



CHAPTER ONE



Law 16 – use absence to increase respect
and honor



Chapter Summary

In this chapter, Robert Greene illustrates the power of absence as a tool to amplify respect and admiration. By withdrawing from situations or relationships, one can create scarcity, which in turn heightens their value in the eyes of others. Through historical examples and narratives, Greene emphasizes that an overabundance of presence can lead to devaluation, while strategic absence fosters longing and respect. The chapter demonstrates that true power lies not in constant visibility, but in the ability to create a captivating aura of mystery. Absence, therefore, becomes a calculated strategy to maintain influence and allure.





Value is Found in Scarcity

When you are constantly present, you risk becoming commonplace. Scarcity creates intrigue and desirability, making your presence more impactful when it is felt. Learning when to step back can elevate your worth significantly.



The Story of Guillaume and Guillelma

The tale of Sir Guillaume de Balaun reveals how temporary withdrawal can increase admiration and affection. His absence made Guillelma realize his value, turning their love into a more passionate longing.

The Art of Diagnosis in Relationship Dynamics

Recognize that love thrives in the balance between presence and absence. Too much interaction can suffocate feelings, while strategic withdrawal can reignite passion and interest.

"What withdraws, what becomes scarce, deserves our respect and honor."

The Lesson from Deíoces

Deioces became a revered leader by understanding the dynamics of presence. He withdrew from the public eye to rebuild respect and transformed himself into a figure of worshipful status.

"You must learn to withdraw yourself before they unconsciously push you away."

Creating a Mystique



Authority is cultivated through the dance of visibility and rarity. By being occasionally absent, you enhance your value and elevate your impact on others.

Love and Absence



In romantic relationships, absence breathes life into desire. Creating a sense of longing makes your return to their life more impactful and cherished.



Lessons from History

The principles of absence can be seen throughout history, from political maneuvering to personal relationships. Those who recognized when to step back found greater success and regard.

Recognizing Your Moment to Withdraw

Timing is crucial. After proving your worth, knowing when to withdraw can safeguard your value and redirect the narrative of your influence.




The Power of Mystery



Harnessing the power of absence transforms perceptions. It can act as a shield that protects your status and allows others to treasure your presence.



Recap

- "Too much circulation makes the price go down."
 - "Absence inflames and excites."
 - "Make yourself less accessible and you increase the value of your presence."
 - "Authority: Use absence to create respect and esteem."
 - "Love never dies of starvation, but often of indigestion."
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Thank You

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