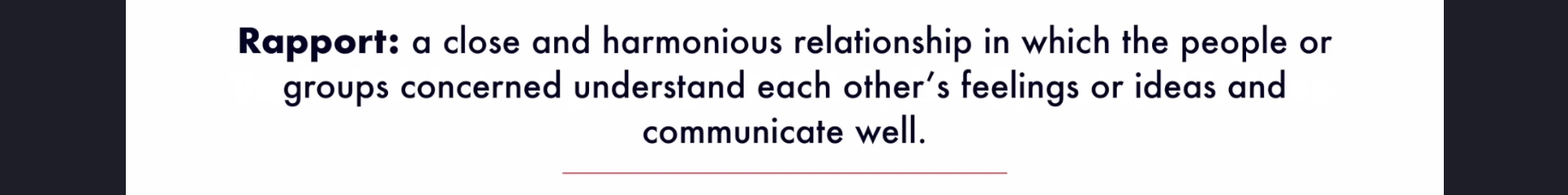
# Building Rapport: Establishing Trust and Influence

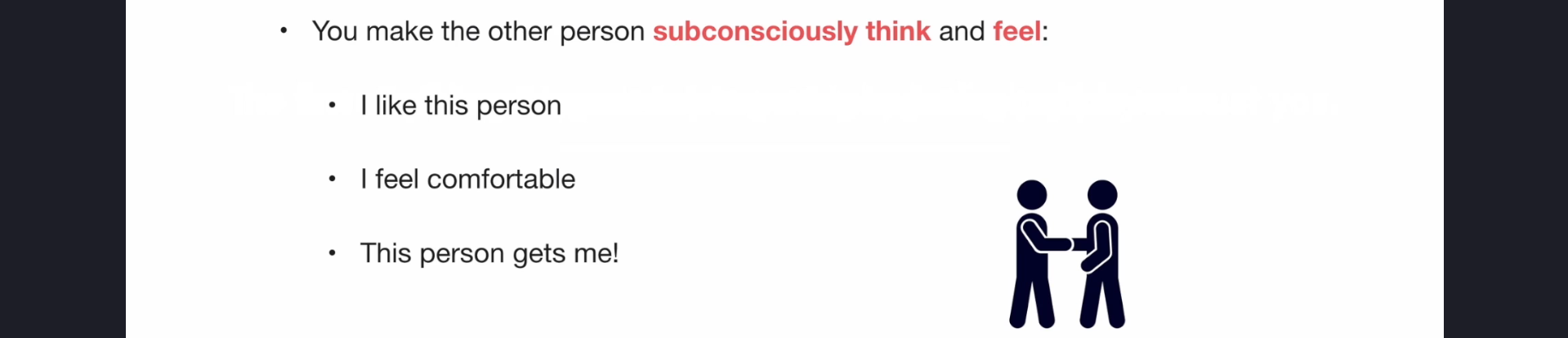
## 1. Introduction to Building Rapport

- Building rapport is about establishing a human connection with another person.  
- The first step in becoming more persuasive and influential is **to gain people's trust**.  
- Without trust, people will not:  
 - Buy from you.  
 - Believe in your advice.  
 - Follow your guidance.

## 2. The Importance of Trust in Persuasion

- Trust is foundational in persuasion.  
- The best way to gain trust is by building rapport.  
- Definition of rapport: A close and harmonious relationship where people understand each other’s feelings and ideas and communicate well.  
  
- Simplified meaning: Building rapport means getting someone to like you.  
- Once people like you, they trust you, making persuasion much easier.

## 3. The Psychological Impact of Building Rapport

- When someone feels rapport with you, they subconsciously think:  
- Once this feeling is established, anything you say holds more weight, making persuasion effortless.

## 4. Common Mistakes in Persuasion

- Many people focus too much on what to say rather than building trust.  
- The best communicators understand that **persuasion is about emotional connection before tactics**.  
- Mistakes beginners make:  
 - Thinking logically instead of emotionally.  
 - Relying solely on scripts and techniques.  
 - Coming off as inauthentic or fake.

## 5. The Danger of Inauthentic Persuasion

- Example: A sleazy car salesman using high-pressure tactics.  
- This approach makes people feel manipulated and not trust you.  
- Instead, sell or persuade emotionally.

## 6. Persuasion through Emotion: The iPhone Example

- Apple releases a new iPhone every year.  
- People stand in long lines to buy it, even when their old phone works perfectly.  
- Why? Because buying decisions are emotional first, logical second.  
- People justify their purchases logically (e.g., better camera, faster processor), but the real reason is emotional attachment.  
- This principle applies to:  
 - Product sales  
 - Persuading someone to quit smoking  
 - Convincing someone to adopt new habits  
- Key takeaway: Capture emotions first; logic follows.

## 7. Core Rules for Building Rapport

### Step 1: Feel Comfortable with Yourself

- If you are not comfortable with yourself, others will not feel comfortable around you.  
- People can subconsciously sense discomfort.

### Step 2: Make Others Feel Comfortable

- Comfort improves persuasion dramatically.  
- If both parties feel at ease, communication is frictionless.  
- If either party feels uncomfortable, there will be a barrier to persuasion.

### Step 3: Focus on Emotions First

- The tactics will come naturally if emotions are in place.  
- Throughout this course, we will explore how to appeal to emotions and use persuasion tactics effectively.

## 8. The Path Forward

- In the next section, we will explore how to build rapport instantly within the first five seconds of meeting someone.  
- By mastering emotional connection, persuasion becomes effortless and natural.