



CHAPTER ONE



**Use absence to increase
respect and honor**



Chapter Summary

In this chapter, Greene elaborates on the importance of strategic absence in building respect and admiration. By withdrawing from social circles or reducing visibility, you create an aura of intrigue and value around yourself. The stories of Sir Guillaume and Deioces illustrate how absence can rekindle and intensify feelings of love and respect. Greene emphasizes the necessity of knowing when to become scarce to maintain your worth. Ultimately, managing presence and absence is a key ingredient in acquiring power and influence in relationships and beyond.



The Essence of Absence

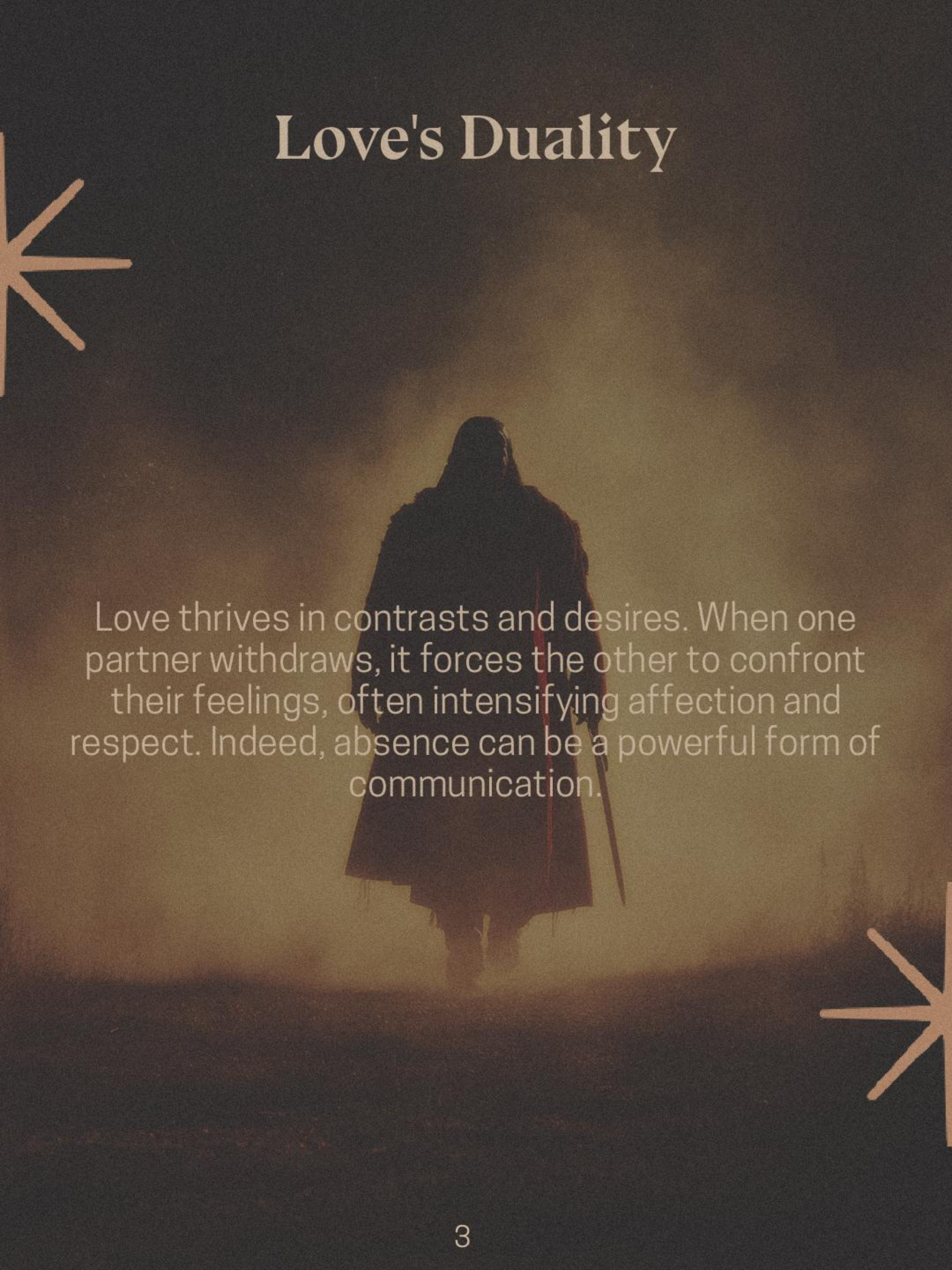


Absence creates a treasure of respect and admiration. In a world where visibility is often mistaken for value, learning to withdraw strategically can elevate your presence. Become a figure of intrigue by making your appearances scarce.

The Tale of Sir Guillaume

The story of Sir Guillaume de Balaun reveals the power of absence in romantic pursuits. By withdrawing his affection, he ignites passion in Lady Guillelma, showcasing how lack of accessibility can fan the flames of desire.

Love's Duality



Love thrives in contrasts and desires. When one partner withdraws, it forces the other to confront their feelings, often intensifying affection and respect. Indeed, absence can be a powerful form of communication.

Deioces and His Withdrawal

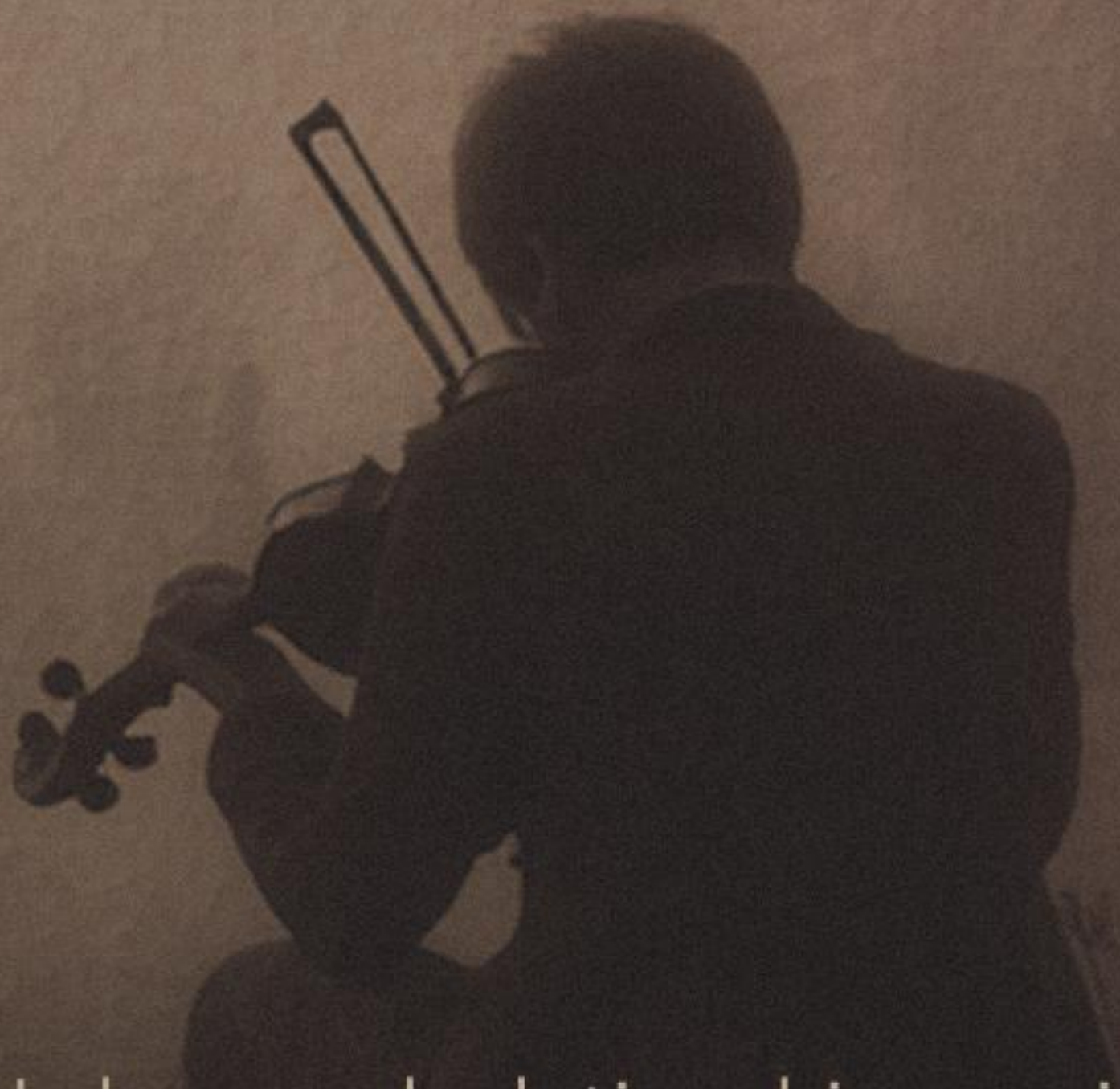
Deioces exemplifies how political power can be preserved through calculated absence. Initially a beloved judge, his disappearance made the people realize his true worth, ultimately leading them to rally for his return to power.



Circulation and Value

Too much availability leads to devaluation. Like a rare flower becoming precious through scarcity, so too does your worth increase when you control your presence. Know when to withdraw to elevate your significance.

The Game of Presence



In love and relationships, maintaining an aura of mystery can keep passion alive. Engage deeply, but then withdraw to stoke the fires of desire. It's a delicate dance of presence and absence.

When to Retreat

Knowing when to step back is crucial for those in power and influence. Overstaying your welcome diminishes your authority, so retreating strategically can reestablish respect and admiration.



"“Make yourself less accessible and you increase the value of your presence.”"

The Art of Scarcity

Marketing principles apply to relationships: scarcity breeds desire. Create a pattern of your presence being occasional, not constant, and you will find yourself more esteemed.

"Create value through scarcity."

The Impact of Absence



Absence can sometimes serve as a metaphorical death, evoking a strong response. When one finally returns, it's often with renewed admiration and appreciation, akin to a resurrection.

Mastering Withdrawal



Master the intricacies of withdrawing at the right moment to command respect. This law requires a balance—establish presence initially, then learn the art of absence to keep admiration alive.



Recap

- "“Too much circulation makes the price go down.””
- "“Absence inflames and excites.””
- "“You must learn to withdraw yourself before they unconsciously push you away.””
- "“Love never dies of starvation, but often of indigestion.””
- "“Make yourself less accessible and you increase the value of your presence.””



Thank You

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