

# Developing Your Male Charisma: Become a Leader and Attract Women Easily!

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## INTRODUCTION: The “It” Factor

It's not so easy to identify exactly what it is about a person that makes him or her charismatic. You know that someone's got "it"; you just can't quite define what "it" is.

Charisma is an **attractiveness that goes beyond good looks**... an appeal that can't be labeled... a captivating quality that isn't the result of simple intellectual brilliance or a terrific sense of humor.

Most people see charisma as something elusive and unachievable—a kind of **magical, mysterious magnetism** that you're either born with or not. And the fact is that nothing could be further from the truth!

Charisma isn't a function of DNA. It can be developed...

and it can be developed by YOU.

(Isn't that why you purchased this ebook?)

## UNIT 1: The Science of Charisma

The study of charisma and its role in leadership began with Max Weber.

The pioneering sociologist who lived from 1864 until 1920 defined **charismatic** leadership as gifted, inspired motivation from a leader who pursues a vision which **attracts followers to identify with and emulate him**.

Charismatic leaders have **strong core values** that drive their behavior. They are also **articulate**, with the ability to speak dynamically, forcefully, and so persuasively that other people to buy into the vision, and to want to achieve it.

They are generally unconventional trailblazers; self-confident, and with a sufficient amount of **competence** that people feel comfortable following their lead.

This makes charisma especially important in a **crisis situation** because people are more likely to look toward a person who **appears capable** of bringing them through.

## UNIT 2: The Minute You Walked in the Room...

Professor of psychology Howard Friedman (University of California-Riverside) is a specialist in **non-verbal communication**. He defines charisma as "**a certain presence.**" (More about this critical aspect of charisma in a moment!)

When charismatic people enter a room, their mere presence draws attention and their energy may radiate to enliven the entire gathering. At the core of this charisma, says Friedman, is "**a basic self-confidence**" and the ability to **project this to others.**

## UNIT 3: Gifts Under the Charisma Tree

Right now, you're at a fork in the road. Will you continue doing the same-old thing with the same old results, or will you move forward in a new direction... one that may seem a little scary at first... in order to make your life fuller, more successful, and more joyful?

I expect you may need a small "push" to get you going in the right direction because the fact of the matter is:

**Your charisma quotient needs to be improved... and that takes work.**  
(Don't worry... the work is actually fun.)

Since you've paid good money for this ebook, I want to make sure you get every penny's worth of value. And in order for you to do that, you have to **commit yourself mentally** to doing whatever is necessary to raise your charisma quotient.

So before you even think about hitting the "close" button and wandering off for another night in front of the TV, I invite you stay tuned here to your favorite frequency - WII-FM -- our next Chapter.

## UNIT 4: WII-FM -- What's In It For Me

Here's a list of "oldies, but goodies"...an overview of the amazing things that having charisma can do for you!

You'll get far **more respect** than the average person!

People will be drawn to you **without any effort** on your part!

You'll **exude self-confidence!**

You'll seem **powerful without being intimidating.**

You'll **put people at ease** and make them feel understood!

And you'll be able to easily get what you want, because **people will instinctively want to help you!**

In your **personal relationships**, the quality of charisma can make your life fuller and more joyful. Your friends, people you want to influence, and members of the opposite sex will be far happier in your company, and you will have a greater influence on them, causing them to feel better about themselves and to do better at the important things in their lives.

Face it. Your charisma makes you irresistible.

## **UNIT 5: Call Me Irresistible**

Webster's Ninth New Collegiate Dictionary defines charisma as "a personal magic of leadership arousing **special popular loyalty** or enthusiasm for a public figure."

Charisma is also that special quality of magnetism that **each person has** and that each person uses to a certain degree. The people who look up to you, who respect and admire you, would probably say that they find you charismatic. Why? Because

**Whenever one person feels a positive emotion towards another,  
he imbues that person with charisma.**

In trying to explain charisma, some people speak of an "**aura**" that radiates out from a person and affects the people around him in a positive or negative way.

Actor Tom Hanks, for example, is famous for his ability to charm people, with a twinkle in his eye and a compliment (not generic) told to them. Hanks is famous for being able to make people feel flattered and happier.

You see, a person with the aura of charisma makes you feel better about yourself as a result of the time you've spent with them. A charismatic person **brightens your mood.**

### **Saintly Charisma**

The halo around the heads of saints and mystics in many religious paintings was the artist's attempt to depict the light -- an outward manifestation of charisma -- that people reported seeing around the heads of these men and women when they were speaking or praying, or in an intense emotional state.

You also have an aura around you that most people cannot see. But visible or not, it's there nevertheless. This aura affects the way people react and respond to you, either **positively or negatively**. So it's easy to see why it's in your very best interest to learn to control this aura and make it work to your advantage.

## **UNIT 6: Charisma Comes From Others**

Charisma has nothing to do with anything tangible. Instead it is a fantasy of the mind. Charisma is created when other people have a certain opinion of you.

For example, suppose you were about to meet a US President like Bill Clinton or George W. Bush. No matter what your political persuasion going into the meeting, because of the person's fame you would (if you're like most people) automatically give him charisma and be hanging on his every word. But either man, if he were by himself, wouldn't be charismatic.

So, again, charisma is **caused by the perceptions** that others have of you. A charismatic person is one who's able to draw out certain reactions in people.

So a charismatic person is someone who can stir another's emotions and have an impact on their thoughts and actions. That means that having charisma gives you overwhelming **power over others**. Not only do they do what you want, but they **willingly** do so.

### **Activity That Develops Your Charisma:** **Become a Movie Star**

Imagine you're a famous actor. People in your hometown who see you going about your business know you're a major player in Tinsel Town.

As you visualize that, you'll interact with people feeling:

- famous

- influential
- powerful

## UNIT 7: Charisma Sells

*The charismatic salesman is almost invariably a top performer in his field who enjoys all the rewards that go with superior sales*

If you're in sales, your charisma can have a major impact on the way your prospects and customers **treat you and deal with you**. I'm sure you've noticed that top salesmen seem to be far more successful than the average salesmen in getting along with their customers.

Charismatic salespeople are always more welcome, more positively received and **more trusted than the others**. They **sell more**, and they **sell more easily**. They make a better living and they build better lives than people who have not fully developed their charisma potential. Salespeople with charisma get far **more pleasure** out of their work and suffer **less stress and rejection**.

## UNIT 8: Charisma Makes You Influential

If you're in business, developing greater charisma can help you tremendously in working with your staff, your suppliers, your bankers, your customers and everyone else upon whom you depend for your success.

People naturally radiate towards those who possess charisma. When you've got charisma, other people will want to help you and support you in your success efforts. People will open doors for you and bring you **opportunities that otherwise would not have been available to you**.

Charisma gives you a tremendous advantage in almost every conceivable situation:

- Sales calls.
- Romance – meeting, attracting, captivating, and seducing women.
- Business meetings.
- Enlisting the cooperation of that cop who would have given you a ticket.
- Getting your employees to happily do their work.
- Any time you find yourself being the leader.

Just imagine how much easier your life will be when people are instantly drawn to you and automatically want to help you.

You'll be able to **inspire people**, ignite their enthusiasm, **persuade them** to see things your way, and **do what you want** them to — without creating defensiveness or resentment.

You see, that's the beauty of charisma. Charisma doesn't turn you into a crafty trickster, pulling the wool over people's eyes and fooling them. When you unleash your charisma -- which is really just saying when you **live and speak authentically**, from a place of "inner truth" -- people will naturally want to be on your side.

Whether you're running a corporation, a department, a classroom, a volunteer program, or a household, there's no skill more valuable than the ability to positively influence others.

You already have the potential to be more charismatic. Together, we're going to unlock it, so you, too, can have **an extraordinary edge in life** shared only by a select few.

## UNIT 9: What Is Charisma?

Dr. Tony Alessandra defines charisma as "the ability to influence others positively by **connecting with them physically, emotionally, and intellectually**."

He also quotes Harvard anthropologist Charles Lindholm's definition: "Charisma is, above all, a relationship, **a mutual mingling of the inner selves** of leader and follower."

Heady talk!

### ***Body to Spirit, Body to Spirit, Come in Please***

Charisma -- the real McCoy -- has certain characteristics: **expansiveness** for instance and **energy, joy and creativity**. Charisma is a way of being which **calls forth all your powers** - from the pragmatic to the inspirational, the intellectual to the intuition -- and a way of **relating to yourself**, to those you work with and play with - and even to the "universe" itself.

That is why at its core, charisma is both disarmingly simple and immeasurably

complex -- it is **the spirit which is unique to you.**

Establishing contact with your unique spirit...learning to understand and to respect it...and finally **having the courage to live from it** is what gaining charisma is all about. The more fully and honestly your unique nature shows itself, the more charisma you will have.

Simple? Nothing could be simpler.

## **UNIT 10: Boost Your Charisma By Having Confidence and High Self-Esteem**

The people around you are only going to accept you if you accept yourself. They're only going to have confidence in you if you have confidence in yourself. They'll only follow you if you're in charge of yourself.

You can improve your self-esteem two ways:

### **1. Internally, by accepting yourself and having a positive mindset.**

Confidence, you see, ultimately comes from within you. You must believe in yourself if you want to prosper. Remember: YOU CAN SUCCEED. You can accomplish *anything* you desire if you adopt a powerful attitude and truly strive for your goals.

### **2. Externally, by improving yourself in every area of your life.**

The best way to boost your self esteem is to enhance, revamp, and reform all the areas of your life. Improve in areas where you are weak by learning from your mistakes and bouncing back.

Remember that you create your own reality, so develop a thick skin. do not allow yourself to be phased by insults or put-downs.

And then, **be proud**. Your successes and failures have made you the awesome person you are today. A charismatic person freely shares himself with others, whether it's his strengths or his foibles.

## **UNIT 11: You Are What You Speak - Charismatic Words**

In discussions of charisma, most people immediately say "sex appeal" when asked to describe a characteristic of someone who is charismatic.

But Cynthia Emrich, associate professor of management at the School of Business at the College of William and Mary, thinks otherwise. "If the (charismatic person) is attractive, but you don't have any clue [about where he stands] you can't identify with him. The leader loses potency."

Emrich grew interested in **the language of charisma** after reading a theory that memorable art creates images in the viewer's mind. A study of Shakespeare's sonnets, for example, found that the most popular sonnets had the most **image-based words** such as "heart," hand" or "desert."

Emrich contends that in the pre-television era, words sometimes nosed out looks as the source of charisma. "We tend to equate charisma with a type of sex appeal or charm, but you can find charismatic leaders who were pretty darn unattractive," she says pointing to British Prime Minister Winston Churchill, unarguably tremendously charismatic, but not attractive physically.

### ***Charisma in the White House***

In a study of historic presidential speeches, it was found that Franklin Roosevelt and Ronald Reagan, U.S. presidents overwhelmingly deemed charismatic by historians were **heavy users of image-based words**. And, as well as being called charismatic...

**Presidents who used more of the image-evoking words in pivotal speeches  
were also ranked as more effective.**

There is no definite theory as to why **image words would be more persuasive and charismatic than idea words**, although some studies suggest that it's because they engage a different part of the brain. When you use image-based words, says Emrich, "it's not just something they see, but also hear and taste."

So an important part of charisma is the ability to **elicit images in the mind of a follower**. A message that is easy to "see" is easier to understand, and that works well for the message and the messenger.

## **UNIT 12: The A-B-C Basics of Charismatic Communication**

## ***Communication Basic A - Let Your Voice Come From Deep Within You - Involving Your Body***

It's more likely than not that you don't involve your body in your speaking very much. You probably take shallow breaths, and when you speak, the **resonance** of your voice probably comes mainly out of your throat, neck and head, rather than out of your chest or deeper in your body.

Not good.

You must **practice breathing more deeply**, and practice letting sound come out of that deeper place within you. The following exercise is perfect for you:

### **Activity That Develops Your Charisma: Open Up and Say Ahhhh**

Try breathing deeply and saying "ahhhh, ahhh, ahhh" with each breath, letting the sound come out of a lower place in your body. Then try speaking. You'll find that your voice is more resonant and easier to listen to. If you do this every day, after a while...

1. Your habit of breathing will change.
2. Your vocal tone will change along with it.

You can practice this exercise wherever it's convenient:

- In the car.
- On the way to work.
- In the shower in the morning.
- Whenever you happen to be alone.

## ***Communication Basic B - Speak with Excitement***

Many guys who have been told that they lack charisma have usually **gotten into the habit of never showing any real excitement** about anything.

Charismatic, attractive people, on the other hand, are good at **conveying their enthusiasm** about things in their lives by the way that they speak. You can learn to do this by **practicing speaking excitedly about things**.

### **Activity That Develops Your Charisma: Get the Needle in the Red Zone**

Imagine that there is a tachometer strapped to your forehead that registers the "excitement output" of your speech. If your Charisma Quotient is low, the needle

on your tachometer probably stays low, too. Your job in becoming a more charismatic person is to learn how to...

### **Get so excited about something that the tachometer explodes toward the red line.**

You do this by practice. Choose a topic, and spend one speaking about that topic with enthusiasm. Really let yourself go, and get excited about it! It doesn't matter if you're talking about your favorite fruit, what happened that day, your business, or world politics. The subject doesn't matter nearly as much as your ability to convey your excitement about it.

As you practice speaking excitedly, you'll find you are **more animated and exciting in all your conversations**. And this will make you much more charismatic.

### ***Communication Basic C - Don't Be Wishy Washy***

Many people who come across as boring and unfocused were not rewarded during their formative years for speaking with certainty or decisiveness. As a result, they've come to believe that the best way to get along in life was to stay "under the radar," and to never appear too committed to anything.

That's a good way to get along if you don't mind being completely devoid of charisma... and all the benefits that charisma brings.

If you'd rather do more than just get along, if you'd like to really be charismatic in your personal and business life, it's time to start **experimenting with speaking with certainty**.

### **Activity That Develops Your Charisma - Remove and Replace**

Sounding wishy-washy is very much a function of the language you use when you express yourself. The easiest way to stop appearing to be drifting without a rudder is to **remove the words "I guess" from your vocabulary**.

Tiny verbal changes can have a huge impact in how dynamic and charismatic you seem to other people. But "waste removal" is just half the task. When you break a habit (like saying "I guess"), you can't simply stop the behavior. You must **replace one behavior with another**.

When it comes to radiating charisma, you should remove all words of doubt and replace them with words of certainty.

- Instead of saying, "I guess so," say, "Yes!"
- Instead of saying "I guess that'd be okay," try saying, "That's what I want."
- Instead of saying, "I guess we could sit over there," say, "Let's sit over there."

Some people have natural charisma in their speaking. The rest of us just have practice.

Good luck!

### **Action That Develops Your Charisma - The Charisma 2-Step**

Now that you're beginning to understand the importance of raising your Charisma Quotient, and now that you realize it's possible for you to raise your Charisma Quotient, it's time for your first assignment.

Don't worry. It's a snap!

#### **The Charisma 2-Step**

Step One - Identify the people with whom you seem to have a lot of charisma - the people who know, like and respect you the most. How could you increase your charisma with these people?

Step Two - Identify the people whom you feel exude charisma, the people you most like and respect and admire. What is there about them that you could copy or emulate?

Well done! Simply by examining the charisma that's already in your life, you're one step (actually TWO steps) closer to raising your CQ to a new level.

## **UNIT 13: Boost Your Charisma By Learning Public Speaking**

Good public speaking, the ability to put a crowd into your spell, is a science that can be learned.

The Toastmaster's Organization is filled with charismatic people who transformed themselves by learning to speak in front of audiences.

Toastmaster's has a philosophy of learning by doing. Each week you give at least one short speech, and as you persist through it, you'll come out much more charismatic and engaging than you were before you joined.

Toastmaster's clubs exist almost everywhere and generally cost very little. Check out <http://toastmasters.org/> for a Toastmaster's Club in your area.

## UNIT 14: Be the Man

Lack of a backbone and feeling needy and insecure are the biggest obstacles to being a leader and attracting women through your charisma. If you want to be the strong guy who sucks others into his vortex, observe and practice the following guidelines.

**TAKE RESPONSIBILITY.** A man with charisma solves problems without placing blame on others. As John F. Kennedy put it when discussing the immense challenges of the presidency, "I do not shrink from this responsibility -- I welcome it."

Accept advice from others, but don't depend on them to make decisions. Always be ready to take charge and make the decide what will be done.

**BE ASSERTIVE.** Have your own opinions and don't be wishy-washy. Remember, as a leader, it's up to you to influence others. So make your own decisions in life. And don't be afraid to ask for what you want.

And as a charismatic leader, although you take other people's viewpoints into consideration, there's no need to ever be a follower, nor to be submissive to anyone. If you have to disagree with someone, that's fine, since courage for your convictions is a magical trait possessed by the charismatic.

Having said that, however, don't be combative either. You see, getting upset and overly emotional about things reeks of insecurity.

When you're assertive, you tell people what you want, being respectful yet resolute. There's never any reason to threaten, act hostile, or lose your temper. Just be honest about your needs.

**BECOME DRIVEN TO SUCCEED.** A charismatic person has an overpowering

urge to create a better life and fulfill his potential in life. Create goals, and focus on doing what it takes to reach them.

**PLACE A HIGH VALUE ON YOURSELF.** That means you don't need other people's approval. You're placing a low value on yourself when you:

- Brag about yourself. The only reason you'd ever brag is because you feel insecure.
- Try to impress people. A man of high value isn't required to prove himself to anyone.
- Feel that anyone's better than you. You never need to put a woman up on a pedestal or feel like you have to impress your friends or followers. Remember, no one out there is better than you! As such...
  - Don't give people your attention unless they have earned it. And then when you do give them your attention, they'll feel so much better about it.
  - Be busy enough in your life (due to your drive to succeed) that when you give your time to others, they can be sure that they have earned it.
  - Never feel as if you need to buy anyone's affections. Instead use your charm. A well-placed sincere compliment for someone will bring you far better results than buying them gifts or giving them fake flattery.

## **UNIT 15: Focus Externally**

The uncharismatic person is only in his own world and pays no consideration to others. The weak person is one who is completely absorbed with others to the detriment of himself.

The charismatic person, on the other hand, **divides his time**. He focuses about half and half on himself and others. As a consequence:

- He is able to **think what others are thinking**.
- He is able to **feel what others are feeling**.

The best way to illustrate this is through a little pop quiz:

Suppose someone tells you that they took an exciting trip to Costa Rica, where they went on a zip line canopy tour of the jungle and saw some monkeys. What is the charismatic response?

- a. "That sounds interesting. I've never been to the jungle nor seen monkeys in the wild. What were the monkeys like?"

- b. "Yeah, I was in Costa Rica. It's okay. You know what's really awesome though? The Amazon! When I was there I saw..."

Choice B is not charismatic. It's the answer given by someone who's self-absorbed and not focused on the other person.

Choice A is a charismatic thing to say. The person saying it is focusing his attention outside himself and engaging with the other person by being interested in what they're saying.

## **UNIT 16: Reach Out and Touch - Making A Connection Building Rapport...**

A necessary quality of the charismatic man is being able to build rapport with a wide range of people. When he was CEO of General Electric, Jack Welch was reputed to have been able to have easy conversations with anyone the lowliest janitor, to workers on the factor floor, to members of the board of directors, to presidents and world leaders.

Rapport is simply **a connection with someone**. When you build rapport with someone, you...

- **Have a deep, sharing conversation** with someone. Ever had the sense that you could talk about anything with someone, and you never ran out of things to talk about? That's rapport.
- **Get to know the person** on a deep level. Learn what makes them tick – how they feel about things, what they want, and what they fear.
- Feel as if you have **a lot in common** with the person. No matter who the other person is, someone with charisma is able to find a way to relate to the person.
- Make that person **trust you and feel comfortable with you**.

You can build rapport with someone by doing the following...

- Asking questions to learn about them. Try to ask probing, open-ended questions ("What kinds of things did you enjoy doing in college?") rather than yes-no questions ("Did you enjoy partying in school?")
- Be enthusiastic about them because you're genuinely interested.
- When you talk to them, look for commonalities. Every time the other person or you are able to say "Hey, I'm like that too!" you're in rapport. (However, don't just agree with everything they say, since spinelessness is uncharismatic.)
- Try to get to know the person.

- Teaching them new things in order to genuinely help them out.
- Saying "I understand you."
- Saying "Thank you."
- Using the person's name from time to time. (Everyone likes to hear their name.) Make an effort to always remember a person's name. One of the characteristics of Bill Clinton that people marveled about was his ability to remember your name... even if it was years later!

## I "Feel" You...

A man who develops his charisma is likely to do well in all aspects of life for one main reason -- **connection**. People who are charismatic connect with people around them emotionally, mentally, and even physically.

As you seek to improve your Charisma Quotient, remember that when people feel someone is **making** them do something, they're often frustrated and resentful--and as a result, they dig in their heels.

### **Golden Nugget:**

A charismatic person strives to create feelings of **collaboration and fellowship**.

Charismatic people approach others interactively and **offer a choice**, turning an order into a perception that it's a request. For example, telling a subordinate "Copy this report" is a mild form of **coercion from a position of power**.

But if you reframe the question as "Would you mind copying this report?" or "Could you please copy this report right now?" it creates in the employee an illusion of an interactive communication that allows for the possibility of more than one outcome... thus giving your employee a sense of power and you an aura of charismatic leadership.

By the same token, you can't simply order employees to "Be more productive!" or "Improve your efficiency!" and expect them to feel invested in the process of making their workplace better. But you can **organize them** into teams or **create suggestion systems** that really work, and give people more information about the company's profits and losses so they feel like valued partners.

The second approach is more empathetic, more **other-directed** and focused on the needs of your workers. Your empathy empowers your employees, and that's a big plus for them, for you, AND the company.

### **Golden Nugget:**

**Recognize another person's achievements**, contributions, and particular skills.

Everyone wants to feel that they're on a winning team, and they want to feel that their contribution, no matter how small, was important. A charismatic person will **catch someone else doing something right** and celebrate those successes enthusiastically.

## UNIT 17: Charisma By Example

Charismatic people have heard all the bromides about why you can't rock the corporate boat ("We've never done it that way before." "It's too radical a change."), but they just **pay less attention** to them.

In fact, the charismatic person often **good-naturedly challenges, prods and pokes** as he encourages others to stretch themselves. Take Michael Jordan.

Even in practice, the superstar was known for being the loudest, most demanding player on the court, goading his teammates to try harder. This never-ending level of competitiveness was Jordan's way of being inspirational; he never stopped trying his best, even when no one is keeping score.

The potential to be charismatic leader is within you, too. And... the payoff for doing so has never been higher.

So I suggest that you be **aggressively optimistic** and **willing to be the first to do something** and to **willing to take the heat** if it doesn't work out makes you the kind of person other people respect, trust, and lay down their professional life for.

## UNIT 18: Be Optimistic

Ever noticed how people are drawn towards optimists? Studies have shown this time and time again.

One particularly interesting study was done using two rooms, two men, and a large, statistically-significant sample of female university students. Each woman went into both rooms to have a 10-minute conversation with the man inside. After it was over, each woman would fill out a questionnaire to reveal which guy she'd rather have a 2<sup>nd</sup> conversation with.

Man #1, a guy judged by societal standards to have striking good looks, was

coached by researcher to act depressed and down. Man #2, a guy with plain looks, acted positive and optimistic.

Can you guess who the women preferred? Overwhelmingly, Man #2 won out.

You see, charismatic people tend to not to pay attention to the bad parts, but instead on the **good** parts of...

- Our existence.
- The people they encounter.
- The experiences that they have.

Talk to a charismatic person, and they speak to with an assumption that virtually every part of their life is like a novel – the people are fascinating and the experiences are scintillating.

## ***How to Be Optimistic***

First, fight back against all the negative thinking that you do. Second, have your “internal voice” that's constantly running in your mind saying positive things only?

Sound simple? It is, although what's **simple** isn't necessarily the same thing as what's easy.

But here's a step by step roadmap for changing your thought patterns into one that's more optimistic and thus charismatic.

1. **Block Your Bitching.** Constantly complaining puts you in a foul mood, is a terrible way to live, and puts people off. Stop it.
2. **Embrace the Bright Side.** No matter what the cloud is, there's always a silver lining.
3. **Give Uplifting Lip Service.** Even if you feel down, remember that as a charismatic leader you radiate emotions to others people. Consequently, you should always speak optimistically.

Look, a lot of people may say stuff like, “I'm not an optimist, I'm a realist.” But that's BS. You see, life **is** optimistic. I think it was Mark Twain who first wrote that life is like grass. No matter how often it gets cut, it keeps on growing.

So when you raise your Charisma Quotient, you'll exude the positive energy of a **self-confident optimist**. Nothing stands in your way because you are able to see almost all problems as solvable--**focusing on desired results rather than possible failures**.

This upbeat attitude is tremendously charismatic and helps encourage people to step forward and convert their sense of fear into a sense of opportunity.

Life will be much less stressful because you won't have to deal with the conflict that often comes from "butting heads" with someone else's behavioral style. Instead of a tiny misunderstanding blowing up into a major problem, you'll be able to nip the problem in the bud before it even starts to get out of control.

And remember that even if you never get a chance to head a corporation or spearhead a movement, you can use your charisma, present or future, to do good for yourself and others, to make for positive change in ways large and small.

### **Golden Nugget**

Knowing who YOU are is the key to developing  
**stronger business and personal relationships and to improving interpersonal skills.**

Once you get a handle on spotting behavioral styles, you'll find yourself better able to get along with your family, friends, and co-workers. You'll even find strangers easier to deal with.

## **UNIT 19: Studying Charisma**

### ***Can Charisma Be Measured?***

Yes! An examination of nonverbal cues such as **facial expressions, gestures** and **body movements** speaks volumes about someone's charisma.

For example, charismatic people **smile naturally**, with wrinkling around the eyes. They are generally **demonstrative**, often touch friends during conversations.

Even people who may be characterized as shy may also be considered charismatic and influential because of their ability to **transmit emotions through nonverbal cues**. Inscrutable people are the opposite pole and are the least charismatic.

## You Be The Judge

Courtroom studies show that elements of charisma help us make judgments about people and their integrity. For example, despite innocence or guilt, if a defendant is self-confident and very articulate, the jury is more likely to vote an acquittal if the opposite party is less charismatic.

## UNIT 20: Can Charisma Be Learned?

Despite appearances to the contrary, charisma is not a mysterious, indefinable character trait, but a **inter-connected set of skills**. Some people learn these skills when they're young because were lucky enough to learn by example -- from their parents, a teacher, a member of the clergy, etc.

They were lucky then. You're luck now. You can learn the skills on your own.

Charisma can be developed; it is **not product of DNA and genetics**. The expression, "Leaders are made, not born" and the corollary "Charisma is nurture, not nature" is a staple of the personal and executive coaching industry.

Okay, so you're probably asking: "If a person can learn to become more charismatic, what are the **foundational steps to achieving personal charisma?**"

Changing your Charisma Quotient from "Okay" to "Oh my God!" is simply a matter of developing the seven secret skills listed on the following pages. You may well find these secrets **the most important information contained in this book.**

Before we get down to the meat of things, I think this is just the right time for a little break...a moment to sit back, relax, and let someone else do the thinking. So grab a cup of your favorite beverage, put up your feet, and wrap your mind around:

### **Study Break - Famous Thoughts on Charisma**

"The key to charisma is **making others feel good about themselves** while they're in your presence." - John Alexander, Author of *How to Become an Alpha Male*

"Charisma is the **transference of enthusiasm.**" - Ralph Archbold

"When I left the dining room after sitting next to Mr. Gladstone, I thought he was the cleverest man in England. But after sitting next to Mr. Disraeli, I thought I was the cleverest woman in England." — A woman recalling her dinner with Benjamin Disraeli and William Gladstone, two 19<sup>th</sup> Century British Parliament leaders.

"... the strange German conception of the leader's 'charisma,' a combination of **manliness, recklessness, and intellectualism.**" -- Louis L. Snyder, *Annals of the American Academy of Political and Social Science*, July 1947

"My strong point is not rhetoric, it isn't showmanship, it isn't big promises-those things that create **the glamor and the excitement that people call charisma and warmth.**" -- Richard M. Nixon

## UNIT 21: Secrets Revealed

### 8 Secret Skills for Increasing Your Charisma Quotient

#### **Secret Skill #1 - "Reading" People**

In order to communicate with someone, you'll want to have a sense of what they're thinking and feeling. You can acquire this skill by observing people you know, trying to guess what emotion they are feeling, and then asking them if your guess is correct.

Over time, your ability to guess will improve.

#### **Secret Skill #2 - Emotional Expression**

Studies have shown that most people are not nearly as good at communicating emotion non-verbally as they think they are. How do you do it? With **the tone of your voice, your face, and your body language.**

The best way to improve your emotional expression is to try to convey more feeling when you're conversing with people. If you want to improve quickly, **practice in front of a mirror** or videotape yourself.

#### **Secret Skill #3 - Hiding Emotion (Selectively)**

Showing the wrong emotion at the wrong time can cause discomfort in others or make people lose respect for you (having no emotional control is a sign of immaturity and lack of self-discipline).

**Golden Nugget**

**Emotions are contagious**, and some are unwise to spread, particularly anger and awkwardness.

Some people are not very good at hiding their emotions from others. Their inability to seem neutral makes them **less charismatic** because sometimes the unintentionally or intentionally expressed emotion is inappropriate to the situation.

#### **Secret Skill #4 - Learning to Read Between the Lines**

The best way to practice is to simply sit in a café and brush up on your people-watching. Observe passers-by during their verbal and non-verbal interactions with one another and look for subtle clues and signals they may be giving off

**Golden Nugget**

The ability to focus your attention beyond yourself is an important aspect of charisma

#### **Secret Skill #5- Playing by the (Social) Rules**

When in Rome, do as the Romans...if you want them to think you're charismatic. Social rules are different for different cultures, subcultures, ages, regions, etc.

Since part of being charismatic is "mirroring" what's going on around you (to make people feel comfortable with you), you need to pay attention, study, and ask questions to figure out what's considered "the norm" in a specific environment -- things like who goes through the door first, how to introduce yourself to others, who reports to whom, etc.

**Golden Nugget**

A good person to ask for guidance on social rules is a socially competent older person who's been around the block before.

#### **Secret Skill #6 - Develop a Multiple Personality**

The ability to **play different roles with different people** and knowing what works best with different people is a tremendous boost to your Charisma Quotient. But if being charismatic is about being yourself, how can you play different roles and still be true to yourself?

Everyone's personality -- yours, mine, the chick you meet on a date, Aunt

Milly's, Fire Marshal Bob's -- has many aspects. You're not always happy are you? Or always sad. You're not always friendly and you're not always outgoing, but you're not always a quiet loner either. Being socially flexible is about allowing the aspect of you that is **appropriate to a situation** to come out.

### **Secret Skill #7 - Talk the Talk**

This is the ability to use words to express yourself clearly and interestingly. You can improve your skill by **paying attention to what makes some people interesting and others boring**, and by practicing what you learn.

### **Secret Skill #8 - Increase Your Word Power (Vocabulary)**

Spending more time expressing yourself verbally is very important — conversing, giving speeches — simply try to improve your ability to express yourself with words.

You don't have to memorize a new list of "20-dollar words" every morning, but trying to find different ways to express yourself is important.

#### **Golden Nugget**

As with almost everything in life, achieving charisma will require you to develop the ability to communicate

## **UNIT 22: Body, Mind and Spirit**

### ***The Charismatic Mind***

Charismatic people **engage the minds** of others. Their ideas and ideals tend to **raise our vision** above the mundane. To enhance the charisma prowess of your mind, engage your brain to

#### **Read**

**Take a class** in a subject that's completely new to you

**Continue your professional development**

**Learn personality types**

**Develop a better vocabulary**

**Teach** or train others

Interestingly, even when we have a sense that a charismatic guy may not be the

smartest person, we give credit to his words because we see that he **thinks deeply about things** and are able to **communicate their ideas and thoughts in meaningful ways**.

## ***The Charismatic Body***

Some people are physically charismatic. Motivational speaker Tony Robbins clearly has a commanding presence, thanks to his super-size frame which contributes significantly to his charisma.

Now this is one instance where nature is at work, not nurture. BUT...you can **improve your physical skills** (if not your size) to enhance your charisma by:

- Improving your **overall health** and vitality
- Improving your ability to **look people in the eye**
- Developing a **firm handshake**
- Investing in a new wardrobe that **accentuates your best features**
- Carrying yourself proudly** with your head up
- Learning to **smile more**

## ***The Charismatic Spirit***

The connection we tend to most identify with charismatic leaders is the emotional. Though few people have ever met Mahatma Gandhi or the Dalai Lama, their words and deeds have inspired millions.

To connect emotionally to others in a more charismatic way, you should

- Enhance your **oral communication skills**, including persuasion and public speaking
- Develop your ability to communicate effectively in writing
- Focus more on those with whom you communicate and less on yourself
- Learn to listen better
- Be more aware of body space and body language
- Work on being more optimistic

## **UNIT 23: Presence and Charisma**

The most powerful manifestation of charisma is "presence." Presence, as used here, refers to **the quality of commanding respectful attention**.

To further define presence, think of it more specifically as **how you carry yourself**.

## Activity That Develops Your Charisma: Visualizing Charisma

Picture a parking lot filled with row after row of little red Cooper minis. In the middle of this "red sea" is a midnight blue Ferrari. The Ferrari stands alone -- all sleek, sporty and stylish compared to the boxy little Minis. The Ferrari isn't moving...it isn't rev-ing its engine. It's simply sitting there, commanding your attention. Now that's presence! Now imagine yourself as the Ferrari standing apart and distinct from the other little cars with an appeal and allure all your own.

## **UNIT 24: 3 Unstoppable Ways to "Presence" Yourself to Charisma**

Having a "presence" is an essential part of having charisma, so let's talk about ways to establish your presence.

### **Your Mother Was Right: "Don't Slouch!"**

Your posture should make you appear to be **confident and at ease** with your surroundings. Pay attention to how you walk, sit, and stand. Even if you're not at ease, maintain a posture that tells other people that you are.

That means standing with your head held high, and your shoulders back. Let your arms hang freely.

When seated, keep your body language relaxed and open. Do this by

- Not fidgeting.
- Keeping your hands and fingers away from your face and mouth.
- Keeping your arms open, not folded in front of your chest in a defensive posture.

### **S-M-I-L-E**

A friendly smile is one of your most powerful charisma "weapons" and can work wonders if you use it at the right strategic intervals. A friendly smile **breaks the ice, overcomes resistance**, and surrounds you in an aura of high self-esteem and confidence. It says to the other person, "I'm friendly and a pleasure to be with!"

### **You Be the Judge**

In any situation where you are dealing with another person, you need to stay

focused on **tact and diplomacy**. To keep your Charisma Quotient up so that others will be drawn to you, you need to analyze situations so you'll know when to speak and what to say when you speak, and how to present yourself in the most appealing way throughout the interaction.

In a world where **most people lack a high level of presence**, it's easy to stand out when you have it and it shows. And although it's difficult, until you develop your own high level of presence, you can fake it til you make it.

But take note - the trick to faking it is **to fake it with sincerity**.

## UNIT 25: The Concept of 'Universal Presence'

When it comes to first impressions, there's a certain zone statistically most people respond to, and for the purpose of this section we'll call it the "**safety zone**."

You can dress the same way that you've always dressed, or you can dress in a way that other people are known most often to admire. The important thing to realize is that it's that your clothing will establish your presence... and that presence can draw other people to you or send them running to the hills.

## UNIT 26: The Style Channel

If you're trying to turn up your Charisma Quotient with women, you'll dress with **personal style**. A good sense of personal style sends out the charismatic message: "I care about myself and the image I present."

A few simple things you can do immediately to improve your appearance are:

- Build muscle. Hit the gym and start working out ASAP. For many women, the most attractive physical trait a guy can have is to look athletic. (There's no need to go overboard and become one of the hulks you see at bodybuilding competitions, however. Because for many women, it can be a turn-off if a guy's too big.)
- Keep your body and face clean.
- Keep your nails clipped (don't bite them) and clean. Keep your hands washed.
- Fix your hair.
- Get a little sun so your skin looks nice, and use anti-zit cream to prevent pimples.

Don't confuse **enduring style** with **passing fads**. If you do, you'll end up a

fashion victim, pulled in whatever direction the trend of the moment pulls you . Don't try to mimic trendsetters and buy into whatever the fashionistas are trying to sell.

For a bump in your Charisma Quotient, be a **little creative**, looking for those items that **fit your unique style** and so will make your wardrobe **more original than the average well-dressed person**.

The great seducers -- charismatic lovers like Valentino, Don Juan, and others -- understood what the women they were after most looked for in a man's appearance, and so they portrayed this image for the sole purpose of getting these women.

Today, this means that if you're going after a woman who's "big on country," dressing with a "hip hop" look probably isn't going to have a good effect.

Preppy girls like preppy boys. Biker girls like tattooed-up bikers. Thug girls like thug guys. Punk rock girls like punk rock guys. Cowgirls like cowboys. Yes, yes, yes, I know the saying is that "opposites attract," but that's a myth. The reality is...

### **Birds of a feather enjoy being around each other.**

Therefore, to bring up your Charisma Quotient, you should always keep in mind that a personal style that's too different from the "universal presence" exuded by successful people in different walks of life is likely to **turn people off**.

By themselves, these simple details regarding showing a positive, prestigious face to the world won't make you the Charisma Kid. But put them all together and they spell "presence," a keystone in your foundation for charisma.

## **Sharp Dresser**

Charismatic people exist in politics, religion, the world of entertainment, sports, and every walk of life. For this exercise, I want you to think of 10 people that you believe have lots of charisma. They can be men or women, living or dead, it really doesn't matter as long as you think they have charisma.

Now try to identify some of the **commonalities** that exist in the way these people dress. I don't mean that they all brown shoes or didn't button the top button of their shirts. I want you to look for things that contribute to their **universal presence**, such as...

How are they dressed in relation current fashion?  
What about their dress makes them stand out?  
Are they dressed casually or formally?

Your goal is to recognize the elements of universal presence in your clothing and to understand what those elements might **convey to others**. For example:

Stylish dresser (in step with the times)  
Clothing that stands out (someone who isn't afraid to be in the spotlight)  
Dressed casually (a man of the people)  
Dressed formally (someone who has achieved)

It is human instinct to look for **patterns** in the world around us. In fact, if we can't find patterns... we create them! It is a sub-conscious, psychological function that makes it easier for us to relate to the situations we're presented by **responding to them based on past experiences**.

When creating an aura of charisma, you can **use this instinct to your advantage** by bringing into your personal style elements that you know will send specific messages to others.

#### Golden Nugget

If you look like a charismatic person used to respect and even admiration, you will be prejudged as a person who is probably charismatic and worthy of respect and even admiration.

## UNIT 27: Pre-judged

When you exude a charismatic universal presence, people will pre-judge you as competent and successful, and someone they'd like to stay in contact with. Once you've been pre--judged in this way...categorized as one of the "good guys" -- it's that much easier to **create the effect that you're after**.

Many elements make up charisma; presence is but one, but I'll call it "The Big Red One." Most people don't understand the charismatic persona and can only assume that it comes naturally to some people. And that is undoubtedly true for a very rare and select few.

For the rest of us, charisma is less about a naturally endowed genetic science and more about a socially acquired art -- something that we practice in our daily encounters with others until it is developed over time.

## UNIT 28: Charisma in Your Personal Life

### ***Charisma and Relationships***

In a relationship, your charisma will manifest itself in your ability to understand and respond to the other person's needs and desires... thereby making you more appealing.

Understanding the nature of relationships themselves, including the **9 Never-Changing Rules** below, may be as important to your success in love as understanding the person with whom you're having the relationship.

## UNIT 29: The 9 Never-Changing Rules of Relationships

From puppy love to winter romances, the following is true of all relationships.

### **Relationships Don't Just Happen**

Relationships aren't accidents that come out of nowhere; you create them and you have to make an effort to maintain them. Remember that the time you invest in others will **ALWAYS** pay off.

### **Relationships are Need-Based.**

Everyone has needs, and the trick is to **figure out** those needs, since some may be unexpressed verbally. Focus on your woman. Ask how you can respond to a desire that she has. Your guiding principle should be: you can get anything that YOU want simply by helping your woman get what SHE wants.

### **Relationships Don't Hold a Grudge**

Despite the use of terms like "perfect match" and "perfect couple," the idea of a perfect relationship is perfectly ridiculous. We all make mistakes dealing with other people, so it's important to be overlook and forgive imperfections in others in order to build strong relationships.

### **Relationships That Endure Take Time**

Relationships are formed with long-term goals mind. This means that deep relationships will evolve slowly because the stakes -- a life partner --

are so great. In this instance, "haste makes waste" and divorce... or at least an ugly break-up. (How uncharismatic!)

### **Relationships are As Unique as the Folks That Are In 'Em.**

No two people are the same, so no two relationships are the same. Your Charisma Quotient will shoot through the roof, and your relationships will deepen and strengthen, if you can **accept the uniqueness of others as a precious gift.**

Instead of trying to pigeonhole someone into your ideal or force your relationship to conform to some externally created format, you'll be much happier in the long run if you let **the relationship conform to the people who are in it.**

### **Relationships Build You Up.**

"My partner brings out the best in me" is the way most people define the charismatic partner that they love. So **bring out the best in your woman.** Relationships are built on encouragement, so always try to make your partner feel good, even if you're pushing her beyond her comfort zone to a new level of intimacy.

### **Relationships Are Essential.**

It may be a dog eat dog world out there, but man is still a pack animal looking for positive healthy relationships. Once you understand that nothing is more important than people, you'll communicate that supportive, charismatic message in everything you do. This, in turn, will bring people flocking to your side and you'll develop a wide spectrum of essential personal relationships -- lovers, friends, confidantes, etc.

### **Relationships Are For Two.**

There is no such thing as a one-person relationship. For a relationship to thrive it requires cooperation from both parties, otherwise it's unrequited love (at best) and stalking (at worst). You can't have a relationship with someone who isn't interested in having one with you. Use your charismatic listening and "people" skills to be sensitive to whether the person you're pursuing is responding to your charm.

### **Relationships are Greater Than the Sum of Their Parts.**

In good relationships there is energy -- your energy and your partner's. This energy pushes each of you to strive to make the relationship work as individuals, and it also drives you to a shared excellence.

The tremendous energy of shared goals will naturally create an atmosphere of enthusiasm. The enthusiasm further energizes the relationship itself, starting up a never ending cycle of more and more power and good feelings for both of you.

Now THAT's charisma at it's best!

## UNIT 30: Charisma in the Professional World

### ***Charisma and Leadership***

People ascribe the quality of charisma to those leaders whom they feel can most **enable them to achieve important goals or objectives**. In a leadership role, your charisma shows itself as **extraordinary performance** and a focus on **achieving extraordinary results**.

The results you achieve serve as a charismatic inspiration to others to perform at equally exceptional levels.

Remember that charisma always comes from **working on yourself**, not trying to make others see you in a certain way. It comes from liking and accepting yourself unconditionally and doing your best to do and say the specific things that develop within you a powerful, charismatic personality.

## UNIT 31: Respect is Charismatic

People who are dependable at work, or who establish admirable sales records, develop influence in the minds and hearts of their coworkers and superiors. They are spoken about in the most positive way and often called "charismatic" in deeply reverential tones.

### **Golden Nugget**

It's a natural impulse to elevate people whom we feel we can count on to help us achieve what is important to us.

People who are in charge of others get credit for what their assistants achieve. So, for example, those responsible for companies or departments that achieve **high levels of profitability** also are bestowed with charisma.

This is because they develop what is called the "halo effect." They are perceived

by others to be extraordinary individuals who are capable of great things. Their shortcomings are often overlooked, while their strong points are overemphasized. They become charismatic.

The downside in the workplace is when the "halo effect" mutates into cross-over charisma. A department head who's done a great job in one area is all too often dubbed a "golden boy" and moved to another area where he has no expertise and is doomed to fail.

### **Golden Nugget**

No amount of charisma can make up for a lack of training, experience, and knowledge.

That respect that others give you is closely proportional to your **self respect**. For others to respect you, you must respect yourself.

Your self respect is also tied to how much respect you're able to give others. You see, the person who goes around pushing others around is someone who's full of self-hate.

## **UNIT 32: Determination is Charismatic**

When you have clear goals and are determined and purposeful, backing those goals with unshakable self-confidence, you develop charisma. When you are enthusiastic and excited about what you are doing, when you are totally committed to achieving something worthwhile, you **radiate charisma**.

When you take the time to study and become an expert at what you do, and then prepare thoroughly for any opportunity to use your knowledge, skill or experience, the perception that others have of you goes straight up... right along with your Charisma Quotient!

## **UNIT 33: Accountability Is Charismatic**

When you **take responsibility** and accept ownership, without blaming others or making excuses, you experience a **sense of control** that leads to the personal power at the foundation of charisma. When you **act like a winner** in every respect, even when you're not winning... you build your charisma.

When you develop your character by **setting high standards** and then **disciplining yourself** to live consistently with the highest principles you know... you build your charisma. When you become the kind of person who is **admired and respected everywhere**, you become the kind of person who **radiates charisma** to others.

## UNIT 34: Results are Charismatic

It's easy for people to be drawn to a dreamer who spins fantastic visions of success. But if those visions consistently disappear into thin air, the appeal of the dream dissipates, too.

When you **concentrate your energies on achieving goals** that you've set for yourself or **delivering results** that others expect of you, you develop a **reputation for performance and achievement** that inevitably leads to the perception of charisma.

### Activity That Develops Your Charisma: Daily Goal-Setting and Goal-Achieving

Ask yourself daily, "What are the three things that I can do today, that if done well, will make the most improvement to my life?" Whatever your answer is... that's your focus for the day.

What happens if you don't achieve your daily goal of doing those three things? It simply carries over to the next day and you continue your pursuit. Does this make you a failure? No! Just the opposite.

Your **focus on your goal** and your consistent prioritizing of that goal is an appealing characteristic and a foundation of charisma.

## UNIT 35: 2 Steps For Using Charisma to Climb the Corporate Ladder

The Core Edge Image & Charisma Institute defines charisma as "**the creation of illusions that impact the emotional and psyche of others through flair, finesse and glib language.**"

You can begin using charisma to climb the corporate ladder by:

### **Step 1 - Rising Above the Fray**

With a greater propensity for layoffs and restructuring, employees spend a good deal of time in crisis mode, creating a climate of wild desperation. Victims jockey for alliances based on self-interest with attempts to attach their cart to a star performer.

In such situations, you should maintain a state of neutrality by remaining

**visibly committed** to the corporate mission and objectives. This "staying the course" will heighten the interest of upper management to your abilities and make you the "go to" person when opportunities arise.

Remaining **calm and collected** while everyone else is panicking is the sure sign of a charismatic person.

### **Step 2 - Walking in the Corridors of Power**

You can increase your charisma with both your subordinates and your superiors through **social capital** by developing relationships with people who are decision-makers.

Office life is a microcosm of the world and like the world, thrives on **loyalty and trust**. Exemplifying a high degree of integrity coupled with the ability to inspire others through empathy, affords you a place in the Charisma Kingdom that only few achieve.

## **UNIT 36: The Best of Times are The Worst of Times**

A global economy in the Information Age has made the world much more competitive. However, the components that shape corporate ascension have not changed. In this era, **personality, persistence and corporate savvy** rule the day.

For those looking to climb the corporate ladder, it is not during the best of times that charisma is so valued. It is the worst of times that create opportunity for a charismatic leader to step forward and with enthusiasm and personal magnetism, save the day.

## **UNIT 37: Speak Out**

### **Self-Expression Builds Charisma**

People who express themselves fully are healthier, happier, more confident and energetic, and much more attractive than those who "hold it in." That's because **expression of your inner thoughts and feelings releases negativity** from your body and being.

Expression clears your body, mind and emotions of negativity, allowing your life force to flow freely in your body. One of the healthiest things you can do for yourself is self-expression.

"To express" means "to push out." When you allow yourself the freedom of self-expression, you **externalize your inner thoughts and feelings** which, as you've learned, is an important aspect of charisma.

When you're expressing your true self, you naturally radiate a light that glows from within. Nothing is forced. You feel **relaxed and open to connect with others**. People can sense your openness and are drawn to you like a magnet.

Sounds like charisma to me!

### **Activity - Self-Expression to Halt Depression (or Anger, Hostility...)**

The next time you're about to snap from feeling angry, or perhaps the next time life has got you down or when you're just feeling low in energy, try this self-expression exercise and see what happens.

Go to a place where you have privacy and can make noise without feeling self-conscious. Nothing special is required except two chairs.

- 1 Place the two chairs so that they are facing each other.
- 2 Sit in one of the chairs yourself
3. Imagine that "The You That Feels Bad (or Sad or Mad or Low)" is seated in the other chair.
4. As though you were genuinely speaking to another person seated in that chair, say, "(Your name), I understand how you feel. You feel \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_, etc. I really understand all of that."
5. Ask the other You, "Is there anything I don't understand?"
6. Wait for a moment and then change chairs.
7. Say out loud anything that comes to mind in response to the questions you've just asked yourself.
8. Change chairs again and say, "Thank you for making that clear. Now I understand that you also feel \_\_\_\_\_. (This is the critical step. Your goal is to rearticulate and **set in your mind** the priorities that you have just said aloud.)

9. Now **lie down, relax and breathe.** Notice any difference. You may feel a little silly, but you may also feel more calm, energized and open to connect to others.

**Dumbass Meter Warning:**

The needle on your "I Feel Like a Dumbass" meter may head straight to the red zone the first few times you try this activity. Don't give in and don't give up. As the power of the activity begins to transform you by giving you the tools to express yourself clearly and authentically, you'll understand how helpful it is as a way to fine-tune your charismatic communication skills.

**It's All Good!**

The simple act of creatively expressing how you feel releases the intensity and frees you for connection to others. Instead of feeling muddled, trying to figure you what you need and want, you'll be clear-headed and focused on the goals that matter most to you.

And in this way, self-expression can help you transform your life so you become all that you want to be – charismatic!

## **UNIT 39: Your Life is Like a Party – Invite Everyone to It**

Someone who's charismatic helps those around him enjoy life. By doing so, the charismatic person also enjoys life. The net result? A much larger social network than you had before.

**Dating Golden Nugget #1:**

Having an active and healthy social life will help you meet more women, simply through the laws of statistics. If you have hundreds of friends (both male and female), odds are nearly certain that you will have a dozen or more women in your overall social network who are sexually attracted to you.

**Dating Golden Nugget #2:**

Because women are social by nature (often more so than men), it will make you more attractive to them to see that you're a cool guy who has friends everywhere you go.

Because everyone's essentially a guest in your party, you should **have fun interacting with others.** Be friendly with every person and always remain available for others to approach you with anything.

A good rule of thumb for the charismatic man is...

**Assume Everyone is Your Friend Until Proven Otherwise!**

As long as you be a man and don't tolerate disrespect, you'll remain a leader and maintain your friendships from a dominant frame.

Because as a charismatic man, you view other people as **guests in your life**, not as strangers. So relax and be comfortable in every social situation!

And don't be bashful! Talk to people. Express yourself. Get to know the guests in your life. Build rapport with them. Have fun with them.

## How to Become a Cool Charismatic Conversationalist

If you're not a natural conversationalist, it can be bewildering how some people are just so smooth. For example, there's that player we all know who always seems to have a chick hanging off of him. He makes easy, engaging conversation with her. What's his secret?

Interview the typical ladies man, and he'll tell you that he doesn't even need to have topics in mind when he talks to women. Instead he just uses what the woman says in order to continue the conversation.

How can you do this too? Use a process known as "enverb ing."

When you enverb someone's sentence, you take one of their words and then use it as the subject for your sentence. For example, take a conversation with a woman:

*She: "It's good to be inside and away from the mosquitoes."*

Stuck for what to say at this point? A lot of guys would be, who aren't natural conversationalists. They'd end up saying something like "Yes, it is." And at that point, you've got a dreaded awkward pause in the conversation. But when you use enverb ing, the conversation can continue to flow like this:

*You: "You know, I just read that mosquitoes [blah blah blah]"*

Another important point is to **be interested in what you are saying**. Remember that most people are followers (not leaders), and if you believe something, then they will too.

Having said that, however, there's no need to put pressure on yourself to always have interesting things to say. In fact, listening is also charismatic. By asking open-ended questions, you can easily put most of the pressure on the other person to impress you. And then when you show that you're impressed with them, they feel charmed by you.

## UNIT 40: The Dark Side of Charisma

### If Only They Used Their Powers for Good

Sadly some individuals who have the gift of charisma have misused this tool to manipulate and deceive followers to achieve personal gain or power. This has been a common problem throughout human history: Adolf Hitler... Jim Jones... David Koresh.

And recent news reports about political and business corruption highlights how certain individuals have misused charisma and their **power of persuasion** to abuse others for selfish personal gain.

It is true that when used effectively charisma can be a powerful motivating tool by those leaders who possess it. But as author Jim Collins comments in his book *Good To Great: Why Some Companies Make the Leap...and Others Don't* (HarperCollins), the difference between a good leader and a bad one is "the **inner landscape** of the leader."

### Study (and Follow) the Leaders

Collins spent five years studying business leaders who took their companies from good to great by maintaining outstanding performance for at least 15 years. His conclusion is that the good leaders were "ambitious first and foremost for their cause, for the company, for the work. Not for themselves. They are self-confident, not self-centered."

He found that these leaders were "self-effacing, quiet, reserved, even shy – a paradoxical blend of personality, humility and professional will. They are more like Lincoln and Socrates than Patton or Caesar."

It is a common cultural flaw to expect leaders to exhibit morality when they have leadership with charisma. This flaw has led many down a path of frustration and disillusionment when the personal charisma of a leader proved to be self-absorbed and shallow.

## UNIT 41: Conclusion

Fortunately, the trip to Charisma is a journey where every step is made easier by

new revelations of wonder, joy, power, success and fulfillment.

Will you succeed in your goals regarding charisma? That depends. If your goal is to become more and more charismatic every day... If you want to relate better and more fully to other people... If you dream of being able to lead by inspiration... If you desire nothing more than to be open to the world around you and ready to receive all the gifts it offers (even when they come disguised as cow patties!)...then I believe

### **Nothing can stop you.**

You'll be able to bend others to your will... and they will willingly follow you. Just make sure to use your new powers for good...

Whatever else it may be, **charisma is genuine** and is always a reflection of your **character**.

#### **Charisma without Character**

If you have charisma without character, it's only a matter of time before people find you out. Without character you **cannot sustain meaningful relationships**, and without relationships your ability to lead and influence others is anemic.

So what is it about a **strong, honest character** that is so important to charisma? Consider this:

#### **Character Lasts**

There was a time when people who lacked integrity stood out from the crowd. Now the opposite is true -- charisma can make you stand out for a moment as a "flash in the pan" or "flavor of the week," but character will set you apart for a lifetime.

#### **Character is Trustworthy**

Some people are actually suspicious of charisma. Having good character inspires trust. Couple trust with charisma and you become a force that others want to be around.

#### **Character Inspires Character**

If you lead people, good character sets a standard for everyone who is following you. People can't emulate your charisma, but they can aspire to your character. If leaders compromise on their standards, cheat the company, or take shortcuts, so will their followers. And no amount of charisma can make that situation right.

## **Character Toughs It Out**

During the rough times that all leaders face, character has the ability to carry you through, which is something that charisma can never do. When you are weary and inclined to quit, **the self-discipline of character** keeps you going.

## **Character Is In It For the Long Haul**

Charisma, by its nature, doesn't extend very far. It usually produces a quick, blinding light, but then it's gone. Character, on the other hand, is more like a bonfire. Its effects are long-lasting. It produces warmth and light, and as it continues to burn it gets hotter, giving fuel that burns brighter.

## **Character Makes Things Easier**

If you're currently leading people, you probably have some measure of both charisma and character. The question is, which one are you relying on to lead? The answer can be found in your response to this great question,

**"As time goes by, does it get easier or harder to lead?"**

Without character, charisma becomes harder to sustain. You constantly have to perform to get people to notice you. But with character, as time goes your influence strengthens, builds, and continues to attract the people. And best of all, the ones who do come to enjoy your fire stay with you a lot longer than the ones who only want to see a show.

**Success Equation:**  
**Charisma + Character = Total Success in Life**

## Bonus Chapter 1 - Positive Power: Affirmations to Support Your Charisma Quest

Our self-talk, the things we say to ourself, is very important because it directly effects our conscious and subconscious mind. We listen to everything we say to ourself.

An affirmation is a statement that you make to yourself. Everyone uses them intentionally or unintentionally. You wake up in the morning, jump out of bed and exclaim "I feel great". That is a positive affirmation. You drag yourself out of bed in the morning and whimper "I feel rotten". That is a negative affirmation. Both statements help to maintain the emotional state you are in.

Because our affirmations work so well to maintain the state of mind we are in, we can use them to **change that state of mind**. True, it takes more work to change how we think and feel, but, if you follow these guidelines, the use of affirmations can become a strong, useful tool for helping yourself become happier and healthier.

### **5 Basic Guidelines to Creating Affirmations**

#### **If it's an affirmation that's completely not like you, use the present progressive tense.**

Saying "I'm outgoing" to yourself just raises your brain's internal BS meter if you're shy. Instead use the affirmation, "I am becoming outgoing."

#### **The affirmation should be stated in the present tense once you believe it's taking place.**

Start with words like "I am ... " or "I have ... ". You want to be telling your mind that it is taking place now.

#### **The affirmation should relate that what you want is already accomplished.**

"I am happy now" is superior to and will work better than "I am becoming happy" or "I will be happy."

#### **The affirmation should be positive.**

I feel safe" works, but the affirmation "I am not scared" does the opposite of what you want. It focuses your mind on the word "scared" and increases that feeling. It is as if the word "not" didn't even exist.

**The affirmation should be in your style of language.** "Energy, enthusiasm, and sparkling health are my birthright. I accept these priceless treasures with gratitude, knowing that as I give out energy, more rushes in." This is a very poetic affirmation, but does anyone really speak to themselves in this way? I don't.

If I wanted to use this affirmation I would change it into my words that sound like me. "I deserve to have energy, enthusiasm and good health. I accept all of life's gifts. The more energy I use, the more I will have." This is more like the way I speak and think, so it will be **easier for the affirmation to take root in the mind.**

### **Patience, Please!**

One problem many people have is impatience. They use their affirmations on and off for a week or two and nothing happens so they quit. It took us a long time to become the way we are. Give your affirmations at least a serious 30 day try.

If what you are trying to change is a serious problem, you will probably need more than 30 days. You might even need more than affirmations to produce the changes you seek.

Affirmations are just one of the tools of change. Most of us will need more than one tool and longer than one month. Used correctly, however, affirmations are a good tool and they do help us change, grow and heal.

As you use your affirmations you will become more conscious of your thoughts, feelings and behavior and you will start thinking and feeling better about yourself. As this happens, your behavior will begin to change in the direction you are trying to go.

### **Sample Affirmations**

#### **To develop charisma:**

- I project an inner warmth and genuine friendliness.
- I am self-motivated and independent.
- I am becoming a charismatic person.

#### **To have a positive attitude:**

- I am self reliant and self-controlled
- I am filled with independence and determination.
- I have great inner courage and project a positive self-image.
- I am confident, optimistic and look forward to new challenges and will emerge

a winner.'

### **To eliminate stress:**

- I am at ease.
- I am at peace with myself, the world, and everyone around me.
- I am physically and emotionally relaxed
- I am in complete balance and harmony.
- Ultimate relaxation is mine, I am relaxed, I am relaxed.

### **For wealth and success:**

- I have a desire to be wealthy and become wealthy.
- My creative mind opens the door to the palace of abundance.
- I create whatever I imagine.
- I am persistent, determined and ambitious.'

### **For weight loss:**

- I am slim, trim, and lead a healthy lifestyle.
- I only eat healthy and nutritious food in small portions and always stick to my diet.
- I am becoming [your ideal weight here] and achieve it without any side-effects.'

### **For health and healing:**

- Day by day I'm becoming healthier and healthier.
- My immune system functions at optimum efficiency and keeps me in good health.
- I choose perfect health and use the unlimited power of my mind to heal myself.

### **To accelerate learning:**

- I have the ability to concentrate energy and accelerate learning.
- I am developing a photographic memory and remember everything I learn.
- I remain alert and focused and can instantly compare data.

### **For self-discipline:**

- I have the self-discipline to accomplish personal and professional goals.
- I direct my time and energy to manifest my desires and increase my self-discipline.
- I am taking control of my life and I'm committed to my goals.

### **For self-esteem:**

- I am self-confident.
- I believe in my abilities and enjoy high self-esteem.
- My positive self-image generates success and happiness.
- I am proud of myself and do the things that make me proud.

**For goal achievement:**

- I have the power to do more things in less time.
- I am increasing my speed and productivity.
- My time is valuable and I use it wisely to achieve my goals.

**For self-confidence:**

- I am reliant and self-confident.
- I am full of determination and independence.
- I have great courage and project a very positive self-image.
- Every day I am becoming more self-confident.

**To enhance creativity:**

- Day by day I am becoming more creative.
- I draw creative inspiration from everything.
- I release unlimited power in my creativity so I am creative.

**For a powerful personality:**

- Day by day I am becoming more aware of my strength.
- I unleash my potential to direct and lead others.
- I have the power and ability to attain my goals.
- I am a powerful negotiator and get what I want.
- I am forceful and dynamic as required in situations.

**For inner peace:**

- I am at peace with myself and the world and everyone in it.
- I accept the things I cannot change in life.
- My mind is like calm water, and that's all I need.
- I now feel peaceful, balanced and harmonious and experience tranquility, love and joy.

**For satisfaction and happiness:**

- I create my own space for happiness and satisfaction in my life.
- I accept what I cannot change and change what I can.
- I have the power and ability to create any reality in which I desire to live.
- I am happy and satisfied.

**To forgive and forget:**

- I forgive and release my anger and expectations.
- I allow negativity to simply *flow through* me without affecting me.
- Every day I find it easier to forgive and release my expectations of others.
- By forgiving others, I am liberating myself.

**For creative visualization:**

- I am visualizing what I want. I see it in my mind and set it to manifest.
- I can visualize my dreams into reality.
- I hold a clear picture in my mind and combine it with emotional desire.

**To release guilt:**

- I am peaceful with myself and my past.
- I have forgiven myself.
- I learn from the past to create a positive future.
- Everyday I am at peace with myself, I am feeling better and better all over.

**To combat worry and fear:**

- I am confident and secure.
- I am calm and optimistic.
- I feel powerful and in full control of myself.
- I am peaceful, balanced and harmonious.
- My mind is calm and thinks positive thoughts.
- I am in control of my life.

**For improved sexual performance (men):**

- My body performs well during sex without having to think about it.
- A firm erection is my natural response to sexual stimuli.
- During sex I maintain a hard erection and delay ejaculation until I am ready.
- I am sexually vital and make love to my partner for a long time, to my full satisfaction.'

**For improved sexual performance (women):**

- My sexual desires are intense.
- I easily achieve intense orgasms during sex.
- I enjoy sex and respond openly and joyously to my partner.
- My orgasms are intense and I come easily.

**For relationships:**

- My relationships with people are getting better and better.
- I openly communicate and share myself.
- I communicate directly and honestly.
- I accept others as they are, without expectations.

- I experience good relationships, excitement and joy with people around me.

### **For improved concentration:**

- Total concentration is mine.
- I have the power to focus my concentration at will.
- I remain alert and focused.
- I easily block thoughts unrelated to what I am working on.
- My goal of super concentration is easily achieved.

Of course you'll want to create your own **laser-focused affirmations** so that you and your mind can team up for success on the important things that matter to you the most.

### **Bonus: Charisma "Quick Reference" - 13 Tips to Remember**

Charisma...the intangible quality that makes people

- admire you
- follow you
- and work for you

... just simply to be around you!

When you need a quick refresher to recharge your charisma batteries, just refer to the following list...a "**baker's dozen**" of tips to keep you on your charisma toes.

**Build up your self-esteem and self-confidence.** Take an inventory. What do you want to improve or change about the way you interact with others? Try to make only one change at a time.

**Celebrate your journey, not your destination.** Learn to always feel good about where you are now, and to exude self-confidence about anywhere you might find yourself tomorrow.

**Set goals for yourself before every interaction.** Know what you want. Think about how the people you will be meeting can help you reach those goals. Then decide how to approach each person accordingly.

**Be proactive.** Take the initiative. Be decisive. Let the other person know exactly how he or she can help you.

**Treat each person you meet as if he or she is truly important.** (You'll be amazed how this works.)

**Give a firm handshake; look the other person straight in the eye.**

Practice both of these. Train yourself to notice something you like or find attractive in the person.

**Listen! Listen! Listen!** Teach yourself to develop good listening skills. Learn a way to remember the other person's name.

**Visibly respond to the other person.** Smile, nod agreement, and address him or her by name.

**Pay more attention to the other person than to yourself.** Are you responding to what may be going on in his or her life? Don't filter out bad news. Put yourself in the other person's shoes. Be caring.

**Stay "in the moment."** Don't mentally cut off the other person. Don't reload while he or she is speaking.

**Don't interrupt.** Allow people to express themselves and don't anticipate what you think they're going to say.

**Use sincere flattery.** People do respond to flattery. But if you don't feel it, don't say it.

**Sum up or restate often** to make sure you understand what has just been said. This allows the other person to correct wrong assumptions right away, and lets him or her know that you are processing new information and are on top of the situation.

Charisma is a combination of **how you sincerely feel about yourself** and **the impression that people have of you**.

So don't go overboard. Be sure you walk the fine line that separates charismatic self-confidence from anti-charismatic arrogance.

A large part of charisma is really nothing more than **good communication skills** and they can be learned by anyone... the butcher, the baker, the candlestick maker... and you!

### **Bonus: Verbal Violence -- 27 Charisma-Killing Statements**

As you've already learned, when it comes to charisma: you are what you say. The words and phrases you choose to express yourself will send one of two messages to people who are talking to you:

**"I understand you and have empathy for your feelings."**

or

**"I don't understand you and couldn't care less for your feelings."**

Without realizing it, **verbal violence** may be a mainstay of your self-expression. Digs, snipes, put-downs, and inappropriately upbeat truisms tell the person that you're speaking to that you're self-absorbed and insensitive... hardly the characteristics of the charismatic person you want to be.

When someone tells you they're stuck, tired, burned-out, depressed, etc., they're coming to you for solace, first and foremost. Instead of giving a canned "chin up" speech or overwhelming them with solutions to what you perceive are problems, the first thing you should do is "give the people what they want" -- comfort. After that, you can get into problem-solving.

The following phrases should be banished from your vocabulary, to be used in jest ONLY if you're sure the person you're speaking to is in on the joke, too.

You see, the key point to remember about people is that to them, their life is important. Their problems are important. To be charismatic, never belittle the experiences they're going through or cut them down. Never blame.

1. "Why can't you just be normal?"
2. "Have you been praying/reading the Bible?"
3. "What's your problem?"
4. "Why don't you just grow up?"
5. "You need a boyfriend/girlfriend."
6. "You need a hobby."
7. "Just pull yourself together"
8. "Your problem is not that big a deal."
9. "Depression is a symptom of your sin against God."
10. "Go Away."
11. "You don't have the ability to do it."
12. "You're making me depressed as well..."
13. "Will you stop that constant whining?"
14. "What makes you think that anyone cares?"
15. "Have you gotten tired yet of all this me-me-me stuff?"

- 16.“You brought it on yourself”
- 17.“Why should I care?”
- 18.“Its your own fault.”
- 19.“You’re always worried about \*your\* problems.”
- 20.“Your problems aren’t that big.”
- 21.“Well, everyone gets depressed sometimes!”
- 22.“You don’t \*look\* depressed!”
- 23.“You never think of anyone but yourself.”
- 24.“You’re just looking for attention.”
- 25.“You think \*you’ve\* got problems...”
- 26.“You need to get out more.”
- 27.“You suck at...”

## Bonus Chapter 2: Color Me Charismatic

### **Golden Nugget For Dating:**

As you read this bonus report, even if you think the material on colors and moods and chakras is bullshit, you owe it to yourself to **learn it anyway**.

You see, what you’ll discover from this chapter will make easy conversational material with virtually any woman.

### **Know Your Charisma Colors**

Lots of research exists on the subject of color. You’ll find complex theories about what colors mean, what they provoke in the viewer, and what they can tell you about the person who chooses them.

The study of colors can provide important insights **on how the colors you wear and the colors that surround you affect others** and provide you with more fuel to rev up your charisma.

### **Colors and Moods**

This is perhaps the most general and adaptable branch of color theory. At the highest level, colors are divided into two categories: **cool colors** (like lavender, blue-green, and blue) **and warm colors** (like red, orange, and yellow).

Different colors will

- 1 Help us feel grounded:** beige, tan, brown
- 2 Soothe our emotions:** peach, pink, blues, and greens.
- 3 Energize our spirits:** gold, black, burgundy, red, royal

### **Color Me Easy:**

Of all the colors in the spectrum, green is the easiest on the eye.

## **Colors and Energy**

Another way to look at colors is in terms of their relationship with our energy.

### **Colors that LIFT ENERGY**

Yellows, reds, turquoise, and any bright colors. Rich purples, reds, and golds.

### **Colors that CALM Energy**

Light greens and pinks, and most pastel colors. Dark colors, especially browns.

## **Colors and Chakras**

The word chakra is derived from the Sanskrit word meaning “wheel.” Chakras are **spinning vortexes of energy** that correspond to different aspects of life. You have seven chakras total, spanning from the base of your spine to the top of your head.

It is believed that **each chakra radiates a specific color**. Some people believe that you can help harness the power of a chakra -- and thus work on specific areas of your life -- by **bringing that color out in your environment** (and clothing).

Likewise, if you find yourself drawn to specific colors more than usual, you can research the corresponding chakra and see if it corresponds to current issues in your life.

**Red:** Corresponds to the first chakra, which is at the base of your spine. This chakra relates to **survival and your basic needs**.

**Orange:** Corresponds to the second chakra, which is located at your abdomen. This chakra controls our ability to **feel**.

**Yellow:** Corresponds to your third chakra, which is located at your solar plexus. This chakra controls your will and ability to **think rationally**.

**Green:** Corresponds to your fourth chakra, which is located at the center of your chest. This chakra controls your **heart, personal power, and**

healing.

**Light blue:** Corresponds to your fifth chakra, which is located at your throat. This chakra controls **creativity, expression, leadership**, and who you are in the world.

**Deep blue, or indigo:** Corresponds to your sixth chakra, which is located between your eyebrows. This chakra controls your **intuition**

**The sixth chakra is also often referred to as your "third eye."**

**Purple:** Corresponds to your seventh chakra, which is located at the top of your head. Called the "crown" chakra, this acts as our own **personal guide in life**.

### **Colors and the Charisma Power of Feng Shui**

Feng Shui is the ancient Chinese art of creating environments that nurture your well-being. In other words -- creating charismatic environments. The main idea behind Feng Shui is that the specific placement of objects within a space can harness the power of the earth's invisible energy force, known as ch'i.

This placement theory is guided by a map, called the **Bagua**, and is divided into nine sections. Each section represents a different aspect of life (career, family, wealth, etc.) and is manifested by a specific color.

Red: Fame and reputation.

Pink: Relationship.

White: Children.

Grey: Helpful people -- these people can be friends, family, etc.

Black: Career.

Blue: Knowledge and spirituality.

Green: Family.

Purple: Wealth.

Yellow: Health.

If there's **an area of life that you're trying to improve**...rather than just an area in your house, that is...Feng Shui theorists suggest you find the corresponding Bagua color and **add an element of it to your clothing** to wear in that situation.