

THE FRIENDSHIP FORMULA

FRIEND OR FOE?

FLIP THE LIKE
switch

Mastery Sheets

BUILDING RAPPORT

THE L.O.V.E. DOCTOR

Introduction

Many think only a select few possess charisma, but science tells us that there are specific things anyone can do to turn on charisma or “flip the like switch” even if an introvert

Some of the material in this module is from a phenomenal book called, “The Like Switch” by former FBI agent Jack Schafer.

Lesson 1: The Friendship Formula

According to Mr. Schafer, FBI agents have used the friendship formula to recruit spies, interrogate suspects, and train their agents on how NOT to be recruited as spies. We’re going to apply his formula to your business.

The four parts are:

1. _____
2. _____
3. _____
4. _____

True or false: Intensity is the KEY part of the formula.

True False

Intensity is based on how _____ you’re able to _____ another’s _____ and/or physical needs through _____ and _____ behavior.



I ATTRACT A CROWD, NOT BECAUSE I'M AN EXTROVERT OR I'M OVER THE TOP OR I'M OOZING WITH CHARISMA. IT'S BECAUSE I CARE.

Gary Vaynerchuk



Proximity is determined by the amount of business contact you have with your customer, which can vary depending on your type of business. Frequency is similar to proximity, and you can increase both easily.

Multiple choice: A great way to increase proximity and frequency is:

- Phone calls
- Text messages
- Video emails
- Regular emails

Based on your business, write two short tips or updates that you can use in a video email to your client/s.

1. _____

2. _____

Now record your 30-60 second video and send to your client/s using the video tutorial. After you finish that, put in your phone calendar an alert to do this once a month at least.

Duration is also determined by your type of business. Keep your client's _____ in mind when determining duration.



Science has shown that the more people can "see" you, the more they like you.



Friendship Formula Events

Events that you host or local events are great ways to promote the friendship formula with existing and future clients.

- **Strategic events** are local events hosted by other individuals that contain elements or a great speaker that you know your client would benefit from and enjoy that you can invite him or her to go to with you. Encourage them to invite someone else too. You'll bond with your client, gain exposure with the invitee, and create curiosity in the pre-client. Don't talk business or very little if it comes up. You want all to feel you genuinely care about them (which you should anyway).
- **Roundtable lunches** are one of my favorites. Basically, you'll invite clients along with their guests and strategic partners to facilitate conversations where businesses give brief but strategic helpful information for clients and their guests but also open up discussion and idea generation from clients and their guests on what they'd like to see and experience in that industry. Your guests will walk away with great information, and you'll walk away with valuable data on how to make your business better.
- **Platform events** are a great way to create and increase intensity and facilitate conversation and relationships. Platform events can be wine-tasting events, specific industry meet-ups, and lunch and learns. Really any event that's fun and interesting can be a platform event. Invite your client and encourage them to invite whomever they think might enjoy an evening of fun



Because the friendship formula mirrors the natural way we develop relationships, the brain won't recognize what's happening and send threat signals.



and conversation. Don't make these a sales pitch. Similar to a roundtable, provide 5-10 minutes of valuable information for your guests like a tip or strategy for them from a business that is not yours but related to yours.

- **Customer appreciation events** can fulfill all four parts of the friendship formulas but please make sure they are interactive and fun.

The main thing with any events is, again, do NOT make them salesy. You're providing knowledge and value to your client. And please make them fun!

_____ is big business today.

Let's plan your event. Your partner guest is the one you'll invite to share valuable information that compliments your business.

1. What type of event? _____
 2. Date: _____ Location: _____
 3. Topic: _____
 4. Partner guest: _____
 5. Food/Drink: _____

 6. Fun activities: _____

 7. Invitees: _____

- Goal: _____



Lesson 2: Friend or Foe?

Our brains are constantly scanning for friend or foe signals. Unfortunately, many send out foe signals without even realizing it. Popular people send out friend signals.

Circle which signals are the three signals used when you see people you like.

Handshake

Smile

Hug

Head tilt

Greeting

Eyebrow lift

The genuine smile is the most important. Remember that the goal in sending friend signals is to make your client feel good.

Smiles release _____ in both you and your client boosting her mood and associating you with feeling _____ and boosts _____.

Fake or forced smiles signal your client's brain to not trust you even if they don't know why. They are typically lopsided toward the dominant hand and taper off in an irregular manner.

Common Foe Signals to Avoid

- **Staring.** Brain sees this as a threat or aggression and sends warning signals.
- **Elevator eyes.** This is highly offensive to new relationships, intrusive, and interpreted as predatory.
- **Authoritative scan.**



The head tilt exposes your carotid artery, the most vulnerable part of your body revealing that you feel safe and are safe.



People who've grown up in urban areas or rough neighborhoods have the "urban scowl" without realizing it and cause people to feel they're a foe.



- **Eye rolls.** This is highly disrespectful and tells your client you think he or she is stupid.
- **Furrowed eyebrows or scowl.** The brain interprets this as disapproval, uncertainty, and anger even if you're frowning due to deep concentration.
- **Facial tension.** This is a cluster of nonverbal signals due to stress or anger. The brain takes it as a threat. Make sure you release facial tension before meeting with your client.
- **Aggressive Stance.** This is interpreted as dominance or a person getting ready for a fight. If fists are clenched and nostrils flared, it's an attack signal.
- **Disgust.**
- **Masks.** Sunglasses can also be the same as wearing a mask. Remember that the eyes are the most powerful way to communicate. Sunglasses cut off the eyes.
- **Clothes and accessories.** Any clothing with sarcastic phrases, obscene gestures, weapons, etc. is to be avoided. But also beware of wearing an expensive outfit with cheap jewelry or scuffed shoes.

Creating Charisma

Charisma is “presence” and the ability to draw others to you. Charismatic people are confident, dominant in group settings, smile and grin a lot, use appropriate body contact, are expressive, gesture, stand upright, and are relaxed.

Many feel it comes naturally, but it can be a developed skill. In fact, I'm an introvert, but many believe I'm an extrovert because I've learned how to develop charisma.



The authoritative scan is a scanning of the room or car without any eye aversion. Undercover officers sometimes can get busted doing this without realizing.



Are you unintentionally sending foe signals?



Scientific Ways to Create Charisma

- **Eye Contact.**
- **Facial expressions** like smiles. Be lively.
- **Head movements** like nods to encourage people to speak and signal you're paying attention and head cocks.
- **Gestures.** Be expressive but don't overdo it. Make sure you keep hands out of your pockets and don't cross arms over chest.
- **Posture.** Be reasonably erect. Be relaxed when sitting and use forward leans. Don't slouch.
- **Bodily contact.** Touch often when appropriate and if they're comfortable.
- **Verbal speech.** Don't talk too much or too fast. Talk and listen equally. Remember, your job is to make them feel good about themselves not make you feel good about yourself.

If you're _____ in people, much of this will be natural.



Lesson 3: Building Rapport

Rapport is a French word that means “_____”
_____.”

It’s a skill that brings people back to you because you’re following the “Golden Rule of Friendship,” which is making people feel good when they’re around you, and they’ll see you out to feel that way again.

The Golden Rule of Friendship

According to Mr. Schafer, there are four parts to the golden rule:

- **Empathic statements** are one of the most effective ways to build rapport. Empathy is the identification with someone else’s feelings. You can spot your client’s thoughts and emotions by carefully listening and then create an empathic statement back to them.

Multiple choice: Your client is having a stressful day, which statement is empathic?

- It seems you’re stressed today.
- Are you stressed?
- So you’re having a pretty stressful day.
- You need to chill.

- **Compliments** are genuine praise you can give or you can get your client to compliment himself or herself.



For example, let's say your client comments on going to the gym at 5:00 A.M. You can say, "Man! That takes a lot of commitment to get up that early and work out."

True or false: One of two things will happen: they'll compliment themselves or they won't but will feel good.

True False

- **Primacy effect** is the power behind "word of mouth."
- **The Ben Franklin Effect** is a technique Ben discovered when he asked colleagues for favor. He discovered that colleagues liked him more because they felt good about themselves doing the favor.

Write two ways you can ask for a favor that's simple and easy to do.

1. _____

2. _____

How to Tell If You've Established Rapport

- Mirrored body language.
- Hair toss or flip with eye contact.
- Leaning forward.
- Open body language.
- Body shift toward you.
- Eye contact.
- Cup dance.

Look for any blocking or barriers you client might put between you both. It's a sign they're _____.



GENIUS THOUGHT:
Mirroring your client's gestures sparks rapport. But don't mirror exactly. That's weird.



Safe Body Contact to Establish Rapport

There are three types of touching appropriate for business.

- **Functional-professional** touch like between doctors and patients.
- **Social-polite** contact like handshakes and handclasps.
- **Friendship-warmth** contact like a friendly pat on the back or a shoulder embrace.

Be sensitive in this area because some are non-touchers due to personality or trauma and abuse.

Handshake

Please, please, do NOT shake hands with the dead fish handshake or the reluctant handshake. It's a sign of weakness and ineffectiveness of personality. Often, the brain also interprets it as insincerity.

Client's Learning Style

Talking in the language of your client's learning style is also a great way to create rapport.

Match phrases with learning style:

"I see what you mean." Touch sensory

"I can't grasp it." Visual

"I hear you." Audial



Research reveals that touching leads to liking when used with other rapport-building body language.



Laws of Attraction

We're not going into all the laws here, but I do want to touch on a few key points. Refer to the action sheets for the laws.

The law of _____ uses the tendency of people automatically thinking people _____ like they do.

_____ is when two people hold _____ ideas or beliefs creating _____.

The law of _____ takes advantage of the brain thriving on _____ things.

The law of _____ takes advantage of the biological imperative built in us to approach and engage.

Use the phrase, "I know you'd _____ for me" with the law of reciprocity.

The law of _____ takes advantage of the fact that people are _____ to things and people they can't attain.

True or false: Introverts will finish your sentences when you pause.

True False



Cognitive dissonance happens when two people hold opposing ideas or beliefs creating anxiety. It breaks and prevents rapport.



Lesson 4: The L.O.V.E. Doctor

The more you encourage your clients to speak and listen to them with empathy and positive responses, the greater likelihood they'll feel good when around you.

Active listening is a developed skill, especially for _____.

What experiment showed that we can become so focused, we tune people out? _____

There are four parts to active listening:

- **Listen.** Pay attention to your clients by maintaining eye contact 2/3-3/4 of the time they're talking. Don't interrupt them. **People like people who let them talk.** Sprinkle empathic statements throughout the conversation so they know you're listening.
- **Observe.** Be sure to observe nonverbal body language before, during, and after interaction to any clues of rapport or loss of rapport, emphasis, or a potential "no."

Match lip signs to what they mean:

Lip pursing

Feel uneasy

Lip bite/compression

Hiding how feel

Lip touching

Reluctant to say what he or she is thinking



- **Vocalize.** How you say something is communicated through tone of voice, the emotional part of the message. Pauses and lowering voice are all important cues in the conversation.
- **Empathize.**

Verbal Strategies and Pitfalls

You can build trust in _____ minutes by listening, good eye contact, and validating your client's feelings. To keep your client feeling good, use these strategies.

- **Save her face** is being right without wronging your client, especially when your client realizes it.
- **Status elevation** is giving a compliment that "compares" your client with an admired person of elevated status.
- **Elicitation approach** is the technique of stating as fact something that might be wrong taking advantage of our need as humans to be right. If you're wrong, your client will correct you and you'll know how to approach the sale.
- **Genuine interest** is genuinely being interested in your client. This should be natural and part of who you are as a business person.

Pitfalls

- Avoid topics that create negative feelings (cognitive dissidence).
- Don't constantly complain or be negative.
- Don't talk excessively about yourself.
- Don't engage in meaningless chatter.
- Don't display extreme emotion.



Three Types of Difficult Clients

Which client fits each description?

_____ This client only notices when you've made a mistake but overlooks all the right things and the hard work you've done along with being overly critical and inflexible.

_____ This client has extremely high standards and tends to be a micromanager that contacts you constantly and lets you know they're not pleased with your efforts so far.

_____ This client seem kind on the surface but one mistake erases all the hard work you've done in his mind. He might praise you but destroy it all by unbalanced criticism.

How to Deal with Angry Clients

- Allow your client to vent if you've made a mistake.
- Use empathic statements to let your client know you understand.
- Use presumptive statements to direct your client toward action and resolution.
- If you're client won't let you fix it, beware of hurting yourself.

Core Triggers

Core triggers are life values you filter all decisions and actions through. They are often formed in childhood and can be triggered. We'll get into these in module but do your worksheets now.



I do this right: _____



I need to master this: _____



GENIUS ACTION SHEETS

Lights! Camera! Action!

In this lesson activity, you will create a 30-second SIMPLE video to send to your clients in an email to take advantage of 3 of the 4 principles of the "Friendship Formula:" proximity, frequency, and intensity.

- **WRITE SCRIPT.** Create a 30-second or less script with a tip, an update, or any useful information for your clients. Read the example below.

"Hi! I just wanted to check in and see if you need anything from me. Call or reply to this email if so. In the meantime, here's a quick tip FILL IN THE BLANK.

- **PRACTICE SCRIPT.** Read your script out loud about 20 times. Then practice it in front of a mirror with a genuine smile and expressive gestures.
- **RECORD SCRIPT.** Once confident, record your video on your phone or use the built-in camera on your computer. You might have to do it repeatedly but don't go for perfect. You can also use a teleprompter app but make sure you sound natural

EDITING SOFTWARE. I highly recommend using iMovie on your iPhone and your computer if you have it. It's very easy to record a quick video and edit in iMovie.

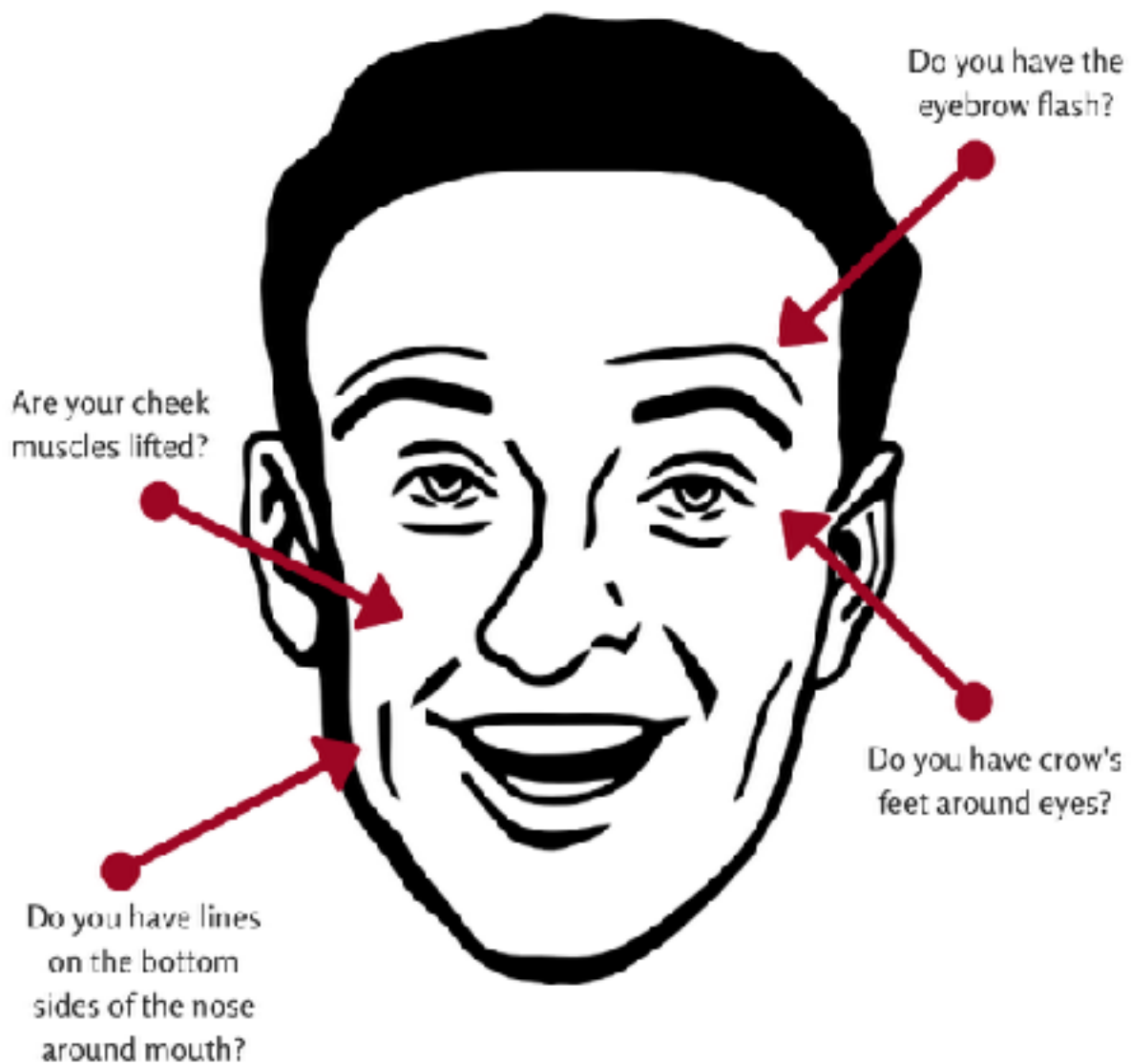
RECORD POSITION: For email videos, record landscape not portrait. It looks better.

EMAIL TIPS: Include your written script in your email or something similar. Some are readers more than viewers.



Strike A Pose!

Let's work on your smile now. Take out your cell phone and take several selfies of you smiling. Compare your smiles to this graphic to make sure genuine. Also, look at the last pictures compared to the first ones and see if your smile starts shifting to forced or fake. More than likely you felt when it did. Take note of that feeling. If you feel it when smiling, you know it's forced or fake.



Mirror, Mirror on the Wall

In this exercise, you'll practice mirroring. You need three people. Two of you will stand facing each other and try to mirror each others' gestures, expressions, posture, etc. The third person will observe who leads and who copies better. If you find that you don't copy as well, make a point to practice it subtly when interacting with your clients. Cock your head when they do. Change positions when they change. Remember, mirroring signals to the brain that you're both alike, and people like people like them.

Record your insights here:



Client Worksheet

Print as many of these as needed to record information about your client to remind you of specific details to ask about and build rapport each time you're with them. Update as necessary.

Name: _____

Spouse and/or children names: _____

Vocation: _____

Major life or family events (past, present or future): _____

Personality style: _____

Introvert/Extrovert: _____

Passion/Hobbies/Interests: _____

Anything else that stands out: _____



Laws of Attraction

The LAWS OF ATTRACTION are techniques you can use to increase likability. But not all will fit your personality or your client's or even be necessary, especially for brief encounters. Use this cheat sheet to refresh your memory but also pick one to two a week to practice. Record your insights.

- **Law of Common Ground:** Seek things in common because people automatically think people think like they do.
- **Law of Novelty:** The brain thrives on new things. Take advantage of this by being creative in your interactions with your client. Meet in different places, workout together, or attend workshops and seminars you think your client might like.
- **Law of Curiosity:** Use a hook to peak curiosity and increase intensity (one of the principles of the "Friendship Formula"). Particularly great to create new friends. Use for ALL your landing pages and emails. An unusual or unique object in your office can create curiosity.
- **Law of Reciprocity:** If someone does something for you, you are predisposed to return the favor. A smile is the easiest way to execute this law. Giving a warm drink or asking for a favor also works.
- **Law of Personal Attractiveness:** Attractive people are generally judged to be more kind. Smile often, maintain good eye contact, dress well (adding a dash of color to outfit is a great technique), and stand upright.
- **Law of Humor:** Studies show that those who use humor are seen as more likable and attractive. Using it wisely can reduce anxiety and create a relaxed atmosphere.
- **Law of Familiarity:** The more exposure and interaction you have with people, the more they will like you. Inviting to events and holding events is a great way to do this.
- **Law of Association:** People assess you by those you surround yourself with.



Laws of Attraction

- **Law of Self-Esteem:** People like to be with people that have high self-esteem. Self-esteem is not the same as arrogance.
- **Law of Availability:** People are attracted to people and things they cannot easily attain. Create scarcity by not being overly available and in your digital strategies.
- **Law of Personality:** Extroverts are perceived as more attractive but introverts develop better relationships and tend to be better sales people. The trick is to gather the skills you need if an introvert so you can combine both in sales.

Record your insights:



L.O.V.E. Doctor

Locate another business owner for this exercise. If you cannot find one you're comfortable with, find a friend to practice on. In this exercise, you will want to have your "patient" discuss a CHALLENGE in business or life. You want something emotionally charged so you can practice L.O.V.E. and watch for body language and tone changes while your "patient" is talking. USE EMPATHIC STATEMENTS TO CONNECT AND LET YOUR "PATIENT" KNOW SHE IS BEING LISTENED TO AND KNOWN.

Lip Symptoms:

- Lip purse
- Lip bite
- Lip compression
- Lip touching

Facial Expressions:

- Disgust
- Sadness
- Anger
- Surprise
- Fear
- Contempt

Any changes in:

- Tone
- Body language

Record the emotion you discerned from the changes in tone and body language, especially when you shared an empathic statement. _____

Did your "patient" feel better or understood after talking with you? _____



Core Values

Core values drive and motivate you. If violated, they can also trigger you causing negative emotions, distrust, and conflict. It's important to know your KEY CORE VALUES. Often, they'll be tied to your personality style.

For example, I am a "D" on the DISC Profile. SIGNIFICANCE and RESULTS are important to me. Here is where these can cause problems. Recently, I had an individual lose notes for an important document. This person is close to me, and I found myself really annoyed about it. I asked a friend why she thought I might be having a rough time. She wisely recognized that the reason it bothered me is because I was interpreting her loss of the notes as a LACK OF VALUE for what is important to me (significance), and it was impacting my ability to move on and get results. **LET'S REFRESH YOUR MEMORY ON EACH PERSONALITY STYLE.**

D style: Significance and Results.

I style: Influence and Recognition.

S style: Sensitivity and Connection.

C style: Certainty and Accuracy

Let's take the S style as an example. Conflict can arise if S believes that D is not being sensitive to the needs of others.

C's might get ruffled if told wrong, especially using that word "wrong," because being accurate is very important.

I's can have a rough time if NEVER recognized for their contributions and teamwork.

Other core values are formed in childhood from both negative and positive experiences. Maybe learning and acquiring knowledge was a



priority in your home growing up. You will place a high priority on learning. Or maybe your family valued independence or balance and harmony. You will value those things, too, and situations or people that challenge those core values will trigger a reaction.

Core values from negative experiences can be very powerful. If you were bullied, you might develop a strong COMPASSION core value. If you never felt understood, understanding will be a core value. As a teenager, I was very rebellious and lied a lot. I worked hard to become a truthful person; therefore, integrity is an important core value. If someone questions my integrity, I can get angry. On the other side, integrity is positive because I guide my life, relationships, and business with integrity and keeping my word.

I hope you see how this works. Now we're going through a series of questions that will help you find your 3 CORE VALUES.

Step 1:

What is most important to you? _____

What motivates you to work hard? _____

When doing something important to you, how do you feel? How do you perform? _____



Step 2:

What do you enjoy most? _____

What are your redeeming qualities? _____

When talking with others, what's the outcome you desire? Ex. understanding, being understood, being right, listening, helping the other person work through things, being known, knowing? _____

Step 3:

What are your moral absolutes? _____

How do you define right from wrong? _____

How do you define your work ethics? _____



RATE EACH CORE VALUE IN ORDER OF IMPORTANCE BELOW FROM 1 MOST IMPORTANT TO 5 LEAST IMPORTANT.

- | | |
|----------------------|-----------|
| 1. Fairness | 1 2 3 4 5 |
| 2. Honesty | 1 2 3 4 5 |
| 3. Tolerance | 1 2 3 4 5 |
| 4. Courage | 1 2 3 4 5 |
| 5. Integrity | 1 2 3 4 5 |
| 6. Forgiveness | 1 2 3 4 5 |
| 7. Peace | 1 2 3 4 5 |
| 8. Environment | 1 2 3 4 5 |
| 9. Challenge | 1 2 3 4 5 |
| 10. Self-Acceptance | 1 2 3 4 5 |
| 11. Self-Respect | 1 2 3 4 5 |
| 12. Knowledge | 1 2 3 4 5 |
| 13. Adventure | 1 2 3 4 5 |
| 14. Creativity | 1 2 3 4 5 |
| 15. Personal Growth | 1 2 3 4 5 |
| 16. Inner harmony | 1 2 3 4 5 |
| 17. Spiritual Growth | 1 2 3 4 5 |
| 18. Belonging | 1 2 3 4 5 |
| 19. Diplomacy | 1 2 3 4 5 |
| 20. Teamwork | 1 2 3 4 5 |
| 21. Helping | 1 2 3 4 5 |
| 22. Communication | 1 2 3 4 5 |
| 23. Consensus | 1 2 3 4 5 |
| 24. Respectfulness | 1 2 3 4 5 |
| 25. Tradition | 1 2 3 4 5 |



| | |
|-------------------------|-----------|
| 26. Friendship | 1 2 3 4 5 |
| 27. Security | 1 2 3 4 5 |
| 28. Neatness | 1 2 3 4 5 |
| 29. Stability | 1 2 3 4 5 |
| 30. Perseverance | 1 2 3 4 5 |
| 31. Self-Control | 1 2 3 4 5 |
| 32. Rationality | 1 2 3 4 5 |
| 33. Health | 1 2 3 4 5 |
| 34. Pleasure | 1 2 3 4 5 |
| 35. Excellence | 1 2 3 4 5 |
| 36. Prosperity | 1 2 3 4 5 |
| 37. Family | 1 2 3 4 5 |
| 38. Appearance | 1 2 3 4 5 |
| 39. Intimacy | 1 2 3 4 5 |
| 40. Community | 1 2 3 4 5 |
| 41. Competence | 1 2 3 4 5 |
| 42. Achievement | 1 2 3 4 5 |
| 43. God | 1 2 3 4 5 |
| 44. Intellectual Status | 1 2 3 4 5 |
| 45. Recognition | 1 2 3 4 5 |
| 46. Authority | 1 2 3 4 5 |
| 47. Power | 1 2 3 4 5 |
| 48. Competition | 1 2 3 4 5 |
| 49. Persistence | 1 2 3 4 5 |
| 50. Beauty | 1 2 3 4 5 |

Now that you've completed these surveys and exercises, write your core value statement based on the 3 most important. _____



Friendship Formula Event

1. What type of event? _____
2. Date: _____ Location: _____
3. Topic: _____
4. Partner guest: _____
5. Food/Drink: _____

6. Fun activities: _____

7. Invitees: _____

- Goal: _____

Things I Need to Do Before Event:

1. Determine goal.
2. Decide on topic.
3. Contact partner guest to see if available day of event.
4. Set date and book location.
5. Make grocery list.
6. Purchase and prepare for activities that reinforce topic.
7. Decide whether to offer any specials on products/services or gift drawings for attendees.
8. Send out invites and encourage to bring a guest that will benefit from topic.
9. Set date for next event and have promotion materials ready.
10. Other: _____

