

The Psychology of Attraction

Our psychology is predicated on survival
We like people we think can help us to survive

In romance that means we want people who
can provide us with healthier children

In other areas, we want people who will protect us
and who will raise our social status

Confidence is key because it sends the clear signal
that you are high status and have lots of resources
and physical health

Appearance

Communicating physical health is crucial for attraction

Do this by:

- * Whitening your teeth
- * Looking after your skin
- * Developing muscle
- * Consuming the right nutrition
- * Getting enough sleep
- * Avoiding stress
- * Dressing to show your resources

Likeability

We like people who make us feel good

You can be confident and likeable too - this
is a rare breed!

- * Smile more
- * Be positive
- * Stay away from office politics
- * Listen to people
- * Compliment people and build them up
- * Be social

Irresistible You

Passion

Passion is what makes you impressive - because it spurs you
to do your research and to know your stuff

Passion makes us more charismatic because it encourages more
movement and gesticulation

This creates congruence between what you say with your mouth
versus what you say with your body

Find something you love and pursue that and you become more
attractive!

Impress

Learn to communicate. Try to convey your point more succinctly, using
vocabulary in order to add nuance to what you say. Speak more slowly to sound
more intelligent.

Do your research. Know your stuff and make sure to research other topics
that might come up as well.

Never actively try to impress - as soon as you do, you lose your audience. Let
your impressive features come out naturally in conversation or simply
inform what you're saying.

Again: passion!

Persuasion

Persuasion comes down to finding
an emotional hook

Emotion drives action, not logic

How does what your promoting help people
be happier, healthier, safer, richer?

Build trust, find data and social proof
to back you up

Remove risk

Create urgency!