



CHAPTER ONE



**Law 6 - court attention at all
cost**



Chapter Summary

In this chapter, Robert Greene emphasizes the importance of attracting attention to oneself in order to gain power. He illustrates how being conspicuous, even if it involves scandal, can elevate one's status and ensure recognition.

Historical examples, such as P.T. Barnum's promotional tactics and Mata Hari's mysterious allure, reinforce the concept that notoriety can be beneficial. Additionally, creating an air of mystery and intrigue invites constant observation and interpretation from the public. Ultimately, Greene warns against being ignored, asserting that any form of attention is more advantageous than obscurity.



Attention is Power

In the world of power dynamics, attention equates to influence. To gain authority, you must ensure that your presence is felt and seen; obscurity is the enemy of progress.

"Everything is judged by its appearance; what is unseen counts for nothing."

Stand Out to Be Noticed

To avoid being lost in the crowd, cultivate an image that draws the eye. Aim to be vibrant and captivating, even if it invites controversy.

"Better to be slandered and attacked than ignored."

Create a Memorable Persona

Like P.T. Barnum, utilize sensationalism and audacity to forge an unforgettable identity. Differentiate yourself from mediocrity to invite attention.

Curiosity Creates Crowds

Employ unusual methods to attract curiosity,
just as Barnum did with unique spectacles.
People are drawn to the enigmatic and
extraordinary.

Mystery as a Magnetic Force

Incorporating an air of mystery enriches your presence and allure. Leave others questioning, and they will undoubtedly pay attention to your next move.



Foster Anticipation

Keep your audience on their toes with unpredictability. Each surprising action draws in attention and creates an engaging dynamic.

The Role of Controversy

Don't shy away from controversy;
embrace it as a tool for visibility. Even
negative attention can be more desirable
than anonymity.



The Role of Controversy



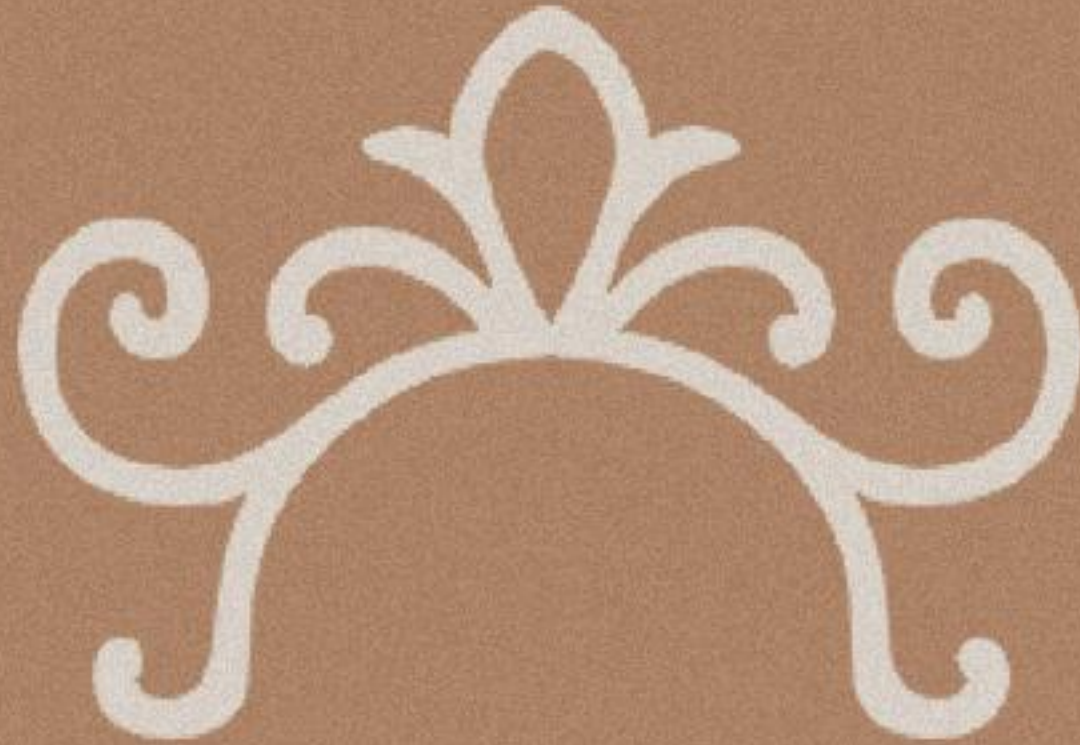
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Limitless Interpretation



Mystery invites interpretation and excitement, making both the individual and their actions fascinating. This invites the public to engage continuously.

Know When to Withdraw



While attention is crucial, knowing when to step back is equally important. Avoid overwhelming the audience with your need for attention.



Recap

- "Everything is judged by its appearance; what is unseen counts for nothing."
- "Better to be slandered and attacked than ignored."
- "An air of mystery heightens your presence."
- "People cannot seize what remains mysterious."
- "Court scandal; it is better to be attacked than overlooked."



Thank You

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