

THE INFLUENCE REPORT



The **6** Keys to
INFLUENCING
Others

Contents

The 6 Keys to Influencing Others	3
1. Actively Engaging with Mind, Body and Voice	5
The Mirroring Effect	6
Why This Happens	7
2. Reciprocation of Actions	10
3. Authority - Take Control with Confidence	14
Claiming and Using Authority to Influence Others	16
4. Wanting to Belong	18
5. Desirability	22
Just One Left?.....	22
He's With WHO?	23
Becoming and Offering that Which People Desire	24
A Few Caveats	25
6. Likeability	27
Don't Be Unlikeable	27
The Next Step - Becoming Likeable	29
The Ultimate Path to Likeability	30
Conclusion	32

The 6 Keys to Influencing Others

Have you ever really wanted someone to like you? A boss. A guy or girl you met at a bar? A new in-law?

It's not just the act of meeting and getting along with someone new - you want to have an influence on these people. You want to be important and feel that they respect and want to learn from you.

But, it's not always that easy. To influence others, you need to feel comfortable in your own skin and confident enough to attract their interest. You need to be that enigmatic leader that captivates them - hypnotizes them in your presence with a combination of how you look, hold your body and speak.

Even more importantly, this isn't an act. You can't pretend to be interesting. You can't manipulate people into following your lead (or at least, you shouldn't if you want to actually have lasting influence).

The process of becoming the cool guy or gal that everyone looks toward begins with understanding what convinces people to act, what doesn't and how you can exude the kind of confidence that makes it easy to be that leader.

That's what you will learn in this guide.

I want you to not only be the person that others look to - I want you to feel the power that comes with that position.

I want you to bask in the knowledge that you know *exactly* what to say to encourage others to follow your lead, like you as a fellow human being (or more!) and be a leader at work, at home and with your friends.

I am going to show you the six keys to influencing others in ways you never before

thought possible. I'm going to show you how to take your position in social settings to an entirely different level - one you can use to improve your lot in love, business and beyond.

It's time to stop being just another follower and learn how to be at the head of the pack - the leader you've always felt like you can be. Let's begin.

1. Actively Engaging with Mind, Body and Voice

You communicate far more than you ever realize with your body. That is, when someone engages with you in a conversation, they don't listen only to the words you say.

In fact, the words you say account for less than 10% of the communication between you and anyone you talk to.

It's the whole package that really captures their attention. Not what you say, but how you say it. Your tone of voice, inflection, interest level, and how you hold your body and deliver those words - it's all part of the conversation.

Walk up to someone and say "what incredible eyes" with your eyes down, your shoulders slumped and a hitch in your step and they'll probably nod uncomfortably and walk away.

Do the same with your posture straight, a smile on your face and a soft tone to your voice and they will thank you and engage in conversation.

The former is clearly uncomfortable and therefore makes the woman he is talking to equally uncomfortable. The latter is confident and sure and for all intents and purposes just wants to convey his observation that the woman he just met does in fact have incredible eyes.

This is not a dating guide, however. The goal of the six steps I'm going to show you is not to land a date. It is to influence other people - to convince them to not only listen to what you have to say, but to take your lead and follow your suggestions.

There are many ways to do this and there are psychologists, hypnotists and marketers alike who have studied the phenomenon thoroughly to learn exactly how one person can have influence over another.

And while there are myriad psychological ways to influence the actions of someone you encounter, it all starts with how you present yourself. The body language, tone of voice and general mannerisms you show when you meet someone for the first time.

Let's take a closer look at the impact of various things you can do when you encounter another person.

The Mirroring Effect

Have you ever entered a situation feeling incredibly uncomfortable, unsure of yourself and with a strong urge to bolt and run as fast as you can before you are somehow embarrassed?

Maybe it was a work function or a party where you knew no one. Maybe you were meeting your spouse's parents for the first time or you were about to interview for a job that you didn't feel qualified for.

What happens next is almost entirely dependent on your personality and how people around you react.

If you are sure that you cannot do something, and subsequently walk into a room with your shoulders hunched and your head down, trying your hardest to ensure you don't encounter anyone and get stuck in a conversation, you communicate to everyone around you that you'd prefer to be left alone.

They will then of course leave you alone.

But what happens if someone ignores your clear signs of disinterest and discomfort. What if they walk up to you, start a conversation, make you laugh and put you at ease? What if they smile, pat you on the back and invite over two friends

that will LOVE to meet someone like you?

You start to loosen up, right? You feel the discomfort in your body start to melt away. You don't feel like someone who stepped off a train into a foreign country where you don't speak the language.

You feel like you belong.

More than that, you cling to your new friend like a life raft in a storm swell. You may feel more confident, but that confidence came from the one person who was willing to engage you in conversation.

Why This Happens

There are two reasons this happens.

First, the person you just met was supremely confident, eager to share their confidence with you and provided something you needed.

Second, they did it with body language and a mindset that said "I'm cool, you should relax."

To start influencing people, especially perfect strangers, you must be capable of and willing to be the rock that other people cling to. That's not to say you should actively seek out people who are uncomfortable in a crowd and try to be their friend.

But when you walk into a room, don't mirror the actions of other people. Don't respond to someone's discomfort by also being uncomfortable yourself. Don't feel like you've failed in a conversation because someone didn't respond to you.

This is a simple matter of confidence, but it will have an immense impact on how

well you perform when meeting someone for the first time.

Walk up to them, show them that you are a confident, interesting person and that, regardless of how they respond, you will continue to be that confident, interesting person. In terms of visual clues you will do this with:

- **Your Eyes** - Eye contact is vital. Avoid eye contact and you show discomfort. Hold it, share it with others around you and be intent, especially when the other person is listening. If someone is impressed by you and you show them unwavering attention, they will reciprocate that response and follow your lead.
- **Your Shoulders** - Back and straight, not washboard straight, but clearly not uncomfortable either. Show that you are relaxed and confident by standing upright and holding your head high.
- **Your Stance** - Hold an open stance, legs slightly apart, arms open and used in conversation. If you are sitting, keep your legs slightly open and your arms to either side of your body. Take up enough space to show that you are confident without being creepy.
- **Your Smile** - Smile at people naturally. Imagine you were just told a funny joke and you are on the verge of laughing. Don't force a smile but try to make it natural. With time, you will be honestly happy to see people and that smile won't be forced.
- **Your Hands** - Do something productive with your hands. Hold a drink, animate while talking or put them at your side. Don't fold them over your chest, put them in your pocket or pick at anything on your face.
- **Your Voice** - Speak clearly but calmly. Don't be too loud or too fast to speak. Allow people to fall into your voice and want to hear that next word. Short gaps that build anticipation are important - as are your responses to the

person to whom you are talking.

There are entire books written on the impact of body language, voice and eye contact on someone you meet. Read them and learn from them - you will be instantly more likeable and influential when you do.

2. Reciprocation of Actions

There is a simple rule, outlined in Robert Cialdini's "Influence" that says "we should try to repay, in kind, what another person has provided us." So, if someone does something for you, you do something similar in return.

It isn't just a nice thing to do - it is hardwired into our brains, and Alvin Gouldner, a sociologist studying cultural similarities, has found that there are no societies on earth that don't have the same concept of reciprocity.

While cultural differences can, at times, affect the nature of reciprocation, one thing remains true amongst all cultures - if someone does something for you, you return the favor.

It works not only with those you know, either.

It is a rule that is so engrained into our society that if you were to do something for a perfect stranger, assuming they took your actions as a nicety (and not an unwelcome advance), they would feel obliged to return the favor, if nothing else, as a thank you.

So, how can we apply this to exert influence over others and be an interesting, likeable person?

It starts with a few simple caveats.

First, reciprocity is not a tool you can use to leverage people into following your lead. It can't and shouldn't be used to manipulate someone else.

Instead, it needs to become a part of how you live your life. You do nice things for others because you want to help them.

You don't buy a drink for a woman because you want her to go home with you. You do it because she is interesting and you want to keep her company for a few minutes.

You don't help an old lady cross the street so she'll give you \$5. You do it because you are honestly concerned that she will have trouble doing it alone.

In terms of evolution, the concept of reciprocity is very important. A parent gives long term care to a child, including food, shelter and love knowing that in the future, that child will reciprocate by caring for them in old age.

In feudal times, if one man's farm didn't yield crops at harvest, another man who had a surplus might share his yield, knowing that when the time came, if the tables were reversed, he would need the same help.

So, when you meet someone for the first time, you shouldn't be stingy with favors or attention. You should be willing and eager to give people things because you enjoy helping them.

But, in return, you can surely expect to receive a more positive response should you ever ask them to do something for you.

Repeated studies have been performed on this topic and time and again, the results have shown that when someone feels indebted to someone else, even for something as small as buying them a snack during a break, they are more willing to say yes to the next thing they are asked to do - regardless of how big of a favor it is.

This shows a couple of things.

First, when you do something for someone, you trigger that innate genetic and sociological response to reciprocate in turn. People are raised in every major culture to do this and you can tap into that innate belief simply by being a nice person.

Second, however, by tapping into that innate response, you build nearly instant rapport. By tapping into someone's desire to reciprocate your action, even on a subconscious level, you create a sense of familiarity that wasn't there before.

In a matter of seconds, you can change how someone reacts to you as a perfect stranger and that gives you incredible power when trying to exert influence.

Back to our caveats real quick.

First, you can't just go around giving things away to people unsolicited and then asking for them to reciprocate. If you buy someone a drink in a bar, it doesn't give you a free pass to take them home.

It might, however, make them feel obligated to stop and talk to you for five minutes. That alone can give you an opening that, combined with other traits in this guide, could result in the outcome you're looking for.

Second, favors are not a currency. You can't build credit over time and there is no conversion rate for favors. So, just because you buy someone a \$100 bottle of wine as a gift doesn't mean they will feel obligated to return you a favor comparable to that gift.

They will be more likely to say yes to your next request, but not always on par with your previous actions.

If you overdo it, you can create an imbalance that makes people feel uncomfortable.

Have you ever owed a large sum of money to a friend or family member? When you see them, there is a gulf between you. Even if they don't say anything, you feel the tension, even if it's self-created.

So, if you create a debt that the other person feels responsible for whenever they see you, it can actually hurt your attempts at developing influence.

Reciprocity is a powerful tool, but must be used subtly and on a personal level. When done properly, however it can make a tremendous difference when you next ask someone to do something for you - whether it is to sit and talk, give you a raise, or buy something you are selling.

3. Authority - Take Control with Confidence

Human society may seem at times chaotic, but for the most part, people follow a number of preconceived rules.

One of those rules is that when someone with authority tells you to do something, and you have a “job” or “obligation” to follow that command, you will do it.

Regardless of how you might feel about the outcome.

To once again borrow from Cialdini, I want to reference a study that was performed by a Psychology Professor named Milgram.

This particular study is discussed often in Psychology 101 classes because it illustrates a number of interesting (and disturbing) components of human psychology, and answers a few questions about how anyone could just “follow orders” even when those orders are clearly atrocious.

The experiment involved three men. One of the men was strapped into a chair and shown a number of cards that he was supposed to memorize and a second man was behind a device with a number of levers that delivered electrical shocks to the first man if he answered questions about the cards incorrectly.

So, the second man would ask these questions and then, if the answer was wrong, deliver an electric shock. The shocks started at 15 volts and increased to 450 volts, all of them increasingly painful.

The third man, the researcher, stood by and observed the process and assured the man overseeing the electrical levers that it was okay to continue. As the voltage increases, the man being tested starts to cry out for relief and then basically gives up as the pain becomes too intense.

He eventually appears to pass out. I say “appears to” because he was never in fact being tested. He is a researcher as well and there is no actual electric voltage. Just the man pretending to be hurt.

The real test is for the man pulling those levers. When given the okay by the primary researcher, will he continue to pull levers despite the pain he causes the man in the chair?

The answer is invariably yes.

They weren't happy about it. They were clearly distraught, to the point of being sick in some cases. But as long as the researcher said “continue” they did.

Even more interesting is that, if the test subject says “continue” and the researcher says “stop”, the person at the electrical controls always stops.

I find this immensely interesting for a number of reasons.

For the purpose of this guide, it is interesting because it shows that authority and obedience are closely entwined. This perfect stranger with a clipboard and a name badge had almost complete and utter control over the man at the electrical controls based solely on the assumption that he was a well-trained doctor who “knew what he was doing.”

He had authority so the person at the controls deferred to that authority.

This is an astounding fact, not because authority has so much power. We all defer to authority every day. Even those that bellyache and complain about their bosses or the police would never openly disobey them.

We are trained and born to follow orders for our own wellbeing. So much so that, even when another person is in pain, most people will continue to increase the voltage, simply because the guy in charge said to.

Claiming and Using Authority to Influence Others

This isn't a universal principle and it will only work well when used in conjunction with actual experience but it does work and here's why.

If you walk up to a perfect stranger in a meeting at work and start telling them what to do, without introducing yourself, they will do one of two things.

They will either assume you have the authority to do so and follow orders or they will question your right to do so and ask for credentials.

Follow through and they will likely do as you say. It doesn't matter that you are a perfect stranger, they've never met you before and they have no idea where you came from - you act as though you have authority and so you do.

People respond not just to the presence of authority but to the perception of it. If you believe you are in charge, so too do they.

People don't generally like to do things alone. They want their actions to be validated, or better yet, performed in a way that leaves them with little or no responsibility. It's why leadership is such a rare and valuable trait. So few people take to it naturally and many others must learn how best to be leaders.

It's not natural to make decisions and take full responsibility for them on your own. You look to others who know more than you and can therefore provide guidance.

This doesn't stop as you age. Some people take to leadership better than others, but most want to be told what to do, even when that desire is subconscious.

To gain influence over others, you can use concept to guide people to take action in a way that benefits you. Confidence in what you are saying, clarity in your role as

a leader and a willingness to always present options before others will make you a powerful figure that others want to follow.

This means a few things. First, don't look to others for answers. If a question comes up - such as where you should eat dinner or who should write a report at work - don't look to others to answer that question. Speak first and speak clearly - tell people what you think and ensure they understand your full opinion.

This works exceptionally well in dating when the act of taking the lead can make you appear more confident and therefore more stable and successful. It works well in the workplace, where merely projecting an image of confidence shows that you are capable of doing your job in a way that will impress others.

Authority doesn't have to exist, nor does it need to be absolute. Simply showing that you are confident enough to make decisions and take full responsibility for them will influence the people around you.

We are trained from infancy to trust and respect those that are in charge – you can be that person with the right confidence of self-confidence and a strong presentation of yourself.

So, take on the role of leader even if your credentials don't support it, and you will be one that people follow.

4. Wanting to Belong

People want to follow other people – not just in a subordinate role but as part of a group. They look to the actions and results of others before they do anything.

This builds on the authority concept we talked about for number 3 but it goes one step further.

It's not just that people look for others to establish and display authority.

They want to make sure they are making the right decision, and biologically, the best way to do that is to go with the majority opinion.

This is played out in dozens of aspects of our lives.

Why do people buy the name brand cereals and paper towels at the grocery store when store brands cost less and offer many of the same benefits? It's because their friends have them and they are on TV where celebrities and fake families talk about how amazing they are.

When on a grocery store aisle, looking for a new breakfast cereal, most people will choose the one that has been repeatedly shown to them in the context of other happy families, not the one they've never seen before and that isn't advertised outside of that store.

It's not just about status - it's about social proof.

This concept is so powerful, in fact, that many advertising campaigns are built entirely around it. There are laws and regulations in almost every major country that dictate how social proof can be used, because when abused or faked, it can convince people to buy things under false pretenses.

It's that powerful.

So, it is very much a tool you can use to convince people that you are someone of interest and great influence and to ensure people follow your lead and perform the actions you want them to.

But how do you do it?

How do you convince someone that your course of action is correct using social proof in a limited environment?

First, consider when people are most likely to look to others to confirm their beliefs and actions.

When you make a mistake, what is the first thing you do? You ask yourself, "was that all me, or would others have done the same?" Some people might even deny the mistake, citing the evidence that other people have done the same.

It's not so much that people hate being wrong (though they very much do); it's that when they hold a strong enough belief and something happens to shake that belief, they instantly want to grab hold of something that will keep them grounded.

It happens on both ends of the spectrum. People take action because they want to feel like part of a group and they fail to act because they don't want to be segmented from the group.

Business leaders frequently avoid taking a necessary action because other businesses in the same industry have not yet done so. Innovation, even when the need for it is clear, may be stalled for years in some cases because the public reaction has not yet been measured and leaders are afraid of the possible implications of social proof.

What does any of this have to do with exerting influence over others?

Everything.

Imagine you are trying to convince your boss at an insurance company that it would make sense to expand an office in Milwaukee where customer growth has been higher than in any other city in the region.

The numbers are clear - there are more sales in Milwaukee than other larger branches. There are delays in processing those sales due to the office's size. But, still he balks because it is a big expense and traditionally, Milwaukee has never been a big market.

To convince him and influence his decision, you could continue throwing numbers at him, or you could do your research and survey residents of Milwaukee to ask them what they want from an insurance company.

You survey them based on the services your company provides, then detail the number of offices in Milwaukee that provide such services.

You now have an outline of exactly what other people want that you can show your boss and use to convince him to take action.

This will work much better than raw numbers because it shows a crowd's response and it can affect how your boss sees the decision.

The same concept works in a number of fields - during elections for example, exit polling early in the day can affect the eventual outcome of the election as people respond to whether their candidate is losing or winning.

In your own love life, the opposite sex might reject you based solely on the current status of their friends. If their friends are all single and therefore more likely to judge you harshly, your chances are slimmer. If their friends are in relationships and they feel they should be as well, they might pursue a relationship just to fit in.

It's important that you use social proof in a way that shows the positive side of following your lead without necessarily augmenting any negatives. Negative social proof can be equally effective, but it also solicits reactions in people that you may not like.

Heck, it might solicit reactions in them that *they* don't like and which will reflect poorly on you.

The use of social proof is immensely powerful but like every tool in this guide, it should be used sparingly to show your point of view and why it can be beneficial to the other party. Do this and you will have them following your lead almost every time.

5. Desirability

People are creatures of desire. We desire the attention of others. We desire the things other people have. We desire to be seen as important. These desires manifest in a number of ways - lust, greed, jealousy.

Sound familiar? As a society, we've defined many of the carnal and visceral desires that are perfectly natural (if unsightly) as cardinal sins.

And yet, that desire is among the strongest feelings any human being can have. When people want something, it can override perfectly reasonable expectations about what they *should* do. They become irrational, impatient, eager to follow anyone that can make their dreams a reality.

There are a number of ways this can manifest in someone, but I want to talk to you about two in particular - two that have been used by marketers, religious prophets and beautiful women for millennia to influence those around them.

Just One Left?...

How many times have you bought something because it was rare or because it was the only one left?

How many times did you do something seemingly irrational like stand in line for 10 hours to get a toy your child wanted, merely because it was rare? Sure, she'd be upset if you didn't, but for how long?

Human beings have an innate desire to be unique, to stand out, to have something other people do not.

It is a signal of social prowess, albeit a false one. We don't *need* any of the things

we desire, but when someone convinces us that something we want is also very rare, well then, it becomes very, very hard to say no.

The concept of scarcity makes influence that much more powerful. If you promise something to someone that is not available to others, you become that much more desirable.

It's why men and women alike lust after someone when the other person is in a relationship and why a "sale" for \$1 off the price of a \$200 item will still increase sales of that item.

The sale is limited. The man or woman in a relationship is unavailable. These are things that these individuals *cannot* have or won't be able to have for long and therefore they become more desirable.

To be influential, you must tap into the desire of the people you meet to acquire something that others cannot have - something that is available for only a limited time or in limited quantity.

He's With WHO?

Scarcity taps into the desire of someone to be first or exclusive. It is a sign of status to their friends and peers that they were able to accomplish something no one else could.

Jealousy is the next logical progression of that. Once you hold something exclusively, you protect it zealously. You want no one else to purchase the same car (or better), talk to your girlfriend, or go to the same show as you.

You want to be the one that other people look to and admire and when that is threatened, you feel jealousy.

While it most commonly relates to relationships, jealousy can manifest in nearly any situation. Covet something someone else has and you are jealous.

While the natural image of jealousy is that it is ugly, the truth is that every human being feels it. People desire that which they cannot have and when they have it, they hold on to it and feel threatened by anyone that looks to take it away.

This is an immensely powerful emotion and one that can quite literally dictate how people act and react to someone they meet for the first time.

It is also a common tool of manipulation and therefore must be handled with care to avoid becoming the very thing you are trying to influence.

Becoming and Offering that Which People Desire

If your goal is to be desirable to the opposite sex or to present something desirable to your boss or to sell something that people will covet above all else, a lot of it comes down to how you package and sell the “product”.

People need to desire what you have - and not just for what it is, but for how it is packaged.

Like every tip I've shared with you, you need to use it carefully and in conjunction with the other tips in this guide. Simply buying a nice outfit and getting a \$100 hair cut won't guarantee you take someone home with you next Friday night.

Desirability is certainly about outward appearances, but also about what you say and how you say it.

Men for example will find that women desire much more than an attractive, wealthy man. They want someone who is confident and self-assured, funny and conversational.

Moreover, if that man makes himself a scarce commodity by limiting who he talks to or staying with his friends all night, he becomes that much more desirable.

Toss in a 5 minute conversation with a female friend and any woman he's already met will be dying for him to come back and talk to her again.

Influence is as much about what people expect of you as it is what you offer. If someone works hard to capture your attention and feels threatened by the loss of that attention, they will hang on your every word.

It starts with confidence. You need to be so sure of yourself that someone saying no has little or no effect on you. At work when you request a raise, you must show that you are extremely good at what you do (and willing to say so). Make *them* want to impress you.

This strategy can work in almost every aspect of your life.

It's not manipulation. It's conceiving and believing that you are an extremely valuable, interesting commodity and your time is very limited. If you believe it, so too will others and they will eagerly seek you out.

A Few Caveats

This rule is a tough one because it is so easy to misinterpret. When I say you should make yourself scarce, I don't mean to be aloof or ignore phone calls from other people.

Instead, you should live your life as you always would. Don't let the possible interest of someone of the opposite sex change your routine. Don't let your boss run you in circles. Don't try to guess what a stranger thinks on a new topic and shift your responses to match it.

Be honest with yourself and those around you about what you think and what you desire. This will manifest as supreme self-confidence and *will* make your company appear more valuable than if you simply agreed with everyone you met and returned calls in 30 seconds.

6. Likeability

The funny thing about this guide is that, if you practice the tips listed in it, you will become likeable without doing anything else.

Doing nice things for people, being a strong, authority figure, taking control of situations and showing people that you are someone with a busy life that has the confidence to do what is best for yourself first and foremost without ignoring or belittling others - these things make you likeable.

You become a strong, passionate individual that stands out from the pack of sycophants that want nothing more than to impress everyone around them with how interesting they are.

Like most things in life, less is more.

The less you try, the more you will impress and the greater your influence will be.

Let's take this one step further though. Let's discuss exactly what it means to be "likeable".

Don't Be Unlikeable

Likeability is about attracting attention and showing people that you will reciprocate that attention without being needy.

Before you can do that, you must first recognize the traits you already have (consciously or not) that make you unlikeable and change them:

- **Persecution Complex** - Everyone is not out to get you. That's a fact. It's easy to assume in a world where the only news you read or watch is bad,

that everyone is a jerk with an agenda. And while many people are, the vast majority is not. The human brain is hard wired to focus on negativity. It keeps us alive as we ponder mistakes and possible risks. Yet, it means that for every bad thing that happens, 20 good things must happen to balance it out. You can overcome this by consciously focusing on those 20 good things. That's right - 96% of things are generally good!

- **Expecting the Worst** - This goes hand in hand with expecting the worst of people. If you expect something bad to happen to you, the odds are that it will. Consider using affirmations to train your brain to look for good in the world. See things around you for what they are - gifts that make you happy. Others will feed on that positivity.
- **Avoiding Social Situations** - You can't become likeable and garner influence if you sit in your basement all the time watching TV. You need to push out of your comfort zone and enter situations where you **MUST** be social.
- **Being Close Minded** - Be willing to try new things, answer tough questions, and build new relationships. It is in these moments, when you push yourself just a little bit harder that the best things in life can happen.
- **Ignoring Others** - There are a number of things you can do to make yourself stand out from the people around you. Talking over the top of them and ignoring what they say is **NOT** one of them. Be interesting and willing to show that you are not just a selfish, self-absorbed jerk who won't listen to anything they have to say.
- **Sarcasm and Cynicism** - The world is filled with cynics and while you may think you're funny and edgy, you are not very likeable. Show you care about things and are passionate about some aspects of life. It makes you instantly more personable and people will be willing to talk to you more eagerly.

These traits, while not make or break, can substantially alter how you are viewed by the people around you. Get rid of them and you will become a much more influential person.

The Next Step - Becoming Likeable

We've already talked about confidence, authority, and offering things of value to those you meet. These are the roots of influence and simultaneously make you a much more likeable person.

How do you reach that state, though?

There are a few things you can do right now that will have an immediate positive effect on your mindset and how you are viewed by the people around you.

1. Remove Negative Influences

The first step is to remove influences in your life that turn you into the caustic, sarcastic person above that other people don't like very much. People who constantly tell you how bad things are or how you are incapable of doing the things you want to with your life.

You don't necessarily need to excise these people from your life. Some may be your closest friends and family members. But don't let them impact your mindset. Talk to them less; don't ask for their opinion if you suspect it will be negative. And above all else look for people who are positive to spend time with.

2. Create a Positive Mindset

Create a positive mindset by improving your self-image and using positive self-talk to retrain your brain to see the good in you. Affirmations repeated every day can teach you to think about the good things in life.

Getting out of the house and enjoying the sunlight.

Spending more time with your children.

Taking breaks midday to go for a walk.

Writing down each day what you are grateful for.

These are all things that will help you see what is good in life and what is not - and ultimately to excise those things that put you in a negative frame of mind.

3. Reduce Stress and Manage Lifestyle

Stress is a major hurdle to likeability. You don't have the energy or time to keep up with the demands on your time and attention.

So, find ways to manage that stress. Eat better foods, exercise every day, and take 20-30 minutes a day to relax and remove stress from your life. More time is better, but start with something small so you can ensure you do it every single day.

Meditation in particular can be an extremely relaxing way to decompress.

The Ultimate Path to Likeability

If you haven't guessed yet, the first step to becoming likeable to others is to like yourself.

It is those who are confident not only in their dress and appearance, but in how they view the world, that have the most influence because they are at peace.

Other people are innately drawn to these individuals. They want to be friends with

the person who has everything together. The one who is calm under pressure, always has something nice to say and doesn't let other people walk all over them.

They want to follow the lead of the person who clearly has a bead on what they want in life and an idea of how to get it.

There are dozens of other tips on how to take these strategies and really enhance them to become that likeable, desirable person that others want to get to know - but to get started, you need to understand your own needs and what you can do to be likeable. Do this and you'll be well on your way.

Conclusion

It's incredible the things you can do to influence the decisions of someone else. The mere fact that as a perfect stranger you can walk into a room, declare your intentions and convince other people to follow your lead based on what you say and how you say it.

And yet it works.

Countless times in history men and women have risen from nowhere to exert great influence over those around them by tapping into their innate desires and psychological urge to feel a part of a group.

Especially today, leaders are elected based not just on their credentials but their ability to connect with an electorate and create a sense of belonging that the other candidate does not.

Men and women find their soul mates by developing a connection not only of interest in another person, but as individuals with whom they find a connection based on this influence.

People rise in the business world by convincing others that they are experts in their field and showing them that their ideas are not only potentially profitable but would be widely accepted by customers and partners alike.

The human mind is hardwired for many things. It wants to reciprocate kindness. It interprets certain types of body language as being akin with power and wisdom. It looks for proof in the actions of others that their own actions are correct.

By understanding how the mind works and what people see and expect from you, you can start to use these tools to your advantage and ultimately exert influence over others in ways you never dreamed possible.

This is the power of influence and of the psychological tactics that have been found over the years to create that influence.

Use them wisely and responsibly and you can quite literally change your life.

Now, this is just the tip of the iceberg if you want to people to respect, admire and give you unlimited opportunities to succeed...

I've discovered a secret so powerful that once you put this in place in your life, you will become like a personal magnet.

A secret you can switch on inside you and finally experience what it's like to have more money, more free time, a fantastic love life, and more happiness than you ever dreamed of before!

...This secret will change your life for the better, and I've made this short presentation for you which explains everything...

Follow the link here: www.PresencePowerAndProfit.com

Remember when you are your authentic self and are true to who you are and have the ability to influence people to your way of thinking. You will in turn be more liked and respected. And if they don't they are not worth your time and don't deserve to be in your life.

All the best
Mark Williams