

Teleseminar Outline
The Power of Charm
April 14, 2009

Introduction

Fully 85% of your success in life, personal and business, will be determined by the quality of your relationships.

Your ability to be more likable, friendly and charming can do more to move you ahead than the development of any other qualities.

When you become more charming you improve your life in several ways:

1. You will become a better spouse and build happier and more satisfactory relationships with your husband or wife.
2. You will be more popular among your coworkers, friends and associates in every area of your life.
3. You will be more influential, persuasive and effective in selling, negotiating and communicating.

The good news is that charm is a skill that you can learn, like riding a bicycle, with practice.

The starting point of developing charm is for you to decide to be a truly charming person.

Start by giving yourself a grade on your “charm quotient” of 1-10. How charming are you today? How charming would other people say you are?

The Basis of Charm

The deepest need that each person has is the need to feel valuable, to enjoy high levels of self-esteem.

The best definition of self-esteem is “how much you like yourself.” The more you like yourself, the happier you are, and the better you do almost everything else in your life.

The key to charm is to raise people’s self-esteem when they talk to you.

The way is simple: Make people feel important.

There are seven things you can do to make people feel more important in your conversations with them:

1. Don’t do or say anything that attacks or lowers self-esteem in others. Especially, decide today that you will not criticize, complain or condemn.

Criticism of any kind is negative. It puts a black cloud over the conversation.

“If you can’t say something nice, don’t speak at all” is my advice.

Condemning anyone for anything creates a negative force-field of energy. Instead, just be neutral, no matter how you feel inside.

Complaining makes your conversation negative and unpleasant. Antidote: resolve to be cheerful, no matter what is going on in your private life. Keep it to yourself.

“With regard to your problems, 80% of people you talk to don’t care, and the other 20% are kind of glad that you have them in the first place.”

2. Be agreeable – refuse to argue or suggest that the other person is wrong. When you argue, your words are seen as a direct attack on the values, opinions or person of another and it makes them defensive.

Keep your ideas to yourself; just nod, smile and agree.

Even if the other person is obviously wrong, let it pass.

3. Practice acceptance: This satisfies a deep subconscious need of other people, to be unconditionally accepted by the people in their lives.

The very best way to demonstrate unconditional acceptance is simply to smile. When you smile at another person, it makes them feel more valuable and important, and raises their self-esteem.

4. Express gratitude on every occasion: Be thankful, and say “thank you” for ideas, insights and help of any kind.

The more you express gratitude toward others, the better and the more valuable they feel about themselves, and about you.

5. Express admiration: Admire people for their traits, possessions and accomplishments.

People invest an enormous amount of emotion in developing their personal qualities, selecting their personal possessions, or achieving certain things in life. When you admire them and express positive feelings about what they have accomplished, their self-esteem goes up and they like you more as a result.

6. Give approval and praise: One of the best definitions of self-esteem is “The degree to which a person feels themselves to be praise worthy.”

When you praise a person for something that they have done, you raise their self-esteem and make them feel more valuable. You motivate them to repeat the behavior that you praised in the first place.

Praise is perhaps the most powerful interpersonal technique you can use to positively influence the behavior and the emotions of other people.

7. Pay attention: Listen closely to them when they talk.

It has been said that, "Life is the study of attention."

You always pay close attention to that which you most value. In paying attention, you make the other person feel valuable as well.

The key to paying close attention to others is to develop the skills of listening.

Four Keys to Effective Listening:

1. Listen attentively, without interrupting. When you listen attentively to another person, it acts as a form of "white magic," raising the other person's self-esteem and making them feel happy in your presence.
2. Pause before replying. When you allow silence in a conversation while you carefully consider the words the other person has said, you tell the other person that what he or she has said is valuable and important to you.
3. Question for clarification. Never assume that you clearly understand what the other person has said. Instead, ask "How do you mean?"

When you meet a new person socially or in business, there are four questions that you can ask that will cause you to come across as interested, enjoyable and charming:

- a. What sort of work do you do?
- b. How did you get in to that field anyway?
- c. And then what did you do?
- d. And then what did you say?

Charming a Woman

Women really enjoy men who are charming. They want to be with them constantly.

Practice the Law of Indirect Effort: Instead of attempting to impress her, be impressed by her.

Treat her as if she is the most fascinating person in the world at that moment.

Concentrate on her face and words like a laser beam, with great intensity.

Women have three primary needs in their interactions with other people, especially with men: They are to be treated with affection, attention and respect.

Listen to her intently when she wants to speak;

Practice your listening skills, especially listening attentively;

Pause before replying; allow silence in the conversation;

Question for clarification; never assume that you know what she meant by what she said;

Feed it back in your own words to prove that you were really listening;

Practice Acceptance: Be glad to see her and to hear her voice;

Practice Appreciation, for everything she does;

Praise and approve her accomplishments and her actions;

Admire her appearance, especially her clothes and her grooming.

Charming a Man

Men and woman are different. Woman's primary source of self-esteem, value and satisfaction is contained in her relationships. These are more important than anything else to her.

Men's primary source of value going back 25,000 years is his ability as a hunter, his ability to achieve, to produce, and to provide.

The way to charm a man is simple: Ask him questions about his work, his achievements, and be impressed by what he has accomplished.

Men are simple. At the end of the day, they need to be appreciated for their work.

Like hunters thousands of years ago, when a man comes home he needs to unwind, to relax from the hunt.

25,000 years ago he would sit around the fire and engage in "fire gazing" he would not need to say much, just occasionally prodding the fire with a stick.

Today, little has changed. The “fire” is the television and the stick is the remote control. When he comes home, he wants to sit and look at the fire and prod the ashes, changing the channels.

Men can only process one sensory input at a time. If he is watching the television, he can’t hear when you talk to him. If he is looking at the map in the car, he has to turn down the radio.

To communicate with a man, you need to be directly in front of him so that you have his complete attention.

The Language of Love (Gary Chapman):

Different people express and receive love in different ways.

If your style is different from your partner, you can have problems in communicating.

Tony Alessandra teaches “The Platinum Rule,” which is to treat people the way they want and need to be treated.

1. Words of affirmation: Verbal expressions, compliments, admiration, and appreciation make a person feel valuable, respected and loved.

“Words are important.” Don't just assume it, say it!

2. Quality time – doing things together on a regular basis.

- a. Hour of power – take some time at the end of each day to reconnect;
- b. Plan movies, dinner, a date night every week, and going for walks with your husband or wife.

- c. Leave things off! Be there 100% of the time when you are with the other person.

3. Receiving gifts: Some people believe that love is expressed via gift giving.

- a. You can give gifts of small objects or flowers;
- b. You can give gifts of time, making sure that you are present at important moments and events in the life of the other person.
- c. You can give cards and notes expressing love and appreciation

4. Acts of service – doing things physically for the other person, even if the other person is quite capable of doing them by herself or himself.

5. Physical touch – expressing warmth, appreciation and affection.

Tactics and Techniques of Charm

1. Eye contact: Look directly at the speaker;

2. The flick: Look from eye to eye and from eye to mouth and back again;

3. Head tilts: These express inquisitiveness, curiosity and fascination;

4. Head nods: The sign of active listening.

- a. Slow head nods = “I am following you;”

- b. Medium speed head nods say, “I agree with what you are saying;”

- c. Faster head nods say, “I am excited about what you are saying.”

5. Whole body language: Lean forward, face the person directly. When standing, shift your weight onto the balls of your feet to achieve “energy forward.”

6. Vocal reassurances: “Uh-huh,” “Yes,” and “Mmhm” sounds.

7. Act As-If Principle: Pretend, imagine that you are a thoroughly charming person and the other person is absolutely fascinating.

Charm in Business

1. Be positive, happy and cheerful when you meet customers and other business associates.

2. Ask good questions: Prepare thoroughly in advance;

3. Listen intently to the other person when he/she speaks;

4. Take notes whenever possible;

5. Feed back what the other person has said in your own words to demonstrate that you were listening closely;

6. Make recommendations and suggestions in a tentative way;

7. Ask for action: “What would you like to do now?”

Many people have transformed their personalities and changed their results by deciding and then learning how to be charming.

Question: How do you get to Carnegie Hall? Answer: “Practice man, practice.”