

HOW TO IMPRESS  
ANYONE AND  
BECOME INSTANTLY

*More Attractive*

Irresistible



You



# Limited Special Offer:

## Irresistible You Video Course



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## Irresistible You: Cheat Sheet

In the full book, we discussed some powerful ways you could make yourself more attractive. And by attractive, we didn't mean physically (although that factored into it) but rather psychologically. We looked at all the ways you could become more dynamic, more likeable, more persuasive and much more. And in doing that, we saw how it was possible to get whatever you wanted from life by influencing others and by having opportunities throw themselves at you and practically land on your doorstep!

In this cheat sheet, we're going to recap on those powerful strategies, so that you have them all right at your fingertips...

### **The Nature of Attraction**

We need to start by looking at the nature and the psychology of attraction. What *is* attraction? Where does it come from? The answer is that it can be traced back to our evolutionary history. Specifically, it comes to our innate desire to survive and to pass our genes on to our offspring.

This is why we are attracted to people who are *physically* healthy and especially when it comes to sex. We are looking for eligible partners that we can pass our DNA onto in order to create healthier children. At the same time, we are looking for partners that can look after us and provide for us.

When we look for friends, or even people to work with, we likewise want people who can further our ability to achieve our goals – and particularly those survival based goals. We like strong, confident friends because they raise our status and they provide us with physical protection. We like intelligent business partners because they make *us* more intelligent.

Your job to increase your attraction then, is to make yourself seem more physically and mentally healthy, in order to make yourself a good mate, a good friend and a good investment. Then people will gravitate toward you.

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You can make yourself appear more physically healthy in the following ways:

- Pay attention to dental health
- Develop muscle
- Look after your skin
- Dress to emphasize your best qualities

This will also raise your apparent status.

But most of all, you need to ensure that you give off confidence. Why? Because when you act confidence, it sends a signal that you are high status and that you are a good catch.

If you walk with hunched shoulders, it suggests you're scared and that you are intimidated by those around you. This then makes *you* seem like someone who would be a bad catch as romantic partner, or as friend.

But if you walk tall, you appear confident and even if you don't look physically intimidating, the assumption is that there must be a *reason* you are so confident. You **MUST** be high status. That makes you someone people can benefit from and that makes you attractive.

## **Likeability**

We also want to be likeable if we are going to be influential and successful. When you are likeable, it means that people warm to you quickly and they want to spend time with you because you make them feel good. If people associate you with feeling good, then of course they will want to spend more time with you and that makes you attractive.

To be likeable, you can:

- Smile more often – mirror neurons mean that other people will smile too
- Pay compliments – building others up makes them feel good
- Avoid office politics

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- Avoid having ulterior motives
- Be positive

### **The Likeable Nice Guy (Or Girl)**

The problem is that you often don't get someone who embodies both these traits at once. A lot of typically 'nice guys' are very wet and lack confidence. Likewise, a lot of confident people are borderline psychopathic.

Why? Because genuinely not caring about what other people think comes easier for someone who is slightly unhinged! This is why women 'go for the bad guys' (in the eyes of their best friends). It's why psychopaths rise to the top in business.

But it is possible to be both. In fact, if you can be confident, completely at ease and completely yourself and *still* be nice – then you will find that you can accomplish nearly anything.

### **How to Impress**

Being nice and confident will get you a long way, but if you want career opportunities to throw themselves at you, then you also need to display that you are highly capable and you need to impress. How do you do this?

Rule one is *do not try to impress*. As soon as you start trying, you put people off.

Rule number two is *do your homework*. When going into a social situation where you could make important contacts, read up on them. Learn topics that might come up. Make sure you know your stuff.

And treat every social encounter as potentially a highly important networking opportunity. Because, to be frank, they all are!

## **Passion**

One of the single most important tools for being more attractive is passion. Passion is what will inspire others and it is what will allow you to lead. Being passionate will help you to lead and it will help you to sell.

Why? Because passion makes us more knowledgeable – because we *want* to learn about the subject. Passion likewise comes across when we talk – it makes us gesticulate more and move around more. And doing these things in turn makes us more animated and engaging. More importantly, it creates congruence between what we're saying and what our bodies are communicating. People like to see this because it makes you seem honest and genuinely enthused.

So another way to become highly attractive is to find the thing you are most passionate about and to pursue it. If you do this and your heart is truly in it, then others will see this and it will translate to incredible opportunities.

## **Selling and Persuading**

Finally, know that it is emotion that drives action and decision. If you want to be persuasive and if you want to sell, then you need to hone in on the 'value proposition' and create real emotion behind what you are saying and doing.