

# **Connect with Anyone in 90 Seconds or Less!**

Make Those Important Connections in Business  
and Relationships with The Instant Rapport Formula.

Mike Aguilera

Copyright

All Rights Reserved

Published by:

Aguilera & Associates

Mike Aguilera

San Jose CA 95121

<http://www.MikeAguilera.com>

# Table of Contents

**Introduction.....5**

## **Part One**

**The Mindset and Attitude of Having Unstoppable  
Confidence, Charisma, and Magnetism!.....8**

Chapter 1:

The Importance of Your Outcome.....9

Chapter 2:

The Power of Your Mindset & Attitude.....10

Chapter 3:

Reframing - Changing the Experience.....19

Chapter 4: Energy Techniques.....23

Chapter 5: Preparing for Success.....26

## **Part Two**

### **The Contact**

**How to create rapport in the critical first seven seconds.....29**

Chapter 6:

Body Language.....30

Chapter 7:

Handshake and Body Position.....33

Chapter 8:

How to Say a Person's

Name for Instant Rapport.....50

## **Part Three**

**The Conversation.....57**

Chapter 9:

Words and Body Motion.....59

Chapter 10:

Dangerous Words.....72

Chapter 11:  
Powerful Words.....78

Chapter 12:  
Voice Patterns of Influence.....80

Chapter 13:  
Power Questions that Reveal a Person's  
Communication Style.....83

## **Part Four**

**The Follow up.....120**

Chapter 14:  
Prepare for success.....121

Chapter 15:  
The Phone Call.....125

Chapter 16:  
Rapport and Leadership.....127

About Mike Aguilera.....134

## Introduction

Ever have the experience, when you thought the conversation or meeting went well, and you asked yourself, “Why did they not buy?” “Why did that person not take the action I suggested?” Or, “Why did they not select me, my company, promote me, or hire me?” You will soon discover it may have been your level of connection and rapport.

**According to the Stanford Research Institute, 85% of your success is related to people skills (communication skills/rapport skills), and only 15% is related to technical skill and ability.**

This book is filled with techniques and information about body language, psychology, and *Neuro-Linguistic Programming (NLP)*. *NLP* is an advanced communication system modeled after therapists. This book will help you in creating strong and powerful connections with others for business, networking, job interviews, leadership, and relationships.

A major complaint in business and relationships is how others are bad listeners. Many of the questions and techniques in this book will make you a better listener and a great conversationalist. You will learn techniques that will help you in leadership, relationships, sales, job interviews, career advancement, and negotiations. Ultimately, you will feel more confident when meeting and conversing with others. And, you will have new communication tools and skills that will help you in many ways.

As you read this book, you will embark on a journey of self-exploration and self-discovery. You will discover your own communication style and understand why you talk, explain, sell, or present, in a certain way. In addition, you will learn what you need to do to possess a natural talent to easily connect with people.

In the first 90 seconds of approaching someone, your walk, handshake, introduction, and initial conversation can determine whether or not your encounter will be a positive experience in creating instant *rapport*.

There are four parts to creating rapport in 90 seconds or less. I call it “*The Instant Rapport Formula*.” Part *One* is how to have the proper mindset and attitude that creates instant rapport. In Part *Two*, you will learn how to create rapport in the initial contact, and the vital first two to seven seconds. Part *Three* is the conversation segment. You will learn: what important questions to ask in order to build rapport and provide insight about others; the do’s and don’ts about body motions; and how to understand a person’s communication system. Part *Four* is about what to do to initiate, and/or regain rapport, trust, confidence, and the follow-up after your contacts.

You may already be using techniques and concepts, without you being aware of it, which may be impacting your rapport with others. Some may be, or not be, to your benefit during your contacts. This book will provide you with those *beneficial* techniques and concepts that you will need to learn more about yourself and others.

Part of your experiences throughout my book will be like learning new languages. The communication style that you have at this moment is your *natural* language. Your *natural* language is what you use to express yourself and to process information. You will soon discover different communication styles which are in essence *other* languages.

One segment will help you *decode* how you and others communicate and process information. The results of this *decoding* skill will provide you with the powerful knowledge as to which communication strategies you need to implement with different contacts. This ability will allow you to connect with people in 90 seconds or less.

This book is similar to the workbook that I use during my full-day NLP seminar. Using even one technique alone can give you that extra edge to make a huge difference, and make improvements in your life and career.

My book is designed to give you insights and ah-ha moments. Take your time reading it, and apply the strategies and techniques as you need them. Follow my formula, and soon you will be amazed by your own results!

## Part One

### **The Mindset and Attitude of Owning Unstoppable Confidence, Charisma, and Magnetism!**

I am going to cover some key elements to help you develop that proper *mindset* for creating *instant rapport*. Your mindset influences your awareness, body motions, and ultimately, how you communicate.

You will learn how your *mindset* can reframe or re-label a specific activity so that you feel better about an experience.

You will discover powerful and effective new techniques to have that *proper mindset* that will not only help you create rapport; it will also enhance your charisma, magnetism, and projection of self- confidence.

# Chapter 1

## The Importance of Your Outcome

The first thing I want you to do, is think about your career or your business, and then think about an *outcome* that you would love to achieve with your newly acquired information. As you're thinking about the desired outcome important to you, you will be able to identify certain key strategies that you feel would help you in getting there. This book will help you with business and personal relationships, career advancement, sales and/or leadership.

Now, the outcome that you desire is dependent on your *Mindset and Attitude*. You want to own that *vital* mindset and attitude: of unstoppable confidence to approach anyone; to have influential charisma and magnetism to draw them to you; to have a positive experience when you connect with them; and, to create lasting rapport with those new contacts.

You will learn energy exercises and techniques that will help create that positive energy and confidence within you. These techniques will also help to prepare you when approaching someone either at a business function, networking event, sales meeting, or job interview.

When you're about to approach someone, there are some key things you want to do as you ready yourself to initiate the contact, make the connection, and create that instant rapport.

## Chapter 2

# The Power of Your Mindset & Attitude

You will discover some key concepts to help you obtain that *mindset and attitude* that *you will* enjoy connecting with people, and that people will want to approach and connect with you.

You must have proper positive intentions in your mind. Intentions about helping them or making them feel better. You want to have good intentions in mind, because people can sense whether your intentions are good or bad. Bad intentions will be revealed in your body language, eye contact, voice, and by the words you use.

Having good, positive intentions will help you feel better in any type of meeting or encounter. Whether it's preparing to meet someone new, a client, an employee, or management, your intentions should be set and clear in your mind, prior to the connection.

### **Assume Rapport – Go First**

One powerful key technique, or concept, to approach anyone with confidence and charisma is to *Assume Rapport!* What I mean by this, is for you to assume that you will like the people you meet. Whether it's at a business meeting, a networking event, a job interview or any event, if you are going to approach someone, *assume* you are going to like them, and

*assume* that they are going to like you. Initiate, go first, and allow yourself to get into that feeling of *instant rapport*.

When you observe great net-workers in action, they confidently work the room, naturally connect with people, and instantly create rapport. They seem to own the room. Why? Because they have already *assumed* that they will like anyone they are about to meet, and their positive energy and confident body language, becomes naturally engaging to those he meets.

Inexperienced net-workers, on the other hand, *do not* assume this; instead, they go to an event or meeting thinking, “What’s going to go wrong?” or “Are they going to like me?” or “Am I going to connect with them?” They have already created that mindset *not* to make successful connections or create instant rapport with people. You see, when one thinks in a negative manner, and has negative assumptions, their words, body motions, and hesitant actions will reflect that, people will notice and avoid the encounter. Don’t sabotage your prospective connections. *Start assuming rapport* with those you are going to meet.

Also keep in mind, when you *assume rapport*, you expect people to be good (until proven differently), so treat them accordingly, and notice all the good things about them. Whereas, *expecting* someone to be a bad person, or thinking that they will not like you, you will interact with those expectations in mind. You then focus *only* on the negative aspects about that person, because you need to justify your expectations that they are “a bad person.”

## **Business and Leadership Rapport Tip**

Expect your co-workers, boss, and management to be good people (until proven differently.)

**Expect that you are going to like them.**

If you are planning to have an important meeting, or maybe a review, expect it to go well. Your expectations will be revealed in subtle ways, positively or negatively, with your words, body motions, and verbal communication, which can affect the entire interaction. Your expectations can affect how people treat you, and more importantly, how you treat them.

Yes, your mindset and attitude do play a big part in creating rapport. Actually, it plays an important part in your life and reality, as well.

## **Be a Friendly**

People are always searching for other *friendly* people, so be, and move, as a friendly person. Smile, and make eye contact. In other words, just “*be a friendly.*” Be the type of person that people are attracted to, and feel comfortable to be around with.

Another way to be *friendly* that’s very effective, is to think of ways to help people feel good and positive, during and after your interaction. You can start by complementing them. This initiates the connection and builds the rapport. The result is that people will feel good being around you, and you will feel better about yourself.

## **The Awareness Factor**

In connecting with people at either a networking event, social event, or a business function, there’s what I call *The Awareness Factor*, and also the *Luck Factor*. If you’re looking for great people to connect with, expect them to be in the room, and feel excited about that possible discovery. Your subconscious mind will notice those people. Your subconscious mind is always searching for what’s important to you. A great example of that is when you want to buy something new, like a new car; you begin to notice that car everywhere. You will see it on the street, in ads, and hear people talk about it. So, place in your mind that *specific* people are important to you, and you will begin to notice them. It’s as if your subconscious radar spots them within the group.

It might feel like *you're* attracting them into your life, but actually, it's because you are now becoming more *aware* of *them*. This is also the realization of “when the student is ready, the teacher appears”.

## Luck Factor

Another important element that helps you find key people, and to become aware of resources that can instantly help you, is *expect to be lucky*, expect to find great people. Feel excited about connecting with others. Walk into a room *feeling lucky*, and that you will meet the right people. Once you become aware of what you want, your energy and focus shifts, and you'll find that amazing things will begin to happen in your life.

These two mindset ideas, *The Awareness Factor* and *Luck Factor* do affect your body motion and energy in a positive manner. You become more engaging and alert. Now the opposite would be focusing on bad people, and expecting the event itself to be bad. In this case, it will affect your energy negatively, and you will notice only those bad people in the room. If you expect and believe *everyone* to be bad, or that they are not the right type of people, you tend to notice or imagine, negative things about those people to justify *that* expectation and belief. In essence, when you look *only* for the bad, you will miss *all* the good.

## **Be the host of the party**

Another technique that can help you at an event is to take the mindset, and the attitude, of being a host. Imagine that person as your company at home. When at an event, walk around and see how people are doing; through this action people will have that sense that you care, and the rapport will start to build. Connect with people, help them, and make them feel good about you.

## **Dangerous words that will impact your feelings and awareness**

I am now going to cover and point out three *dangerous words*. (I'll cover more of them in Chapter Three "The Conversation" section.) I want you to be aware of these *dangerous words* when you speak to yourself and to understand how they can affect the conversation. The use of these words can also be factors that affect your mindset and attitude when meeting people.

One dangerous word is *Hope*. Imagine a doctor saying "I *hope* I can find what's wrong with you. "There isn't much confidence in that message, and you may wonder if he has confidence in himself. When you think and talk to yourself, be aware of how certain words can impact your own confidence as you prepare for meetings or presentations. If you think and tell yourself, "I *hope* this goes well" or "I *hope* I connect with them," you are talking in doubt, and that will affect your energy negatively. Your lack of confidence will be reflected by your body motion and your body language. The word *hope* actually implies that you *expect* things to go bad, but *hope* it goes well. This expectation can also affect how you interact with others. If you expect the interaction to go bad, your

words, actions, and perceptions will reflect that. Your expectations strongly influence the interaction.

The right thing to do is to remove the negative thoughts, and replace them with internal statements like “*I know* this is going to be a great meeting” or “*I know* I am going to connect with some great people” or “*I know* I am going to have great rapport with everyone that I meet.” You’ll find that when you think about the positive outcome that you want, and tell yourself it will happen, it often does. Your mind will focus on either your negative or positive thought at that time, and it will be projected externally to others. So be aware of the word *hope* in your thoughts, and during conversations.

Another dangerous word is *Don't*. What if I say to you, “*Don't* think about a blue elephant”, of course you’ll think about a blue elephant, even though I said not to. *Don't* is in the category of words called *negation* (to create an image and then erase it). Saying *don't*, can lead to unwanted thoughts and feelings. For instance, if I say to you “*Don't* worry,” you have to think about worrying, which then causes you to *feel* worried. Other examples include the thoughts, “*I don't* want to make mistakes” or “*I don't* want things to go wrong” or “*I don't* want that person to be upset with me.” Phrases like these will not only cause negative trains of thought, and generate unwanted feelings, but they can also impact how you approach people with your body motion, energy, and level of rapport with others.

What you should do, is think about the desired outcome that you want. So, instead of telling yourself, “*I don't* want things to go wrong,” say “*I want* things to go perfect,” or “*I want*

things to go great,” and your mind will capture that. Your energy will shift, and this will positively affect the way you approach people, and the energy you are projecting.

One more dangerous word in this mindset and attitude portion is *Try*. *Try* simply means to *attempt* to do something; not do it, but *attempt*.

This word has an affect on your level of energy, because you’re telling yourself, “I’m going to *try* to connect with this person,” or “I’m going to *try* to help this person.” You are instructing your subconscious mind to *attempt*, which creates hesitation and procrastination. You want to remove that from your internal dialogue. Instead of saying, “I’m going to *try* to help this person” or “I’m going to *try* to connect with this person,” replace it with “I’m *going to do my best to connect* with this person,” and “I’m *going to help* this person.”

If you think about and use these words frequently, “I *hope* things go well,” “I *don’t* want to mess up,” or “I’m going to *try*,” you will start combining these words within your internal dialogue. This will potentially impact your energy and mindset when approaching people, as well as, your interactions and level of confidence with them.

It’s very important to have the *proper* mindset, thought process, and feelings when you approach someone. That is, you want to think, feel, and be confident during, and after, all of your interactions. Words are powerful; use them to your advantage.

I'll finish with *intention*. You want thoughts of helping others. "I *can* help anyone in the room," or "I *can* help my co-workers, company, and boss," or "I *can* help in my relationship."

Whatever the situation may be, think about what you can do to help people that you meet. As you help more people, you begin to establish yourself as someone to trust, to seek advice from, to respect, and more importantly, as someone to refer others to.

We covered a lot about the mindset and the attitude in this section. This valuable information will help boost your confidence, charisma, and magnetism, which are important factors in building the rapport that you want, and need, with people.

# Chapter 3

## Reframing

### Changing the Experience

Now, I'm going to go into what's called *Reframing*.

In NLP, *Neuro-Linguistics Programming*, therapists that were using NLP were applying and identifying certain words, then changed those words, which in turn changed the experience.

It's similar to reframing a picture. You change the frame of a picture, and the picture changes. Certain colors become more brilliant than others. If you change the label or meaning of an experience, the experience itself changes, and as a result, your *feelings* of that experience changes. Some key things to keep in mind in regards to reframing that will help as you approach someone, is to have the proper mindset and attitude.

### Reframe: Selling, Presenting, Job Interview

An example of reframing is when you are about to approach someone, you probably have in your mindset that, "I am going to *sell* them something," or "I am going to *present* to them." These words will impact your feelings about that particular interaction.

What I recommend you do is replace *sell*, *present*, *meeting*, or even *job interview*, with one word, and that word is *conversation*. "I'm going to have a *conversation* with this person or group," or "I'm going to have a *conversation* about this job opportunity or about a promotion," or "I'm going to

have a *conversation* about my product or service, and how it can help this person.”

When you think of the word *conversation*, your feeling about that encounter changes, you become more relaxed, the rapport builds, and you become more engaged. So changing that word, and thinking about having conversations with people, instead of *selling* to them or *presenting* to them will affect you, change your mindset, and change your energy level. This allows you to feel more positive and at ease, when connecting with people. So empower yourself and re-label these words with *conversation*.

When people label or think about selling, it may feel like begging for money, or having to ask for money. This creates a negative reaction from many people. I've coached professionals with this issue, and a lot of this is connected back to childhood. For instance, when you asked your parents for money, their response may have been to ask you why you needed the money, or tell you that money doesn't grow on trees, you have to earn it. You probably felt bad about asking them for money, or felt like you were begging for the money.

Part of this experience will tend to transfer into adulthood. You might be great at marketing, or great at creating a product, but if it seems that you're *asking* for money, this tends to attract a negative reaction from others.

What helps to avoid this is instead of *thinking* about asking for money, think about having a *conversation in helping them*. Feel good about *naturally* asking during the *conversation*, since the money will be in exchange for your services to them.

Have thoughts about helping people; you're there to help them. As a result, you've made the transaction and they're happy to pay for your services.

## Reframe Shy

Another issue many people have is a concern of being *shy*. Actually, I was labeled as being shy when I was very young.

I remember comments by family members "Oh he doesn't talk much, he's *shy*." However, I eventually re-labeled (reframed) shy to something that is more empowering and helpful. If you've been labeled, or told, or feel that you are shy, and believe it may be limiting opportunities in your life, then the following will help you. Instead of thinking about being shy, re-label that with 'you are *Respectful, Sincere, or Considerate* with people'.

Being shy isn't a negative thing, it may be that you don't want to interrupt someone, and you're just being quiet and respectful. You're cautious and you don't want to offend anyone. Shy individuals may think, "I don't want to approach anyone if they are conversing with others, because I may be interrupting them, and that is not appropriate." Consider *re-labeling* your action as respectful or considerate; then approach them with that in mind. Remember to also think about you wanting to help them. When you *re-label* it in this manner, you feel ready, rather than hesitant, to approach and engage with people. So, you're *respectful* and/or *considerate*, not shy. Re-label yourself and see what happens.

**Connect with Anyone in 90 Seconds or Less!**

(This reframe/re-label technique will help in most cases, unless the shyness stems from something traumatic.)

## Chapter 4

# Energy Techniques

This section covers *energy techniques* with ideas and exercises that will help you create more *positive energy*. This is important if you want that instant rapport with people.

### **How to resonate with others and create harmony**

First, a simple technique that will help you when approaching someone that you want to connect with; imagine what it would feel like if you were wearing their clothes, and in their shoes, almost as if you were them. Imagining this creates that sense of being in harmony with them.

Imagine wearing their suit. In situations where you're the male approaching a female, or vice versa, then simply imagine how you would feel walking as they do. If they move fast, but you don't, speed up your movements to match theirs. Imagine that they are vibrating at a certain energy level, and that you're reflecting that same energy in return. This is referred to as "*matching & mirroring*." You match and reflect the motions, gestures, stance, etc. This creates a strong sense of "This person is a lot like me."

I refer to this as a *tribal effect*; the impression that you are part of their so-called tribe, or community of friends. For example, if they are sitting and leaning forward in their chairs with one arm on the table, then you sit and lean forward with the same arm on the table. If they make gestures with their hands while talking, you can naturally use the same, or similar, gestures

when you talk. (The motions and gestures do not have to be exact). When doing this you are creating instant rapport in two ways: one, because *you're* paying attention to the person in the moment, which they will sense; and two, you are reflecting back the motions and energy *to them*. After shifting your energy to *match & mirror*, and have made the connection, then you gradually shift back to your own natural style. Once you've established the rapport, that person will follow your style, and your pace, as you did theirs. This leads into a powerful state of resonance and harmony.

## Projection

*Projection* is a technique that will help you with your energy as you're connecting with people. *Projection* is to project the feeling that you would like yourself and the other person to have; however, in order for this to occur, you need to be in the mental state of *that feeling* first. For example, you walk up to someone and *you project* to them - be poised, confident, or relaxed. It's as if you're sending an energy beam and projecting into them *that* feeling of confidence or relaxation. As you think about projecting and sending confidence, you are feeling that emotional state within yourself as well.

*Projection* is a mindset that allows you to create inner energy. Your body language shifts in response to this energy; your energy improves, you become more engaging, and people will sense this.

## Visualization Rehearsal

One more energy technique...if you're preparing to meet someone that you know, or may not know, one thing that will

help create good energy within you is a *visualization rehearsal*. Before the meeting, imagine meeting that person, connecting with them, and establishing rapport. Take a moment, sit down, and *visualize* the entire encounter as if you were there. *Imagine* what you would see, what you would hear, what you would feel. This will help your energy shift in a positive way when you *are* there: you'll feel more relaxed, more engaged, and more at ease.

## Chapter 5

# Preparing for Success

The following will help prepare you for the initial contact of creating rapport.

These are additional techniques I suggest you to do and think about as you prepare to approach someone.

### V-A-K

These NLP modalities *Visual*, *Auditory*, and *Kinesthetic* are part of people's communication styles. People tend to use one of these modalities - visual, auditory, or kinesthetic to process information, make decisions, communicate, and express themselves.

A *visual* person is more sensitive and aware of *images* and use *picture* type words. An *auditory* person is more sensitive to *sounds* and will use *sound* type words. And, a *kinesthetic* person is more sensitive to *feelings* and will use *feeling or emotion* words.

For example, when someone is very visual they will use visual words. And they will use visual gestures or hand motions. They will say phrases like, "that *looks* good" or "*picture this*," and gesture with their hands, as if drawing a picture.

As you prepare to meet someone, you observe them from across the room talking and making pictures with their hands.

You're next thought is, "Okay, this person seems to be *visual*," so your strategy will be to use visual words during the conversation. Now, if you're not a visual person, consider using your hands to create visual images or pictures. This increases your ability to create rapport, and have your message understood.

If persons are *auditory*, their gestures or hand motions will be more like those of orchestra conductors; rhythmic hand motions - up and down, side to side. They don't make pictures with their hands as visual people do.

As you're preparing to approach an auditory person, think of using auditory words such as, "How does that *sound* to you?" or "this *clicks*?" or "does it *sound* right?" "Let's *talk* about it." You can also combine auditory words with auditory-type gestures or hand motions, which can also be considered as connecting by using *matching and mirroring*. (See the *Energy Techniques* section)

The *kinesthetic* person will make slower gestures. They tend to be touching, rubbing, wringing their hands, or rubbing their forehead or arms, as if revealing how they feel about that interaction. When approaching them, you need to think about kinesthetic words, as well as, kinesthetic type motions or gestures to use. These are examples of *kinesthetic words* like "How does this *feel* to you?" "This is a *solid* idea," or "Do you get a *sense* of what I'm talking about?"

It's important for you to know your own VAK preference. Say you're in the situation where you'll be meeting with a kinesthetic person, but you are a visual person. You will create

rapport with them much more quickly if you slow down your hand motions and gestures. If possible, don't make pictures with your hands, instead use the same type of gestures or hand motions that they are using.

The same applies if you are auditory or kinesthetic and want to connect with other *VAK* styles.

To create rapport and connect with people, observe their gestures and motions before making the initial contact.

One other thing...when preparing to make initial contact be attentive to how they sit or stand as well.

If that person is standing at an angle, standing with feet together or wide apart, stand or sit as they are. This reflects back to them that "this person is like me," which also creates for instant rapport. As you approach and meet you still need to make sure you monitor personal distance when you stand facing them.

# Part Two

## The Contact

How to create rapport in the critical first two to seven seconds

This is the second part of the Instant Rapport Formula, *The Contact*; or the initial contact you make when you approach someone. The initial impressions you give within the first few seconds are crucial. You can start the rapport process even as you begin to approach someone.

As I mentioned in the first element, *Part One*; always have your outcome in mind. The same applies here in making your initial contact.

In this section, as part of making the initial contact, I will cover *Body Motion* and *Body Language* techniques, and “*The Magic Elements of How to Say a Person’s Name that Helps Create Instant Rapport.*” You will learn secrets for remembering people’s names, which is a crucial factor for developing strong connections, and creating instant rapport. How *you say* their name can make a big difference.

Before going into *body motion and body language*, remember to keep in mind about *assuming* rapport when approaching someone. Also keep in mind, the visual, auditory, and kinesthetic signals they may be revealing. However, these signals may not be revealed to you, or sensed by you, until the first couple of seconds into your conversation.

## Chapter 6

# Body Language

### Harmonize and Synchronize

During your approach, you can begin to create rapport with just your *body motion* alone. If someone is walking towards you (a man or a woman), pay attention to the way they walk. Do this only as you are walking towards each other.

As your walking towards them, create the sense of rapport before you meet them, by mirroring their walk. For example, if they walk towards you swinging their arms high, then you walk towards them swinging your arms slightly high. Or, if they have their hands down with little movement, you do the same. Remember, it doesn't have to be exact to create the impact that you want.

This is part of the *matching and mirroring* that I talked about earlier. Reflect back what you see, to create that *tribal effect* and the strong feeling that *you* are like them. Continue to match and mirror during your conversation. Reflect back what you see the other person doing. Reflect the way they sit, stand, and move.

Some of you may be questioning these techniques and think, "If I am matching and mirroring them, will they think I am mocking them, or copying what they are doing?" The answer is no, most people will not get the sense that you're doing that, they'll just simply feel that you are *like* them. *Matching and mirroring* will give you flexibility in your communication.

You are being more flexible with your motions in order to connect with others and make them feel comfortable. This is a body motion and body language technique that will help you connect with people and create that rapport in 90 seconds or sooner.

### **Are you in rapport?**

One way to identify if you are *in rapport* is when the person you are conversing with *mirrors you*. An example is, you're sitting there having a cup of coffee, and you pick up your cup to take a drink, then almost immediately the person you're talking with picks up their cup and takes a drink, you *are* in rapport. You're in sync, you're in harmony; you know the rapport has been established. Another example, you're standing then you lean to one side, immediately the other person leans to one side as well, again they're in rapport with you.

### **Eye contact**

As you approach someone, it is important to make *eye contact*. The eye contact tells the person that you are acknowledging them.

How much eye contact should you make? When speaking with someone, you want to maintain eye contact with them for 50 to 75% of the time, so they know you are listening to them. You don't want to stare at them because that can come across as aggressive. You want to make eye contact, and look away. But, how you look away is just as important. When looking away, look down or to the side, but avoid looking up in the air. When you break eye contact and look up, it may be perceived as day dreaming, and the importance of the message will be

lost. Whereas, looking down is perceived as, in deep thought, and looking to the side, as pondering about the message. The latter two will help maintain the rapport.

When you are the listener, it's okay to make eye contact up to 100% of the time. Look at the person as if in deep conversation, and that you're listening to every word of theirs.

When making eye contact, smile, and make it a sincere smile. People tend to warm up, feel safe, and comfortable around you much quicker. If it's a serious meeting, smile only when appropriate.

# Chapter 7

## The Handshake

### Where to Stand and How to Move To Create Instant Rapport

Shake their hand firmly; if they have a very weak handshake, soften yours to match theirs. You want to match their level of energy, and you can easily begin that process during the *handshake*. Once you've matched their energy, they'll follow your energy level, since you've adjusted to match theirs.

Let's look at personal space. Some people can be very protective of their personal space, and you need to pay attention to their reaction in regards to the distance between you and them. If the person leans back, this means you're too close and invading their personal space.

So remember the four steps to initiate rapport: *First*, match their energy – should your energy be higher, lower, or more relaxed; *second*, make eye contact; *third*, smile; and *finally*, observe their reaction to the distance between you.

These steps may seem so obvious to do, yet so many don't do them correctly, and they miss out on the opportunity to establish rapport.

## A non-threatening position

Next powerful technique for you to use in those first few vital seconds is in regards to body motion and body language. When you're preparing to shake hands, *stand in a position of openness* (considered a *non-threatening position*). This position is to stand facing them with your right shoulder aligned with their right shoulder.

Men are very sensitive to the space between them and people around them. It's more of a primal survival response of, "You are in my space, I feel vulnerable." Men are more sensitive to this than women. It's in most men, but not all of them. Therefore, I suggest you always use this technique just to be on the safe side.

When you approach a male to shake hands, be in right to right shoulder position so that rapport is there and they are open to hearing your message. They'll be relaxed, at ease, and not threatened, and the connection is made. Eventually, as the rapport builds it will migrate from right shoulder to right shoulder, to *face to face*.

Women are very social, so standing in different positions with women is acceptable. They won't have a negative reaction, or adverse reaction, as men do, when you stand directly face to face with them.

Below is a photo example of *right shoulder to right shoulder* position



Right shoulder to right shoulder neutral position

**Connect with Anyone in 90 Seconds or Less!**



Face to face confrontational stance

If you're a woman, be cautious when positioning yourself directly face to face with a man, since this may be interpreted as being aggressive.

So ladies, start off right shoulder to right shoulder. If you're approaching another woman, it's ok to be face to face.

The face to face body position impacts the conversation even when you're sitting down, or meeting someone for the first time. When you're sitting down, sit right shoulder to right shoulder, just as you would when standing and shaking hands. Don't sit down directly in front of them; move your chair slightly over to their right.

A good example of confrontational, and aggressive positioning, is Donald Trump sitting directly in front of you saying "You're fired!"

Some experts say that if someone is at your right, your left brain is more active. Because the left brain is mostly analytical, and not emotional, people will not sense, nor feel threatened when interacting with others. So there is more to it than just shaking hands in a specific body position. Your mind is also involved, since it's sensing the experience at that moment, including the sense of trust and rapport.



### Pat on forearm

An additional handshake rapport technique is to include a pat on the forearm. It is another form of body motion, and body language that signals “I accept you” or “I’m ok with this person.” The person feeling the pat is sensing these signals at a subconscious level. Remember, it’s a simple pat, not a grab.

A tip when shaking hands, keep your feet facing towards the other person. You don’t want to be standing at an angle with

your feet in a different direction. For two people to be engaged in conversation, their feet should be facing towards each other.

**Nine initial steps  
To make a positive first  
impression:**

1. Assume rapport
2. Make eye contact
3. Smile
4. Open body language, open palms
5. Match handshake strength
6. Initially, stand right shoulder to right shoulder – neutral position.
7. Pat forearm during handshake.
8. Keep a comfortable distance and be sensitive to personal space.
9. Harmonize – match and mirror

## The Four Golden Rules of Props

In those first 90 seconds where you may be handing someone your business card or other information, this is another opportunity to build rapport, trust, and confidence. This is what I call *The Golden Rules of a Prop*. A *prop* could be your business card, a brochure, resume, contract, marketing material, a computer screen, or an overhead projection. If you don't have any of those then *you* are the prop.

The mistake many people make is what's called being *incongruent*. This means your words and body motions *do not match*.

Be aware that your words and what you hold or are referring to, need to send the same message; a message of value and importance. To be *congruent* means that your voice, words, and body motions are sending the *same* message. Unless you are referring to someone else, or a competitor, where you do want to express a weak message, then it's alright to create a message of not being valuable.

## Prop Golden Rule Number One

Golden Rule Number One: when you *hand* someone your business card, brochure, marketing information, agreement, or resume, hand it with value. Don't just throw it, actually hand it slowly and gracefully, and they'll have the reaction that "This is important information."

Imagine someone saying to you, "Here's my card, here's my information," and then tossing it on a table *at* you. Their words might be saying one thing, but their body motion is saying something completely different. Instead, the understood message is "This is not that valuable" or "I'm not really that valuable," so it's vital that your words and motions are sending the same message. You want to say, "I'm of value" or "I can help you." Hand someone information with value, slowly and gracefully, to create what I call a *positive blink affect*, as in the blink of an eye. They will get a sensation that this must be good and important information. In the first few seconds when you are meeting someone and giving them your card, this moment creates strong rapport, trust, and confidence, ultimately a strong congruent message. This is a form of subconscious communication, and also how your words and motions impact the message.

## **Prop Golden Rule Number Two**

Prop golden rule number two is *receive with value*. When you are talking to someone and they give you their business card, *receive* it with value. Avoid grabbing it and putting it away quickly, or grabbing it and not looking at it; you want to let them know I value your information. Always accept it with value, since they could be handing you their company information, or more importantly, sensitive information as their application, or own credit information.

*Receiving* it with value and holding it as very valuable creates a powerful sense of trust. This motion creates their feeling of, “Whatever I give to this person, I can *trust* that it’s going to be in good hands.”

On the other hand, if you receive something of theirs, and yank it from them, saying “Ok, I’ll take care of it,” you then throw it on the ground or on a table, without looking at it; this sends a mixed message. That’s when people, subconsciously think “If I give this person information, is it in good hands?”

This also applies with leadership and motivation within companies. I’ve presented this technique at many companies and one person in the audience once said “yes, I know what you mean. I did a report for my boss, and came back 3 hours later with a stack of papers. I was very proud of my work it took me lots of time to complete it. I handed it to him, and he grabbed it from me, said thanks, threw it on the floor, and just kept working on his computer. I felt as if my information and all of my effort was not valuable and not appreciated.”

So, if you’re in a leadership position, working with clients, or employees, whatever they hand you; a report or something that

**Connect with Anyone in 90 Seconds or Less!**

they've done for you, be sure to receive it with value and hold it with value. You want to feel and know that you really appreciate, and acknowledge, what they have given you. This will motivate them to do more for you, because they'll sense that you respect them, and their efforts.

## **Leadership and Trust Tip**

When someone gives you some information - their business card, a contract, paperwork, report, etc; receive it with value.

This simple gesture is telling the person that you appreciate what they have given you. This is also a form of acknowledgement. Do this to acknowledge and value their work/effort, which results in motivating them to do more for you.

## **Prop Golden Rule Number Three**

Prop golden rule number three is to *handle/hold* something with value.

As I mentioned before, *your* product, resume, brochure, etc; hold it as if it's very valuable.

I was coaching an author, who had a habit of holding his book and dangling it during his presentations, while saying "This is my book." He was saying one thing, but his body motions were saying that his book was not valuable or important. If you're presenting and holding your product, hold it with value, so that your audience (an individual or group), will sense its great value.

## **Prop Golden Rule Number Four**

The fourth golden rule of the prop is how you *reference* to something to portray its value. If you're holding a report, pointing to a computer screen, or a projection on a screen, whatever it may be, maintain that rapport, confidence, and value of your message by making graceful and flowing gestures towards the prop. For example, if you're displaying a key point on a screen, make fluid gestures while saying, "This is how we can help you." This would be recognized as a key point, because your gestures will create a sense of importance for that particular message. If you're conversing with an individual and you say "Here's my company information" or "This is my contact information," your motions are also creating more interest and importance about what you're referring to.

These are the golden rules for props. Be aware of how you can use them strategically to add greater value and importance to your product.

The Four Golden Rules of Props:

1. Hand with value.
2. Handle/hold with value.
3. Receive with value.
4. Reference with value.

## **Body Motions for Rapport and Trust**

When you approach and meet someone, have your *palms up and hands open* during the initial part of the conversation. This is a form of body language that says I have nothing to hide, and you can trust me.

## **Unplug and be in the moment**

In the age of cell phones and blue tooth devices, I recommend that you remove your blue tooth earpiece, and put it away before approaching someone and shaking their hand. This action conveys to them, “I’m here in the moment,” “I’m unplugged from the cell phone and focusing on what you have to say to me.”

It’s a simple technique that will enhance the level of the rapport that you desire to create. These same recommendations apply with your cell phone. Have your cell phone out of sight, off or on vibration; it’s not only smart, it’s respectful of others.

## **Be helpful and nice**

A simple gesture that can help during the initial contact, either when meeting someone, or a chance meeting, is to simply *hold the door open for them*. This gesture makes people feel good and important. This simple opportunity is often overlooked by many. If you’re at an elevator, hold the elevator door open for them. You’re creating rapport instantly, even with those you don’t know.

## Chapter 8

# How to Say and Remember a Person's Name for Instant Rapport

You know that anyone's name is *precious and magical*, and because of this it's one of the most crucial points for creating instant rapport. Therefore, it behooves you to learn how to remember people's name. If you are one of those that has trouble with remembering names; you need to *change your mindset* by telling yourself, "*I am going to remember names.*" This will help you *capture* and *be attentive* when a person tells you their name. If you're telling yourself, you can't remember people's names; then you probably won't.

### The Four Key and Magical Elements of a Name

And now, the magical elements of people's *NAMES*.

When a person tells you their name for the first time, whether in person or over the phone, pay attention to *how they say* it. When they say it, listen to how they said it, and repeat it back to them. Do you recall this concept; it's matching and mirroring.

The following five key elements are to help you with *how to repeat names*.

*First* is volume level, are they saying their name loudly or softly? *Second* is tonality, is it high pitched or low pitched? *Third* is speed, are they saying it quickly or slowly? And the *fourth* is the element of remembering someone's name and

saying it; *the real magic*. Since we live in a multicultural world, how you say and pronounce names factors into how well you will connect with others. If they say their name with an accent, then you repeat it with the accent; you may not say it exactly as they did, but your attempt will be greatly appreciated.

I had a woman in one of my seminars recently who said “I know what you mean; I would introduce myself as *Maria*; (with a specific Latin *accent*); however, people would reply *Maria* without the accent.” She would repeat her name two or three times and then finally gave up. She wants to be called in a *specific* way. She was very sensitive about that. Some people may not be as sensitive; they’ll just expect you not to say their name correctly. When you say a person’s name with the proper accent, volume, tone, and speed, you’re communicating with them in a special way; that’s where the real magic happens to create and build lasting rapport.

You are acknowledging and embracing their ethnic background. This creates an instant and powerful connection at a subconscious level; this person is saying my name to me as an old friend or family member would do. This is another tribal type effect experience...you’re part of my *tribe effect*.

What you don’t want to do is repeat the name with an accent and *continue to speak* with the accent. That would raise red flags and affect the rapport. *Only* repeat their *name* with the accent, and stop there. This applies to any ethnic accent, be it Hispanic, Russian, Asian, etc.

To help you remember and say their name correctly, I suggest you repeat their name back to them at least three times. A simple way to repeat it three times is, when you introduce yourself to someone say “Hi, I’m (*your name*) and what is your name?” If the person says her name is *Maria* you can easily repeat back... “*Maria?* (*as a question to get a confirmation you are saying correctly*), they will reply confirming you are saying it correctly or not...”*Maria*” (*this helps you refine the way you say it*)...*Maria*, glad to meet you *Maria*.” That’s an easy and natural way to repeat it and help you remember.

You may be asking yourself, “What if I say their name with the accent, will they think that I’m mocking them, or making fun of their name?” The answer is no. I’ve given many presentations on this topic, and I’ve asked the audience “If someone said your name with an accent and the person repeats your name with your accent, would you feel they are mocking you?” The answer has always been “no.”

It’s important to make eye contact when you’re repeating their name back to them otherwise, you will break the rapport. I covered this earlier. Look at them, say their name, pat them on the arm, and repeat their name 3 times if possible. All of this will help you hear, and remember their name.

If they don’t have an accent, repeat their name back to them with volume level, tonality, and speed in mind. So, if a person says their name softly and slowly “My name is Mary,” don’t repeat it quickly and loudly, because she may sense that you are too different. The tribal effect is not going to happen, because of the sensed difference.

If you shift down to speak softly, then gradually speak louder as rapport develops, they will soon match you by speaking louder as well. This is a great indicator that rapport has been established.

You can also see this occurring in groups, as the rapport is building, the voice levels are matching. Even the gestures and body motions are gradually the same.

### **Names over the phone**

An accent *over the phone* also applies. If someone says their name over the phone, pay attention, and repeat it back to them. If it's a voice mail, listen to their name, pay attention to how they say it, capture it, and leave a message saying their name the same way. When you get them live on the phone, follow the same steps to repeat the name back to them.

I'll provide you with other name memory techniques. Think about the similarities of their name to familiar things or people in your life. For example, "this person reminds me of my neighbor, or they have hair like an old friend." You can create some kind of visual rhyme such as "he's tall and his name is Paul, so I'll use "Tall Paul" as a memory hook. Another example of this, remember my name Mike, as the speaker and trainer at a seminar, holding a *microphone*, or even better, a huge microphone. This idea will easily remind you of my name, because you've made the connection of Mike to microphone.

Another technique to help you *remember names* is to write notes on *their* business card (this applies only if you're at a

business networking event, with nothing else to write notes on). But before you do this, ask for their permission to write on their card, since many individuals, and some cultures, are very sensitive with their business cards. Ask them, “Is it ok if I write some notes on your card?” Otherwise, they don’t know what you’re writing, and it can be misinterpreted as being disrespectful.

Notes that would be helpful to write could be a situation where you meet someone who has a challenging name to pronounce, because it has an accent in it. You can write their name on their card phonetically to remind you to pronounce it with the accent. Or take down any other notes that would help you remember their name. You remember names when you put more conscious effort in that moment.

Surprise and impress them the next time you meet them by saying their name correctly with accent and all. You’ve made them feel important, and special, because you considered *their name as memorable*. This contributes to the lasting rapport that you want.

## Remembering your name

If people can't remember *your name*, you may be saying it too quickly or too softly. You may have to modify the way you say your name, or think of something that will help it become more memorable. A person that I had coached introduced herself by saying, "Hi, my name is Sarah, like Sarah Lee Cookies. I bring sweetness into people's lives!" Imagine how many people would remember that experience as well as her name. She is now using that as part of her branding when she drops cookies off to potential clients. How sweet is that!

Think about how *your name, and you*, can be memorable to your connections. Keep in mind, it's not only about who *you know*, it's also about who *knows you* (and remembers you).

### **Creating Rapport with Their Name:**

First tell yourself you will remember names.  
Program your mind to remember.

1. Repeat the Name
2. Volume Level
3. Tonality or Pitch
4. Speed
5. Accent, if they have an accent

# Part Three

## The Conversation

What to ask and what to pay attention to that will help you build rapport.

*Don't try to first change someone's mind. First change their mood. Create rapport.*

After the contact, you now go into the *conversation*. As you talk with them for about 5 to 10 minutes or longer, you have more opportunity to learn about that person to build rapport.

During the conversation you will have the ability to decode how someone communicates and experiences the world. This experience will build rapport in that moment, or when you follow up and meet again.

Something powerful can happen during the conversation. Let's say that there's resistance to building rapport with someone, because of their preconceived ideas regarding the way you look, your age, clothing, etc. You have the opportunity, and potential, to change this.

During the conversation you have the opportunity to create a positive rapport connection, so that at the end of the conversation they say, "I didn't think I was going to get along with this person, but now I really like this person." The conversation can help you build, improve, and maintain rapport.

How much information you get and how strong the rapport develops, depends on how much time you have together. The five power questions will also help you to be a great conversationalist. You will be asking insightful questions of interest. The questions will make them feel that you care and are interested in knowing them.

This section applies to business, networking, job interviews, and relationships.

# CHAPTER 9

## Words and Body Motion

We talked a little bit about the *body motion*. The *VAK*; the Visual, Auditory, Kinesthetic are all important to identify. One other thing to add is if you sense someone as visual, auditory, or kinesthetic, it doesn't mean that they're not sensing a combination. We sense and use each one; however, one will be dominant and natural. Visual talk may not be the only communication style you'll use during a conversation with someone, but it might be *their prime* method of processing information to understand and make decisions, so it should dominate when you converse.

Even in learning, if someone is visual they may prefer to learn by seeing something on a DVD. If someone's *auditory*, they may want to listen to a CD or audio file. If someone is *kinesthetic*, they usually want to hold the pages and read a book. In communication, pay attention to that. If someone's *visual*, then show them pictures or talk to them in visual terms. If they are auditory, talk to them using auditory words. If someone's kinesthetic, actually have them hold your brochure, or give them your business card so they hold something, as you use your kinesthetic words. They may use and process auditory and kinesthetic words, however this may be minimal compared to the use of their dominating method.

As for myself, I'm very auditory, and visual is right below that. I prefer to *hear*, but I still want to *see* some things. I prefer to initially process information *auditory*. As an example, when I'm learning or working on something new, I get easily

distracted by sounds, so I need to turn off any music or sounds to focus.

A visual person will get easily distracted by images, so they may have to close the blinds, or cover their windows, in order to maintain focus.

Understanding your communication preference is very helpful. It will give you a reference point, so that you're aware of what you need to do to connect with other styles. There's that old saying, "It's more important to be interested instead of interesting."

**Keys to help you identify if a person is Visual, Auditory, or Kinesthetic by their language:**

1. Visuals will use visual words like “Picture this, beautiful, picturesque.”
2. Auditory people will use sound based words like “It makes sense and sounds good to me.”
3. Kinesthetic individuals will use feeling type words like “Solid idea, feels right, and the warmth of the room.”

**Keys to help you identify if a person is Visual, Auditory, or Kinesthetic by their walk:**

1. Visuals walk fast, and in extreme cases they lean forward and walk on the balls of their feet.
2. Auditory people walk in rhythm, and in extreme cases will walk with a swagger with a side to side motion.
3. Kinesthetic individuals walk slowly.

**Keys to help you identify if a person is Visual, Auditory, or Kinesthetic by their gestures:**

1. A visual person will make pictures with their hands in synchronization with what they are talking about or explaining.
2. Auditory people will use very little hand gestures, however when they do, it is simple rhythmic hand motions similar to a timing device keeping the beat or rhythm.
3. Kinesthetic individuals will make motions with their hands that are based on how they feel, or they will rub their face or hands, or touch or pat their arms.

**Keys to help you identify if a person is Visual, Auditory, or Kinesthetic by the way they talk:**

1. Visuals talk fast as compared to auditory and kinesthetic people.
2. Auditory people will talk monotone or with rhythm.
3. Kinesthetic individuals typically talk very slow.

## **Rapport Tip When Talking with Someone:**

*Match voice/talking rate.*

If you talk fast, slow down your rate of speech when talking to a slower kinesthetic talker. Be patient.

And, if you talk slow learn to speed up when needed.

*Matching and mirroring includes the voice.*

*Harmonize with others to create a connection.*

## Your Language Preference

Consider the following descriptions of a house. Imagine for a moment that you are in the market to buy a house. Which of these houses interests you most?

*House 1 is beautiful. As you look around the outside of the house you will see that care has been taken to ensure year-round color. The landscape has brilliant hues and contrast wherever you look, and it has a bright open layout. You will see this as a home with a welcome glow all about.*

*House 2 is in a quiet area away from the noise of the city. Its interior is unique and subtle in its own way. You can quickly tell it has been well maintained like a fine-tuned instrument, and the grounds with added specials speak for themselves. It has the features that most people ask for, and you are told that the builder is well known and highly talked about for their quality.*

*House 3 is well constructed. Its warmth is conveyed through the many unique touches added to it by the previous owners. It has room to make you feel restful. It has a garden area to let you get your hands dirty, and space for just strolling around and enjoying the sense of country living. It is well built for comfort. This is a house that will grow on you quickly.*

**If you prefer house #1 you have a visual preference.**

**If you prefer house #2 you have an auditory preference.**

**If you prefer house #3 you have a kinesthetic preference.**

## Sample of VAK words

### Visual

Appear	Perspective	Horizon	Landscape
Clear	Focus	Reflection	Color
Viewpoint	Lighting	Dawn	Movie
Picture	Look	Disappear	See
Fade	Pale	Decorative	Pretty
Hue	Bright	Light	Visual
Invisible	Opaque	Reveal	Enlighten
Dazzle	Beauty	Shade	Transparent

### Auditory

Talk	Repeat	Hear	Say
Story	Dialogue	Deny	Dispute
Lecture	Loud	Argue	Cry
Word	Sound	Chatter	Whisper
Giggle	Belch	Rhythm	Shriek
Whimper	Criticize	Warble	Music
Call	Moan	Laugh	Thunder

### Kinesthetic

Feel	Balance	Hard	Grasp
Take	Shocking	Tranquility	Lift
Excitement	Overtun	Dull	Openness
Attack	Assertive	March	Sleep
Collect	Float	Tremble	Soften
Love	Flutter	Replace	Tough
Work	Energize	Powerful	Transfer

## Motions to Avoid

Some additional things you want to be aware of during a conversation. As you're standing in front of someone, or sitting in front of someone, there are some things you *don't* want to do with body motion. You don't want to rock. If you're talking to someone, building that rapport, and suddenly start rocking side to side with your feet, that person will get a sense that "This person rocking is not stable." You want to avoid rocking. If *they are* rocking, then *you can* rock with them, (*match and mirror*); but if they're not, stand as they are.

Same thing applies sitting down in front of someone. If your chair rocks, don't rock back and forth or side to side, because it creates that subconscious feeling that this person moving and rocking isn't stable. So be firm and plant your feet while sitting down, and if possible sit the same way they do. If they are sitting down with their hands on the table, sit down with your hands on the table. You start to create rapport, and become in harmony with them.

If you're speaking to someone, or presenting to a group, avoid leaning on a table, chair, or podium, because it's taking away from *your presence*. It's inferring that you are tired, without energy, so you need to lean on something for support.

## Space and Presence

The best way to stand is with your feet shoulder width apart; this creates more *presence* and more *confidence*, as a result others will become more relaxed and confident around you. Avoid placing your feet together, and/or crossing your arms. These two things will *minimize* you. Women do this more than men. Women will tend to cross their legs when they're standing, if they have the habit of crossing their legs when they sit.

Your stance is also signaling a message. Be sure it's a message of confidence and energy.

## Motions & Gestures

It's good to match and mirror (reflect back) their *gestures*. The gestures you want to be conscious of are quick, jerking gestures. Slow down your motions, because quick, jerking motions put people on alert, or wonder "What's going to happen next?" Slow down your motions even if you're just pulling things out of pockets, briefcases, or purses, or if you're placing items on a table. When you slow down, you are showing grace and confidence causing the other person to feel more relaxed around you, and the rapport is maintained.

Many people think "if I'm multi-tasking by typing on the keyboard, talking on the phone, and moving things around all at the same time, people will be impressed with me." Experts say that someone who is making these quick jerking motions, trying to multi-task, is giving the impression of being on the edge of losing control. When you think about people in power, presidents of companies, and presidents of countries, they all

have a lot to do, however they'll walk in front of a group as if they have all the time in the world. They appear in control by making flowing gestures. They avoid nervous movements, quick motions or gestures, and maintain admirable composure to make their statement. You want to do the same.

### **Signal of distress to avoid**

Something else about *body motion*; be aware of *rubbing your face*. Some people do this when they're in thought, but it gives the feeling of "This person is in distress." If you have that habit, be aware that it's giving a mixed message. Avoid rubbing your face, maintain eye contact, smile, and use graceful flowing gestures. You want to use motions that will make others feel relaxed around you.

### **Find things in common**

A little more about the *tribal effect*. As you're having a conversation with someone, a key thing that you want to do is to find something in *common*. It could be sports, college, kids, or a hobby. When you find something in common, the rapport will deepen, because the rapport is already building from the body language, the handshake, and everything else you've done up to this point. It also strengthens the sense of others that "You are a lot like me." During the conversation, ask questions, be curious about their interests, and hobbies.

## CHAPTER 10

# Dangerous Words

I will now cover more *dangerous words*. I've already spoken about a few dangerous words and their affects on the mindset. They are *Hope, Don't, and Try*. I've covered how your internal dialogue impacts your energy, confidence, and reality. The other element to these dangerous words is the negative impact they can have in your conversations.

The words you use have the potential to make you lots of money, or they can destroy your message. At a subconscious level, your clients will be impacted by the words you use. Words have the power to create a positive and confident train of thought. Most words create a picture in your mind. That picture, in turn, will create a thought. And finally, that thought will create an emotion...a positive or negative emotion. Consider the positive outcome that you want, then choose your words wisely.

Certain words impact rapport, because words can either create a congruent message or a mixed message.

You want to express a message that creates understanding, confidence, and trust in you.

## Hope

*Hope* is talking in doubt. It is actually talking in expectation. You are expecting the event to go wrong, have problems, or you're *hoping* it goes well. When you expect something to go wrong, you communicate and move in doubt. "I *hope* to hear from you soon" or "I *hope* we do business together" or "I *hope* you like what you hear." Your body language and words will reflect doubt, as well as the word hope. Remove the word hope and replace it with a positive outcome. Replace "I hope to hear from you" or "I hope you like what you hear." with "I *know* you are going to love this information" or "I'm looking forward to hearing from you." Use positive words to maintain rapport, understanding, and confidence in your message.

## Don't

The same thing with *don't*. I've already talked about how telling yourself, "I *don't* want to mess up," results with you thinking about messing up. It creates a train of thought that affects the way you feel, nervousness, or feelings of concern. When you're speaking with someone, be aware of how that particular word can also create negative trains of thought, and feelings, when used incorrectly.

Remove don't and replace with your positive outcome. Instead of saying, "I apologize for what happened, but *don't worry*," instead say, "I apologize for what happened, I want you to *feel confident* that from this point on we're going to take care of you." Replace *don't worry* with what you *want them to feel*. If you want them to feel confident use those words.

## Try

Be cautious with the word *try*. “I’m going to *try* to get back to you tomorrow” or “Let’s *try* to get together for coffee.” Those statements imply you are going to attempt, but you are not really going to do it. To maintain rapport and trust, use words to convey congruent messages. *Try* weakens the confidence in your message, and breaks the rapport.

You might have experienced the reverse when you told someone “Let’s get together for lunch tomorrow,” and they responded “I’m going to *try* to be there.” You understood it as “I may not show up.” People reveal in their language how they feel, and what their level of commitment is.

To maintain rapport during a conversation, use words that will create a positive impact. Certain words have the potential to influence emotions at a subconscious level.

## Should

The reason *should* is dangerous is because many people have a negative reaction when someone says “Hey, you *should* do this.” The negative reaction stems from feelings during childhood. The negative feeling can result from always being told what to do by your parents, “You *should* eat your vegetables; you *should* be doing your homework.” It also creates a sense of, “You don’t have a choice.” Instead, say something like “Here’s the information, what do you think about it?” Or “What do you think has to be done about it?” Give them a choice so they feel a sense of being in control, you’ll find that they’ll be more open to hear your message. There is an exception however. You can say *should* when the

person uses *should* in the conversation. Example, “I think I *should* do this.” Now *you* can *repeat* the word and maintain rapport. Your response can be “You’re right, you *should* do this now.” So be cautious with *should*, and use it strategically.

## **But**

The word *but* can break rapport instantly and create conflict. The word *but* actually negates everything before it. So if I say “It’s a great day outside, *but* there are a few clouds,” the great day is deleted, and *there are just a few clouds* is only remembered. “You’re a great person, *but* have you thought about doing this?” “Your company is great, and you have a great product, *but* we’re going to shop around.” So you are going to create resistance and conflict here when you use the word *but* in this manner. What you want to do is replace the word *but* with *and*. “It’s a great day outside, *and* there are a few clouds.” So it’s not creating a conflict and it’s not negating any words. Rather it’s acknowledging the clouds, and it’s a great day outside. “You have a great product and service, *and* we’re going to shop around” or “You are a great employee, or a great person working on our team, *and* let’s start working on your people skills.”

In sales or leadership you want to be able to use the words strategically, so that it will empower and inspire people.

## **Just**

The word *just* will *minimize* the importance of something. You’re having a conversation with someone and you say, “Yes, I’m *just* a sales rep,” you are taking away the importance of yourself. Or, if you say “I’m *just* the manager” or “I’m *just* in this industry,” you are taking away the importance of what

you are doing, or what you're talking about. You're minimizing its value. The person, at a subconscious level, will pick up a sense that what you have to say is not valuable. Be cautious and remove the word *just*, unless you need to minimize something that is time related. As in, "I'm *just* going to drop off some forms and I'll only be there for 2 minutes."

## Think & Believe

You also have to be cautious with *think* and *believe* in conversations. The reason the words *think* and *believe* are dangerous, or weak, is because both are *your own thoughts*, they are *not concrete*. You are only thinking it or believing it, it's your own opinion. "I *think* you're going to like this" or "I *believe* this is good for you." When you are using those words, you are talking in doubt. "I *think* you're going to like this, I *believe* it." Remove it and say "Here is the information, this is great information for you" or "This is going to help you." Not "I *believe* this is going to help you." Be aware that those words create a mixed message and will affect rapport.

## If

The final dangerous word is *If*. Statements like; "If you do it this way" or "If you buy it from me" or "If you hire me" or "If you do this" all imply they *may not do it*. They're not going to buy, or they are not going to hire you. It creates a negative train of thought, so remove the word *if* and replace it with a powerful word, (I'll explain the word in the following chapter).

One exception to using the word *if*. You can use the word *if* in a positive way when you create a condition. The word that creates a condition is *then*. The condition sequence is "If...then". An example is "if you want great results in your business, *then* our service is perfect for you." Or, if those are

the results you want, *then* I'm the person for you. This sequence creates a condition of positive result.

## CHAPTER 11

# Powerful Words

I'm going to cover three powerful words that have a positive influence in conversations.

The first power word is *When*. I explained how you want to avoid *if*, and only use it with a condition by including *then*. You can also replace the dangerous word *if* with *when*. So, not “If you buy from me,” it should be “*When* you buy from me” or “*When* you use this service” or “*When* you sign up this is what’s going to happen.” The word *when* does two things; one it implies they will take action, and it also implies the results they will get. Say it confidently.

### Because

Another powerful word is *Because*. There were some interesting studies done with the word *because*. There was a test done many years ago with a group of people at a college campus. This was back when copy machines were frequently used instead of computers and printers. Students would line up to make copies. They had a person who walked up to those in the line and said “I need to make some copies, can I take cuts?” About 70% said no. They tested with both males and females all attempting to take cuts. Then they started changing the request and instead had them say “Can I take cuts, *because* I need to make copies.” Simply using the word *because*, 90 to 94% of the people said yes! So the word *because* was very effective in this case, but they’re not sure why. The response that we have to this word is fascinating. Some experts speculate it could be from childhood. Your parents probably

said, “You need to do that *because I said so*” or “You have to do this *because I’m the mom*,” so our subconscious mind creates the response to comply.

When you talk with someone, think about how you can strategically use this word. Here are a few examples, “I want you to do this, *because* it’s the right thing to do” or “I want to meet with you, *because* when I present this information in person, you’ll be able to review it, and find out how it’s going to help you.” You create rapport by the confidence in the message. Think about what you’ll be doing, and how you can use the word *because*. It will help you in conversations, meetings, and presentations.

## **Now**

The last powerful word is *Now*. The word *now* creates a sense of *in the moment*. There’s also something in regards to the rapport when you’re in a conversation. When you’re meeting someone for the first time, you’re in that contact mode in the conversation, so be in the moment. Be in the *now*. When you’re having a conversation with someone, what will help bring that moment to the now is you simply say “*now*.” “*Now*, let me explain to you something” or “*Now*, let me cover 3 key points on how I can help you.” Just adding that word *now* creates a focus and awareness in that moment and that will maintain the rapport and the connections.

## CHAPTER 12

# Voice Patterns of Influence

I mentioned that your *voice* is a musical instrument. It can create emotions, build the rapport, and create confidence, or it may not. There are various *voice patterns* and I'm going to cover these three distinct patterns.

I want you to be aware of all three, but one of them specifically. You will learn how and why you should use it strategically in your conversations to maintain that rapport, as well as, build trust and confidence.

Your voice is a musical instrument. The *first* voice pattern is *statement*, *second* is *question*, and *third* is *authority*.

A voice pattern of *statement* is almost monotone. It's a voice pattern that does not change much. It does not go faster, or change pitch.

The voice pattern of *question* is when your voice goes up at the end of your sentence; it goes higher in pitch. People will use the voice pattern of *question* when they are not sure about something, or when there's a conflict. Sometimes in a conflict their voice will shift to almost that of asking a question, as in "Leave me alone?" with their voice going up at the end with the word "alone." People will do this because they're not sure what to say.

During a conversation if you say a statement, but turn it into a question, it will cause a sense of confusion to the listener. If you say “You’re going to love this?” or “This is great stuff?” in a question tone, it will create a mixed message, and it breaks rapport. When used incorrectly it can cause someone to think, “What’s going on?” or “I don’t understand.” It will weaken the confidence in your message.

*Voice pattern authority*...this is the voice pattern that newscasters have; slow with a lower bass tone, in both men and women. You can shift into this voice pattern when you want to create a message of importance. This is a voice pattern we’ve all grown up with and recognize when we hear it. When our parents would talk to us, they would add a certain bass to their voice, or yell with a certain bass to it. And we would know it to be of importance.

If you want to say something of importance, *say it with authority*. Slow down your voice speed, and add a lower sound to it, and a little bass. The statement can be “I want you to *feel confident* that I’m the right person to help you.” Say *feel confident* with an authority voice pattern.

In this statement “I want you to *feel confident* that I’m the right person to help you,” the subconscious mind picks up *feel confident* because your voice shifted. This applies to men and women; it’s not a matter of talking louder, just adding more bass, and relaxing the vocal cords. Say it firmly with a strong bass voice pattern, and it will be sensed at people’s subconscious levels.

In infancy and early childhood we couldn't understand words, so we just picked up voice patterns and motions. People are wired to pick up a lot of the non-verbal subconscious communication naturally.

During a presentation, when you speak to someone and are building the rapport, be aware of what you can do or say to convey the *importance* of it. Relax your voice and shift it, so that the person is going through this musical sensation of your voice, message, and story.

You may recall watching Oprah. She would talk about something very casual or funny, and then shift into a voice pattern of authority right before a commercial. She would face the camera and say something like "And after this commercial we're going to talk about an important subject for women."

Use the voice pattern of authority strategically to create rapport and confidence in your message. If you're speaking in a *statement* voice pattern that is monotone, people will not pick up important messages.

To summarize: talk with statements; make them short; use your voice as a musical instrument; talk in a question pattern when it is a question; and use the voice of authority when you want it understood as very important and to make an impact with your voice alone.

## CHAPTER 13

# Power questions that reveal a person's communication style

We'll be going through five key *powerful questions* that will help you profoundly understand a person. You will decode how a person processes information or makes decision.

As you begin to understand the importance and value of the questions, you will understand the meaning behind the questions. You'll start to pick up words and language patterns. You'll learn how to communicate with people so they understand you more readily, because you're speaking their *communication style* language. And of course, this builds rapport, trust, and confidence in you.

Remember the *value and importance of*: visual, auditory, or kinesthetic words; dangerous words; and powerful words, as you learn about these questions.

The five power questions will help you in two ways. The *first* way is to gain great insight and understanding about someone during a conversation. Simply by asking these questions you build rapport, because you're paying attention and interested in what the other person is saying to you. The *second* way is asking the questions to help you present information that will be compelling to them in a manner that they'll understand, value, and regard as important to them. The questions will also help you set up follow-up meetings, and converse during those

**Connect with Anyone in 90 Seconds or Less!**

meetings. You will learn a lot more about this in *Part Four*; the *Follow up* section.

## **The art of understanding, and discovering someone's communication style**

1. Discover if they are VAK
2. Power Questions

**Discovering someone's communication style will help you with:**

- Business
- Sales
- Job interviews
- Leadership
- Negotiations
- Relationships

## Communication Style

### Power question number 1

#### Criteria –Values or Qualities

The *first* one is the *Criteria* question. The criteria question helps in discovering someone’s values and emotional motivators, about a specific topic or qualities that they want in something or someone.

The question to ask is “*What’s important to you about...*,” you fill in the blank with what you want to know, and/or the direction you want to go (it may be related to their values or qualities), during your conversation or meeting. You want to delve deeper, since the first answer you get will be general. To obtain deeper core responses you can ask a few more discovery questions like; “tell me more”, “what do you mean?” Or “really, what’s important to you about that?” It’s important you ask with sincere interest and curiosity in your voice. You do not want to ask as if you are interrogating them or prying into their life.

*Values and emotional motivators* are personal core reasons like; control, freedom, happiness, peace of mind.

*Qualities* on the other hand are more technical or featured based. Some qualities (or features) would be; number of rooms in a home, how efficient, easy to use, guarantee, material, etc. If your interaction is with a person to hire or recruit, the qualities may be their people skills, technical skills, how they handle stress, or multitasking.

**I'll show you some examples of how to ask power question number one differently, so that you get qualities, values, or both. In most situations you want to ask both questions.**

One way to begin the discovery is with casual conversation, and just being curious about the person. Again it will depend if you are searching for values, qualities, or both. If it's values- and business-related, you can begin your conversation with, "How did you get started in your business?" They'll start explaining and you can go into the 5 powerful questions. The first one again, is *criteria*. One way to transition into the criteria question, is to state a few obvious values and ask, "What else is important to you about..." This question is in a business conversation and can set the stage for finding important driving values that person has about his business. Or you can ask about other important factors of a person based on what you want to connect with about them, or sell to them.

Set up the transition by first stating two or three obvious important elements. Health for example can begin with "So, you jog five miles a day, wow...I imagine it makes you feel good, you're more alert as you begin your day, and it keeps you fit...I'm curious, is there anything else that's important to you about your health and keeping fit?" In this example, I stated *alert* and *fit* as the two obvious criteria values then asked the question. Their response might be "to feel better." And now you ask a few more times to get the core value or qualities. "*What do you mean by feel better?*"

Their next response may be, "*When I feel better, I'm a better person.*" You can again ask, "*What is it about being a better person that's important to you?*" The core response may be something like, "*I want to be a good role model for my kids and family. And when I feel good I make better decisions, I'm*

*happier, and have energy to accomplish more.*” So now his family and kids are emotional driving values. At this point, you see if you, your product, or service will make his family proud of him.

An example for a business situation can be, “I’m sure generating enough revenue, making an impact with your company, and doing something you enjoy are all important to you in your business.... I’m curious, what else is important to you about your business?” Then let them share what’s important to them. It could be “Well, I like challenges, or to have a successful company so I can spend more time with my family, more freedom.” After they share a value or two, continue to ask and drill down to discover their driving values or qualities. Next you can say “Oh really, tell me some more about that.” And they may reply with “To have my business running efficiently, so that I can spend time with my kids or grandkids, or to travel.” This series of questions helps you find out what truly is driving them. In essence, find out their *criteria*, their *ultimate motivation*, and their *core values*.

Another example related to a job interview or promotion would be, “So, you’re looking for someone that understands specific software, works well in teams, and likes challenges; is there anything else that’s important to you about the person you hire or promote into the position?” Again, start with two or three things that you know are important, and then ask for more. If they say “No that’s all,” now you can ask them to tell you more about one or two of those things. It can be as easy as saying “Okay, can you tell me a little more about wanting someone that likes challenges?” or “What types of challenges, and what’s important to you about that?”

You can now share your background information and skills, and how it satisfies their specific criteria. If they specified wanting someone that can handle challenges as important, because they need someone who remains calm under pressure when making tough decisions; you continue your conversation to include situations when you were calm under pressure. “In my previous position I enjoyed challenges and the excitement about the positive results.” The key is to get to the core criteria so you can correctly respond to that, and create a strong sense of emotional and personal results.

A final example to consider when recruiting someone into your company or business is the following. *You* begin the *criteria discovery* by asking a more direct question. The question can begin with “If we have the perfect business for you, what’s important to you about the business or opportunity?” Next, you listen and ask them, “Tell me more” or “Is there anything else?”

## **What to do with criteria**

Knowing someone’s criteria is valuable, because you can communicate your information to them in a more powerful personal way so they understand your value to them.

People in general love to talk about themselves. You are asking questions other people usually don’t ask. Most people will just present and talk about what they have to offer, and not be interested enough to ask questions about the person. It’s more important to really understand who you’re talking to, what drives them, and *what’s important to them* about what they’re doing.

NLP revealed in therapy that clients would give general superficial responses. General surface answers like “I want to quit smoking because I’m tired of coughing” is not the true reason. So, they would ask a few more probing questions. “What’s important to you about not coughing, tell me more.” And as they asked deeper questions they discovered the real motivational factors.

For a smoker, the core criteria reason may be to spend time with their grandchildren. So, the real motivator is to be alive to enjoy time with their grandchildren.

Now with that crucial information, the therapist has the ability to help them make the change by including the core value reason for them to stop smoking.

If you discovered during a conversation (smoking, health, or life in general) that their grandchildren are very important to them, you can now add to the conversation how you can help them spend more time with their grandchildren, and enjoy life. You have to be sincere, ethical, and have good intentions in mind otherwise people will sense that you are just trying to sell.

If your product, service, or opportunity can help someone that has a core value of spending more time with their grandchildren, you can now communicate that to them during the conversation. It can be as easy and simple as, “I want to show you how our product/service/opportunity can help you enjoy more time with your grandchildren.” If it’s Real Estate that you’re selling, you can say “what do you think about this home for yourselves and your grandchildren?” If it’s

insurance, you can say “would you like to include your grandchildren in your policy?” When you create a connection with your product/service, and their values or qualities, you have the person’s attention, interest to learn more, and ultimately, have them take action.

Asking power questions takes practice and discipline. Most people will jump into presenting their solution without knowing the core values. And some will only ask the *qualities* criteria question. The more frequently you ask these questions the more natural it will be for you.

**Some examples of how to ask so you get qualities or values:**

## **Criteria**

**You can ask a criteria question that gives a qualities response or an emotional motivation response for *Real Estate*.**

**For example:**

1. “What’s important to you about the home you want to buy?” will elicit a *qualities* (features and benefits) response like; number of rooms, schools, location, square footage, etc.
2. An *emotional criteria* question to ask is, “what’s important to you about buying a home now?”

The difference is between “the home” and “what’s important to you about buying a home now?”

## Criteria

**You can ask a criteria question that gives a qualities response or an emotional motivation response about *a Home-Based Business*.**

**For example:**

1. “What’s important to you about a home-based business?” will elicit *qualities* (feature and benefits) responses like; good product, good income potential, support, etc.
2. An *emotional criteria* question to ask is, “what’s important to you about being an entrepreneur?”

The difference is between “a home-based business” and “what’s important to you about being an entrepreneur?”

## Criteria

**You can ask a criteria question that gives a qualities response or an emotional motivation response for *Insurance*.**

**For example:**

1. “What’s important to you about the insurance you want to purchase?” will elicit *qualities* (features and benefits) responses like; proper coverage, affordable, etc.
2. An *emotional criteria* question to ask is, “what’s important to you about insuring your family now?”

The difference is between “buying insurance” and “what’s important to you about insuring your family now?”

## Criteria

**You can ask a criteria question that gives a qualities response or an emotional motivation response for *leadership*.**

**For example:**

1. “What’s important to you about this project?” will elicit *qualities* responses like; accomplish on time, work well as a team, etc.
2. An *emotional criteria* question to ask is, “what’s important to you about working on this project?”

The difference is between “about this project” and “what’s important to you about working on this project?”

## Self awareness exercise:

Discover your personal criteria as if you were going to buy, hire, or invest from someone like you:

This exercise will help you discover your own criteria. The answer will reveal how you filter, and influence your criteria in the conversation. For example, if you feel negotiation skills are very important, you'll say that in your sales presentation or during the conversation. But the listener may have filters up, and not pay attention to negotiation skills, because that's not important to them. Your conversation will be lost, and the rapport does not develop, because the person is interested in other values related to their own personal situation.

Here's an example for that situation: If you're a Real Estate Professional looking to hire another Real Estate Professional to sell your investment property, how would you answer the criteria question? "What's important to you about the real estate professionals you would hire to sell your home/investment?" How would you answer? Your criteria answer will reveal what's important to you, and you will naturally focus and present your criteria during the conversation. Don't assume that their criteria are the same as yours.

An example response to the question might be, "Negotiation skills are important (as I suggested earlier)." Then you ask a few more questions to get to the core. You might ask, "Negotiation skills...tell me more, what's important to you about that?" The ultimate core answer might be "*peace of mind.*" "Good negotiation skills will give you *peace of mind* that you'll get the best price for your real estate."

The real estate professional would highlight how his or her negotiation skills will help them sell or buy. And as I've mentioned, it may not be important to the person you are conversing with about stating your negotiation skills; it may not connect with them, and they may not acknowledge the value.

Other examples are for a job interview, buying a specific product, or signing up to be part of a direct marketing company. If someone asked you "What's important to you when you buy a product like ours?" or "Hire a person like me?" or "Sign up with a company like ours?" The way you respond would reflect your criteria and what you would typically express. But it may be in conflict with their criteria and you break rapport.

This exercise will give you a great awareness and self discovery that will instantly help you.

## Power Question 2

### Direction

#### Towards or Away

The second power question after you identified their criteria is, “*What will having criteria/value do for you?*”

This will reveal if a person is motivated by going *towards* an outcome...like to accomplish something, going towards a goal, to achieve, attain, and create solutions.

Or *away*; which is to avoid pain. Motivated to get away, evade, and avoid pain.

After you ask question one “*Criteria*,” their emotional motivation answer will reveal what’s ultimately important to them. It could be freedom, more time with their family, etc. If the answer was more time with family for example, you can then ask the *towards/away* motivation question...“Oh really, more time with your family? I’m curious, ***what will having more time with your family do for you?***”

The answer will reveal a *towards* or *away* motivation. It’s also called *positive liberty (towards)* or *negative liberty (away from)*. Some people say “Well, having more freedom or more time with my family will mean that I won’t have time to worry about work or debt” or “I won’t have to worry about what’s going to happen next week.” They are revealing “*away from*.” They are motivated by *avoidance* of pain.

The opposite is “*towards*.” They may say “Having more time with my family means having vacations and enjoying life, traveling and relaxing.” They are talking about things they are going to do, not things they want to avoid. These are motivating factors for them. This is the way they make decisions, and what will actually motivate them to take action.

Now with that information in mind, you can talk to them in that way that they’ll perceive as “you really listen to me and understand me.” If you tell somebody that is *towards motivation*, “Here’s something I have to offer. ....it will help you *avoid* debt or it will help you *avoid* frustration.” The person will think it’s just a sales pitch and break the rapport, because they are motivated by going *towards*.

If a person is talking about what they want to achieve and accomplish, they are a *towards motivated person* and you need to make sure your conversation includes how you can help them *achieve more* of what they want (*towards*).

It’s important to have awareness of *your towards/away motivation* as well. Your motivation influences how you will talk with others. If you are a *towards* person, you will most likely talk, and present solutions or information, based on *towards* outcomes and motivation. The opposite also applies. If you are an *away from* motivated person, you will express how you can help them to avoid specific pain.

In many situations you will not have to ask the questions. Since you know what to listen for now, you will hear *towards* and *away* motivation expressed during a conversation. People

will naturally reveal things that they want to avoid, or things they want to accomplish as they talk.

Think about you having to discipline a child, would you have a tendency to say, “Do your homework, because if you don’t do your homework you’re not going to watch TV.” That’s an *away-from* strategy. Versus, “Do your homework, once you’ve done your homework you’ll get to watch TV.” That’s a *towards* strategy. If it’s your child, or whomever you are talking with, be aware that you may need to change your motivation strategy to match theirs. It’s the same outcome as when using different words.

This applies to business as well - motivating employees, sales, negotiations, job interviews, or presentations. If you use the opposite motivation, (*towards* with an *away* person, or *away* with a *towards* person) they will feel that you’re trying to manipulate them. Choose your words properly, so they hear *your* message, and take appropriate action.

## **Self awareness exercise:**

Are you *towards* or *away* motivated?

Ask yourself the same question after you discover your criteria and note your answer.

## Power Question 3

### Reason

#### Big picture /Bottom line /Options or Procedures

Power question 3, is a question you can easily ask in a conversation. The question is based on the word *Why*? When you ask, “*Why* did you get into this business?” Their answer will reveal that they are; *big picture*, *bottom line*, *options*, or an *opposites-type* person, which is *procedural* and *detail oriented*.

The two extremes are a person that wants all of the *details* or a *procedure* versus a person that just wants the *bottom line*, *big picture*, or *options*. There are also variations of these.

When you ask that question again, “why did you get into the business you’re in?” and they reply with a story, or in *step procedure*, such as, “Well, *first* I researched the industry, *second* I talked to a few people in the industry, *then* I went to an event and got connected with a person that told me about this opportunity, and it’s been great.” This example was a series of *steps*, an actual story line. They process and explain information as a *step-by-step* procedure. Be aware of this, because you will then need to present to that person in steps or procedures.

The opposite response would be, “I got into this industry because it was a great opportunity; I just saw this as something that was booming.” In this example they *didn’t* go into steps and procedures; they just told you the *big picture*, the final reason, and outcome. Or an *options* response might be “it allows me to create my own destiny.” If you’re having a conversation with someone who talks about the *big picture*,

*bottom line, or options*, but you start telling them as *step-by-step* procedure, they're going to say "Just get to the bottom line." You'll break the rapport. You need to talk with that person about *big picture, the bottom line, or options* solutions. A *bottom line/big picture phrase* during your conversation would be "The bottom line is my program can help you connect with other people and quickly build your business."

Keep in mind *options* as well. An *option* response would be "It gives me the opportunity to do more traveling or relaxing." Now you can reply how you and/or your product or service will satisfy, and accomplish the importance of having the option to travel or relax.

The same thing with the *procedure* person; if you have the tendency to present in a *big picture* outcome to a detailed *procedure* person you will break rapport. You'll need to shift your language so that you are in alignment with them. Go into their model of the world. Explain and talk with them how they need to hear it. In essence, talk their language.

So when talking to someone who is *detail-oriented*, you need to start off with steps. "*First* let's sit down and talk, *second* let's do this, *third* this, and then these are the steps you need to take to really get a good understanding of what I do." Or "*First* visit my website, or *first* look at this." Once they have some steps to go through, they have a sense of satisfaction that they know what to do, and know what they're going to experience. They have a sense that you're communicating with them in the way that they need to hear the message.

## Self awareness exercise:

**“*Why* did you get into this business?” someone asks you.**

Your answer will reveal if you are *bottom line/big picture/options*, or *procedural*. This exercise will give you awareness as to what your natural communication style is when you respond to these types of questions.

## Power Question 4

### Sameness or Differences

Next we are going to go into how people see things. Do they see things as the *same*, or as *different*?

Before I ask you this question, look at the three coins below. As you look at them, think about what the relationship is between the three coins. What pops into your mind? Let your mind flow, and write it out as you think about the relationship between these three coins.



Alright, you have a mental note now, and/or you wrote down the relationship.

When you ask, “What’s the *relationship* between these three coins?” there are two extreme answers. One is “What’s the *sameness* about them?” For example, they are all quarters, they are all the same denominations, and they are all heads-up; whatever it is, they are all the *same*. The other extreme is everything is *different*. Answers like “These coins are all different; they are close together, with those a little farther apart, and this coin is at an angle.” If you see everything that’s *different*, then that’s your tendency as to how you explain something, and what you notice.

Now the question was what is the *relationship* between? The key word is *relationship*, *not compare or what’s the difference*. It’s important to use the word *relationship* or *relate*. Why? Because if you *compare*, you will have an *outcome based on the differences*.

Another conversational way to get a *sameness* or *difference* response is by asking “*How’s* business this year?” The word *how* will make a comparison or relationship. They may say “Yes, everything’s the same” or “Everything’s so different” or “So many things have changed”. They will express what’s *different* or the *same*. So during a conversation you can easily ask “*How’s* business?” or “*How* are things going?” or “*How’s* business as it relates to last year?” Listen to the answer. And if they reply with, “Oh, it’s completely different” or “Oh, it’s the same” now you know whether there’s a tendency for them to notice things that are *different*, or the *same*.

You need to know your own style as well, or your own method of processing information. If *you* notice sameness, and you're talking to someone about how your company, or service, is the same as other major companies, but they primarily notice differences, there will be a conflict. They are going to say "No, this is not the same, there are some differences." Or, they won't say anything but think you're trying to sell them on your idea, and this will also break the rapport. Once you identify your style, you need to have flexibility with other's styles, so that you maintain rapport during a conversation. They will then hear your message, process the information, and then take action.

There are also variations. You could say, "There are three coins, they are all heads up, one of them is at an angle, and one of them is a little farther out." In this response, there is first some *sameness*, followed with some *difference*. There could also be *extremes* or *variations*.

Another method to quickly identify with someone that sees differences is to notice if they are someone that collects things. If someone has a collection; doll houses, bird houses, figurines, etc., they see what is *different* with each individual item. *They notice the differences*. If someone says "Well, they all look like doll houses to me" or "They all are pretty much the same," they notice *sameness*.

If you walk into someone's office and they have a collection of something, you now know they will probably notice *differences*. I suggest you still ask and test to confirm this. If you find that they are a *differences* person, then you want to present some *differences* during the conversation so that they are able to make a quick and easy decision.

And, it can be as easy as saying this is what's different about us. And in regards to relationships, if your spouse, mate, or co-worker is a *differences* type person that has a collection, but you are *sameness*, now you can understand, and appreciate, that they are not crazy. They simply *notice differences* and like to collect. On the other hand, if you have a collection and others don't seem to appreciate it as you do; now you know why.

Now combine you're *sameness* or *difference* expertise along with having good body language, using proper voice patterns and proper words. You have the power to create a strong connection, a strong sense of confidence, and amazing rapport that will continue to grow.

## **Self awareness exercise:**

What did you list or notice with the three coins? This will reveal your natural filter of *what you notice* and how you communicate.

## Power Question 5

### Process

The last power question is about a person's personal *process*. Even though I asked you in power question 3, what reveals options or procedures, this specific question answers a *process* someone would go through even if they are not a *procedural* oriented person.

This is a *how* question. “How do you do something?” creates a *procedure response*. I know I just covered the power question to identify if someone is *big picture/options* or *procedural*, however, even if someone is *big picture/options* they will still have specific processes to making certain decisions. The question is simply “What is your process or procedure?” or “How do you make the decision to buy/hire, etc.”

The question is “*What's the procedure* you go through to make a confident decision about...purchasing a product like mine, or investing in a service like ours.”

So go ahead and ask “How do you go about hiring someone or buying products like mine?” Let them explain, listen, and take note for future use. They will either say something like, “Well, I like to *look* at some information, then I *review with some key advisors*, and then *talk* with at least two more potentials before I make a commitment.” Now you know that they *look*, *review*, and *talk* before they can make a decision. They have to visually see something (your information), they need to speak with others (in this example, advisors), then speak with two other candidates. They go through a specific *procedure* that you need to be aware of in order for you to satisfy them. This

will allow them to feel confident about what you have to offer, and happy with their decision to do business with you. In other words, you need to then replicate their procedure.

In this example, show them something (your information, resume, website, etc.), then arrange a conversation with a specialist or advisor. Now you either be patient, because you know that they will need to meet with two other candidates, *or* you show them two other competitor's information. Keep in mind they need to go through a procedure to feel confident about their decision. Pay attention, then repeat it back to them, and then use the language that I talked about. It will help to maintain the rapport, the confidence, and the trust so they're inspired to take action.

This power question also applies in job interviews and promotions. If you are in a job interview, it's alright to ask, "What is your hiring process?" if they answer "The person has to come back for two more interviews," you can now focus your conversation on coming back for the next two interviews.

## **Self awareness:**

Ask yourself, “What is the process that I go through, when I’m making a decision that I would want others to replicate.”

Asking yourself all five power questions for self awareness, gives you a good understanding of yourself as well as the power of the questions. So be sure to do all five power questions to understand your communication style.

## **Your own communication style check list**

**Circle or list yours:**

- \* Visual – Auditory – Kinesthetic
- \* Your criteria (for a specific context; sales, getting hired, promotion, relationship, etc)
- \* Towards or Away
- \* Difference or Sameness
- \* Big picture/Bottom Line/Options or Procedural
- \* Your process (for specific context)

## **Calibrate. Notice what other's don't**

That leads me to another key element of rapport. It's called *Calibration*. *Calibration* is taking a measurement, then going back and taking another measurement to see if anything has changed. As you're having a conversation with someone, you want to initially take a measurement to see where you're at with the comfort level, the contact, and rapport.

As you're having a conversation, measure and check to see if you're still on track. One example is just watching and seeing their reactions. Pay attention to see if their mood has changed. Notice if there's a change in their facial expressions and body language. If you notice a change, simply stop and say "Does this make sense to you?" "Do you follow me?" Or, "Do you have a question?" This is a calibration technique that will reveal if the person understands and is still engaged.

The person's response may be "Well no, I'm not sure" or "Yes, yes it does." If they respond "yes" you can continue. However, if they say "no, I'm not sure," stop and ask more clarifying questions so they do understand. A few simple clarification questions are, "what questions do you have?" Or, "what would you like clarified?"

The reason that it's important to calibrate throughout your conversations is if the person does not understand something, and you continue speaking, the person is not listening. They remain at the point of their confusion.

Always calibrate along the way to make sure you're on track. Look for reactions. If they are smiling, grinning, nodding their

head in rapport, and they indicate understanding, then suddenly make a frown, or turn their head, they've shifted. You then ask the clarification questions "Do you have a question?" or "Does this make sense to you?"

Even if you don't see a change or reaction you still need to stop at that moment and ask "Any questions?" or "Does this make sense to you?" This creates an engaging conversation. Without calibrating, it could end up that you continue with talking or presenting, but without engagement and rapport.

*Calibrating* is very powerful and you need to pay attention to whomever you're talking with. Watch, listen, and hear everything in front of you, because people will reveal lots of information both verbally and nonverbally.

Something else that you would want to calibrate and be aware of, is if you're having a conversation with someone and they start to say something, stop talking and let them bring up what they have to say. Avoid speaking over their comment or question. If you continue talking and don't allow the person to interject, you will break the rapport. It creates the sense that you are not a good listener; you want to be heard and don't care to hear others. Condition and control yourself to stop if someone starts to say something, and allow them to express themselves at that moment. Whatever they say; acknowledge it, and then continue on with your conversation.

## Conversation interruptions

Something else that you want to pay attention to that can break rapport at events. When you're speaking with someone, and someone else walks up to you, taps you on the arm to get your attention, (it could be someone you know or to make an introduction), you want to transition your conversation. (This happens often at business and social functions, and networking events). To maintain rapport with the person you are in a conversation with, break this conversation off elegantly, and respectfully. Say "Excuse me" to the person you're having the conversation with. Let them acknowledge that it's okay. They will usually say yes or go ahead. At that point, you can turn to the new person, hear what they have to say then continue with your original conversation. This will help you maintain rapport if you get interrupted by someone in the middle of a conversation.

## Making other's feel good

I've talked about the mindset to make other people feel good, at the beginning of this section; opening the door for them, holding the elevator door, and complimenting them. The compliment is very powerful. I've heard that Mother Theresa said there are more people hungry for compliments in the world than they are for food.

Having someone forget about their problems, and helping them feel good, will help reinforce and build rapport. I suggest you do two things; *one*, give a *sincere* compliment and *two*, also express words of *encouragement*. For instance, when you speak with someone say something like, "I enjoyed our conversation and your positive energy" and then the words of *encouragement* would be "I'm sure you will do well and excel

in your business or career,” or “Your business company will do well.” You are complimenting them in a sincere manner, and also giving them words of encouragement. This small extra gesture will make you memorable.

### **Another powerful rapport question**

During a conversation, to maintain and build rapport, ask “*How can I help you?*” The question can be stated, “How can I help you at this event? Are there certain people you are looking for, I can introduce you to them?” Or, “Is there anything I can do to help you?”

When I ask in this manner at events, many people don’t know how to respond. A typical response is “Wow, no one’s really asked me that before.” However, most people will respond “Well ok, this is what I’m looking for...” or “This is what kind of help I need.” It could be business related, or a personal need such as, “I need a good car mechanic.” Whatever it may be, pay attention and do what you can to help that person.

When you offer and help someone, there’s a tendency for them to help you as well. Another reason that asking this question is so powerful is that it implies that you *can* help, which then positions you as a helpful resource with value. You’re not just asking you’re also giving.

## **What you can do that will break rapport**

The quickest way to break rapport would be doing the opposite of being in harmony with others. *Not* matching or mirroring them and *not* using visual auditory kinesthetic words. *Not* using the opposite words, proper body language, handling props correctly, and speaking loudly when they are speaking softly, etc. Now that you're aware of the impact that all of this has, you know the affect it will have on rapport.

## **What the feet reveal about breaking rapport**

I mentioned a little of this earlier. To build rapport, have your feet facing directly towards the person that you are having a conversation with. If they shift their feet away towards the doorway, this indicates they want to get away. At a subconscious level, they are saying the rapport is broken and they want to leave.

This also applies to sitting. You can be sitting with someone having a great conversation, the rapport is there, but suddenly their body language shifts. They either move their chair towards the door, or they cross their feet so that their angle or position will be towards the doorway.

Here you either end the conversation or ask them some questions so they become re-engaged.

## **Additional Words of Influence**

Pay attention to the words that others may repeat or say with importance. Words such as: *trust, debt, advisor, bad clients*, etc. If they repeat certain words a few times with a voice of authority, that word is important to them. At this point, you either ask them to tell you more about those words, or simply repeat those words back to them. This reinforces their feeling that you are paying attention, while at the same time creating a strong sense of value in what you are presenting (product, services, information).

The foundation of all relationships (both personal and business), is based on your communication and rapport skills. Having the capability to understand others and have them understand you will open doorways for new opportunities.

## Part Four

### The Follow-Up

The 4<sup>th</sup> part of The Instant Rapport Formula is how to *follow up*. You still have the opportunity to re-establish or re-connect with someone in 90 seconds or less, if you follow up.

All of the insightful information that you have learned and now possess, will aid you when arranging a successful follow-up meeting. They will be compelled to meet with you.

Think about the outcome that you want to have *in the follow up*. If it's to solidify the relationship, to schedule a future appointment, sell your product or service; whatever it is, have an outcome with positive intentions of what you want to accomplish. This will help you structure your conversation and message.

Your awareness of their *VAK* and the *five powerful questions* will be very helpful. All of these vital pieces of information will help you set up the appointment or start the follow up meeting and naturally re-engage rapport.

## CHAPTER 14

# Prepare for success

If it's in person or over the phone, *prepare* by reviewing everything that I have covered in the previous sections; part 1, 2, and 3. The *mindset* of helping them, you assume rapport, the body language techniques, and what you discovered during the conversation will prepare you for success.

It's very important to remember, if they were *visual, auditory, or kinesthetic* and their responses to the power questions. This will *prepare* you for the *follow up*. You want to recreate that rapport that they had with you initially.

If it's someone you have known for some time, you can use the phone call or follow up meeting to ask the *power questions*, and to understand their *communication style*. This will help develop rapport to ensure a successful upcoming meeting.

Remember how to say their *name, dangerous words* to avoid, voice patterns, and all of the techniques that will help you create instant rapport.

If it's going to be in person, think about what to do when you arrive at the meeting place; watch the way they walk so you *match* them as much as possible. Remember how to *handshake*, where to stand, and where to sit. These are all important elements and keys in getting prepared for the follow-up. Now you're ready to explain what the meeting is all about.

## Preparation Example

**How to use VAK, power words, and the five power questions to reestablish rapport, and create a strong desire to meet with you.**

**Here's an example of someone you may have met at an event; what you might have discovered about his or her communication style, and how to use it to arrange a follow up meeting or begin your meeting:**

- They are visual.
- Their ultimate criteria is freedom
- Towards motivation.
- Difference awareness.
- Procedural.
- Their process is; see, talk, sleep on it.

With that information you can now open the conversation with:

Let's meet soon (or we are going to meet today) *because* I want you to *see* how our service can give you the *freedom* you are *looking* for. I understand you want to continue *growing towards* your yearly goals of *accomplishments*. Our service is *different* and during our *conversation* I will show you our *unique three step system*. I know you want to *see* results, let's sit down and *talk* about it so you can *sleep on it*, and feel confident about using our service.

# **Communication style check list of the person you are going to meet.**

**Circle or list:**

- Visual – Auditory – Kinesthetic
- Criteria:
- Towards or Away
- Difference or Sameness
- Big picture/Bottom Line/Options or Procedural
- Their process:
- Additional power words of influence:

## Creating the “wow” effect to establish confidence and trust

Should you set up a follow up meeting or phone call during the conversation, tell them you’re going to call them or meet with them at a specific time. If it’s going to be a phone call, say for example, “I’m going to call you at 3 PM on Tuesday.” What’s very important is that *you do call* them at exactly 3 PM on Tuesday. Not 3:10, 3:15, or 3:30 PM, call at exactly 3:00 PM.

Even if you have to walk out of a meeting at that time say, “I need to make just a quick phone call,” and call them at exactly 3 PM. As a result of this, you create a *WOW* effect. Say “I’m calling you at 3 pm *as promised*,” you’ve kept your word. This creates a strong sense of confidence and trust.

When you call them at 3 pm, they may or may not be there. If they’re not available, remember to repeat their name back on the voicemail exactly, or as close as they’ve said it, including the accent if there is one. Leave the message “I’m calling you at 3 pm as promised” then state when you’re going to call them back. “I’ll call you back today at 5 PM” (at a time and date that obviously works for you). Then be sure to call back at exactly 5 PM and say that you are calling at 5 PM *as promised*.

You are creating a pattern of consistency and confidence in you. You say what you are going to do, and that trust and rapport starts to re-establish. Saying ‘as promised’ is also key and important. And yes, this also applies to in-person meetings. *Always arrive on time.*

# CHAPTER 15

## The Phone

Be prepared: to say their name correctly; to utilize the proper use of visual auditory kinesthetic words; to match and mirror as much as you can; and the use of the valuable information you discovered during the conversation.

Since you are communicating over the phone it is all based on sound, because they can't see you and you can't see them. Be sensitive to the way you use your voice and the choice of words. Also, keep in mind to match their voice volume level and voice speed.

One other key element for the phone calls is to *be in the moment*. Do not be on your keyboard. People can actually hear the keys (over the phone) if you're typing an email for instance, this will break the rapport. They'll sense that you are not paying attention to them and that they're not important to you. Push away from the keyboard; I suggest you get up from your desk since you may have a tendency to look at the computer and get distracted by it. Sit elsewhere in the office to avoid any distractions.

As I said in the conversation section, you want to *calibrate*. During the phone call you want to *pause and ask*, "Does this make sense to you?" since you can't see their facial expressions over the phone. In certain situations slow down the conversation and give them the chance to interject; at this point you stop, pause, and ask, "Does this make sense, are you

**Connect with Anyone in 90 Seconds or Less!**

following me?” You can also detect this if you hear them sigh or say “hmm.” If you don’t hear anything, still pause, listen, and calibrate.

## CHAPTER 16

# Rapport and Leadership

One of the challenges with rapport is what's called a *double-edged sword*. It can “cut you on both sides” meaning it can cut right into building rapport and establishing a great relationship. The other side of the sword is that you've created such a strong bond that you're seen as just a friend and not as a business professional, a job candidate, or for a relationship. The following are what to be aware of so that you have a balance within the rapport.

### Your industry uniform

The other thing that I didn't cover in the conversation is *your wardrobe*. There will be times when you have chance meetings. You could be at a function or event where you're dressed casually, or not in your traditional business attire.

However, for the follow up in-person meeting, be aware that your clothes create an impression about you, and will influence the meeting and relationship.

It's important that you wear proper attire. Your attire will impact rapport and the level of business confidence they will have in you. Your attire will reinforce an impression of either seeing you as a professional, or just a friend. If you're dressed casually and want them to treat you as a professional, you may be sending mixed messages and end up where they treat you only as a friend or nice person. You want to project a professional image that creates trust and confidence. *Dress like*

*someone they would confidently hire, conduct business with, or purchase a product or service from.*

## **Taking control like a leader and advisor**

You can take control, re-establish rapport, and be acknowledged as a leader by simply giving subtle instructions or directions. This can be over the phone or in person. What you want to do is *give three subtle instructions/directions*.

If I were to say to you, “As you are sitting there reading this I want you to get a pen, now get a piece of paper, next write the word *control* on the top right corner of the paper.” Those are three directions that I just stated, “Get a pen, a piece of paper, and write control.” If you followed and did it, you took directions from me, and then waiting to hear the next instruction. Subconsciously, I’m taking control or taking charge by simply giving you subtle instructions. And it is something you can easily do in your meetings or over the phone.

Think about what you can say to give three sequential directions.

You don’t want to give one instruction, then talk for five minutes; then give a second instruction, then a third. It’s important that the three directions are in sequence or very close to being in sequence, because this creates a pattern, an expectation, and engaging rhythm.

It's a subtle way of breaking away from just friendship and positioning yourself as *being in control and a leader*.

This is also very powerful when you are meeting with someone that is *procedural*. Remember power question number four. Giving a list of instructions is compelling to someone that is *procedural*. You can use this technique strategically to position yourself as a leader by giving subtle instructions, also to engage a procedural person by giving a series (at least three) of instructions or steps.

Use this technique to position yourself as a leader and a trusted advisor during the follow up meeting as well. Think about three subtle directions or instructions that you can give.

## **Email**

In an email, you can also add visual, auditory, and kinesthetic words

**Visual:** “See you soon.”

**Auditory:** “Talk with you soon.”

**Kinesthetic:** “Take care.”

You can also remind them about what you have in common.  
“Oh I had a great conversation talking about...” or

Give a compliment and encouragement during the follow-up.  
“I enjoyed our conversation, I’m sure your company is going to do great,”

### **The more they see you the better**

One follow-up technique that’s *very powerful* is you *sending them a follow-up email*, and adding *your picture* (a small jpeg format picture), if it’s appropriate within your industry. Add your picture at the bottom of the signature line, “Sincerely, Mike Aguilera” and then your picture underneath. You can do this every time you send them an email.

**Example:**

Looking forward to seeing you soon.

Sincerely,

Mike Aguilera



The reason that this is so important with rapport is the more someone sees your face, either in person or by picture, the greater the rapport builds, and the more familiar they feel with you. They get a sense that they *know* you. You can also do this with a video clip or video email. The more they see you, the more they get a sense of trust and confidence about you as well. That's why movie stars have fans approaching them as if they know them, and they're friends. This results because of actors constantly being seen in commercials, ads, and movies.

A picture or video also helps others remember you after meeting you at an event. They may have met 20, 30, or more people that day, and a photo in your follow up email will help them remember you.

What's great about a video message is that you can include voice patterns and some of the words, criteria, and other key rapport elements to re-establish rapport.

Take advantage of the technology that's out there that will help you.

Whatever your outcome is, whether it's for career, business, or relationship building, understanding people and understanding yourself are both key contributing factors in your success. You now have new tools and techniques that will help you to be flexible in your communication style.

Use as many of these techniques as you can, think about them, practice and apply them, do what you can to use them in

different situations so it becomes your natural communication style.

Watch people, and think about their communication style. Have fun practicing. Let the new learned knowledge become a natural part of you. I am confident that you will have great success!

Enjoy the Journey as I have!



Mike Aguilera  
Aguilera & Associates  
San Jose CA 95121

Mike Aguilera is the CEO of Aguilera & Associates, and is a communication expert specializing in subconscious communication techniques, strategies, and rapport skills. He is a speaker, author, and an executive coach. Mike has been a constant guest of radio and TV programs across the country. In addition, he has been invited to conduct over 1,000 international presentations and workshops at many major conventions, associations, and companies such as: Apple Computer, Sun, Cisco, IBM, Netscape/AOL, HP, PG&E, McDonald's Restaurant, Hilton Hotel and Lockheed. Mike is a Certified Seminar Leader (CSL), a Certified Action Coach (CAS), and a Master practitioner in Neuro-Linguistic Programming (MNLP) which is an advanced communication system modeled after therapists with a major focus on establishing Rapport. You can find out more about Mike by visiting his website at: <http://www.MikeAguilera.com>