

The Charisma Edge: How To Make Your Videos, Talks & Conversations More Persuasive

PREPARED FOR AGENT MASTERMIND

InfluenceOlogy

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Introduction

How to maximize this training

The psychology of Charisma

What is Charisma?

Charisma is the ability to attract attention and admiration from others - Olivia Fox Cabane

Charisma is the ability to make people like you - Patrick King

Charisma is a spiritual power or personal quality that gives an individual influence or authority over large numbers of people - [dictionary.com](https://www.dictionary.com)

Charisma: special spiritual gift or power divinely conferred, talent from God - [etymonline.com](https://www.etymonline.com)

Charisma: the innate power to attract, engage and influence others - Roberto Monaco

Why Charisma?

A charismatic speaker who makes mistakes will outsell a boring speaker who makes none. - Roberto Monaco

The myths about Charisma

Myth # 1 - You either are born with Charisma or you don't

Myth # 2 - I need to be an attractive person to be Charismatic

Myth # 3 - I need to be outgoing (extroverted) to be Charismatic

Myth # 4 - Being Charismatic is not part of my personality

Myth # 5 - I have to be always "on" to be Charismatic

Myth # 6 - If I improve my Charisma I will feel like a fake person

Charismatic Presenters

Who is a Charismatic speaker? What are some of his/her characteristics?

▸ **TD Jakes**

▸ **Oprah Winfrey**

▸ **Steve Jobs**

▸ **Brene Brown**

▸ **Tony Robbins**

▸ **Michelle Obama**

The anti-charismatic behaviors

- **Fear**

Give up your fears, give into your dreams - Roberto Monaco

- **Negative thoughts**

Strategies to improve your charisma

1. Prepare

Who are you speaking to?

Define one core message (idea) per presentation (video)

Have a structure/outline ready

Verbalize out loud before recording/speaking

**Rehearse your presentation, not
your fears - Roberto Monaco**

2. Be present

Being internal Vs Being external

Breathing

The toes exercise

3. Communicate with empathy

Asking questions

Your commitment to your audience will dictate their commitment to your message - Roberto Monaco

Attack the problem, not the person

Eliminate the “I told you so” from your thinking and communication

4. Don't just talk, express

The average presenter describes
without feeling, the influencer feels
before describing. - Roberto Monaco

5. Take a stand

Purpose is born from one's
commitment to solve a problem. -
Roberto Monaco

6. Communicate with power and confidence

Power: ability to do or act; capability of doing or accomplishing something - [dictionary.com](https://www.dictionary.com)

Confidence: belief in oneself and one's powers or abilities; self-confidence; self-reliance; assurance: - [dictionary.com](https://www.dictionary.com)

1) Congruence is the ultimate tool of influence

2) Cultivate the state of power and confidence

3) Eliminate anything that you don't believe fully

4) Be aware of anything that takes the "fluency" of your message away

7. Tell stories

What is an example of _____?

What is the point I am trying to make?

“let me give you an example”

8. Pause

Pausing is not only the absence of words,
but also the presence of influence -
Roberto Monaco

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