

People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies.

And yet, these five insights are not only tools for mad men, but for marketers, salesmen, seducers, evangelists, entertainers, etc. In short, they are the tools for anyone who must connect with others and, more importantly, make these connections pay off.

There isn't a word about your wants, your needs, your hopes, or your concerns. There isn't a word about your offer or proposal. There isn't a word about what you think. It is all about the other person.

People write books about how to frame your ideas, how to present your self, how to put your best foot forward. And yet, all that people really care about is themselves. Can you imagine how much energy you will free up if you stop focusing on yourself and put your attention on other people? Can you even imagine how much more charismatic you will become when you come to be seen as one who can fulfill some of these most basic emotional needs?

But one thing people rarely resist is someone trying to meet their needs. And when ones needs have been met, a bond is often forged and a natural desire to reciprocate has been created.

the duration of our relationships is nothing compared to the depth of our relationships. And depth is based on the fulfillment of our deepest needs, not on the duration of dialog.

But once you get to this state of clarity and find yourself face-to-face with another, place your attention where it can have the greatest impact. Place it on the person. On the contrary, they will find a way to express themselves in your encounters, whether they arise spontaneously or the other person solicits them, they will arise. Naturally. And when they arise naturally, they are often fulfilled effortlessly.

So if you have a dream, any dream, according to The Secret (Law of Attraction), you can do it. We even hear from one woman in the movie who says she cured herself of breast cancer in just 3 months by watching funny movies on TV and by visualizing herself as being healthy. She also informs us that she did this without radiation or chemotherapy. "You are the only one who creates your reality. For no one else can think for you. No one else can do it. It is only you. Every bit of it. You."

scapegoat principle: If you're depressed, it may not be your fault. It might simply be a biological factor beyond your control

Emerson- "To believe your own thought, to believe that what is true for you in your private heart, is true for all men, that is genius."

The most important people in my life, the people who have the greatest persuasive power over me, are those who meet some or all of these needs for me.

Henry Ward Beecher said, "All men are tempted. There is no man that lives that can't be broken down, provided it is the right temptation put in the right spot."

Dr. William Swann, Jr. says, "...our self views lie at the center of our psychological universe, providing the context for all our knowledge. Should our self-views flounder, we would no longer have a secure basis for understanding and responding to the world."

"What holds attention determines action." ~ William James