

CHAPTER 15

HOW TO HAVE AN ATTRACTIVE PERSONALITY

I. AN ATTRACTIVE PERSONALITY DOES WHAT THE THOUGHT IMPLIES: IT ATTRACTS.

- A. And how does this happen — what makes a personality appealing and attractive?
- B. What determines whether others will like you or be repelled by your behavior?
- C. A simple criteria to gauge the answer is: Do you have a lot of friends and close associates? Do people find you comfortable to be around — easy to warm up to? Do they quickly recognize you in a crowd and gravitate to you?

II. YOU CAN DEVELOP AN ATTRACTIVE PERSONALITY.

A. Here's how:

1. Take a keen heart-interest in the other fellow's game in life.

- a. This was one of the great lessons Napoleon Hill learned when he interviewed over 25,000 successful businessmen and famous women over a span of 20 years.
- b. "Form the habit of interesting yourself in other people; and make it your business to find their good qualities and speak of them in terms of praise." ("*The Law of Success*", p. 51)
- c. Says Mr. Hill:

"Find at least one person each day, and more if possible, in whom you see some good quality that is worthy of praise, and praise it. Remember, however, that this praise must not be in the nature of cheap, insincere flattery; it must be genuine. Speak your words of praise with such earnestness that they will impress those to whom you speak; then watch what happens. You will have rendered those whom you praise a decided benefit of great value to them; and, you will have gone just one more step in the direction of developing the habit of looking for and finding the good qualities in others. I cannot over-emphasize the far-reaching effects of this habit of praising, openly and enthusiastically, the good qualities in others; for this habit will soon reward you with a feeling of self-respect and manifestation of gratitude from others, that will modify your entire personality. Here, again, the law of attraction enters, and those whom you praise will see, in you, the qualities that you see in them. Your success in the application of this formula will be in exact proportion to your FAITH in its soundness.

"I do not merely believe that it is sound — I KNOW THAT IT IS — and the reason I know is that I have used it successfully and I have also taught others how to use it successfully; therefore, I have a right to promise you that you can use it with equal success.

*"Furthermore, you can, with the aid of this formula, develop an ATTRACTIVE PERSONALITY so speedily that you will surprise all who know you. The development of such a personality is entirely within your own control, a fact which gives you a tremendous advantage and at the same time places upon you the responsibility if you fail or neglect to exercise your privilege." ("*The Law of Success*", pp. 49-50.)*

2. Learn to speak with force and conviction.

- a. All pleasing personalities express this ability.
- b. Continuing with Mr. Hill: "Put feeling and emotion into your words as you speak, and develop a deep, rich tone of voice. If your voice is inclined to be high pitched, tone it down until it is soft and pleasing. You can never express an ATTRACTIVE PERSONALITY, to best advantage, through a harsh or shrill voice. You must cultivate your voice until it becomes rhythmical and pleasing to the ear.

"Remember that speech is the chief method of expressing your personality, and for this reason it is to your advantage to cultivate a style that is both forceful and pleasing.

"I do not recall a single outstanding attractive personality that was not made up, in part,

of ability to speak with force and conviction. Study the prominent men and women of today, wherever you find them, and observe the significant fact that the more prominent they are the more efficient are they in speaking forcefully.

"Study the outstanding figures of the past in politics and statesmanship and observe that the most successful ones were those who were noted for their ability to speak with force and conviction.

"In the field of business, industry and finance it seems significant, also, that the most prominent leaders are men and women who are able public speakers.

"In fact no one may hope to become a prominent leader in any noteworthy undertaking without developing the ability to speak with forcefulness that carries conviction. While the statesman may never deliver a public address, he will profit, nevertheless, if he develops the ability to do so, because this ability increases his power to talk convincingly in ordinary conversation." (*"Law of Success"*, pp. 50-51.)

"If you will cultivate these finer thoughts, and feelings, and actions, out of which a positive character is built, and then learn to express yourself with force and conviction, you will have developed an attractive personality, for it will be seen that out of this attainment will come the other qualities here outlined." (*Law of Success*, pp. 53-54.)

3. Dress appropriately.

- a. Your clothing reflects your thoughts and inner evaluation of your worth.
- b. Begin to build a wardrobe that becomes your stature and physical frame and the nature of your work.

4. Learn the simple art of shaking hands.

- a. Do this so that you express warmth of feeling and enthusiasm with this form of greeting.
- b. A genuine smile should accompany your hand shake.

5. Practice true humility.

- a. Cease calling attention to yourself and advertising your virtues or accomplishments.
- b. The secret to becoming successful is forgetting yourself in service to others.
- c. Help to edify, build up and encourage people in their accomplishments.
- d. Become a "go-giver" instead of a "go-getter."

6. Learn the art of being agreeable.

- a. This is one of the most vital ingredients to building an attractive personality.
- b. Be cooperative and responsive — a peacemaker.
- c. "You have observed that all through this lesson I have gone into lengthy detail to show the material advantages of being agreeable to other people.

"However, the biggest advantage of all lies, not in the possibility of monetary or material gain which this habit offers, but in the beautifying effect that it has upon the character of all who practice it.

"Acquire the habit of making yourself agreeable and you profit both materially and mentally; for you will never be as happy in any other way as you will be when you know that you are making others happy.

"Remove the chips from your shoulders and quit challenging men to engage you in useless arguments! Remove the smoked glasses through which you see what you believe to be the "blueness" of life and behold the shining sunlight of friendliness in its stead. Throw away your hammer and quit knocking, for surely you must know that the big prizes of life go to the BUILDERS and not the DESTROYERS.

"The man who builds a house is an artist; the man who tears it down is a junkman. If you are a person with a GRIEVANCE the world will listen to your vitriolic "ravings," providing it does not "see you comings" but, if you are a person with a MESSAGE of friendliness and optimism, it will listen because it wishes to do so.

"No person with a grievance can be also a person with an attractive personality:

"The art of being agreeable — just that one simple trait — is the very foundation of all successful salesmanship." (*"Law of Success"*, pp. 54-55.)

7. Develop Godly character.

- a. *"By far the most important part of your personality is that which is represented by your character, and is therefore the part that is not visible." (Law of Success, p. 5.)*
- b. *"...no one may have a pleasing personality without the foundation of a sound, positive character. Through the principle of telepathy you 'telegraph' the nature of your character to those with whom you come in contact, which is responsible for what you have often called an 'intuitive' feeling that the person whom you had just met, but about whom you did not know very much, was not trustworthy.*

"You may embellish yourself with clothes of the neatest and latest design, and conduct yourself in a most pleasing manner as far as outside appearances go; but if there is greed, and envy, and hatred, and jealousy, and avarice, and selfishness in your heart, you will NEVER attract any, except those characters which harmonize with your own. Like attracts like, and you may be sure, therefore, that those who are attracted to you are those whose inward natures parallel your own.

"You may embellish yourself with an artificial smile that belies your feelings, and you may practice the art of hand-shaking so that you can imitate, perfectly, the hand-shake of the person who is an adept at this art, but, if these outward manifestations of an attractive personality lack that vital factor called EARNESTNESS OF PURPOSE, they will repel instead of attract." ("Law of Success", pp. 47-48.)

"There is a great power of ATTRACTION back of the person who has a positive character, and this power expresses itself through unseen as well as visible sources. The moment you come within speaking distance of such a person, even though not a word is spoken, the influence of the 'unseen power within' makes itself felt.

"Every 'shady' transaction in which you engage, every negative thought that you think, and every destructive act in which you indulge, destroys just so much of that 'subtle something' within you that is known as CHARACTER.

"There is full confession in the glances of our eyes; in our smiles; in salutations; in the grasp of the hands. His sin bedaubed him, mars all his good impression. Men know not why they do not trust him, but they do not trust him. His vice glances his eye, demerits his cheek, pinches the nose, sets the mark of beast on the back of the head, and writes, 'O fool! fool!' on the forehead of a king. (Emerson.)" ("Law of Success", p. 54.)

- c. Ultimately, to have an attractive and outstanding personality, develop holy and righteous character.

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