



HOW TO BECOME A PEOPLE MAGNET

Build powerful relationships, leave positive, lasting impressions and connect deeply with everyone you meet.

3 STEPS TO MAGNETISM



IMPRESS



CONNECT



PERSUADE

A GREAT FIRST IMPRESSION

BUILD REAL RELATIONSHIPS

WHAT THEY WANT NOT WHAT YOU WANT



MAKE IT ABOUT THEM **FOCUS**

People love talking about themselves, so if you focus on them, they will love talking to you.

- Here are two things you can do:
- Learn about their interests
 - Agree with them

GIVE COMPLIMENTS

PRAISE

Honest! Specific!

Honest and specific compliments make people feel like you respect them enough to pay attention.



WALK IN THEIR **SHOES**

Any fool can condemn and judge people. It takes courage to understand them.

Step 1: Understand what they want by walking in their shoes.

GIVE FULL ATTENTION

LISTEN



When talking to someone, look at them while you speak. Don't think about what you will say next.

Nod and ask questions.



MAKE PEOPLE FEEL **IMPORTANT**

People's Desires:

- The desire to be recognized.
 - The desire to be "someone."
 - The desire to be important.
 - The desire to be noticed.
- Fulfill these desires!

DON'T GIVE ORDERS

BE SUBTLE



People don't like being told what to do. Don't force your ideas on them.

Step 2: Ask questions. It is a much smoother way to get results.



VALUE THEIR OPINION **RESPECT**

Not everything they say will be perfect. You will disagree on many things. Show respect by not arguing with someone you just met.

AFTER YOU MEET, SEND A **THANK YOU**

Stand out from everyone else by doing something that few do. Write a thank you note.

An email is excellent.
A handwritten note is next level.



KEEP AN OPEN MIND

BE HUMBLE



Acknowledge Your Imperfections
Humble people are more admired and easier to get along with. Nobody likes an arrogant braggart.



GIVE CONSTRUCTIVE **FEEDBACK**

The Feedback Sandwich
Top Slice: Something pleasant, a compliment.
The Filling: Talk about their behaviour or actions they could improve.
Bottom Slice: Close on a positive note. Something else you liked.



LEAD THEM TO YOUR

IDEA

Plant your idea in someone's mind and let them think about it.

Step 3: Ask more questions. Ask what they need. Ask to choose between options. Keep asking.

MAKE THEM **HAPPY**



If they don't want to go where you want them to go, let them go.

Step 4: Make Them Happy!



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