

2. Be a comfortable person so there is no strain in being with you. Be an old-shoe kind of individual.
3. Acquire the quality of relaxed easy-going so that things do not ruffle you.
4. Don't be egotistical. Guard against the impression that you know it all.
5. Cultivate the quality of being interesting so people will get something of value from their association with you.
6. Study to get the "scratchy" elements out of your personality, even those of which you may be unconscious.
7. Sincerely attempt to heal, on an honest basis, every misunderstanding you have had or now have. Drain off your grievances.
8. Practice liking people until you learn to do so genuinely.
9. Never miss an opportunity to say a word of congratulation upon anyone's achievement, or express sympathy in sorrow or disappointment.
10. Give spiritual strength to people, and they will give genuine affection to you.

Living these ten simple but tremendously powerful "like people" rules makes President Johnson easier to vote for, easier