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presents

# How to be Popular



**Scientific Study Reveals The 7 Habits of Highly Charismatic People and Why We Love Them**

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# INTRODUCTION

Some people walk into the room and instantly all eyes are upon them. They exude a magnetic aura that draws everyone to them. When you talk to them they seem completely present in the moment and make you feel like the most important person in the world. You leave the conversation with a fond impression of them. As you watch them converse, you realize the friendly experience was not unique to you. No, they appear that way with everyone!

These are the people we all long to be like. The lucky charismatic souls who charm everyone they meet with their influence and social ease. The quality of charisma is so elusive that until recently no one has really tried to study it. How do you explain a trait that is hard to even explain with words?

It appears that some are just born with charisma; a charisma that comes easily to them. The research that has been done that pertains to the topic has begun to show, however, that charisma is actually just a series of skills and traits that anyone can develop with the right attention and practice.

I once read a story about a man who strongly disliked President Bill Clinton. He disagreed with his politics and didn't like what he knew of his character and personal life. The same man that disliked the former President ended up at a function with Clinton and was subsequently introduced during the evening. They shook hands and the man's dislike of President Clinton melted away after only their brief encounter.

He still did not agree with his politics, and, yet, the President immediately won the man's respect and affection. Clinton's famous eye contact has won him countless fans and supporters, and, arguably, two presidencies.

Personal accounts of the same type meetings with President Clinton all have that very same tone.



Almost without fail individuals say, “Clinton made me feel like the only person in the room when he talked to me,” or “he made me feel like the most important person he talked to all day, even though I knew I wasn’t.”

There are innumerable famous personalities like these, most of which are familiar names: Martin Luther King, Jr., Donald Trump, Marilyn Monroe, Oprah Winfrey, and many more.

These people win affection and influence over people in ways that seem mysterious to those of us who do not know the secrets of having charisma! But being charming and charismatic is not a quality that is reserved for celebrities and political figures alone.

Every school, every company, and even many families have a person like this, the one person who is always the life of the party, and who everyone seems to love and respect.

Some people have the natural blessing of being born with self-confidence, beauty, charm, and influence that gets them attention and admiration from others. For those of us for whom these qualities do not come so naturally, there is hope. There are ways to teach oneself the skills behind these traits and having charisma doesn’t always mean mastering all of them.

Every person is better at some things than others. If you can just learn to master two of these seven secrets you can begin to see a change in your interactions and relationships with others!

# Synchrony—Mirroring Others Habits



ou may have heard that when two people meet who are compatible or who like each other, they tend to start to match

their body language to one another. If you are talking to someone you are interested in, you may cross your arms when they do or you may smile when they smile. This is usually completely subconscious but when others move their bodies in front of us our bodies register and mimic the movements.

When this dynamic occurs between two people, they often feel in sync, and it gives them feelings of affection for one another. This phenomenon is known as synchrony. It is a subtle way for people to communicate without having to verbally express affection for one another.

When you synchronize with another person, you feel content and good around them.

Captivating, charismatic people in general are masters at synchrony! When they talk to someone—not just people who they like but anyone they have a conversation with—they start to match not only their body language, but also their way of speaking and their tone of voice to that of the other person. When this happens,

people feel at ease because naturally, people enjoy talking to others who they feel are similar to them.

When someone naturally adjusts their behavior to match the person they are talking to, that person feels more comfortable and experiences positive emotions. These positive emotions, then, become associated with the person they are talking to and they get more and more in synch with each other. You may notice this if you begin to watch couples or friends having conversations together.

When two people enjoy each other's company synchrony comes automatically. What's special about charismatic people though, is that they know how to employ this technique all the time so that anyone they talk to feels like that person is really on the same level as them. Having charisma is all about making other people feel comfortable because when you make them feel good about themselves, they will love you!

You may think synchrony sounds interesting but that it would be awkward to begin copying others movements unnoticed. So how can you have synchrony without it seeming forced?

The key to learning to have synchrony is to start in small ways that come naturally. Having synchrony does not mean doing everything the other person does. Instead, it is referencing the more subtle things. Like any new skill, it takes practice to get it right! For illustrative purposes, imagine starting a new exercise routine. The first time you go to the gym you do not run 5 miles. You start out with a slow jog and then slowly you build up to your final goals. Learning people-skills is similar. You start out with one basic idea and then build on that concept. This way it will not feel so awkward to try and implement these new skills.

Next time you are having a conversation with someone, for instance, focus on the language they use. We do this naturally most of the time but focusing more specifically on your word choice can help you be a more effective communicator, which will make people feel more at ease around you. One quality popular people often have is the ability to make others feel good about themselves and more at ease—this is why we love being around them!

By making a simple adjustment like paying attention to the vocabulary you are using when you speak to someone, you can change the whole dynamic of your interaction with them. You will start to notice that people respond better to you when you

begin to be aware of these things.

Think of the way you speak when you have a conversation with a 6 year old. You are not going to use large words or complex sentences, because you know that is not a good way to communicate with them. Instead, you know instinctually to keep it simple and use ideas and words that are on their level and make sense to them. Similarly, when you speak to your boss, your language is polite because that is the appropriate vocabulary for such a social situation.

These examples are more obvious than any ordinary interaction may be but the more you start simply notice how people are speaking to you the easier this will become.

Charismatic people have a natural sense of how to be in synchrony with others but you can learn this talent as well. You do not have to use the exact same words as the person you are speaking to but practice using a similar tone of voice or matching the pace at which they are talking.

When a person talks slowly and silently, lower your voice to match theirs rather than talking in a booming tone. When you do this, it shows that you are being sensitive to the mood the person is in and they are more likely to feel that you understand them and will be more open with you. With practice these skills can

develop and stop feeling awkward until eventually they become a natural part of the way you interact with others.

Body language is another essential component of communication in which synchrony applies, too. Well-liked people have a great sense of how to match their body language to the person to whom they are talking.

People use their bodies to communicate just as much as they do words but the signals they give just are not as straightforward as the things they are saying out loud.

When you learn to start being aware of body language by just trying to observe it more carefully, it becomes easy to apply synchrony. This does not mean standing in the same position as another person or crossing your arms when they do.

Synchrony is subtler and much simpler than that. Instead, when you shake someone's hand, make sure to notice if they have a strong handshake or a gentle one. Match your grip to theirs so that you present yourself as an equal and make

them feel at ease.

The most common example of synchrony is a contagious smile. When someone smiles at you during a conversation, practice smiling back to show you are enjoying what they are saying and you are engaged in their actions. Simple actions like these make people feel that you are receptive to them making it more likely for them to be open with you and report positive feelings about your interactions.

There are many little ways in which you can start to apply synchrony to your interactions with others. Mostly, it's just a matter of increasing your awareness. Start watching other people to see how their body language changes when they talk to others and you will start to get a sense of what a positive interaction looks like.

Synchrony can be a little bit tricky to learn at first but just remember, it takes time to master any new skill and by starting with simple adjustments you will begin to gain a natural sense of how to use synchrony to become more popular and charismatic!

# Self-confidence—Charisma is an Attitude!

**D**o you know anyone who is actually pretty ordinary looking when you see a picture of them but they walk into a room and everyone stares? Some people have down the attitude that makes them incredibly alluring and gives them an amazing influence over others. When someone is really self-assured and feels great about their self they stand out and shine. Charismatic people are not necessarily good looking, smart or interesting but they charm others with their strong positive attitude about themselves. Individuals with this kind of personality have mastered the power of self-confidence! When someone feels comfortable with themselves, others feel comfortable around them and they seem much more attractive. Think of the most well liked person you know. Chances are they don't spend their time putting themselves down or feeling bad about themselves.

You are what you make of yourself so if you believe you are attractive and popular, you will be! Charisma is all about having that magnetic energy that people are drawn to. If you want other people to like you, you have to like yourself first!

Some people will tell you that self-confidence is something you either have or you don't. The conventional wisdom suggests that certain lucky people have it and they are the ones with more friends and oppor-

tunities. This is far from the truth.

If you ask any outgoing confident person, most of them will tell you that they work hard at feeling good about themselves and putting themselves out there to other people. Sure, maybe it comes easier to those of us who have a naturally extroverted personality but the truth is, with practice, anyone can learn to be confident. It is just a matter of starting to practice some basic skills. Having confidence also does not equal being outgoing.

You don't have to go up and talk to everyone to be a confident person. There are all kinds of confidence, some of which are more understated and silent. Don't feel like you need to change your personality because the whole point about a self-assured attitude is learning to feel good about who you are.

To start having confidence in yourself, start with one simple but not always so fun rule: fake it 'till you make it! You might think that pretending you feel good about yourself won't help but actually research shows the opposite! Our minds and bodies are closely linked and we can trick ourselves into believing all kinds of things.

Consider the research that has been done on the power of faking positive emotions. Most people think that pretending to be happy won't do them any good but evidence actually suggests that even faking a smile for just 30 seconds at a time leads to the production of more positive emotions pretty much right away!



Confidence works in a similar way. Try checking in every now and then and examining your body language. Having good posture, smiling, and even just thinking positive thoughts about yourself is the first step to being truly self-confident!

One reason why people often struggle with self confidence is because we are taught from a young age to compare ourselves to others. In school, girls learn that they need to compete with other girls and with media images of beauty and their confidence should be based off how they rank compared with other people.

Boys similarly, are taught to compare themselves to one another for who is fastest and strongest. This mentality follows us through life. We look around us at who has the nicest cars and the best jobs and constantly worry about how we rank in that scale.

If you really want to feel good about yourself and for others to see you in a positive light, you have to compare yourself not to other people but to yourself! Focus on the progress you have made over the years in your career or how this year you are eating a little healthier than last year. Not only will this help you feel better about yourself which will make others more comfortable around you, when you stop comparing yourself to other people they will be able to sense that you aren't judging them which will make them excited to be around you.

In some ways, confidence and popularity have to go hand in hand because it often takes confidence to win over other people time. Research also shows that people with friends feel more confident. Friends make

us feel good about ourselves by cheering us on and consoling us when we are upset.

People with strong friendships are often more confident. So the first way to start improving your self-confidence and to get more people to like you is to put time and attention into the relationships you already have. Investing yourself in friendships that are mutually uplifting will make you feel good about yourself which will boost your confidence and help you meet and charm even more people! It is a wonderful cycle that will have you feeling more and more confident.

Similarly, another great way to improve a low confidence level is to take your attention off of yourself. Focusing on others and especially doing good things for other people will give you a sense of self-assurance. The less you think about yourself, the easier it is to act like yourself. If you're constantly worrying about what you are doing and what other people are thinking of it you will seem uncertain and possibly awkward. When you put all of your attention into others, being confidently yourself will come naturally to you.

This doesn't mean you have to go out and start volunteering all the time-although that is one possibility! Try just asking people more questions or doing little things for others whenever you have the chance. Shifting the attention off of yourself can make you more comfortable and will help you seem at ease and poised. When you feel good about yourself, other people will love being around you because if you're not busy judging yourself, they won't feel judged either.

# Breaking boundaries—For the Greater Good!



any of the most famous people in history are known for their charming and charismatic personalities that

help them get away with some radical and crazy behaviors. It seems natural to think that because these people are charming, they get away with doing what they want. Evidence suggests, though, that it may actually be the opposite relationship. When people push boundaries and take risks—they actually become better liked!

It seems counter intuitive that pushing boundaries would make people popular but the secret lies in two things: the attitude of self-assurance and the motivation behind the rule breaking.

Many times people express ideas that are truly brilliant about how to deal with all kinds of difficult issues but very seldom do these people actually do anything about it. Why is this? One reason is that they don't possess the assurance in their own ideas that allows them to take action. Some of the most adored people in the world are loved because when they have a good idea they have the confidence to know how important it is and to put it into action.

We love these people because without them we would never really make much progress. Some of the most important scientific discoveries and major political changes have happened because one person was finally willing to put themselves out on the line and share their idea

with others even if it seemed a little crazy at first.

Not all of us are lucky enough to have a world changing idea in our lifetime but the important thing is not how good your ideas are but rather how much faith you have in them. On a day-to-day scale this can look like a lot of things. Imagine you are at a dinner party and someone strikes up conversation about the current presidential campaign. Everyone else at the party seems to have the opposite views of your own and they are all agreeing with each other.

Psychological studies show that when like-minded people get together and start talking about their ideas, they will begin to polarize and get more extreme in their beliefs since everyone agrees with them. Often in these situations, the person with the guts to speak up and disagree or just point out another side of an issue is respected because it restores a sense of balance to the dynamics of the conversation.

It is easy to think that disagreeing with others is automatically rude (and if you're careless about how you do it, it can be) Actually, though, people often respect those of us who are willing to put ourselves out on the line for something we care about or believe in.

The next, and probably most important, component of breaking boundaries is doing it for the right reason. Sure, there is a lot of mystique to the classic rule breaking bad boys but when it comes to

being popular and having real charisma, the key lies in pushing limits for the greater good. Think of some of the most famous people in history who are known for doing amazing things and are loved across the globe—Gandhi, Martin Luther King Jr., Nelson Mandela... the greatest names in peace and loved by everyone but each of these people have broken the law at some point or another or done things that at the time were unthinkable.

The reason they were able to accomplish these things is because their motives were good, and they portrayed their care for others on a deeper level.

When people go around breaking rules and pushing boundaries for their own self-interest, we label them as troublemakers and as selfish but when someone does something radical and stands up against authority for the sake of helping their community or another person, they're a hero. It's a fine line but a very important one.

Research has shown that some of the most popular and loved people are the ones who are willing to stand up for the things they believe in in the interest of other people. These people are the ones who help change the world we live in and without their sense of confidence and gusto, many changes would never take place and revolutions would never happen.

Obviously these are extreme examples. Not every popular person has saved the world or even saved lives but these people serve as a high standard example for everyone else. There are millions of examples every day on a small scale of people who

help others by standing up for them and breaking a rule or two along the way.

Think of a personal hero in your community or in your own life. Chances are they don't always play by the rules, but, if their intentions are good, people love them for it. Most of us have the opportunity to do good all the time but we may not always do it because it involves taking a risk that may get us into trouble but usually the people who take those risks and help others are known as brave and thoughtful people.

Interestingly though, the flip side of helping others is equally as powerful when it comes to popularity. Imagine someone who is new at the office and asks you to do him or her a favor. It's something that involves you going a little out of your way like say, running an errand for them on your way to work.

Normally, you wouldn't go out of your way like that but since the person is new and you want them to like you, you make an exception. It seems logical to think that when we do a favor for someone they will like us more and in many cases this is true. Studies have also shown, however, that people are more likely you even more if they do a favor for you!

When people help others, the suspicion is that they begin to feel affection toward that person because they justify to themselves that the reason they are helping them is because they like that person. So after they do a favor for you, people are more likely to like you more than if you do something for them!

# Communication—Using Social Intelligence

**T**he most charismatic people in the world are like masters of disguise but instead of having different hats for every occasion, they show different sides of their personalities.

Individualistic Western cultures tend to place a lot of weight on the idea that being the same in every situation is a positive personality trait. In many cultures where group harmony is valued, the ability to know how to change and act in each situation is considered the best social trait you can possess. Although we do live in an individualistic culture, often we don't realize that the people who are the most popular are the ones who use their ability to read a social situation carefully and match others behavior appropriately. Essentially, they are masters of communication because they carefully choose the ways they speak and act all the time in order to make sure to get across exactly the right point.

To achieve this, all you need is Social Intelligence. To some, a high social intelligence comes naturally, just like some people have a naturally higher IQ. But if you're not one of the lucky people who

automatically know how to act, don't worry because it's another skill that can be cultivated with practice! It starts with a very simple rule: watch other people. Everything begins with putting out your awareness and taking in everything about a situation.

How are people interacting? What are their relationships to each other? Is it a relaxed or formal setting?

By simply taking in these details and using your awareness your natural social intelligence will kick in and start to make decisions for you about how you should act. A lot of the time, awkward situations arise because we are not paying attention to our surroundings and not because of what we in particular are doing or our personalities.

For illustrative purposes, think of a scenario where a woman meets a couple at a party and happens to get into a conversation with the man. His wife may become jealous because the woman is paying so much attention to him. The discomfort of the wife may go unnoticed by the other woman making conversation. She just happens to have a lot to talk about with the man and is confused when his wife is jealous.



This kind of situation happens all the time, because we miss little social cues that people use to send us subtle messages. The result is uncomfortable or difficult social situations.

Although in this situation the wife would be unlikely to say anything, she may give other cues as to how she is feeling. Maybe her body language will change and become more closed off or she may become silent and sulky or try twice as hard to engage herself in the conversation.

All of these signs can be easily overlooked but are actually extremely important. If the woman had just been more aware of what was going on around her, she could have easily realized the shift in the wife's behavior and made more of an effort to include her in the conversation.

This is another skill of charismatic people that may not come naturally but can absolutely be learned! Think of the most recent awkward social situation you were in and think about the cause of it. Chances are if you had been paying careful attention to the people and the situation, the discomfort could have been avoided.

This is just another way that popular people shift their attention to other people. Not only does it make them seem more comfortable in themselves since they shift the focus onto others but it also

allows them to act in the best way possible in any given situation. As a result, other people love them because they are considerate and mindful.

The next step after practicing this kind of awareness is to use the information you gather to be an effective communicator. Much of the time, the reason why people end up not liking each other comes down to simple moments of poor communication.

Charismatic people learn to connect effectively with others so that in their interactions they always get across exactly what they intend to and avoid hurting other people's feelings. This involves being a careful listener, learning how to effectively use body language to communicate, and other tools like eye contact that are covered in more depth in the other sections of this article.

When others are speaking, particularly about something you don't find all that interesting, it is natural to zone out sometimes or not take in all of the details. Our minds can only hold so much information at a time and often many of the things we talk about with people aren't all that important in the greater scheme of things. One of the biggest secrets of popular people though is that they remember little details about people they talk to.

A friend of mine is really great at this. Every time I bring up a member of my big family she mentions them by name and asks a very specific question about their life. Although these details aren't important for her to know, I love when she does this because it makes me feel that she values the conversations we have and listens closely when I talk to her.

Once again, this comes more easily to some people than others. We don't all have a perfect memory but just making a mental note to listen closely when people speak can help. Beyond that, you don't have to remember every single thing people say, just enough so that the next time they bring up their career for instance, you remember the project they were last working on and can ask about it.

Try using mental jogs. When someone tells you they are going on vacation to Costa Rica, for example, remember something you know about that country and link the two things in your mind. Making these mental connections makes it much easier to remember small details.

The next component of communication that is vital for learning to be popular with others comes from knowing how to use body language to communicate. Most of the time, charismatic people are extremely expressive. This makes them engaging and interesting to interact with.

People who use their hands to make gestures when they are speaking get across their point more clearly and with more enthusiasm and so people listening to them are more likely to be interested in what they have to say. Much like as discussed in the chapter on synchrony. Being expressive is similar to practicing synchrony because both are ways in which we use our bodies to connect with other people.

Being expressive means more than just moving your hands when you talk. It has to do with how close or far you stand to someone when you have a conversation with him or her or even what facial expressions you make when you are speaking. Look beyond your words to really understand what your non-verbal cues are portraying.

The simplest way to start practicing using expressivity to communicate is to practice smiling more. When you pass your co-worker in the office smile at them and maybe even wave. Try watching people who seem attractive and interesting from afar and see what their body language is like. Learning from the people with charisma around you is the best way to get ideas. Try emulating one quality you find particularly attractive and if it feels unnatural after a few tries drop it for a new one. Adaptability is crucial in garnering this skill for your charisma tool belt.

# Eye contact—Focus on One Person at a Time

A large, stylized blue letter 'Y' with a white outline, set against a dark blue background that resembles a folded piece of paper or a book cover.

ou've heard the saying a thousand times—"the eyes are the windows to the soul." This may be a cliché but there's

a reason why it is mentioned so often. When you meet someone and you look into his or her eyes you are making the most real kind of connection you possibly can. Our eyes express our deepest emotions and are one of the most honest display mechanisms of what is going on internally.

There have been scientific studies completed that were focused on people's ability to tell a genuine smile from a fake one. The participants in the study were asked to look very briefly at roughly twenty photos of people smiling, ranking each smile as genuine or disingenuous. The results concluded that individuals have a very high accuracy on this assessment.

The next step in the study asked participants to do the same exercise but this time isolating different parts of the face so that in any given picture they can see only the mouth or the eyes.

In this exercise, when only the mouth is seen participants had no luck telling the real smiles from the fake, but when looking at the eyes alone their accuracy levels were once again, extremely high.

People's eyes help to portray just what exactly is going on internally with them.

When you look carefully in someone's eyes as you speak to them and give them your full, undivided attention, you connect with them on a deep level and make them feel important.

The reason this is one of the biggest secrets of popular people is because when you make great eye contact with someone, not only are you able to see what is going on with them but they feel that you are being real with them. There is reciprocity in making eye contact that can comfort the conversation partners.

Making good eye contact is really a matter of self-discipline. People who have that amazing quality have trained themselves-consciously or subconsciously- on how to connect with people through looking into their eyes. It starts when you meet someone. If you feel a little awkward meeting new people it is tempting when you shake their hand to glance into their eyes and smile and then look down at your hand. It is a natural response but training yourself to hold that eye contact for just two extra seconds can make all the difference. In that extra moment that you hold someone's gaze, you make it clear to them that you are focusing on them alone

and not thinking of something else.

This leads to the next step, really focusing on one person at a time. When you start a conversation with someone make an effort to focus all of your attention on that person. This isn't always possible in a group setting but as much as is possible for you, maintain eye contact and stay engaged with that person. Avoid looking around the room even thinking about something different. People can sense when you are truly engaged with them and it makes them feel special and appreciated. When people feel like you are engaged with them they feel at ease and you gain the influence over them that charismatic people are notorious for.

A tiny gesture of making eye contact can totally transform an ordinary interaction into one that will be remembered forever. Popular people make an impression and the details are what matter in making an impression.

Another aspect of focusing on one person at a time that many people struggle with is remembering people's names. Often we make the excuse to ourselves that it isn't a big deal when we forget someone's name. After all, you probably don't get overly offended if someone you met once doesn't remember your name the next time you meet.

It is true that it isn't going to ruin a relationship with someone if you slip up a few times on their name but think how great you feel when someone you met only in passing does remember you. Little

details like that are what set admired and popular people apart from everyone else you meet.

When someone remembers something as important to your identity as your name after meeting you only once, you feel that you made an impression on them and are more likely to want to talk and interact with them in the future.

Learning to remember people's names can take some practice but there are a few tips that can make it easier. First, immediately after you meet someone repeat their name back when they say it. For instance, "nice to meet you Sarah, my name is Dave." After this, repeat the name in your head a couple of times and try to create an association with their face.

My personal favorite way to remember, though, is once someone tells you his or her name; spell it to yourself in your mind. This trick works in the same way as how taking notes on something helps you remember it. When you spell something out it goes deeper into your subconscious, and you are more likely to recall it later.

After you know the person's name, try to use it a couple of times in the conversation. Hearing your own name releases positive emotions and when you say, "It was great talking to you Sarah" at the end of a conversation, the person not only associates your conversation with a positive emotion but they will also have a sense that you were paying attention to only them.



## Curiosity—Keeping an Open Mind

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people love to talk about themselves and share their life stories. Naturally, most people are proud of their ac-

complishments and nothing makes them feel better than to have someone ask about them. Everyone has a special story to tell, whether it is about their kids or their career or any other part of their life of which they may feel proud.

When you show curiosity about the things people care about, you give them the opportunity to open up to you and share the things they love most. When people share their stories or interests with you listening carefully, asking questions, and showing acceptance and interest, this makes people feel great. When others can share with you, they will have a higher opinion of you and what you bring to their world.

We all have felt dislike or uneasiness about an individual, and not truly understood what the reasoning for our dislike was. Even if we thought we had it figured out, it could be that something else entirely was at play that led to our decision. For instance, studies have been completed about the concept that

wearing different colors effects people's emotions. When someone wears red, people are more likely to report that they were friendly, to sit closer to them, and even to find them attractive or powerful. In this scenario, the person would never know that their positive emotions were partially effected by the color the other person was wearing. Instead, they just remember the positive emotion they felt around them and they associate that with their relationship to that person.

Similarly, when you employ skills like curiosity people don't realize that they think you're friendly because you listen closely when they talk about what they love. Instead, they just remember that talking to you made them feel good and therefore they like you!

When you have a conversation with someone it is natural to exchange formalities like, "how are you today" or similar phrases. After this though, try to avoid classic small talk questions like, "how is work" or "how is your husband?" These questions seem polite because they are asking about important aspects of people's lives but in reality their vagueness causes people to check

out when they are talking to you and just give the classic small talk responses. This makes for very surface level conversation and is not engaging or interesting for other people.

Next time you see a friend in the grocery store, try asking specific questions about things you know are going on in their lives that are important to them. Asking questions like, “are you still enjoying the project you started last month at work?” shows that you have an active interest in their lives and that you’re not just asking to be polite.

Another tip for usage is that once people start talking, you should ask follow up questions. The most important thing to

remember here, though, is to stick to the positive. If someone launches into talking about how stressful work is, listen patiently and respond but try to focus on topics that make the person excited or give them a sense of pride. This is another place where you can employ the skills of social intelligence.

Watch the person’s facial expressions and pay attention to their tone of voice to get clues about what kinds of things they enjoy discussing with you. When you give people the opportunity to invest energy in sharing the aspects of their lives with you, it makes them feel cared for and respected which leads them to feel more positively toward you.

## Purpose, Benevolence, and Integrity—Being the Best You



any aspects of having charisma and being popular have primarily to do with learning people skills and becoming

better at communication. People tend to love anyone who is doing something because they are passionate about it and because they want to help others.

This is similar to how the most popular people tend to be rule breakers with the interest of the greater good in mind. You don't always have to push boundaries to have charisma though. People love someone who demonstrates passion and whose good personality and persona shines through.

Having a sense of purpose can mean a lot of things. You don't have to set out to save the world to have a sense of purpose. Instead, you just have to focus on putting your energy toward what you love. Whether it is helping the poor or playing an instrument, anyone in their element and doing what they love because they believe in it is incredibly attractive.

Think of famous movie stars who aren't necessarily that good looking but who seem so incredibly attractive. This comes

from the passion they show for what they do. When you focus your attention on what you love to do and share that with others you will become magnetic because people want to be around others who they feel have a sense of purpose.

This is why some of the most charismatic people end up being famous or highly successful. They put all of their attention on something and pour themselves into it. It turns on a spark in them that attracts endless friends and support and they become popular and successful.

Having passion and a sense of purpose is a great way to attract people to you but popularity can also be fleeting. In order to have a sense of charisma that is lasting and will allow you to win people over for the long run, you have to have a sense of benevolence. Everyone loves someone who genuinely wants to help other people and who practices care and affection toward others.

People who do horrible things are equally as remembered as those who do good but people who truly look out for the well being of others in whatever way works for them are reportedly always well liked. It is impossible to hate

someone who devotes him or herself to practicing kindness.

Benevolent individuals have the ability to put aside their own emotions or discomforts and act in the interest of the group or the greater good. This quality, unlike some of the other aspects of charisma is slightly more difficult to practice.

There are not really specific tools you can use to develop a sense of goodwill or grace. Instead it appears to come from a combination of the desire to do good acts. Sort of like how wisdom grows with age, so often does a sense of compassion and generosity. This is sort of the hard-won aspect of charisma. Often, truly popular people have had life experiences that allow them to grow in depth and understanding that makes people love them.

For now though, don't worry too much about trying to save the world. Start by practicing simple daily exercises like keeping a gratitude journal. Write down five things a day that you are thankful for. You might try consciously doing one generous thing every week or focus on trying to learn from difficult experiences. Practice apologizing when you hurt someone's feelings.

It is simple changes like this that build up over time and make for truly spectacular and lovable people. Being a good person doesn't always mean doing the right thing, it means always trying. If you practice having kind intentions, people will sense that you are trying your best and will love for that.

If you want other people to like you, you have to be willing to put work into your relationships with them. This involves getting to know them on a deeper level and letting them know you as well.

In order to do this though, you first have to really know yourself. Having a strong sense of your personal values is an important step in this process. Once you know what is important to you, it becomes easy to make sure that your actions are in line with these beliefs.

If you work toward this kind of coherence between your values and your actions others will perceive you as a person of high integrity, like many of the well-respected individuals of the day. Even though it may seem sometimes that the bad guys always manage to win, in the end people who are honest and act with integrity have not only the most friends, but the most meaningful relationships.



# CONCLUSION

**L**earning to have charisma and be more popular is not a change that will happen overnight. Think of it as a long-term lifestyle change that will not only make people love and admire you but will help you feel good about yourself and be more successful in all of your endeavors.

Having charisma basically mean learning how to work well with people and win their affection and since having good connections and relationships is key to most kinds of success, learning to have charisma is a great step on the way to achieving your goals.

Don't get overwhelmed trying to learn all of these skills at one time! Instead focus on two or three that seem easiest to you. For instance, maybe synchrony and eye-contact seem like the easiest, most applicable aspects of charisma. Challenge yourself to use each of them once a day for a week and notice how things change. Come back later and implement the other skills. Take the ones that feel natural to you and apply them to your life and leave the others for people they are better suited to.

If you begin practicing these skills in your interactions with others you will start to notice that people feel more comfortable around you and like you more than ever! ■

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