



# Communication

# COMMUNICATION

*This is an eBook about INFLUENCE*





## What is Influence ?



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Webster's: "the capacity or power of persons or things to be a compelling force on or produce effects on the actions, behaviour, opinions, etc., of others...blah blah blah.

Simply put, it's having the ability to GET YOUR WAY. Because when you think about it, you're trying to get your way every time you open your mouth.

**So How**  
Do You  
Get Your  
Way?



(Status, peer pressure, reputation, charisma)

## RAPPORT!

Rapport is...putting yourself in sync with those around you. It's part of human nature and even though you may not notice when it develops, it's a skill you can grow to help you build influence.

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# WHY RAPPORT?

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## Why Rapport? >>>>

Because without it, you can't influence anyone. It's the best way you can connect to others, and it's a two-way flow of trust that allows you both to see the other side of the story. It's the beginning of a relationship.

The best part? This all happens on the unconscious level. Not that you can't still have an effect on it—you can! You just have to start thinking and acting in subtly different, but extremely powerful, ways.



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Two  
Easy  
Steps

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# Two Easy Steps >>>>

Building rapport takes only two extremely simple steps.

The **first step** is to look within. People are smart—if you're just trying to manipulate them Why do you want to build rapport? What good can come out of building a mutually beneficial relationship? And this may sound obvious, but it's something that too many people ignore. You can't use rapport to influence others if there's nothing in it for them!

People are smart—if you're just trying to manipulate them to do your work or to take their money, they'll figure it out. You've got to pre-emptively get in their shoes and see what you can offer each other.

Oh, and the **second step**? Easy...just do it! Start building rapport!





# RAPPORT—THE BASICS

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# Rapport--The Basics

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Rapport is based largely on the idea that all people tend to like, and relate better to, people like themselves. So the tools of rapport center themselves around a technique called Mirroring and Matching.

It's pretty much as simple as it sounds. All you've got to do is to mirror and match what your partner is doing!

Best friends and romantic couples do this automatically. Next time you're with someone you know really well, watch what happens. Right away, you'll fall into step together, you'll match each other's actions and postures, you'll finish each others' sentences.

So you already know how to do it all! You've just got to break it down a bit to do it well with someone you're not as close with.



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## Mirroring and Matching >>>>

To start with, you need to start being aware. Try to notice as much about the other person as possible, from their facial expressions to their hand gestures to their tone of voice.

Once you have a general sense of how the person moves and talks, you can start building slowly towards that level of subtle interaction that you have with your closest friends.

-A Word of Caution-

Isn't all this weird and unnatural? Well, to be honest, yes, it can be. But remember, you're just starting out. Remember your first kiss? Of course you do. Even if you read an instruction manual on it before you did it, you'd still feel at least a little uncomfortable. So it just takes a little time and practice...it'll feel great after a short while.



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## >>>> Tell me more..

Is what they'll start saying once you've developed a good sense of rapport. To maximize your impact, consider these two key tips:

Use your eyes

Notice everything about them! Don't make it obvious you're doing this, and try to use your peripheral vision as much as possible.

So sit like they do, move like they do, gesticulate like they do. If they lean on one foot, do the same. If they cross their legs while sitting, do the same. If they rest their head on their arm, do the same.

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## >>>> Talk the **talk**

Everyone has a distinctive way of talking. Some people talk very quickly, some people speak slowly, some people like to use certain words or phrases. None of this is stuff you can see, but it's all still important...it's all part of the message they are sending you!

So again, try to match your partner's rate and tone of speech, and pay attention to key phrases or terms they like to use. If you're talking to an expert on a topic you know well, use the same jargon they use! If you're talking to someone who says "y'know" all the time, say it back at them, y'know?



# What if they catch me?

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The short answer is, they won't. As long as you're careful. So don't mimic them like a monkey! When you see they've moved or changed their position, wait a moment. Take your time. It's not about how fast you match them, it's about the subtle non-verbal dance that develops over the course of your interaction.

You may also want to stay away from certain potentially touchy subjects like accents, religion, and swear words. You may notice the other person use them, but if you're not careful, you could easily come across as trying to be fake.

Remember, the point is to make the other person feel comfortable! If you sense that you're making them somehow uncomfortable, stop!

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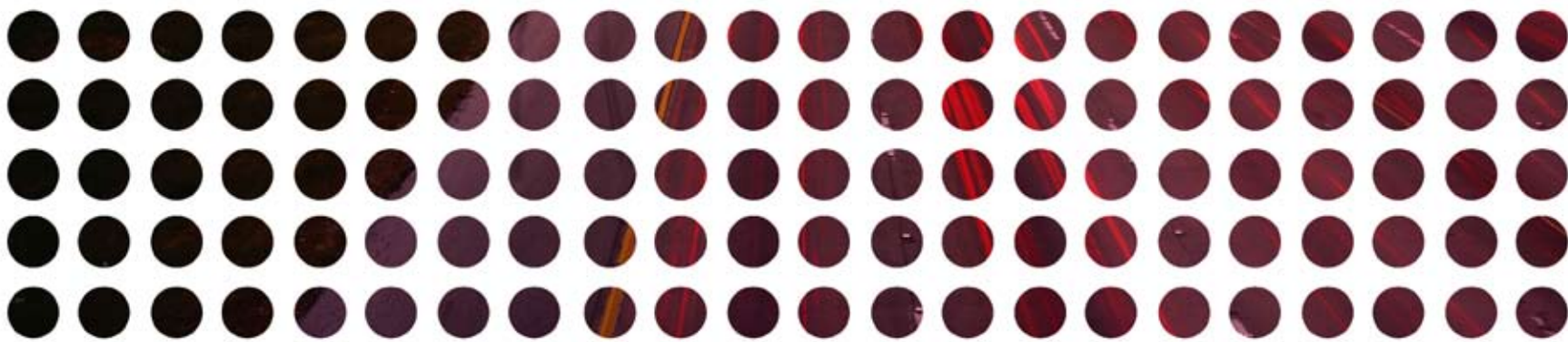
Are **We** there yet ? >>>>

How do you know when you've built rapport? Just test it out...rapport is a two-way flow, so you'll know when it's flowing back. Instead of continuing to follow them, try taking the lead a bit. Shift your body weight, uncross your legs, change your sitting position. Do they end up matching what you do?

If no, relax and keep working on it. Don't mirror and match faster, or more obviously, just settle in and allow it to develop at its own pace.

If yes, you've done the job. Now's the time to push forward. Put your ideas forward and see if you can start to influence them. The more comfortable they are with you, the more you can push.





## What did I learn? >>>>

Assuming you've been keeping up, you should now have one of the most powerful tools of influence, rapport, in your back pocket. To review:

1. We're always trying to influence others to get our way... that's what communication is!
2. Rapport can be used to quickly and naturally build influence with those you are around.
3. Mirroring and matching is the basic tool of rapport-building. So do it subtly: move like they move, talk like the talk.

That's it! Those are the basics...there's just one other thing you need to do:

PRACTICE!





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**PRACTICE!**

Without practice, you'll forever stay that guy who's read about kissing but hasn't quite done it himself. So go and try out this new tool! Get over the first-kiss-awkwardness and enjoy the experience.



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