

How To Impress
Anyone and
Become Instantly
More Attractive



Impress
Everyone

Impress Everyone: How to Impress Anyone and Become Instantly More Attractive

Contents

Chapter 1: It's Not Who You Know	2
Get Ready for Opportunity	4
Chapter 2: Impressing	5
The Cardinal Rule of Impressiveness	6
Tip of the Iceberg	7
Listening	9
Of Action	10
Action Points	11
Chapter 3: Confidence and Adaptability	12
On Becoming Socially Bulletproof	13
Social Chameleon	16
Keeping Calm	17
Action Points	18
Chapter 4: Attractiveness and Charisma	20
How to Pick People Up in Bars	22
Charisma	23
Persuasion	25
Action Points	26
Chapter 5: Likeability	27
More Ways to Increase Your Likeability	29
Action Points	33
Chapter 6: Communication and Building Connections	34
Building Rapport and Going Deeper	36
The Art of Communication	37
Action Points	38
Chapter 7: Presentation	39
Conventionally Irresistible	39
Action Points	41
Chapter 8: Designing Your Impression	42



Chapter 1: It's Not Who You Know

Have you ever heard the expression 'it's who you know'? The general concept here is that how successful you are in business and in life ultimately comes down to knowing the right people. If you have the right connections, then that will present the right opportunities. If you happen to meet



someone who is looking for work that you can provide, then you have the opportunity to provide your services and to get paid.

But the reality is that it's not really who you know at all. Rather, it's who you *impress*. Because let's be honest: you can know the most powerful people in the world but if they think that you're a moron, then you're not about to see a whole lot of opportunities coming your way.

Your objective then is to impress the *right* people. If you can meet the right people and if you can impress them along the way, then you'll find that a whole wealth of opportunities open themselves up to you that just wouldn't have been there otherwise. And these opportunities can completely change your life.

The question that should now be on your mind is: well how do you impress people? What can you do to ensure that people come away from their interactions with you feeling amazed at your skill, your knowledge and your expertise? Being charmed and impressed? Thinking that you're confident, intellectual and likeable?

You might think that this comes down to your God-given charisma. You might argue that you can't fake charisma.

But you know what? That's entirely untrue. Sure, some people *do* have the gift of the gab naturally. Some people *are* fortunate to be instantly likeable.

But for the rest of us, these are certainly skills that can be learned. If you learn to sense what people are responding to well, if you can give off an easy charm and appeal... then you can get people to eat out of your hand and you'll be amazed at what opportunities start to fall into your lap.

I can tell you that since learning how to present myself in a certain way, I have been literally inundated with offers in my career. I've partnered with some hugely well-known figures, I've been able to travel around the world and I've received financial backing for my own creative endeavours.

This is without actively chasing these opportunities. This comes from brief interactions with people that result in them quickly gaining immense confidence in me and a desire to work together.

Get Ready for Opportunity

Learning to present yourself a certain way, communicate a particular way and respond to others a certain way can help you to create a wealth of opportunities in your life. I mentioned the example of business opportunities that could present themselves because this is what many people will be interested in.

But of course, the ability to present yourself in a certain way and to make yourself more instantly magnetic and likeable can be useful in a whole myriad of different situations. For example, it can of course help you to attract members of the opposite sex, it can help you to improve your current relationships and it can help you in sales.

You'll find that you get more respect from friends and family members, you'll be a more natural leader... in short, anything that requires you to communicate with others can be improved if you know how to present yourself, how to become more likeable and how to impress.



In this book then, you are going to learn not only how to boost your likeability and your ability to impress, but also how to become more persuasive, better at sales and more effective in any kind of argument or debate.

And from there, you'll have the world eating

out of your hands. Are you ready?

Impressing

Chapter 2: Impressing

Being likeable and attractive is a difficult and complicated process. These are subjective terms and things that will of course be different for everyone.

So, let's start with something that's a little more quantifiable and repeatable: impressiveness.



How do you make sure that when someone has spent time interacting with you, they come away thinking that you are an impressive and capable individual?

This is an important trait to chase after, because if you are considered impressive, it means that they'll be more likely to listen to your point of view, more likely to want to work with you and generally more likely to take you seriously.

The Cardinal Rule of Impressiveness



Before we dive in any further, let's start with a signal 'cardinal rule' of impressing people.

That is not to try to impress people, or at least to make it *appear* as though you aren't trying.

Here is how it goes: when you try to impress someone, it sends a message that you want

their approval. That in turn sends a signal that *they* are higher than you on the food chain. If you are trying to impress them, then you must think they are more important or more impressive than you are. And if you think that (or appear to), then they will think that too!

The other problem with trying to actively impress a person is that it then creates an ulterior motive for what you say and do. In other words, anything you subsequently say will now risk appearing to have been crafted to impress. Are you *really* a poet or are you just playing that up seeing as the person already knows you want to impress them?

At the worst end of this, trying to impress people makes you come across as though you lack self-awareness. The belief that you can easily fool someone into being impressed with you and that they won't see through your attempts to wow them often does little other than to demonstrate a lack of understanding of how you are coming across!

So, this is rule 101. If you want to be more impressive you become indifferent and you act like yourself. You don't actively seek to brag or to work your accomplishments into conversation. By appearing like you *aren't* desperate to impress someone, you send the message that you don't need their approval, which is instantly more impressive and attractive.

Tip of the Iceberg

So if you can't actively work your best qualities into a conversation, what can you do to make sure that people come away impressed with their interaction with you?



The first and most important tip is to be knowledgeable and to speak eloquently and confidently on all subjects as far as possible. The way you do this? Simple: know your stuff.

Have you ever spoken to someone who seems to have an encyclopaedic knowledge of their area of expertise? And who is brimming with interesting and intellectual things to say? After such an interaction, it's very hard not to come away impressed.

But very few people are that knowledgeable on every topic. Most of us have particular subjects that we're passionate about and that we know a lot about.

Speaking on the subjects you're passionate about then is something you should always aim for when possible as this way you'll be able to speak with passion and knowledge and demonstrate your knowledge in context.

Passion is something we're going to be coming back to again and again in this book and you're going to see that this is something that can make you incredibly more dynamic, engaging and impressive.

And if you know that you're going to be speaking about subjects of which you are not an expert? Then do your research prior to going and make sure you've read up on the subjects that you're going to be encountering.

For example, if you'll be going to a conference for a particular industry, then it makes sense to spend time reading up on that industry, reading up on the attendees and reading recent relevant news.

Easy Wins

Doing your research prior to important meetings is a good idea then, but what if you aren't going to a particular event? What if the conversation changes?

The good news is that there are of course some relatively 'easy wins'. These are things you can read up on, research and learn that will help you in any conversation. For example, reading up on the news is something that can make you appear well-informed and interested in a wide range of situations. If you're visiting a particular area or country, take the time to learn about the area and their recent news.

Lots to Offer

Of course, the easiest way to appear impressive is to *be* impressive. In other words, if you are genuinely multitalented with lots of areas of interest, lots to offer and lots of experience, then it is likely to come up.

So, something that everyone should be looking to do, is develop themselves and expand their skill-set, their knowledge and what they have to offer. There is no reason to be a specialist in just one subject: you can be a polymath and expert in many – especially thanks to the internet and just how easy it is to look up lessons or courses in any subject that you want to get better at!

If you want to speak impressively, then the key is to find that subject that you're going to love. Again, it comes down to passion so if you choose to pursue a subject that doesn't *truly* interest you, then in all likelihood you're not going to be able to talk in the same engaging and truly informed manner as if you did. In this case, being impressive

once again comes down to choosing the right field to be in – so that you can truly be a maestro within your subject matter.

Again though, there are also some other areas you can actively develop that will help to make any person a more rounded and developed individual. For instance, travelling is something that helps to make all of us more worldly and something that helps all of us to enjoy a better understanding of the world. If you can drop into conversation how you thought the Pyramids compared to the Grand Canyon, or the time you discovered the perfect spot on a beach somewhere in Croatia, then it will add color, knowledge and experience to your background.

Other good areas to develop yourself include your knowledge of health and fitness, of psychology, of literature, of food, of wine, of art, of film, of music... Don't expand areas that you don't find interesting. Don't try and force yourself to be someone you're not and recognize that of course not everyone is going to be interested in your knowledge of cheese... but if you can expand your general knowledge to include more subjects generally and if you actively pursue multiple interests then you will naturally come across as a more rounded and individual.

Just make sure that once again, you aren't *trying* to get approval. Don't desperately try to drop into conversation that you have travelled or it will come across as needy and bragging. Simply allow your prior experiences and knowledge to color what you say naturally. Allow for it to come across and hold back as much as you give away. This way it becomes apparent that there is much more to you and that is *highly* impressive.

Listening

But it's not just about being able to talk a lot and show off what you know or where you've been. Just as important is being able to listen to others and to grasp and understand what they're saying. There's an old adage that says many of us don't listen

to understand, but rather we listen to respond. Many of us are eager to simply get to our turn, which makes us come across as shallow, impatient and dense.

Instead, we should recognize every interaction with another person as an opportunity to learn more, to expand our experience and our knowledge and to generally improve ourselves.

Try to recognize that there is no such thing as a topic that is boring or irrelevant. Even just learning about other people is incredibly useful and whenever someone speaks, they give away information about themselves.



Become an active listener then and people will feel that what they are saying is truly being understood and processed. Not only is this a highly likeable trait, but it's also something that makes you seem switched on and intelligent. Being interested is very much correlated with being intelligent.

A tip for active listening is to repeat things back to people. If someone tells you something, try repeating the end of the sentence back to them in order to commit it to memory.

In one study, it was found that people tipped their waiters and waitresses higher when they would repeat back their orders to them. This small gesture was enough to show that they had actually been listening and therefore to make them seem more capable and less likely to make a mistake.

Of Action

Finally, to come across as more impressive, make sure to be a man or woman of action. In other words, do not be all talk and no trousers. This is another reason why it is so mistaken to try and outright tell someone why you're impressive. When you talk about

the things you can do or the things that you often do, people will often assume that it really amounts to just that: talk.

But if you are seen to simply take action and do things without talking yourself up first, then it suggests that you are intrinsically motivated, that you are proactive and that you are someone who is happy to take things into their own hands.



An example in your daily life might be to stop telling people about the amazing trip you one day plan to take and to instead just go. Likewise, stop telling people you're going to lose weight and just do it. Don't promise to do something kind or useful and then not follow through.

I recently got an incredible opportunity to work with someone and the reason they gave me that opportunity is that when working with a mutual contact for the previous two year I never *once* handed in a late project. I always hit deadline which meant they knew they could trust me, take my work seriously and invest in me. If you say you are going to do something then don't, you massively harm your own brand.

Action Points

Okay, so we've already covered a fair bit in this chapter. What have we learned?

- Don't try to impress people
- There is no substitute for being passionate and truly interested in a topic
- Research relevant knowledge prior to a meeting
- Develop your general knowledge and experience and let this seep out in conversation naturally
- Actively listen
- Act

Confidence and Adaptability

Chapter 3: Confidence and Adaptability



If you want to impress people and be likeable, then you need to develop your confidence and your adaptability. In other words, you need to become the kind of person who can be dropped into any situation and who can then simply adapt to the new surrounds.

Imagine that someone has seen your LinkedIn profile and they want to see if you have what it takes to work for their exciting new start-up, so they invite you to another country to visit their office and to head out for drinks and crash over. Sound ridiculous?

It has happened to me. And in this day and age it's increasingly likely to happen to you. You're now meeting a group of people, having to talk business *and* fun, dealing with another country and another culture and actually spending a whole night into the next day with them.

If you are shy, if you are awkward, then this is not going to go well. If you want to leave a positive impression, then you need to be easy, confident and friendly. You need to be outgoing and you need to do all the things we've already discussed in the last chapter.

These sorts of experiences are what give us the networking opportunities we need to fulfil our goals. So what does that mean? Does it mean that a natural introvert doesn't stand a chance of being truly successful?

No – it just means they need to learn how to *not* act like an introvert!

On Becoming Socially Bulletproof



When I was a kid at highschool, I was not always highly confident in social settings. I was a natural introvert and I would often worry too much about what other people thought. With training and self-discipline, I managed to train myself out of this.

Just as you mustn't try to actively impress other people, it's also important not to worry about what they think of you in any broader sense. As soon as you start to have this worry, you lose the ability to be authentic, relaxed and easy.

You will now begin to second guess your own actions, second guess what you are saying to people and you will become 'in your own head'. You need to turn off your 'inner Woody Allen' and that means you need to genuinely be fine with people not liking you, or being offended by you.

Know that you aren't going to be liked by everyone. That's simply not possible. And know that there's nothing wrong with that fact either. At the same time, remember that in most cases, you aren't going to need to interact with these people again and so it really doesn't matter if you get on or not.

But knowing this and actually feeling that way when you're talking are two very different things. And this is where practice and exposure come in.

To get over my own slight inhibitions when I was younger, what I would do is to go to parties where I knew barely anyone and then just *practice* talking to more people. I had a friend from my first school and I would go to parties with him that had nothing to do with my school then.

Often we'd stay late, we'd talk to people and we'd even get invited to other parties where *neither* of us knew any people.

Not only was this experience a lot of fun, but it also enabled me to literally practice speaking to new people, to overcome nerves that I might have had in those kinds of situations and to practice caring less what people thought of me.

And this confidence and this ease would go on to be critical in both my career and in meeting women as I grew up.

You can take this one step further by using concepts from CBT. CBT is cognitive behavioural therapy and this is a form of psychotherapeutic intervention that is focussed on changing the way you think. The objective is to look at the unuseful thoughts and beliefs – things like 'people will laugh at me if I say something stupid' and then to break them down. You can do this simply by testing them. For instance you can remind yourself that most people are polite and ask yourself why it would *matter* if you were laughed at anyway. You might remind yourself that the people you are speaking to are probably just as nervous as you are!

This is called thought challenging. But better yet is to go one step further and try hypothesis testing. As the name suggests, this literally means that you are going to be testing your own beliefs by purposefully saying something stupid, or by purposefully stuttering – whatever it is you're afraid of.

You can do this in a harmless setting such as in a shop that you don't visit frequently. Try putting on a funny voice as you order food, or be purposefully awkward. What you'll learn is that no one says anything and that you have nothing to be afraid of.

Simply putting yourself out there more and exposing yourself to more situations will also help to do this as you will naturally encounter situations where things don't go to plan. You'll learn that it's fine to say something awkward once in a while, or to stutter a little.

And moreover, you will become accustomed over to time to these situations such that you will become desensitized. Go to enough parties and eventually you stop being afraid of situations like that – it becomes normal.

And that's when you start to be able to talk confidently with attractive members of the opposite sex, or potential future employees. It's also when you learn to stand up for yourself when you have been wronged and it's how you lose fear of confrontation.

Forget nerves, forget anxiety – welcome to calm confidence. This is what it is to be socially bulletproof.

Tip

Want to go further with this? Want to develop your confidence and charisma quicker? Certain classes are all about breaking down your inhibitions. Try stand up comedy for instance and you'll quickly learn how to interact with *anyone*.

Likewise, taking up acting is another good way to quickly lose your inhibitions. Martial arts can be a great way to become less afraid of confrontation.

Social Chameleon

One of the things that helped me in this example was having a friend from outside my school.

Growing up, this gave me a more diverse roster of friends which meant I never had to try so hard to impress one group of people.

I actually had several groups of friends and the

other benefit to this was that it enabled me to spend time with people who were quite different from each other and to be exposed to people who were even *more* different. I then went to University where I met people from all around the world, before moving up North for a year.



This is important. We've already learned how to be socially bulletproof but this adaptability will allow you to become a social chameleon too – so that you can impress everyone from your partner's parents, to a group of football hooligans.

The key is to remain yourself while still adapting your language and which *side* of yourself to embrace. Don't do anything out of character or again it seems weak and eager to please, but simply hold back certain parts of yourself so that you aren't swearing wildly in front of your girlfriend or boyfriend's parents. Still show your real sense of humor and they'll likely feel respected as a result. Perhaps most important of all is not to judge anyone for being different. If people feel judged by you, then their response will be to judge back and that's when things don't always end well.

You can develop all this in theory but really nothing will match the experience you get from simply meeting lots of different people and spending time with a wide range of different characters and personalities. Take up opportunities and invitations and get out of your comfort zone a lot. You might eventually get to the point where you've dealt

with such a wide range of people that you end up with a kind of 'template' for many of the characters you'll continue to meet going forward.

Keeping Calm



Whether it's when meeting a new group of people, or it's when something goes unexpectedly wrong, being able to stay calm and in command of your response to a situation is also a skill worth cultivating. This will come a lot from some of the CBT we've already

discussed and you can apply this to broader situations: asking yourself for instance whether panicking and getting into a flap really helps, or just how bad the worst outcome can be.

At the same time though, it's also useful to be more aware of your own body and biology and the role this plays in our fight or flight response. When in a high pressure situation, your body responds by releasing neurotransmitters dopamine, norepinephrine and cortisol. These increase the heartrate, contract muscles, speed up breathing and more. This helps us in case of physical confrontation but in all other situations it is a hindrance. When it comes to being witty and charming, having a mind that is racing doesn't help.

Again, desensitization through practice will help this. But also useful is to simply breathe gently and steadily, while being sure to completely inflate and deflate the lungs each time as you do. This actually activates the 'rest and digest' state, which is the opposite of fight or flight and which will suppress many of those symptoms. You'll be calmer, more relaxed and more at ease.

Try to focus on body language too. Not only does body language communicate a lot about you but it can also actually end up steering your state of mind. Adopt a more relaxed posture and your mind will follow.

There are supplements you can use to help keep yourself calm too and these might be useful when going into a potentially high pressure situation. For example, l-theanine can be useful for reducing your stress response and helping you to stay relaxed, as can a range of adaptogenic herbs.

And looking after your body generally will also help. When we're low on sleep or feeling unhealthy, our bodies are much faster to jump into panic mode. When you have a healthy and well foundation, you can stay calm and focussed much more easily. All this will help you to act completely at ease even when in high pressure situations. Being in good physical shape can also help greatly, as it means you'll be able to deal physically with a bad situation more effectively. You become much less concerned what someone thinks of you or getting into confrontations when you know you'd ultimately win if it ever came down to a fight...

When things go suddenly wrong, being able to act calmly is also a very powerful capability. To be able to do this, you need to be able to remove yourself emotionally, which is what will otherwise lead to rash behavior and mistakes. First, take a step back and don't rush into action. Next, imagine yourself as an impartial observer. What would you recommend someone *else* to do in this situation?

Use some CBT to remind yourself that panicking won't help and then lay out the steps you need to take to get the best outcome and take them.

Action Points

This time, our take away points are:

- Practice putting yourself in stressful situations

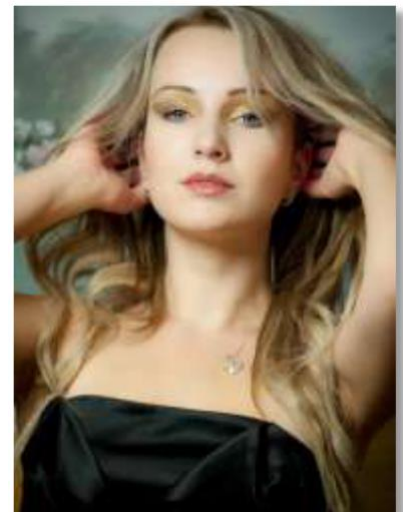
- Consider trying stand up comedy or drama classes
- Use CBT to remind yourself that it doesn't matter if you aren't always perfectly charming
- Be yourself and don't worry whether others like you
- Take as many opportunities as possible and develop as diverse a range of friends and colleagues as possible
- Detach yourself from truly stressful situations by removing yourself emotionally

Attractiveness and Charisma

Chapter 4: Attractiveness and Charisma

What do we mean by attractiveness?

Of course, we mean being more appealing to the opposite sex. This chapter is going to cover that. But at the same time, we also mean being more magnetic and more compelling. It means being the kind of person that others want to be friends with, that others want to impress and that others want to work with. It literally means being someone who can *attract* other people to you.



And one of the ways you do this, is by being confident socially (which we have just discussed) and by being charismatic.

Ultimately, attractiveness harkens back to our evolutionary history. Our emotions and our social behavior have evolved to help us survive in small communities during our

development. We will thus always gravitate towards people that we think can help us survive, or that we think that can help us to pass on our DNA.

Thus we are attractive to members of the opposite sex who appear physically healthy and fertile and who have resources and means to look after us and our offspring. And in dating *and* other areas of our life, we look for people who we believe to be of a higher 'rank' to us socially. We want to associate with people who are more capable than us because that can raise our own rank, giving us access to better resources and better mates.

This still drives so much of human behavior. So much of human behavior is driven by this need to gain status, to fit in and to demonstrate that we belong at the top of the foodchain and it all comes down to survival of our DNA.

A woman wears lipstick because it makes her look more fertile (rosy lips are a sign of youth) and that in turn will make her more desired and therefore raise her status among her peers. Men and women buy large screen TVs because it demonstrates their abundant resources and thus means they have something more to offer. Did you really think you were spending all that money for a tiny bit more visual fidelity watching Game of Thrones?

Likewise, why do you think people sacrifice so much of their lives working towards promotions and important sounding job titles. Of course this is largely unconscious, but we are still all driven by the same things we were as cavemen.

We touched on how this plays into our impressions of someone earlier. This is why it is so mistaken to try to impress someone and it is why being nervous in a social situation can be so destructive to our success. If you are with a group of attractive high flyers and you seem confident and you act completely yourself, then you are communicating that you aren't worried what they think. On an unconscious level, this leads them to think

that you must therefore be of the same status or higher. You must have some reason to be so confident as you are! And that in turn means they now think you are of equal or even higher status. This makes you attractive.

In dating, this is incredibly important. Walk over to an attractive man or woman and try to impress them and you are sending signals that you aren't worth them dating! That makes you instantly less attractive.

How to Pick People Up in Bars



So, this is where the concept of pickup artist techniques come in. Many of these are designed to make yourself appear higher on the pecking order than the person you are speaking to. An example would be the 'neg', which is essentially a backhanded compliment. You might go

up to a stunning woman and say 'you look incredible, even in what you're wearing!'. This brazen statement makes you appear confident and it makes her feel slightly less confident – and human nature dictates that she will now want to impress you.

This reportedly works wonders for some people, but it's unfortunately a rather cynical and unkind approach to dating. We're going to see in a moment just how important likeability is and at the same time, we're going to see that people don't want to hang out with people who make them feel bad. Worse is the chance that people might see through your game and this makes you appear sleazy, cruel and very much *unattractive*.

So, plan B is to send the exact same signal along with more signals of confidence while making yourself appear likeable.

To do this, you first scope out someone you want to talk to. My advice is to test the waters a little first by simply smiling and if they smile back, you know that you can go over there.

Now chat to the person you are interested in but likewise chat with the group of friends they're with (if they're with one) and spend almost equal time with them. This demonstrates that you are confident and outgoing, it shows that you're fun and likeable and it also suggests you aren't just after one thing. Now you seem like someone who is just very outgoing and confident and they will question whether you're interested in them. Better yet, they may feel competitive with their friends!

Of course, if things go well, you can simply then find an opportunity to take the object of your affections to one side and offer to buy them a drink. Alone at the bar, you can then make your move.

But the point is that by being chatty and confident with her/his friends, you make yourself a *lot* more attractive. And by not desperately focussing all your attention on that person, you come across as much more appealing too.

Charisma



Charisma is a difficult concept to put into words. When someone is charismatic, they are magnetic, they are impressive and we instantly want to be liked by them. These people are usually natural leaders and they are people that can hold our attention. Many celebrities have natural charisma but some have it in even greater quantities than others. Great examples include Dwayne The Rock Johnson, Michel Obama, Oprah, Will Smith... these are people you can just watch and watch.

So where does this come from? According to studies, this essentially boils down to passion once again and to congruence in what they say and what they appear to do. In particular, this means that they talk with their whole bodies and that their faces are animated too.

One piece of research found that people who gesticulate more were more likely to be rated by third parties as charismatic. The reason given is that when someone gesticulates, they talk with their whole body. Once again, this tells us the importance of body language. The result is that they appear to *really* believe what they're saying and that tells us that it's worth paying attention to.

So, should you try and force more gesticulations? Thinking about where your hands are as you talk certainly won't do any harm. But more important is to make sure that you really *do* care about what you're saying and that you really are passionate about the topic. This is far better than trying to fake your passion!

Showing more emotion of any kind is actually generally an important thing if you want to be charismatic. This is also important when it comes to storytelling. Watch someone like Will Smith tell a story in an interview and you'll notice that they do it with a whole lot of emotion, that they leave big pauses, that they impersonate people and that they set the scene.

Not only does this require incredible confidence (because there is a risk of setting yourself up for a fall – of building your story up too much and then not delivering with the punchline) but it also once again demonstrates more emotion. When you set the scene of your story and bring it to life, other people will be able to feel the emotions *you* felt at that time. Your gesticulations and facial expressions help with this – because of what are known as 'mirror neurons', which are the neurons that fire in reaction to seeing the expressions of other people. These make us feel as the other person is feeling.

So practice telling stories with your whole body and painting the picture for the audience. Learn that you don't need to get to the end of the story right away and have the confidence to share your emotions. You'll be far more engaging and charismatic as a result, as well as much more relatable.

Persuasion

Persuasion and charisma are very similar concepts but with one more interesting element added in: an understanding of others and of the people you are talking to.

The key is to recognize that human beings are not driven by logic. We do not buy,



subscribe or sign up when it makes logical sense. Instead, we do all those things when we feel emotionally driven to do so.

And this is why charisma and why persuasion are so closely linked. Once again, it is about being able to convey emotion and getting people to understand the point you're making. In doing this, you are going to tap into a value proposition – an emotional hook. In other words, if you are trying to sell, you don't sell a thing but instead you sell a dream.

You don't sell a games console, you sell a promise of futurist technology enabling adventures and exploration.

You don't sell a car, you sell status, comfort, safety and freedom.

You don't promote a political party, you promote a vision for how you can make the world a better place.

When you can tap into the emotion behind your message and when you can get that to relate to the things that the person you are speaking to wants, then you can drive any behavior you wish.

Action Points

- Learn to value yourself and to portray yourself as high status
- Convey that you are high status without making others feel lower
- Charisma comes from gesticulations
- Tell stories that set the scene and involve emotion
- Find the value proposition to persuade people on any topic

A woman with red hair, wearing a red dress, is sitting outdoors on a grassy area with trees in the background. She is looking towards the camera.

Likeability

Chapter 5: Likeability



In his book *Trick of the Mind*, psychological illusionist Derren Brown bemoans the existence of books like *How to Make Friends and Influence People*. His belief is that it is incredibly simple to do both: just be a genuinely nice and likeable person. Do nice things for

people and they will like you, there is no magic formula to this.

Of course, there is some merit to learning what makes a person tick but in many ways, Derren is right. And having met him briefly in person as a fan, I can also happily report that he really does practice what he preaches – he’s a very nice man indeed.

And this is something that we have overthought and lost along the way. I mentioned in the section on picking people up at bars that you would be more successful if you make yourself appear fun and likeable by chatting to people’s friends. This just makes you

seem fun, it makes you seem less interested in 'just one thing' and it makes you appear considerate. And believe it or not, people *like this*.

There is a misapprehension that nice guys finish last. That being too nice will make you unattractive. This in fact is not true at all. The problem is that most nice guys are also doting and actually coming from the wrong place.

Let's consider for a moment the stereotypically hot girl's best friend. He is in love with her, so he treats her right: he buys her flowers, he calls her beautiful and he's her shoulder to cry on. Meanwhile, she continues to date jerks who screw her around.

So, does being nice really have any merit?

The key to recognize is that it isn't being nice that's the problem. The problem is that these guys aren't really being nice at all – they're acting like the nice guy because they want something. By calling her beautiful they communicate that she doesn't need to do anything to impress them because she's already done it.

And more to the point, she can see through the fact that they aren't really 'nice guys' necessarily at all – they're just trying to get something. The 'jerks' are after the exact same thing, they just have the decency of being honest about it!

So, the problem isn't that the best friends are nice, it's that they lack confidence and charisma.

Most women don't want to be treated mean, they want to be treated well but they also want a guy who is confident, who is cool and who is successful. Now imagine someone who is all those things *and* nice!

The same goes for women trying to attract men – men find confident women sexy and especially if those women show them positive attention and are genuinely nice as well.

The same goes in your career too. There's evidence that psychopaths do particularly well in business because they're willing to tread on people to get to the top. But you know what? There are also plenty of highly successful people who are very nice, decent individuals.

And in fact, this is a big advantage for them because at the end of the day, if someone is going to hire someone or if they are going to work with them in business... well then they have to spend *time* around them!

More Ways to Increase Your Likeability

There are other ways to increase likeability too. Here are a few powerful tips:

Smile

Smiling more is something everyone should seek to do. In fact, if you only take one thing from this book, it should be to smile more!

Smiling is contagious thanks to those mirror neurons – when we see someone smile we



can't help but smile too. At the same time, smiling is something that makes us feel good due to a process called facial feedback. Essentially, whatever expression you pull, you feel that way.

So, if you smile a lot and look happy, you actually make other people feel happy too. This then makes them associate feeling good with being around you – and as you can imagine, this boosts your likeability. Not only that, but you'll also be communicating to people that you're happy and thus probably having a good time – which is something that people appreciate if you're in their company!

Just have a great time



This is a good tip in general. Wherever you are, try to be positive, try to see the fun in what you're doing and just have a great time. There's something very appealing about people who really enjoy themselves no matter what – even if it might occasionally seem somewhat naïve.

Having a good time shows your ability to make the best of any situation and it helps others to relax and enjoy themselves too. Even if you're in a stuffy business meeting, you can still enjoy the company and if you love your work then you can enjoy that too!

Staying positive

Tying right into the last point I the importance of staying positive. This is one of the most important ways to increase your likeability and to ensure people enjoy spending time around you.



No one wants to spend time around someone who is constantly negative and looking on the downsides but if you can see the good in your situation, you'll help to enhance the moments instead of hurting them.

Avoiding gossip



If you're in a work setting in particular, it is important to try and avoid office gossip or 'office politics' as they are often referred to. In other words, don't talk unkindly about coworkers or others and don't spread rumors.

Of course, gossiping and rumor spreading can hurt the people you are gossiping about but it can also damage your reputation with people you are talking to. Why? Because they will question how ready you are to throw them under the bus as well, or how likely it is that you are right now gossiping about them too.

Remembering names

A simple little thing you can do is to try to remember people's names. This shows that you care and is a great way to win brownie points with someone.

If you struggle with names, try using mnemonics to help: what does the name sound like? Do you know someone else with that same name? Perhaps there is a fictional character or a celebrity?



Build others up



One of the most important things you can do to be more likeable is to help build others up. That means encouraging other people, complimenting them and helping them to stand out for things that they have accomplished.

A compliment doesn't just make someone feel good about themselves, it also projects a confidence. Putting down other people makes you feel better in a superficial manner and can elevate your status comparatively.

But if you have no bones about telling someone what they did was incredible, it suggests that you don't feel threatened and even shows that you are in a position to be able to judge performance. In other words, this is actually a great way to appear confident and at the top of your game.

There are other small ways you can build people up to. One is to look at a group and to find the person who is currently sitting out the group and not able to get involved with the conversation – perhaps the shyest person. Pull back and give them someone to talk to for a bit – they won't forget it.

Another way is to help others to take the floor occasionally. Ask them what they've been doing or just give them the opportunity to take the lead in the conversation every now and then.

Ask Questions

A quick way to not be liked is to only talk about yourself. It is highly important to remember to occasionally ask other people in the conversation about them, to listen and to let them get things off their chest.



Self-Deprecation



Not to be confused with self-defecation...

Putting yourself down in a controlled manner and letting people see your slight flaws and weaknesses is actually one more way to make yourself more likeable.

Again, this is a good way to demonstrate your confidence because the ability to put yourself down shows that you are confident in your position. At the same time, it helps to make you a more approachable person.

Manners

Finally, don't underestimate the importance of good manners. Manners don't only show that you have been well raised, they also give you the opportunity to demonstrate your appreciation. The best things about manners is that they are a great equalizer.



If you are someone's boss and you hold a door open for them, this gesture shows that you respect them as equals despite different positions at work. Saying please and thank you is easy and free but it shows your appreciation and in doing so, also shows your respect.

Action Points

So, our action points this time are:

- Making friends and influencing people can be as simple as being a nice person
- Nice guys (and gals) don't finish last – as long as they're confident and successful with it!
- Smile more, be positive, give compliments, build people up
- Use your manners!

Communication and Building Connections

Chapter 6: Communication and Building Connections



Have you ever met someone new and been at a complete loss for what to say? Do you dread the feeling of a conversation with a long lull in it?

Many people go about starting conversations in the wrong way and will begin by asking questions about a person. They might ask what they do for

a living or even what their favorite band is. Some people even struggle with this with their own friends and will ask the question 'what's new?'. For many of us, a lot of the time, the answer is 'not much'.

Very few of these questions will lead to a natural, flowing conversation. We feel the need to get to know someone well, or to know the latest goings on in their lives – but to be honest these are things you can just as easily get from a social media feed.

So, what might be a better question?

Well how about this simple classic: how was your day?

This makes the conversation instantly relevant, recent and casual. What's more is that it will often result in many more small details that can then be expanded on. If they had a bad day, why? Do they not like work? How long has it been like that?

Another tip for making conversation is to always actually listen to what the person has to say and then to look for these opportunities to expand the conversation and keep it going.

The Little Conversations

Don't just focus on making conversation with people that you are trying to impress. Recognize the importance of also making conversation with the other people in your life. For instance, when you are greeted by your taxi driver or waiter, how do you respond?



Most of us don't have time to dive into deep conversation. But what can be nice is just to ask them how they are or how their day is going. You never know who you might meet, or who you might impress.

And if you work in the service industry or any customer-facing role, then make sure that you are doing this and that you are making use of every opportunity to make conversation, to wish someone a good day and to smile.

Have you ever been served in a store by someone who didn't once look up from what they were doing? This is a horrible feeling and one that makes you feel almost used by the business. But moreover, you normally don't think very highly about that person.

Now they probably hate their job, which is why they're acting the way they are... But what they don't realize is that they are turning down opportunities for progression, for great references, for self-development. Even if you hate your work and you're in a dead-

end position, you should still put all your effort into doing it to the best of your ability and that especially includes treating others in the right way.

Building Rapport and Going Deeper



How do you go about building a rapport with someone, or becoming someone's friend in a short space of time?

The common advice for the former is to try and echo body language. That means that you take up a similar stance to the person you want to build rapport with, you nod when they nod and you try to use similar

vocabulary and dialect. This can work but it can also backfire if you aren't a practiced salesman. It can feel manipulative and weird when it becomes transparent and ultimately, it doesn't build real relationships.

What will help to make a relationship more real is to take the conversation a little deeper. When meeting a new big client recently who I knew travels a lot, I asked them how their partner responded to them being away from home a lot of the time. They really opened up and they let me know that they had actually just come from an argument with their other half and that they were currently really struggling with it. Likewise, you could ask someone what their grander ambitions are for their work, or you could ask them what their proudest achievement is. Of course, there is a time and a place for this, but opening up helps you to build a deeper connection. Just be ready to open up yourself too – people feel vulnerable letting others get close in this way but if you can expose some sensitive facts of your own too, then it will help to make the conversation feel more balanced and fair.

Another strategy is to try and share a moment with someone. An ideal way to do this is to have a fun night out together, to go on a journey or to engage in something else that

is unusual, memorable and bonding. But it can also be something much smaller and simpler. Got a new drink you've yet to try? Why not suggest that you try it together? Or how about playing a prank on someone together? Small moments like this make you a team and give you a joint experience and that can be very bonding.

The Art of Communication

Communication is one of the very most important tools at your disposal when it comes to business, friendships, romance and more.

Communication is what gives you the ability to put across your point of view, to let others know how you're feeling, to let others know your intent and to be understood. If you lack communication skills, then even the greatest intentions and strategy can fall apart.



The basic goal of communication then is to get a message across and to do this in the most efficient manner possible. That normally means you're looking to respond quickly with as few words as possible. Good communication means *clearly* getting over a message in an efficient way.

This is what confuses a lot of people who think that good communication should involve flamboyant language and big words. How do we reconcile these two points?

The reality is that language should never be used to show off how big your vocabulary is. However, what a large vocabulary allows you to do is to convey your message in even fewer words often ('reconcile' vs 'get these points to work together') and with more nuance. Different words with similar meanings often provide slightly different tones, slightly different expression. This allows you to do all the things we've communicated so

far – such as better adopting your presentation to the audience at hand, or better complimenting the people you’re speaking with.

Action Points

- Keep conversation simple and address current concerns
- Let conversation flow naturally, listen to the other person and expand on their points
- Communicate in a succinct manner
- Use vocabulary to add flavor



Presentation

Chapter 7: Presentation

Presentation is another important point to consider when you're trying to be your more attractive and magnetic self. Of course, this plays an especially large role when it comes to dating and relationships. But it also plays a large role when it comes to work and business...



Conventionally Irresistible



Ultimately, as we have already touched upon, physical attraction comes down to looking healthy and looking confident. Women's makeup and clothing makes this clear – it is designed to accentuate the breasts and the hips, to show off

long, slim legs and to bring youthful color to the face.

For men though, the same is true. Attractive men are men who display youthful looks but also a healthy dose of testosterone and muscle. They'll look strong and vital but also

healthy. Things like teeth, like skin and like the brightness of our eyes help to convey this information about us and tell others that we are doing well and that we offer good genetic material. Even factors like symmetry are linked back to our health – a lack of symmetry is thought to betray difficulty in mitosis and an increased likelihood of cancer.

This is why one of *the* most effective ways to make yourself more attractive is to improve your health. That means you should get to the gym and ensure your body is toned and strong but it also means that you should make sure you are getting enough sleep, you should ensure that you are eating a balanced and nutritious diet and you need to avoid stress. Spend a good amount of time outdoors and if life leaves you feeling exhausted and beaten up – then change something. You can't succeed and thrive in that condition.

But don't forget the importance of looking confident. Some people might be shy to wear clothes that will show off their healthiest features if they don't feel good about how they look. A woman with large legs might not feel good about wearing shorter skirts for instance.

But this is missing the point. The point is that men love *confidence* because again, that is attractive for much the same way that looks are. If you want to be thought of as sexy, then you need to *act* that way. And layering up with lots of jumpers is only going to obfuscate your figure more.

Are you that woman in your office who has been pining after the same guy for months? But he just isn't noticing you because he doesn't think of you in that way? And perhaps you're shy to make a move.

Well, try heading into work tomorrow wearing red lipstick with a pencil skirt, high heels and a new bob haircut. The point here is not that you are making yourself sexy for him,

the point is that you're displaying a sexuality and a confidence that is highly attractive. And this can be enough to make someone think of someone else in a new way.

Guys, the same goes for wearing a suit, or wearing any kind of smart shoes or watch. This will make you appear confident and it will make you feel successful. Doing this can lead to what you've likely heard of before: the law of attraction. In other words, if you act and look successful, like a high-flyer, then eventually you will *become* that way. Guys have this even easier because fewer men make the effort with their appearance compared with women. A guy can wear a smart jacket and stand out as a guy who 'makes an effort'.

Clothing is as much about accentuating your best features then as it is about showing your confidence and your means. And at the same time, it's about demonstrating that you are aware of current trends (thus suggesting that you are in-touch, which also carries status) and it's about expression. Taking care of your presentation shows that you are capable of doing so and that you are on top of things, it also shows that you value yourself... and you can't expect others to value you if you don't value yourself! Perhaps you've heard the idea that the value of your haircut should be directly proportional to the amount of money you are responsible for in your career. There is certainly some truth to this and if you want to be taken seriously, then you need to project the right impression.

Action Points

- Dress to impress and consider the law of attraction
- Remember that what you wear is not just about emphasizing good looks but also expressing confidence and means
- Sometimes changing your look is enough to change the way people look at you
- To look attractive, successful and impressive, you need to focus on your health

Designing Your Impression

Chapter 8: Designing Your Impression

So, if we put this all together, what do we have? How do you become your most attractive, most interesting and most engaging?

How do you charm those you work with, those you meet and more?



The initial impression we're going for is someone who is healthy, confident and successful – but who is kind with it. Someone who is secure enough in themselves that they don't feel the need to put others down, to engage in petty gossip.

You are someone who presents themselves well and who realizes that the little things matter – things like presentation and like manners. You are a gentleman or a lady but also someone who is well travelled, knowledgeable and experienced. You don't go out of your way to let others know this though.

When you talk you take an interest in what others have to say and you listen more than you speak.

But when you do speak, you speak passionately about things you care about. You speak knowledgeably and you let your body do the talking. You pull people into the emotion of what you're saying, you let them your stories.

You don't worry about impressing people or making the right impression. You are comfortable in your own skin and in your own mission and you are enjoying the journey along the way. When you can manage to be all those things, then you will be the most attractive you: and you'll find that everything you want in life comes that much more easily.