describe how to fill your self/soul up from the inside, but is often used as a term or goal to avoid the confrontation/fact that selfishness is a GOOD thing. Don't hide behind self fullness; just be deliberately selfish. Animals are.

You vs. Roles. You are distinct from your roles. You may have roles, but there is still the YOU in YOU, independent of roles. Men and women often defer to or are defined by traditional roles so that that seek to fulfill the role, even if it means they don't get what they want personally. To become incredibly selfish may require an abandonment or restructuring of roles. By the way, most roles were given to us or we were conditioned to like/believe in them. Selfishness disrupts that belief, so it's controversial.

Need vs. Want. Most people have needs and wants confused/collapsed, but they are very different. When you need something, you need it in order to be fully you or in order to operate at your best. A want is simply something that provides gratification, usually temporary. Both are terrific; just make sure you label what you're wanting/needing accurately. For some people, a Lexus is a need; for others it's a want. If it's a need, GET THE NEED MET, even if it makes no sense.



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Generosity as a By-product vs. Generosity as a Focus. The more selfish you become, the more generous you will naturally be. Most folks try to be generous first before they've become selfish enough. Mistake, because it's usually not sustainable, or if it is, it's highly costly to you, your life and those around you.

Wants vs. Shoulds. A want is something that you acquire that makes you feel good. A should is something that you think you must do or suffer a (perceived) consequence. Wants are selfish and can be very healthy/motivating. A should generally restricts/slows down your natural development. Some people don't think they 'should' be THAT selfish. See? It gets in the way!

Joy vs. Pleasure. Joy is intellectual excitement, emotional involvement plus physical pleasure. Pleasure is generally a mostly physical feeling.

Top 10 List

1. Top Ten Key Points About Becoming Incredibly Selfish

1. Selfishness used to have a bad name; now it's developing a good name.

When humans were tribal; survival and common defense were most important and any member of the tribe who dared to be selfish was a legitimate risk. However, as humans civilize, we can afford to become more selfish. Creativity and excellence require selfishness.

2. Know what you want and say so.

Knowing what you most want is usually very empowering to others around you. People are usually more relaxed and drawn to you when you are secure in who you are, what you want, and what you expect of them. True, you may turn some folks off, but that's usually not a bad thing.

3. When you become truly selfish, you'll have the extra reserves needed to really care about -- and be generous with -- others.



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They say that when one is totally taken care of that their cup runneth over -- and this extra is what others can freely take advantage of without any risk to you. Very, very few people have this much in all areas (time, money, space, opportunities, network, love), so there aren't a lot of good models for selfishness and reserves. But reserves afford generosity with no strings.

4. Selfishness is usually the first step to getting your needs met and building a reserve.

Becoming selfish is not really a lifetime ambition -- there's no real point or glory in becoming the most selfish person in the world. However, becoming selfish can get you started on a great path of having all that you need and then building a matching reserve. A reserve in many areas is key to becoming Irresistibly Attractive.

5. Stop hanging around folks who abhor selfishness.

People who try to 'do good' all of the time, or who try to 'evolve' beyond their 'ego' are usually drainers -- it takes a LOT of energy to keep up that pretense and guess who that energy is going to come from? The people whom they are 'serving?' The question to ask is who's serving whom?

6. Unhook yourself from the negative connotations of being very selfish.

Selfishness doesn't include egocentricity or insensitivity, but many feel that these three words are all synonymous. They are not. Egocentricity means that you only think about yourself or feel that the world revolves entirely around you, and insensitivity means you have no heart nor care about others. You can be extremely selfish and be neither egocentric nor insensitive. Really! You may need to overcome social conditioning to feel good about being selfish.

7. Spend the next 7 days doing something very, very selfish each day.

If you're having difficulty feeling good about being incredibly selfish, then it's time to go on a scavenger hunt. Make a list of 7 things you really want, but haven't been able to let yourself have. Then, one a day, go grab these things whether they be tangible or intangible. The trick is to quickly obtain what you feel you want or need (assuming you won't mess up your finances), instead of waiting, thinking a lot about it, weighing the pros and cons.

8. Say no, just because you feel like it.



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Selfishness is a muscle that needs developing. The easiest place to start is to say no. If you can't say no, get a coach to show you how and support you to say no easily. Saying no is a learnable skill that pays dividends for a lifetime.

9. The real value of becoming selfish is to give your gifts room to develop.

Gifts and talents need nourishment; they don't blossom fully without it. If you've got a special talent or gift -- and most of us do -- become selfish for the sake of that if you cannot bring yourself to be selfish for your own sake.

10. Take what you feel you need, even if it means that others won't get as much as before.

Treat yourself to whatever you'd want for the person you love the most. Take more than you deserve. As Walt Whitman says, "Claim your own at any hazard."

Additional Information:

A. How this principle is sometimes misunderstood:

1. The word 'selfish' can cause a negative reaction in some people. They feel the word should be changed to 'self fullness' or something less direct. But direct IS the idea here. You have to get past/through the societal/parent-imposed negative connotations of the word selfish.
2. Selfish does not mean 'needy,' narcissism, or 'gimme, gimme.' These terms have been used to describe someone who is selfish, but they are not accurate and give selfishness a bad name.
3. Being selfish does not mean that you can/should become irresponsible, abandon your children or spouse or otherwise revert to six-year old behavior.
4. Selfish does not mean to focus **exclusively** on yourself -- it just means that you easily **can** when needed or desired.

B. Why this principle matters:

1. In order for you to attract stuff, there has to be a **you**. Some people aren't selfish enough to have developed a complete sense of themselves. The understanding and practice of this principle will strengthen this part of a person.



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2. The other side of selfishness is generosity. (I mean other side, not opposite.) So, to get to the place of true generosity, I feel that one gets there via selfishness (and the principle of Reserve).

3. As you become selfish, you'll probably notice more about the type of person you've attracted. Usually, folks have attracted people who need them to NOT be selfish; in other words, need people. See how the cycle is perpetuated?

C. What you may encounter along the path of applying this principle.

1. People will get upset with you and call you selfish.
2. You will feel guilty about being so selfish.
3. You will over react and become (really) too selfish. Not to worry, you'll find a natural middle/balance with this.
4. You will get upset with people who have 'used' your selflessness. You'll now be able to see this clearly.
5. You will feel yourself wanting to become more generous, while being selfish. Yes, you can do/be both.

D. How you know you're making progress with this principle.

1. You are able to put yourself first, when usually you would put others first. You'll start to grin about this.
2. You attract others who have made it through the same process/principle. They've been waiting for you!
3. You find yourself needing less from others. This, because you'll be getting some needs met by simply being selfish.
4. You will 'get' the notion that "If it's good for me, it's probably going to benefit others as well." This is a biggie.
5. You will feel less pulled by roles that you've adopted or that have been given to you. You will feel independent.

Related Principles

#3. Get your needs met, once and for all.

Until your needs are met, you really will be needy and not selfish.

7. Market your talents shamelessly.

This is a very positive example of being selfish!

#15. Tolerate nothing.



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This is often the first real, practical step on the path to selfishness.

#16. Show others how to please you.

If this won't make you selfish in a healthful way, nothing will!

#28. Be more human.

When you are real and genuine, you are being selfish.

Teaching/Discussion Questions

1. How can you be incredibly selfish and still be responsible to fulfill all your roles in life?
 2. If you have a strong reaction to the word 'selfish,' why do you think you do?
 3. What else do they usually call people who are selfish?
 4. What motivates you in general?
 5. To become really selfish, what specifically would you do or do differently, today?
 6. What are the clues that indicate a person is needy instead of healthfully selfish?
 7. What would a healthfully selfish person behave? What would they say? How would they react to things?
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TeleClass Title Suggestions

- 10-days To Utter Selfishness
- Mastering the Skill of Selfishness for the Hopelessly Unselfish
- My Way or the Highway: How to Stand Up for Yourself In Every Situation
- What Part of No Don't You Understand?: Snappy Comebacks To Use When You're Feeling Pressured
- Putting Yourself First Even If It Means That Everyone Else Comes In Last: They'll Live