Contents

SECTION-I

HOW TO ACHIEVE MAGNETIC PERSONALITY

Chapter I	: Personality Development Why?	3–9
	Types of Personality	5
	Components of Personality	9
Chapter II	: Visible Factors or Physical Features	10–14
	• Face	10
	• Body	12
	• Dress	14
Chapter III	: The Visible Abstract Parts	15–18
	Genetic features	16
	Education	17
Chapter IV	: Smile, Mood, Habits & Emotions	19–24
Chapter V	: Behaviour	25–27
	Negative Thinker	27
	Positive Thinker	27
Chapter VI	: Have Your 'TIPS' Right	28–37
	Temperament	30
	Discipline	31
	Punctuality	33
	Etiquette	35
Chapter VII	: Communication	38–46
	Written	39
	One To One Verbal	40
	Rules To Become A Good Listener	42

	Rules To Become A Good Speaker	43
	Public Speaking	45
Chapter VIII	Look For Your Body Language 'Signals of	47, 50
	Smartness'	
	• Golden Tips To Sit & Stand In Style	48
	• What Does Your Walk Reveal	49 50
	Golden Tips To Walk In Style Handshake	50 51
	Golden Tips for A Stylish Handshake	52
	·	
Chapter IX	Will Power, Time Management	
	• Will Power	53
	Time Management	56
Chapter X	The Abstract Parts	60–66
	Ambition	60
	Candour	62
	Self-confidence	63
	Golden Tips For A Positive Attitude	64
	Aptitude	65
	• Theism	66
	SECTION-II	
	Personality Promotion:	
	Make Yourself A Brand	
Chapter XI	Make Yourself A Brand	69–76
	Basic Questions That Will Make You	
	A Super Brand	70
	Recognise And Develop Your USPs	71
	MOMENTS - A Poem	76
Chapter XII	What Is Your Price Tag?	77–81
Chapter XIII	Qualities That Make You Saleable	82–98
	Planning	82

(viii)

Decision Making	86 89
- T 1 1:	89
Leadership	0)
 Difference Between A Boss And A Leader 	92
Self-Motivation	94
Communication Skill	95
Chapter XIV: Self-Confidence – The Art of	
Anticipating Success	99–102
Golden Rules To Boost Your Confidence	100
The Confidence Cycle	101
Chapter XV: Hate Hesitation	103–107
• The 50% Rule For Going Ahead	105
Chapter XVI: Rule The World	108–116
 The Double Coloured Spectacles 	
of Shrewdness	111
LOVE - A Poem	114
RIVER - A Poem	115

