

# The Super Charisma Formula 3.0

How To Become Magically Likable



How's everything my friend...

I decided to create an updated version of Super Charisma (which is a report I wrote a few years ago)...

Today, I believe there are a few more important layers to give the original formula extra firepower.

In my opinion, "charisma" (or however you chose to describe it) is that unique, hard to define Power Trait...

It allows you make more friends.  
It allows you to be more effective with women.  
It allows you to be successful in many areas of life.

The interesting thing about it is:

Some people are charismatic all of the time.  
Some people are charismatic every once in a while.  
Some people have never been charismatic.

This report will serve as a tool for:

- Teaching a quick way to become instantly charismatic (in fact, *Super Charismatic*)
- Helping you get your 'charisma' back (if you ever lose it in the future)

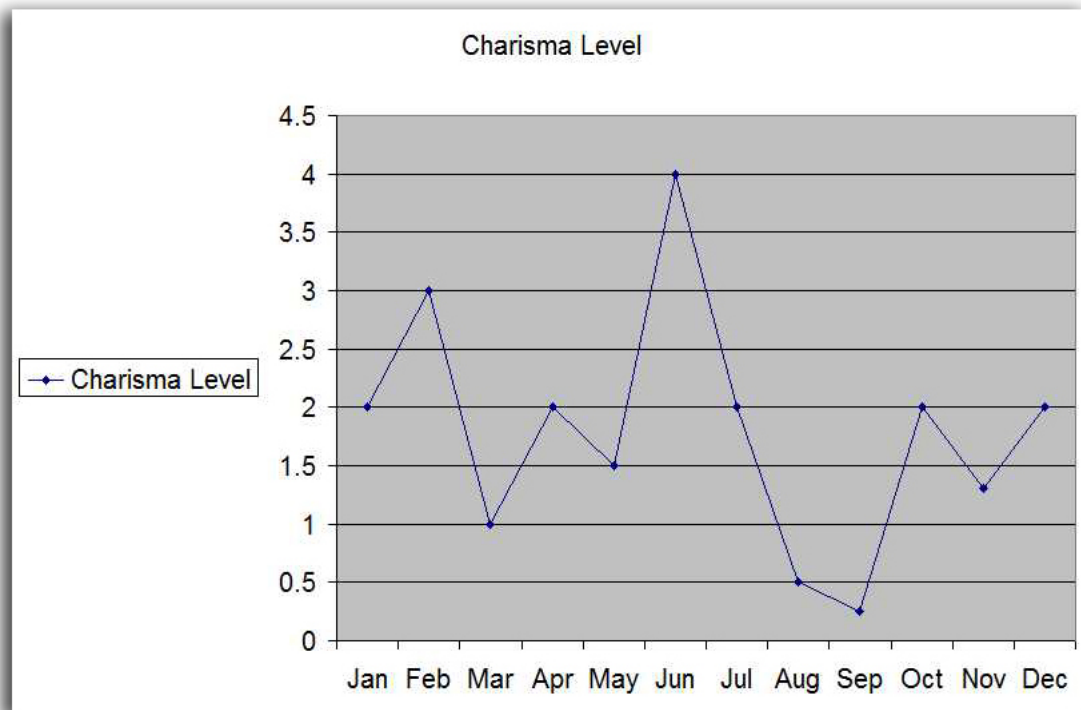
For some people, it fluctuates. In other words, it's up, then it's down, then it's back up again. So it's important to have a resource (like this report) that will help you get back on track...

***Remember:*** *If you've never been quote-unquote "charismatic" before, it doesn't matter, because everyone at some point has been relatively more charismatic than they normally are.*

For example, let's assume that a **Charisma Level 10** is the highest possible rating.

Even if a guy has never been as high as a 6, he still has a peak (personal best).

Look at the following chart. It's an example of a guy who has never been as high as 4.5.



As you can see, in June he was more charismatic than he normally is. Who knows why?

Maybe an old girlfriend contacted him on Facebook and had him feeling good about himself.

Who knows?

The idea is to realize that it fluctuates and to understand that it's based on:

- What you are doing
- How you are interacting with people
- How you are feeling about yourself
- Your perspective/beliefs/outlook

We're going to discuss how to engineer (systematically) STEP BY STEP a way to super charge your Charisma Level (instantly)....

The original formula had 4 ingredients. The new formula has 3 parts and each part has its set of ingredients.

Here's the layout.

The First Part: The [original] super charisma formula (4 ingredients)

The Second Part: A recipe of likable traits (this is the formula for making you even more 'likable')

The Third Part: A recipe for feeling amazing about yourself



(nowwww...it's readable. lol)

## // The First Part: The Super Charisma Formula //

First of all, let me briefly explain why it's referred to as the Super Charisma Formula.

It's not because I believe it's the best lessons on charisma that ever existed. In the past I referred to it as that (and it's how I felt), but as far as how I feel (today), the best charisma formula for YOU is anything that works the best for you - whether it's my lessons, someone else's lesson, your own ideas, or a combination of these things...

My desire is to help as best I can.

And I approach that by explaining a system for improving your current Charisma Level.

If you see it working, then I will have achieved the biggest goal of this report which is to provide a Reference Guide for you (something you can refer to if you sense that your Charisma Level is starting to decline).

When it starts to work for you, it's in your best interest to have the report easily accessible. Even better, review it often. Ingrain the concepts. They're simple - yet life changing.

Let's get to it.

First of all, some people are naturally charismatic - to all types of people - at all times.

For example, I would put my dad in that category. He's from the south (North Carolina). He has a country-type 'I'm not afraid to make a fool of myself' persona.

He's super charismatic at all times....to all people....on any given day.

(On the other hand, I have times when I'm hyper-analytical. If you're the same way, then it's not a bad thing. In fact, it makes me more qualified for teaching this stuff than my dad. So the goal isn't to be 'charismatic all of the time'... just as long when it's time to be Energetically Friendly, you can turn it on.)

Even though I generally love all people, I'm not the type that will just 'spark up a conversation' with a random person on any given day like my dad - which of course, doesn't automatically make you a charismatic person, but 'sincerely engaging with others' is part of the formula.

As you probably realize, charisma is an important tool.

Prior to creating the original report, I always wondered whether it was something you could learn. Maybe you've wondered about this.

I think it had to do with how society labels charismatic people.

They make it seem like you're either born that way or you're not.

I'm now convinced 100% that anyone can easily become 'magically likable'. Even if you didn't have a system laid out for you, you could think about:

How you like to be treated by others.  
People you know how are really likable and warm.

For me, it's one thing to teach someone something useful, it's another to do it in a way where you connect and show that you care about that person's success.

That's always been important to me.

So let's get to the formula.

It's simple and I'm confident that it will help you increase your charisma. (If you've read the original report, then this will be a review for you.)

You just have to remember four things:

**Confidence + Compassion + Comedy + Engaging = Magnetic Charisma**

Most people are able to achieve amazing charismatic results by just being extremely strong in just *two* of the four areas.

Typically, your charisma will fluctuate much like your level of confidence, your level of compassion, your sense of humor and the level in which you engage with others.

Overall, it should be a goal to keep it as high as possible. That way, you're on auto-pilot with it.

To use a baseball analogy, you are trying to lead the league in batting even though there will be plenty of days where you go 0 for 4 - which you can live with. You just want to avoid going 0 for 30.

More importantly, you want to be able to your hits at critical times.

There will be moments in your life (bases loaded, bottom of the ninth inning) where you need to be about to be charismatic at the right time.

When I first started to analyze people who were really "energetically friendly", I noticed two types:

People who were:

Group 1: Funny and Engaging. Not all of them were confident. Not all of them displayed any acts of compassion towards others. They were either funny (made you laugh) or they appreciated humor (they laughed a lot --- at everything). And they also seemed to love all people.

Group 2: Confident, Compassionate and Engaging. Not of them were funny. However, they had a lot of confidence mixed with being compassionate. You see, there are lots of people who seemed to become more distant with others as their confidence increases. Although, there are some people who not only maintain their compassion, but it increases.

So that's somewhat of a history of how the formula was created. It's a combination of these two groups of people.

As you may notice, there are people who fall in the "super group" - meaning they do all four - very well - consistently.

The cool thing about the formula is 99% of all people have:

*been confident before*  
*been compassionate towards someone else before*  
*been in a funny mood before*  
*been interested in engaging with someone else before*

So the idea is not based on learning anything completely new.

The only 'new part' is having the awareness to do ALL FOUR (really well)(consistently).

It's like you're increasing the **FREQUENCY** and **INTENSITY** of those signals.

So if Charlie wants to be more charismatic, he needs to focus on his **F + I**.

Let's give an example. Let's say that currently he sends out the *confidence signal* once every 15 days + he sends out the *sense of humor signal* once every 4 days + he sends out the *'connection signal'* once every 80 days + he sends out the *compassion signal* once every 92 days.

That's his current frequency. You see, he's already doing all four!

The problem is his FREQUENCY and INTENSITY!

Imagine if you went to a standup comedy show and you only laughed 2 times. And those two laughs were a '5' on a scale of 1-10 (10 being the funniest).

Frequency = 2 times.

Average Intensity = 5.

Overall, you might grade the performance as being: poor/wack/sucks/subpar/etc.

And it wasn't because you didn't laugh at all.

It was because you didn't laugh enough (frequency) and you didn't laugh hard enough (intensity).

So people with zero charisma (or even worse, anti-charisma) often are people who do all four - except, it's just the *Frequency* of each of the ingredients is poor. And the *Average Intensity* is "very low".

Does that make sense?

I hope so, because it's almost like there are two species of people living on earth.

And me and my wife talk about this all of the time, but you might have noticed the same thing. And that is there are people (Species #1) who see the connection with their actions and results. And then there are some people (Species #2) who don't see the connection with their actions and results. They really just don't see it.

It's like a comedian (sticking with this analogy) who does his performance and gets 3 "level-4" laughs the whole 90 minute show. And then he complains about the crowd not having a sense of humor.

In reality: It seems a bit unreasonable for 15,000 people (who don't appreciate humor) to pay for a comedy show.

Of course, Species #2 People don't quite process information this way.

In general:

Results and based on actions. [Results = Actions]

What you put in is what you get out. [Right Input = Right Output]

Species #1 People understand this.

Another example is a guy who complains about not getting sex in his relationship. Of course, technically he's not complaining about not getting sex, he's complaining about the frequency (how often he has sex) and the intensity (how steamy it is).

He's either going to be a Species #1 Guy meaning he knows that how often she craves it (frequency) and how badly she wants it (intensity) is based on the frequency + intensity of the signals he puts out.

Specially, the signals that make him more desirable (from her perspective) and the signals that get her aroused.

In other words, he understands that:

The Right Actions (with the Right Frequency & Right Intensity) = The Right Result.  
Input = Output.

If he's a Species #2 Guy, he will never get it.

So that's what I mean by I hope everything makes sense so far. If you understand the your charisma level is based on the *frequency and intensity* of the key ingredients, then everything else is a piece of cake.

Before we dive in, let's go over some clues.

### **Here are 7 clues that you are a highly charismatic person.**

1. You're often told that another person spoke highly of you.
2. You often find people not wanting to end their conversation with you.
3. You are often complimented by people.
4. When you run into people you haven't seen in awhile, they "light up" or perk up as soon as they see you.
5. People frequently want you to be part of events (parties, gatherings, clubs, etc.)
6. It seems as though people laugh or smile at everything you say.
7. You enjoy being around other people.

### **Here are 7 clues that reveal if you are an anti-charismatic person (or it's time to make an adjustment).**

1. People you know delay or never return your emails or phone calls.
2. You feel that anywhere you go in various environments (i.e. school, work, etc.) people pick on you or talk to you as if they don't respect you.
3. People often give no response to your jokes or comments

4. When dating you know that it's just a matter of time before the person loses interest.
5. You can tell that strangers want to remain distant from you. You feel cursed or as if no one likes you.
6. People hardly ever appear to be excited when they see you.
7. You get cutoff a lot when you're talking. It's like people often pass over you as if you don't exist (you feel invisible at times).

You're either are close to one of these extremes or somewhere in the middle.

I would say that the average person has an idea of where he stands in terms of his charisma level, but there some people who are completely in the dark (i.e. Species #2).

I think it's better to know that you're not currently charismatic, than to be a Species #2 Person.

Let's now cover how to improve each of the 4 ingredients.

### **Ingredient #1: Enhancing Your Compassion**

It is so easy to get wrapped up in yourself to the point where you effortlessly end up neglecting the people you love and strangers who need your help.

I'm guilty of this at times.

You probably are, too.

The best and quickest way to develop compassion is to see all people as good and to see yourself in everyone.

This may initially involve some sort of intentional process of 'focusing on what's good about that individual.

Pretty soon, you will have developed a powerful of habit of NOT NOTICE flaws. Your brain will ignore them. People can sense when someone is perceiving them in a negatively critical way.

Even if you notice 'what you believe to be an obvious human flaw' (however annoying it is) try to align yourself with the best part of that person.

No one is perfect.

**Power Tip #1:** Recharge your compassion by spending a day, week, or month away from the news. Don't read the paper. Don't say anything good or bad about anything. Do not judge anything.

Just relax.

Suppress your desire to be opinionated - just be neutral and let things be.

Aside from how this method works to enhance your charisma, you will find that developing your compassion will give you inner peace.

Just like holding grudges will deny you of peace.

When I was a teenager, I was always angry. I took a lot of pride in being able to hold onto a good grudge. It was part of my identity. It made me feel cool and 'more real' than most people to be the person who didn't forget.

I was in this whole 'if you do something wrong to me, that's it, you're cut off' mindset.

It was silly. It kept me angry and pissed off all of the time. And as a result I was attracted to misfortunes in myself - because on a weird level, I was obsessed with holding grudges.

It allowed me to feel cool.

It allowed me to bond with other 'grudge-lovers'.

But by being angry and cynical, I was telling the universe that I wanted to be that way.

I was also blinding myself to seeing the person (who "done me wrong") as being someone who's not perfect.

On the other hand, having a deep sense of compassion and empathy towards others is a little like a backdoor way of feeling great about yourself, life, and others.

Once you combine compassion with the other ingredients, you will notice that people will be magnetically drawn to you.

Another way of saying: "If you want more people to like you, then you need to BECOME more likable" [Input = Output].

People who are *extremely charismatic* are like a drug that **everyone** is addicted to.

People who are magnetized to being in your presence - especially, if you're being the unique person that you are.

It's especially cool to 'put this into practice' (even if it's just an experiment) and notice the huge shift in how people respond to you.

There's no worse feeling than believing/feeling that no one cares about you.

This is some people's reality.

So being understanding/empathetic/sincere with people is more of a gift (to them) than you may realize.

Let's move on to the next ingredient.

### **Ingredient #2: Enhancing Your Confidence.**

If you go to the library, you will see that there are no shortage of books on confidence and self-esteem.

Confidence is the super ingredient for success in life. And yet, it's just part of the formula.

The world is set up in a way (in just about every aspect), where the person with the most confidence has a greater advantage.

The sad thing about confidence or people who don't have it is that they often have irrational feelings about it.

Many people think that being confident is the same as being arrogant.

Many "good-natured" confident people are often regarded as assholes or jerks. (Typically, in the minds of someone who is struggling with his own level of confidence.)

Because most people haven't carved out a CLEAR PERSPECTIVE in their minds about how to handle being confident, you often find some people feeling guilty as their confidence begins to grow.

(As a result, it goes back down.)

(It's like the reverse of what we try to do - where if our confidence starts to slip, we want it to quickly go back up.)

Many people believe (deep down inside) that if become 'too confident' things will backfire! (lol)

In reality, excessive confidence without a game plan is likely to make things "backfire" (a negative result).

It's kind of like the guy who says "I know for a fact I'm going to get the job. I don't need to prepare for it."

That's a guy who has excessive confidence + poor game plan.

When he bombs, it wasn't because he had *too much confidence*. It was because he wasn't prepared. It was because he didn't have a good game plan - which increased the likelihood that he wouldn't leave a favorable impression.

The guy who puts in a lot of energy into his preparation may ALSO begin to feel 'excessively confident'.

Except, in his case, he has a good reason to have *the feeling of excessive confidence*.

In his case, he has excessive confidence + an amazing game plan.

Rule #1: Having excessive confidence is not a bad thing (if there is a reason for it).

You see, there is an inner-pull (created by social conditioning) that attempts to correct you if you start to feel *excessively confident*.

The two distinctions that we just went over (considering the 'game plan' element) isn't too clear in the mind of most people.

It's all merged together. So the only thing that can reference are countless times when a person has become *too confident* and things going wrong.

As a result, people (in the spirit of being helpful) will often attempt to 'tone down' a person who displays a lot of confidence...

"Hey! Be careful. Don't be too confident!!"

Then the previously confident guy starts to think about what could go wrong. He maybe even train himself to be 'less confident' with false modesty.

It happens all of the time.

It's pointless to learn how to increase your confidence if there is not a plan in place to maintain it.

That's like breaking out of prison without a plan to live on the outside. A good *prison escape guy* will keep his police scanners up to date. He'll have everything covered. He'll have an impressive wig collection and so on...

That's what you have to do...

(And I'm not talking about having a wig collection. I'm talking about having a plan for handling yourself when your confidence.)

And by the way, if your confidence is high then politely ignore the assumptions that you're *not confident*. Believe me, I know it can be annoying to read all this 'do this - do that to increase your confidence stuff' and you're thinking 'stop talking to me like that, my confidence is fine'.

The cool thing is the best way to keep your confidence sky-high is to expose your mind (constantly) with confident-building messages - even though it FEELS like it's somewhat pointless.

*People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily. - Zig Ziglar*

When you allow your confidence (motivational fuel) to fade away - or even worse, let someone take it away by imposing 'fake humbleness' onto you (i.e. "Hey! Be careful. Don't be too confident!!") you end up destroying your own success.

To appreciate the importance of confidence, it's always good (and a fun exercise) to put yourself on the other side.

For example:

Let's say you're the owner and CEO of a multi-billion dollar company. And now it's time for you to interview a few people while sit on your throne. You're a proud guy. You worked your butt off to get where you're are. You appreciate hard work. And you have a *reason* to feel confident.

In the process of interviewing someone for a position that just opened, at some point, you ask a particular guy:

You: Do you think you have what it takes to do the job?

What would you rather hear him say:

False Modest Version: I don't know. I'll try to do an OK job.

Confident Version: I know for a fact I can do it! It's not a problem. If you hire me, I'll get the job done.

It's not even a contest in my opinion.

Personally, I would want to hire someone who had confidence in their ability.

Of course, deep down inside False Modest Guy could have been initially oozing with confidence but someone encouraged him to 'tone it down'.

*"Hey! Be careful. Don't be too confident!!"*

Again, in the mind of most people there isn't a distinction between *justifiable confidence* (based on planning/understanding/experience/etc.) and 'unjustified confidence'.

Rule #2: It's not your responsibility to 'tone down' your confidence because it makes other people feel uncomfortable.

You're not going to appear 'charismatic' to those individuals, but part of being charismatic is about *being that way to the right people*.

Any public figure who is labeled as having lots of charisma always has a group of people that don't like him/her.

That's just part of it.

For you, your goal is to be Super Charismatic to the people who matter.

And Rule #2 is in place to correct any attempt to 'tone it down' for people who don't matter.

Never tone down your confidence.

When it's the ONLY signal that people pick up on, they tend to assume you're arrogant.

Of course, if you're displaying *lots of compassion* (and it's sincere) it's almost impossible for your level of confidence to offend people.

But it's often unnecessary to consider the views of people who may perceive you the wrong way.

That's not your job.

If you accomplish something that you're proud of, you should feel proud of.

That doesn't mean you should outwardly brag, but you should celebrate it - even if it's a private thing (with no one else around).

In another report, I pasted a website that referenced a journal that was written about how it's now been scientifically proven that the more you celebrate success, the more you set yourself up for future success.

On a biochemically level, your brain will release "happy chemicals" that makes it easier for neurons to communicate with each other.

Basically that means:

"The more you celebrate success, the smarter you become. And the more equipped you are for future success."

Never tone down your confidence.

Remember: When a person with 'little confidence' is trying to increase his confidence, he is taught (society gives him the OK) to look in the mirror and tell himself that he is great, he is cool, he is wonderful!

Why? Because it works!

On the other hand: When you actually become confident it is frowned upon to say or mention your greatness.

How come you are not allowed to say that you are wonderful or great when it becomes closer to the truth?

I'm convinced that we are living in the most pacifying times ever. Schools are lowering their standards so that non-achieving students don't feel bad about themselves.

This is not what the world needs.

There are some youth sports leagues that play games without keeping score (preventing non-winning kids from feeling bad about themselves).

What's up with that?

Scoring is fun!

It's a similar thing to what we discussed before.

In this case, it's the belief that the 'score' creates the problem.

I think kids are way smarter than most adults realize. Lack of preparation, lack of guidance, lack of an authority figure putting things in perspective for the child' (among other things) are the real problem - *not the score*.

Part of having confidence is understanding that things won't always go your way.

It's your responsibility to maintain and manage your confidence level.

Always celebrate your success - in every area of life

I'm not suggesting that you should brag - or start break dancing publicly every time something goes your way.

I think private celebrations are important.

Let's say you just got finish rocking your woman's world in the bedroom - like you never did before....

I'm not saying you should do a touchdown endzone dance at the foot of the bed, but it's OK to look in the mirror and wink at yourself.

I'm not saying you should look at her and say "Let me explain the 4 ingredients that I just performed on you!!!" (trust me, that doesn't work), but it's OK to air-whisper into the mirror: "*Dude! You just destroyed it!*"

The point is....

Do not allow yourself to fall in the low confidence zone, because you think 'toning it down' is the *right* thing to do.

Don't argue with science.

Celebrate.

If you take a peak at the page count right now, you'll notice that we're at the half way mark and we only covered 2 of the 4 ingredients from the first part of SC 3.0.

And if you include the other 2 parts of this new version of Super Charisma, we still have a total 9 more ingredients to cover.

Cool!

That means we'll be rapidly going through the rest of them. But before we move on to the next ingredient, I have 38 more words of wisdom.

Keep your confidence sky-high by telling yourself how amazing you are!

Most of maintaining and increasing your confidence will come from avoiding the drops and decreases by focusing more on all of the cool things that you've done.

### **Ingredient #3: Enhancing Your Sense of Humor**

Typically if you lack confidence and compassion, it's difficult to find humor in things unless it's at someone else's expense.

You'll notice that people with low confidence and low compassion are often entertained by the misfortune of others.

If you have a lot of confidence and compassion, you're happier by default.

It doesn't take much effort to have a sense of humor.

It also doesn't take much effort to be engaging with others (the fourth ingredient).

You don't have to be the next Chris Rock.

You don't have to tell jokes all day long.

Just try to smile more.

Try to see the humor in things.

Don't take life so seriously.

Put a kick-me sign on your boss's back.

Knock over the plants in his office.

Just joking (but only about the last two).

(And "sky-high" is one word.)

If you are a fan of sports, you will often hear teams mention that their success came from deciding to have more fun.

I think life is the same way.

You will see amazing benefits from just enjoying life and telling yourself that you enjoy life.

The best way to increase your sense of humor is find whatever it is that makes you laugh and do it more often.

Make a decision to increase the amount of exposure you have to 'things that are funny'.

### **Ingredient #3: Enhancing Your Ability To Engage**

This is the final piece that brings everything together (at least for the first part).

The quickest way to enhance your 'engaging-ness' is by interacting more often with family, friends, neighbors and strangers.

Also, by increasing the quality of interaction.

Remember: Frequency + Intensity.

By the way isn't it interesting that we label people we don't know as *strangers*. How do we know they're *strange* if we don't know them? lol.

Anyway, you should start conversations with 'unknown-ers' (I mean *strangers*).

Instead of forming instant opinions about others, convince yourself that you like them and initiate a conversation.

It may sound crazy, but (in your mind) quickly convince yourself that the unknown person is cool, down-to-earth, interesting, etc.

If you currently have a habit of immediately spotting something negative about someone, then challenge yourself to find a list of positive things about them.

At a minimum, say something to yourself like: "Wow! He's seems like a cool guy."

If you're approaching a girl you're interested in, it would make sense to say something to yourself like:

"Wow. She seems like a cool, down to earth girl."

Instead of saying something to yourself like:

"Wow!! She's incredible!! She's amazing!" (which of course is a successful formula for making your eyes the size of doorknobs when you eventually introduce yourself.)

Anti-charismatic people are geniuses at spotting 'flaws' in everyone.

They've been doing it so long they assume that everyone's brains are *filtering for the negative*.

Do you know someone like that?

When they spot other people, it's like they're saying something negative to themselves about the person.

"What the \$%& is wrong with him?"

"What's her problem?"

"Are you serious? That's the shirt he decided to wear."

Of course, everyone doesn't respond this way.

In fact, when two people observe anything for the first time, their brains are going to filter (zoom-in on) for different things.

If your girlfriend is an artist and you're not, when the two of you look at a tree for the first time:

She might see (filter for) the leaf shape, the leaf color, the ratio of leaves to bark, the height of the tree, what makes the tree different from other trees, the bark color, the bark pattern, all kinds of stuff.

You're going to see a tree. Period. That's it.

Of course, she's been doing it so long and it's so natural to her, that she may lose sight that other people don't see things the way she does.

The same thing happens with 'anti-charismatic' people. They assume that the whole world instantly sees flaws in everything.

They don't realize that they have trained themselves to become that way.

Align yourself with the good parts of everyone you know and meet. Get in the habit of speaking and making small talk...

When you see a *stranger*, instead of '*instantly classifying*' the person, pretend that you have a deep respect for him or her.

Actually imagine that you really find them to be interesting.

It also helps to say to yourself things like:

"I like her. She seems like a good-natured person."

"He seems like a cool dude."

"I like him."

"I like her."

"She seems fun and interesting."

(anything that assigns the person with value)

Once you do this, you will experience an **undeniable change** in how everyone responds to you.

You'll notice that you'll feel more comfortable and excited to be around them.  
You'll notice that people will magically feel more comfortable and open around you.

Then from there, you can give them a friendly smile at a minimum.

(Can you imagine what the world would be like if everyone on the planet decided to be more pleasant, respectful and kind?)

Here is what has been called the "Saddest note from a bridge jumper:" [New Yorker, 10/13/03]. A guy actually wrote this:

"I'm going to walk to the bridge. If one person smiles at me on the way, I will not jump."

(Of course, no one smiled at him)

So engaging with people enhances your charisma like crazy because people like people who like them.

Think about this.

Would you rather be in a room full of people who like you -- or -- a room full of people who didn't like you?

Even if you never met both groups, and the only thing you knew was that one group didn't like you and the other group liked you - if asked - which room would you rather hang out in?

(Which group would you like more?)

When you convince a stranger that you like him or that you care about him, they tend to like you back.

And the more you are able to do this, the more you will give off an "energy" that people like you.

In other words, others can intuitively tell that you are a *likable person*.

Women can tell how engaging you are. Women are insanely drawn to a guy with strong social skills.

People (who are not comfortable with engaging with others) often think that they will come off as pushy and annoying if they just start talking to other people. It is not true.

Pretend that you are the stranger for a second. And someone out of nowhere started talking to you and they only seemed interested in blabbing about himself/herself.

You are probably going to be annoyed.

The person never acknowledges anything you say and you are left wondering why do they even want to talk to me?

On the flip side - let's say you are the stranger and out of nowhere someone starts talking to you and they are reacting positively to what you are saying and in addition to that, they seem to care about you and what you have to say.

Chances are you not going to be annoyed.

Why?

Because people don't get annoyed by people who make them feel good. (It's impossible.)

So start talking to lots of people you see and you will quickly notice a very fast increase in your charisma. (Use this 4 ingredient formula and it will never fail you my friend.)

### **Overall Charisma**

Once you work towards increasing all four areas, you will see amazing benefits in no time. I'm not talking about in months. I'm talking about in hours, minutes, seconds...

Instantly!

Because this is not like Martial Arts where you have to train for years!

It only takes a nanosecond to decide that you will finish out the rest of the day showing more compassion.

It only takes a nanosecond to decide that you will finish out the rest of the day enjoying life more, being happy and laughing more.

It only takes a nanosecond to decide that you will finish out the rest of the day being more engaging.

It only takes a nanosecond to decide that you will finish out the rest of the day being more confident.

Remember the equation:

Confidence + Compassion + Comedy + Engaging = Magnetic Charisma

Keep in mind that this is the 3.0 Version.

So the formula above is just one of the 3 parts.

Let's go over them again.

The first part: The super charisma formula (4 sub-parts) **[We just covered this.]**

The second part: A recipe of likable traits (this is the formula for making you even more 'likable')

The third part: A recipe for feeling amazing about yourself (in this section, we will expand on the 'way to feel more comfortable' about yourself).

## // The Second Part: A Recipe of Likable Traits //

I often refer to these as Base Value Traits.

- Having Enthusiasm/Passion
- Being Sincere / Respectful
- Showing Trust / Expecting Things To Go Right

(Technically, this is a partial list. But it's good to start with.)

You see, there's a difference between one guy doing a 'seduction technique' and another guy doing the same technique.

It's kind of like the example of the woman who notices everything about the tree where her boyfriend didn't notice a 1/100th of what she picked up on in a matter of seconds.

It's one of the biggest reasons why a guy could use a 'seduction technique' and get amazing results (she gets turned on like crazy. They make love. Life is great.)

On the other hand, another guy could execute the same technique 4x better and get zero results. It may even backfire.

What's the difference?

(The answer is it could be a few things. For the sake of this report, it's probably because he does have Base Value. To be straight forward: She just doesn't like him. She's not impressed with him. That means anything he does is FRAMED the wrong.)

A guy with **Base Value** compliments his wife = She's flattered. She blushes. Her face lights up.

A guy with **ZERO Base Value** compliments his wife = She's sees him as the "annoying guy who's trying to compliment her".

A guy with **Base Value** wants to go to the movies with his wife = She's excited. She enjoys being around him.

A guy with **ZERO Base Value** wants to go to the movies with his wife = She's sees him as the "annoying guy who's trying to smoother her."

Imagine, if prior to doing the technique, the wife of the guy (with Base Value) had dozens of memories of him doing nice/thoughtful things without the expectation of having sex.

Even if (in his process of trying to get her turned on) she gets the impression that he's doing things to get her in the mood, she's not likely to be offended.

On the other hand, if another wife (or girlfriend) believed that her partner (with Zero Base Value) was extremely selfish (based on memories and experiences with him) then things would be different. If she gets the impression that he's doing things to get her in the mood, she may end up rejecting him even if she's turned on.

She will feel as though he's trying to trick her.  
She will feel manipulated.  
He's going to be seen as sneaky.

Do you see how important Base Value is?

As you can see, with the addition of the Base Value Traits, the Super Charisma Formula has been taken to a new level.

Let's go over them now.

### **Ingredient #1: Having Enthusiasm/Passion**

- Show your excitement at the appropriate time. Show that you are passionate about your interests/hobbies. This shows that you're alive and that you're not afraid to be you.

This is a very powerful trait.

As an experiment, spend more time demonstrating how passionate you are about something. It could be anything. (If you really wanted to test the powers of this, you could pick something totally random.)

Either way, everyone happy/fun people enjoy being around people who are alive.

There's nothing worse than being trapped in a room with a downer. Someone who doesn't care about anything.

**Ingredient #2: Being Sincere / Respectful** - Just like most things, I think sincerity can increase and decrease. I think most people are generally good-natured, so often when someone is behaving less sincere, it's either because they are following bad advice and/or they have put something in perspective the wrong way.

Have you ever met a guy who has zero respect for women? As a result, you may notice that he gives himself permission to treat them disrespectfully.

Some people may think that he has a lot of confidence.

It's an illusion!

You can't have *that much confidence* while not being sincere and respectful towards others. It's impossible.

You see, the truth is a large part of how we treat others (women, men, friends, family, strange people) has to do with *how we feel about ourselves*.

99% of the time, when someone is treating someone else (or a group of people) disrespectfully, they are secretly revealing that they don't feel too good about themselves.

The guy who is miserable to everyone, feels miserable about himself deep down inside.  
The guy who 'finds flaws' with everyone, obsesses over his own flaws.  
The guy who is respectful/sincere with everyone, is comfortable/respectful to himself.

Another reason why being sincere/respectful is incredibly important (in the context of having success with women) is because it helps you filter out the wrong women.  
An example: If you began to act like a 13 year old asshole as a strategy for meeting women, the worst thing that could happen to you is 'you experience the illusion of success'.

Of course if you never had any success with girls before, it may seem like you stumbled onto something cool if you start to get girls interested in you as a result.

In reality: The only thing that would have discovered is a process for attracting low-esteem women or even worse, *women who aren't sincere and respectful to others*.

**Ingredient #3: Showing Trust / Expecting Things To Go Right** - Technically, you can't be confident (1/4 of the Super Charisma Formula) while not showing trust and expecting things to go your way.

It just doesn't work.

Have you ever met a something who expects everything to crumble?

They always get excited when things crash and burn, because they get to say:

"I knew it!"

When you have confidence, there are layers of things that take place by default. One of those things is the ability to show trust and expecting things to go your way. Although, they are two different, they are typically driven by the same mindset (so that's why they're grouped together).

Whenever you see a situation where a guy is hyper jealous over a girl, you know you're dealing with someone who either doesn't have strong relationship philosophies (which isn't that big of deal for a young guy because he just needs to learn)...

..or you're dealing with a guy with zero trust in himself or his ability to find a new woman/relationship if his current one falls apart.

Here's the scary reality.

If a guy is currently in a relationship while having the fear of meeting new women (if things were to go wrong), then he's almost destined to have major relationship problems.

That's why I believe that if a guy is in a relationship (even if he has no interest in living her)(even if he believes things are perfect) he should build his confidence for approaching new women.

He should convince himself that he's 100 comfortable with meeting new women.

This shifts his mindset.

This makes him give off more attraction signals (in his relationships).

It's the guy who has a portfolio of fear that often finds himself not getting anywhere in his relationship. (He might have a fear of meeting new women.)(He might have a fear of upsetting his partner.)

He might have a fear of letting her hang out with friends.

The truth is if you're dealing with a woman who is going to be unfaithful, the quicker you find out the better.

Of course, a hyper-jealous is driven by the idea of *preventing* a cheater-type woman from cheating (which of course, doesn't make sense).

If you weren't so compassionate (1/4 of the Super Charisma Formula) you would look at him as say:

"Let me know how that works out?"

In some cases, he is so untrusting that he drives (a woman who would have been faithful) into cheating. Now, this statement tends to spark a debate because there are some people who believe that there are two types of women - women who will cheat and women who will not cheat)

I tend to think there are 3 types of people (women and men).

People who will cheat regardless.

People who will be faithful regardless.

People who will cheat under certain circumstances.

Even if an untrusting attitude doesn't push her into the arms of another man, it still puts a strain on the relationship.

That's why it's important to have trust in other areas of life. You want to project an attitude that you expect things to go your way.

This concludes Part 2.

Now, let's move on to the final part.

## // The Third Part: Feeling Amazing //

The Third Part: A recipe for feeling amazing about yourself (in this section, we will expand on the 'way to feel more comfortable' about yourself).

For this part, I'm going to cut and paste two posts from my blog concerning having confidence. There are two parts:

Having the right mindset.

Having an action plan.

It's kind of like what we talked about earlier with the guy is extremely confident + has a great game plan. (To me, that's a very simple and extremely powerful formula for success:

### Right Mindset (Super Charisma) + Right Game Plan (Being Prepared)

I'll paste the blog post below:

#### **The right way to have more confidence (the mindset)**

<http://superpowermedia.com/blog/seduce-women/seduction/the-right-way-to-have-more-confidence-the-mindset.htm>

Let's talk about a quick to improve your confidence in a matter of hours. But first let's start from the beginning. If we agree that the #1 factor for turning women on is being desirable (attractive, irresistible, sexually magnetic) then we now have to figure out the pieces to becoming desirable.

As you may now, one important ingredient is being confident.

Of course, it's the ONLY factor.

Although some guys really believe that it's all about having confidence and that's it.

For a single guy (who is a rookie), it's not a bad strategy to focus on 'being confident' and just one or two ingredients – and that's it – especially if it gets him to take action.

But after you have approached a few women, it's time to quickly evolve your strategy.

If you really want to get to an advanced level of being desirable to women, then at a certain point you have to acknowledge that being Super Desirable is going to be based on:

Having Confidence + something else + something else + something else + something else +

something else

Specifically,

"The RIGHT WAY of Having Confidence" + something else + something else + something else + something else + something else

In other words, it's not just about having confidence.

The best way to understand this is to imagine that you own a lemonade stand.

Except you're crazy serious about it so you treat it as if you were running a Fortune 500 company, which means you go through an elaborate interview process with the goal of finding a Super Desirable Employee (not in the physically attractive sense, but in the "perfect guy for the job" sense).

Imagine the first guy you interviewed was somewhat quite. He didn't have an over-the-top personality, but he showed up on time for the interview and appeared really interested in taking on the responsibilities of the Chief Lemonade Stand Officer. He even told you a story about how his grandfather taught him the importance of being on time and showing up for work every day. He then handed you a sheet of paper that had 3 phone numbers on it along with related information. He said those are the phone numbers of the last 3 jobs I worked. They will verify that I showed up for work every single day and that I was a hard loyal worker.

You're immediately impressed. He then goes into his brief case and pulls out an award that he received last year for being a master at selecting lemons. And this award is basically the "Heisman Trophy" for selecting the right lemons.

He continues this process of demonstrating (via creative proof elements that end up forming the indirect message of "I'm the \$%&# man! And none of your applicants will close to blowing you away like I did.

After the interview is over, your jaw drops because he is the Perfect Employee.

You're thinking "What planet is this guy from?" (in a good way)

You're also thinking: "I want him now. I have to have him, now!!!!" (lol)

But of course, you still have to interview Guy #2.

Guy #2 takes a different approach. He is loaded with confidence. In fact, he doesn't let you forget it. He keeps saying: "I'm the best lemonade guy you'll ever find."

"I'm the best lemonade guy you'll ever find."

"I'm the best lemonade guy you'll ever find."

"I'm the best lemonade guy you'll ever find."

Although, he shows up late for the interview. (which pisses you off)

You also discover that he got fired from his last 4 jobs (which sends you the Indirect Message that he's not a good employee.)

However, he does succeed in convincing you that HE REALLY BELIEVES he's the best guy out there!

He 100% convinces you that he HAS A WHOLE LOT OF CONFIDENCE in himself. And it's obvious that he really believes that he is the best lemonade guy on the planet.

That's good.

That's admirable.

Let's face it, it's always good to see someone who is full of energy and pride.

But at the end of the day, it wasn't enough.

Confidence is not the only thing that matters.

You can't really connect with him because he's not aware of what YOU want. You want someone who shows up on time.

You want someone who'll be there every day.

You want 5-6 other things that Guy #1 demonstrated with creative proof elements.

You want a guy who (at a minimum) understands what you want.

You discovered a long time ago that a person always feels more alive when he's around someone who understands his viewpoint, desires, etc.

So even though Guy #2 convinced you that he BELIEVED HE WAS THE BEST, you were NOT CONVINCED that he will show up on time. You were not convinced that he will do as good of a job as he thinks he will do. You're not convinced that he will even show up every day – among other things.

Again: Confidence is not the only thing that matters.

Your goal is to have the Guy #1 Affect on women – where you're confident that's the affect that you will have on women.

Having Confidence + something else + something else + something else + something else + something else

And going back to the "99% + unique" formula, you're going to project confidence (of course), but you're also going to focus on the stuff that works on 99% of women + the stuff that works on her as

a "unique" woman (We'll discuss this some more)

So the formula becomes:

"The RIGHT WAY of having Confidence" + [something else + something else + something else] + [something else + something else + something else]

Bracket #1: [the unique part] is the unique qualities that make you TGTBT (too good to be true). In other words, the PERFECT lemonade stand employee.

Bracket #2: [the 99% part] the stuff that works on all women. (For example, 99% of women like flowers. 99% of women like compliments. 99% of women want to be beautiful).

So in the next 3 stages, we'll talk about having confidence (the right way), knowing all about what 99% of women like (in terms of what makes a guy desirable), and pressing her UNIQUE BUTTONS (knowing how to be that "TGTBT Super Desirable Guy" to her). Having that Guy #1 Effect on her.

Stage 3 – The right way to have confidence (the action plan)

Stage 4 – Knowing all about what 99% of women like (in terms of what makes a guy desirable)

Stage 5 – Pressing her UNIQUE BUTTONS (knowing how to be that "TGTBT Super Desirable Guy" to her)

### **The right way to have more confidence (the action plan)**

<http://superpowermedia.com/blog/seduce-women/seduction/the-right-way-to-have-more-confidence-the-action-plan.htm>

The cool thing about confidence (or at least how I teach it) is that it's perception-driven.

It doesn't involve listening to 16 hours of beach waves and seagulls.

It doesn't involve screaming "I'm special!!!" into the mirror 400 times at day.

It doesn't involve trying to be someone you're not.

You can increase your confidence by doing a simple brain trick. And since it's perception-driven, it happens FAST.

It's kind of like the story I mentioned about my friend Terry at:

<http://superpowermedia.com/blog/evil-or-funny-a-lesson-about-extreme-confidence/evil-of-funny.htm#more-292>

(That's an example of a guy who became confident and instantly started getting attractive girls.)

So you don't really need me to tell you that going from "no confidence (semi-depressed)" to "fired-up confidence (full of life)" is going to dramatically increase your desirability. There is just too many (billions of) examples of this, that most guys have witnessed it from others (or themselves)

numerous times.

So at this stage (in terms of having confidence) we're comparing Guy #2 with let's just say a third guy (Guy #3) who you interviewed. This guy seems to lack energy. You ask him why do you think you're the right guy for the job and he replies "I don't know. I kind of hope I can do it". If you were to compare him just with Guy #2, then Guy #2 would be more desirable as an employee.

Let's get started.

You have to start with a simple fact: Having confidence is something that you tap into, because everyone has experienced the feeling before.

If you have the ability to recall memories and write, then you have all the tools to increase your confidence in a matter of hours (or even minutes for some people)!

(I'll explain more in a second.)

Of course, most people don't have that perspective. So it's almost like they are waiting for someone to give them permission to be confident. Or even worse, they're striving to meet a false idea of being confident.

It's like they are distracted on a level that is "laughable".

For example, the guy may think "confidence = important to women" ...so far, he's on the right track, except he thinks that in order to be confident he has to be the life of the club... he has to walk into the an LA club with an entourage. He has to step out of a limo and have super models running up to him...

Some guys keep wacky images like this in their heads and label it as "confidence".

Who knows when he first created this "false image of confidence"?

Maybe he seen a guy like that before (in real life or on TV). Who knows, but he has somehow built a "Crazy Image" of confidence and it's working in the background of his mind which ends up FORCING HIM to feel more insecure than he should.

Some guys could become "300x more confident" just by identifying (and removing) "their crazy image of confidence" that's been working in the background of their minds.

In fact, the reason why I told the story of my old college buddy who was on the heavy side...who didn't have a lot of money...who wasn't physically attractive to most women when they initially saw him...yet he was NINJA SKILLED at getting women addicted to you is because I wanted guys to identify with someone THEY KNEW who was like that.

You see, it helps to remove the 'crazy image' (i.e. the over-the-top personality guy who fires off a

rapid session of insanely witty jokes OR the GQ looking underwear model guy. Etc)

Once you've seen (or even heard about) just 2 or 3 guys (like my buddy) who don't fit the profile of success with women, you know there is 'something else' that's important.

You really start to learn "cool secrets" when you just pay attention to the stuff that's happening right under your nose. We'll talk about this later....

And I know that I'm not saying anything new, but I do want to set the stage before we get to the method.

Here's the 24 Hour or less Method for increasing your confidence fast.

Step #1 Take out a sheet of paper. Divide it into 4 sections (4 quadrants, 4 columns, 4 rows...it doesn't matter... just make sure it's 4 sections)

In the first section, write out a list of your good traits. You can even create two subsections: traits you like about yourself and traits others seem to like about you.

In the second section, write out your successes with women. This is basically any memory you have of success with women. We've talk about this before, so you might not have to do this from scratch.

Basically, any memory you have where you are "the man" with a woman, then you would write it down. And since it's your personal list (that you don't have to share with anyone) you can include anything (i.e. girl in 2nd grade who had a crush on you, the grocery clerk who seems really happy to see, etc.)

It doesn't matter how impressive the list would be to other people, just as long as when YOU remember that moment it makes you feel like "the man".

In the 3rd section, you're going to write out anything that has to do with a proud accomplishment, a fun experience, an impressive skill/talent and talent.

In the 4th and final section, you will write out any miscellaneous thing.

It could literally include anything that makes you feel good or inspired. It could be a quote that empowers you. It could be a sentence/note that reinforces a new way of thinking. It could include a list of things you're thankful of. Anything that makes you feel good about YOU, aspects of you, your life, and the opportunities that are in front it..

Once you have your list, test it out by reading over the items a few times. If you notice that you're getting pumped up, then you have successfully created a good list.

If it has no effect on you, then read over it a few more times. If you still don't feel just slightly pumped up, then you MUST redo your list.

Let's face it, some people access their memories much better than others. So even if you didn't make a good list on the first try, it's no big deal. You can make up for this by deciding to spend A LOT more time selecting your items (for the 4 sections).

You see, everything starts with this list.

Note: Technically, there are other "confidence-building hacks" you can use, but for now we are going to stick with this.

Once you have a good list, all you have to do is read over it as much as possible throughout the day.

The cool thing is if you read over these items 10x (or more) throughout the day, you're going to be noticeably more confident on the next day.

It's the most amazing thing.

And it works every time. In fact, that's the brilliance of it. It has to work!

It's literally no different than me saying:

"I want you to watch 4 of the funniest movies you've ever saw. And notice how this makes you laugh a lot."

Of course, it's up to YOU to search out and find/recall/remember these movies. If you pick the wrong movies, then it doesn't work.

You see in this case, you're not picking out movies you're picking out a list of things that make you feel good about yourself when you think about it.

But instead of picking one thing, we pick several. And instead of focusing on one category, we're focusing on 4.

It's the easy backdoor way of increasing your confidence. Instead of TRYING to increase your confidence, you're shifting your focus - which is why it works so great.

(The same reason why watching your favorite funny movies makes you laugh a lot.)

That's why if you do this the right way, you will be able to INCREASE your confidence Extremely Fast.

The goal is to keep doing this until you feel unstoppable. The feeling that you're the man and you're capable of doing whatever you want.

One more tip about making your list...actually two tips.. one, you can keep adding to it whenever something new pops up...two, you know you have created a good list when if someone ever found

it, they would be convinced that you're full of yourself. Your list shouldn't be polite or humble.

Let's move on.

There are 4 things to focus on in terms of feeling good about yourself.

Ingredient #1: Your traits - Anything that you like about yourself or that others like about you.

Ingredient #2: Things you are proud of about yourself - Write out a list of things that you are proud of: accomplishments/skills/talents/etc. You could even include 'success with women' (or why you think women find you desirable). Just write out a list of success stories or if you don't have any yet, write out future success stories.

Ingredient #3: Your opportunities - What are the things in your life that you appreciate? What's great about life? (in your opinion) What's great about your life? What is great about the opportunities that you have?



<< How To Be Magically Likable >>

Important: Focus on increasing the intensity and frequency of each of these things.

Take care my friend...

~CR James  
crjames.com

**More Info:**

- <http://SuperSeductionPower.com> (Increase The Frequency + Intensity of Sex Signals)
- <http://SuperConnectionPower.com> (This report could double as How To Be More Engaging with others)
- <http://SuperPowerMedia.com/10-Distinctions.html> (This report could double as 10 Ways To Be More Likable)
- <http://SuperConfidencePower.com>

**Summary:**

As you can see, the Feeling Amazing part is more inward focused. The 'Being Likable' part has to do with how you interact with others. The Formula is easy to remember.

The idea is to know that you've done all of this before. And the only real thing you're trying to accomplish is increasing the **Frequency** + **Intensity** (of all 10 ingredients)

