

**A** No, that is only the technique. Then comes the motive a woman uses as a lure. The type of woman you perhaps have in mind never sells a man herself or anything she can give him. Instead she sells him his own egotism!

**Q** Is that all that women use when they wish to flatter men?

**A** That is the most effective thing they use. It works when sex appeal fails!

**Q** So I am to believe that big, strong, smart men can be wound up and manipulated through flattery, just as if they were so much putty? Is that possible?

**A** Is it possible? It is happening every minute of the day. Moreover, unless they are non-drifters, the bigger they come, the harder they fall when the expert flatterer moves in on them.

**Q** Tell me of some of your other tricks with which you cause people to drift in life.

**A** One of my most effective devices is failure! The majority of people begin to drift as soon as they meet with opposition, and not one out of ten thousand will keep on trying after failing two or three times.

**Q** So it is your business to induce people to fail whenever you can. Is that correct?

**A** You have it right. Failure breaks down one's morale, destroys self-confidence, subdues enthusiasm, dulls imagination, and drives away definiteness of purpose.

Without these qualities no one can permanently succeed in any undertaking. The world has produced thousands