

Wherever anyone stops to feed his vanity on flattery, I move in and begin to build another drifter. Non-drifters are not easily flattered. I inspire people to use flattery in every human relationship where its use is possible because those who are influenced by it become easy victims of the drifting habit.

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**Says the Devil: *"Flattery is the chief bait  
through which men seduce women."***

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**Q** Can you control anyone who is amenable to flattery?

**A** Very easily. As I have already told you, flattery is of major importance in alluring people into the habit of drifting.

**Q** At what age are people most susceptible to flattery?

**A** Age has nothing to do with one's susceptibility to flattery. People respond to it, in one way or another, from the time they become conscious of their own existence until they die.

**Q** Through what motive can women be most easily flattered?

**A** Their vanity. Tell a woman she is pretty or that she wears clothes well.

**Q** What motive is most effective in harpooning men?

**A** Egotism, with a capital E! Tell a man he has a strong Herculean body or that he is a great business tycoon, and he will purr like a cat and smile like an opossum! After that you know what happens.