



# CHAPTER ONE



**Be royal in your own fashion:  
act like a king to be treated  
like one**





# Chapter Summary

In this chapter, Robert Greene emphasizes the importance of self-respect and the demeanor one projects to garner respect from others. He illustrates how Louis-Philippe, a former king, lost his power by downplaying his royalty and mingling too casually with the people. Through historical examples like Columbus and the lessons from kingship, Greene highlights that one's self-image and confidence involve taking on a regal posture, inspiring respect through dignity. By embodying a quality that reflects greatness, people are often treated as if they are destined for it. Ultimately, to command respect, one must act as a king, regardless of their actual status.





# The Power of Self-Respect



How you carry yourself influences how others perceive and treat you. A regal presence inspires respect and commands authority. Cultivating self-respect is crucial for anyone aiming for greatness.



# The Rise and Fall of Louis-Philippe

Louis-Philippe attempted to downplay his royal status to be relatable, but ultimately lost the respect of both the elite and the common people. His lack of regal demeanor led to his downfall, showcasing the importance of maintaining an aura of authority.



A man with dark, curly hair and a serious expression is the central figure. He wears a crown and a white robe with elaborate gold embroidery and a wide, ruffled collar. He holds a sword in his right hand. The background is a detailed illustration of a castle with multiple towers and battlements under a clear sky. The overall style is that of a classic oil painting.

# The Strategy of the Crown

Believing that you are destined for greatness elevates your presence and expectations. The Strategy of the Crown teaches us to demand respect through self-belief and confidence. It transforms our interactions and opportunities.



# Confidence vs. Arrogance

True regal confidence is not arrogance. It encompasses dignity and assurance without diminishing others. The right kind of demeanor draws people in rather than pushing them away.





# Columbus: A King Among Explorers

Christopher Columbus, despite his humble origin, projected an elegant confidence that won him the favor of kings. His demands were bold, and he successfully enchanted the nobility with his regal self-assurance.



# Power Dynamics and Royal Aura

Powerful figures often set themselves apart through their demeanor. Acting with regal confidence can shift the perception of leadership and authority.



"Radiate the essence of royalty, and observe how others respond to your presence."



# The Common Touch Misunderstood

A false sense of commonality can backfire. Effective leaders know how to connect without stripping away their grandeur. Strive for equality in purpose, not appearance.

"True leaders never forget the distance that defines respect."



# Crafting Your Royal Image



Projecting a royal image includes bold demands and confidence in interactions. Position yourself at the high end of negotiations to assert your worth.



# Setting Your Price



You are the architect of your own value in society. Embrace the crown of confidence, for it is through this lens you will change your destiny. Shape the perception of your worth.





# Recap

- "Appear regal and confident, and you may find the world treating you accordingly."
- "Scoffing at grandeur may seem progressive, but it can mask profound weakness."
- "Confidence, not competence, often opens doors to greatness."
- "Dignity under fire marks true leaders from the rest."
- "Radiate the essence of royalty, and observe how others respond to your presence."





# Thank You

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