



Lesson #26

The theme for this week is **Creating a Licensable Client Program**
Crafting 10 key points

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with

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Dear Coach...

▶ **There are many possible ways to get started in creating a client program, but I like to start by writing down the 5 things that I most want the public to know about my topic.**

And then, I identify the 10 principles/directives that, if they'll just do these, they'll totally get the power of my program.

This week, for all 5 lessons, I'm going to be using the Attraction Program that I developed in 1997, as the source/example.

▶ Step 1.

Identify the 5 things you most want 1,000,000 people to know about your concept/program.

Keep that 1,000,000 figure in mind when crafting these 5 statements because it will help you use words that the general public will understand.

Here are the 5 things that I most want you to know about Attraction.

- ▶ Life is a lot easier when the best opportunities and people come to you vs you having to go find them.
- ▶ To make the most of Attraction, you may need to suspend your goals and focus more on what's right in front of you.
- ▶ The Attraction Approach is a Personal Operating System that you can adapt to fit perfectly with your style and in your life.
- ▶ Attraction works both in your personal life and in business.
- ▶ You only need to apply 5 of these 28 principles for the process work; there is built-in redundancy.

▶ Step 2.

Identify the 10 principles/directives that are at the core of your program.

I feel strongly that by identifying 10 key principles or directives, that you will then have the underpinnings

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of a great program. This process 'forces' you to convert your great idea into messages around which you can build content, exercises, etc. Think of your idea as the tree trunk, your 10 principles as the branches, your exercises/stories/details as the leaves. And, the real life experiences of your first 100 users as the roots. That way, your program is built upon experience/evidence, not just 'a nice idea' from your head.

The Attraction Program has 28 principles, not just 10, and I've included all 28 below.

The 28 Principles of Attraction

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- ▶ 1. Become incredibly selfish.
- ▶ 2. Unhook yourself from the future.
- ▶ 3. Overrespond to every event.
- ▶ 4. Build a super reserve in every area.
- ▶ 5. Add value just for the joy of it.
- ▶ 6. Affect others profoundly.
- ▶ 7. Market your talents shamelessly.
- ▶ 8. Become irresistibly attractive to yourself.
- ▶ 9. Get a fulfilling life, not just an impressive lifestyle.
- ▶ 10. Deliver twice what you promise.
- ▶ 11. Create a vacuum that pulls you forward.
- ▶ 12. Eliminate delay.
- ▶ 13. Get your personal needs met, once and for all.
- ▶ 14. Thrive on the details.
- ▶ 15. Tolerate nothing.
- ▶ 16. Show others how to please you.
- ▶ 17. Endorse your worst weaknesses.
- ▶ 18. Sensitize yourself.
- ▶ 19. Perfect your environment.
- ▶ 20. Develop more character than you need.
- ▶ 21. See how perfect the present really is.
- ▶ 22. Become unconditionally constructive.
- ▶ 23. Orient exclusively around your values.
- ▶ 24. Simplify everything.
- ▶ 25. Master your craft.
- ▶ 26. Recognize and tell the truth.
- ▶ 27. Have a vision.
- ▶ 28. Be more human.

Principles vs Directives

Wondering what the 'principles' versions of the above directives look like? Here are principle versions of

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the first 5:

▶ #1

Directive: Become incredibly selfish.

Principle: Selfishness is the first step to true generosity.

▶ #2.

Directive: Unhook yourself from the future.

Principle: The present has far more opportunities than the future.

▶ #3.

Directive: Overrespond to every event.

Principle: The events of your life are opportunities just waiting to be over responded to.

▶ #4.

Directive: Build a super reserve in every area.

Principle: Fear virtually disappears when you have a super reserve.

▶ #5.

Directive: Add value just for the joy of it.

Principle: Adding value is sustainable when you do so primarily for the joy of it.


▶ **Suggestion/Comment.**

The above 28 principles (actually, directives) of attraction took 90 days to perfect. I only had 12 when I started and even those were very, very lame in their phrasing. 300 coaches calling in for an R&D TeleClass on Attraction over 90 days in late 1997 helped me polish the first 12 and craft the additional 16. I could NOT have done this phrasing by myself. Repeat, could NOT have. Always have an R&D Team or beta participants to help you turn your rough principles into powerfully phrased ones.

I hope that this was helpful.

Thomas

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