

**THE TALK LIKE A  
WINNER!  
FREE REPORT**

**By**

**Steve Nakamoto**

# **TALK LIKE A WINNER!**

## **21 Simple Rules For Achieving Everyday Communication Success**

### **Steve Nakamoto: Author's Biography**

Steve Nakamoto is a former human relationships/communications instructor for Dale Carnegie & Associates and a Mastery University personal development trainer (7 years) for world-renowned motivational and peak performance expert Anthony Robbins.

His ten years in the travel industry as a professional international tour director has also provided countless opportunities (34 cruises, 30 Club Med Villages, and over 200 motorcoach sightseeing tours) to closely observe social interactions between married and single women and men of various ages, backgrounds, and cultures.

Mr. Nakamoto's thirteen-year experience in the retail florist business (FTD Top 500 Ranked Retail Store) also gives him a unique perspective on how people express their love with flowers, cards, and gifts.

His first book, *Men Are Like Fish: What Every Woman Needs to Know About Catching a Man* received Honorable Mention recognition in the *Writer's Digest 2000 National Self-Published Non-Fiction Book Awards*. That book went on to sell foreign translation rights to Taiwan, Spain, Korea, Japan, Israel, Romania, Russia, Thailand, Estonia, and the Czech Republic.

On September 23, 2004, *Men Are Like Fish* reached bestseller status by climbing to the #43 position on Amazon.com's National Sales Ranks. For the last 3 years, it has been a perennial Top 5 Dating book on Amazon.com's daily ranking system.

Mr. Nakamoto is a lively and entertaining public speaker who has also appeared on over 220 radio and television talk shows including *NBC's* daytime talk show, "*The Other Half*" starring Dick Clark, Mario Lopez, Dorian Gregory, and Danny Bonaduce.

Currently, Steve serves as the dating/relationship expert on *iVillage.com's* popular "Ask Mr. Answer Man" message boards where he advises women of all ages from around the world on everyday love challenges. 2008 marks the 5<sup>th</sup> consecutive year that *iVillage.com* has had Steve on their advisor staff.

Steve's book titled, *Dating Rocks! The 21 Smartest Moves Women Make For Love*, is the result of new distinctions learned from the many years of service as *iVillage.com's* Mr. Answer Man. This book won a *Writer's Digest* International Book award in 2006 as well as being a *USABookNews.com* Book Award finalist in 2007.

The newest book from Steve is titled, *Talk Like A Winner! 21 Simple Rules For Achieving Everyday Communication Success*. It was released in May of 2008.

**“Once a human being has arrived on this earth, communication is the largest single factor determining what kind of relationships he makes with others and what happens to him in this world about him.”**

**Virginia Satir**  
**Author of *Peoplemaking* (1972)**

# **THE DOS AND DON'TS OF UNCONSCIOUS RAPPORT TECHNIQUES**

“The more elaborate our means of communication, the less we communicate.”

Joseph Priestley  
English philosopher (1783-1804)

Over the years, I've done extensive research into both the uses and abuses of NLP (neuro-linguistic programming) in the context of everyday communication. For those of you who are new to this subject, let me begin by saying that NLP in its most practical application is what most of us refer to as “mirroring body language.” The techniques of NLP can be used to mimic the physical and/or linguistic actions of another person so you can make them feel like you're “their kind of person” and establish a deep feeling of rapport almost instantly.

A basic premise of NLP is that all of us experience the world through our five senses (see, hear, touch, smell & taste). But when it comes to relating to other people through our communication with each other, we do so through one of three primary modes: Sight (or Visual), Sound (or Auditory) or Feeling (or Kinesthetic). By becoming more attuned to another person's primary mode of communication, you can adjust and shape your own communications and personal style to be more like theirs - whether it's Visual, Auditory or Kinesthetic. As a result, you then become instantly more persuasive, effective, powerful, or even lovable to them. And this is all done subconsciously...without the other person knowing what's going on!

This ability to influence other people without their conscious awareness is one of the main reasons that I first became an avid student of NLP back in the mid-1980s.

## **HOW DID I LEARNED ABOUT NLP?**

It was November of 1986 when I attended a unique seminar in Los Angeles titled, “Turn Fear Into Power: The Firewalk Seminar.” The presenter was a 25 year-old man by the name of Anthony “Tony” Robbins who electrified the crowd of over 300 people at this 4-day live event.

I had first heard of Tony Robbins from a variety of friends and acquaintances. One of these people even proclaimed that this young motivational speaker would some day become the President of the United States! Although I was skeptical at first of high-powered Mr. Robbins, I soon became a student the subject matter he was teaching at the time, neuro-linguistic programming. After the 4-day “Firewalk Seminar” where I got to take a blissful stroll across 400 degree burning-hot coals in my bare feet, I subsequently progressed to Robbins' 2-week NLP Certification Program. That was followed by an 18-day Trainer's Track Certification. In addition, I enrolled in 6 additional years of leadership/teambuilding training at his Mastery University Seminars on location in Hawaii, Cancun, Palm Desert, and San Diego. In subsequent years, I also studied NLP

and related fields from other top experts in behavioral studies including Richard Bandler, Dr. John Grinder, Dr. Tad James, and Robert Dilts.

I soon found out that being a student of a subject as complex as NLP is an achievable outcome. But being able to apply it successfully in a non-seminar environment was an entirely different and more challenging matter.

### **WHERE DID I PRACTICE MY NEW NLP SKILLS?**

At this same time in my life, I was busy enjoying the single life around the hotspots of Newport Beach, California. I also went on a lot of cruises and Club Med vacations thanks largely to my close friend who was employed as a travel agent. While on these social endeavors, I had a ton of practice trying to make connections using my new found NLP skills on unsuspecting females. Unfortunately, since I was not very adept at performing these techniques I only accomplished two things: (1) People thought I was a real weirdo, and (2) I jinxed myself out of any possible vacation romance.

I also practiced my NLP skills when I was employed as a Dale Carnegie instructor teaching the principles of “How to Win Friends and Influence People.” I had mixed results in this business environment also. I vividly remember my boss at the local Dale Carnegie facility commenting after watching me teach one of his classes, “Steve, I must say that you’re quite an interesting speaker. But unfortunately, this is the Dale Carnegie Course. This is not the Steve Nakamoto Course!”

Gradually like any new endeavor of value, I kept getting better and more effective at my craft through sheer trial and error. But I still needed to really put myself on the line and test whether I could be a person of influence using these NLP skills or whether I would have to abandon them so I could stay on my career path (not get fired!).

### **HOW DID I GET PUT TO THE TEST?**

During the first week of January 1992, I saw an advertisement in the *Los Angeles Times* Sunday Travel Section that read: *Get Paid to Travel*. The ad intrigued me. Soon I found myself attending an introductory meeting to hear about becoming a certified professional tour director. I learned that after getting a tour director’s certification, I could lead groups, travel the world, and get paid while doing so.

Despite a variety of interesting career options at the time, I chose to pursue the tour director profession because it presented me with a low-pressure opportunity to practice my communication skills. Essentially, tour directing offered me up to eight hours a day of communication experience involving a variety of topics, situations, and ever-changing audiences.

My first assignments as a tour director were with 30 to 45 British and Australian tourists on 21-day sightseeing tours across the Western United States and Canada. In my role as a tour director, I had to relate well to a large number of people from different cultures

about topics that I didn't know a whole lot about, such as local history, geology, and horticulture to name a few. I was also expected to be friendly and professional while leading one of these tours. Otherwise I'd receive small amounts of tips and poor evaluations from the passengers that could result in getting fired from my job.

Quite frankly, I wasn't very good at tour directing at first. But by the third year of my tour directing career, I was getting to be very comfortable and effective as an all-around communicator and travel group leader.

### **AN EVEN MORE CHALLENGING TESTING GROUND**

In 2000, I wrote my first book, *Men Are Like Fish: What Every Woman Needs to Know About Catching a Man*. This book idea came from a combination of my experiences in the dating world, an understanding of the use of metaphors as a tool for learning, and my lifelong love for the sport of trout fishing.

In my book, I made a detailed analogy of how catching a man from a woman's perspective is a lot like how a fisherman catches a fish. Essentially in the sport of fishing, an angler must know what kind of fish they want to catch, use the right bait to attract that type of fish, create a secure attachment with a sharp hook, and skillfully reel their catch securely into the fishing net. In a similar way, a woman seeking to "catch" the love of a man must know what type of man she wants to catch, be able to attract his undivided attention, create a strong emotional attachment, and skillfully secure his commitment to her. An enlightened female angler must do all of this in a manner that also doesn't "kill" the romance inside of her fish!

With an intriguing title like *Men Are Like Fish*, it was easy for me to find radio stations that wanted to have me as a guest on their morning and afternoon drive-time talk shows. Usually, these radio shows wanted me on for a 10-15 minute segment in order to entertain their audiences about amusing ways that men can be "caught" in a romantic sense by love-seeking women.

"The power of radio is not that it speaks to millions,  
but that it speaks intimately and privately to each one of those millions."

Hallie Flanagan  
Author of *Dynamo* (1943)

Promoting my book by going on radio talk shows was a real-time test of my newly developed communication skills. While tour directing had given me the freedom and practice to express myself over an eight-hour period, being a guest on a drive-time radio show required me to be engaging, interesting, and concise under the pressure of performing before live radio audiences that numbered in the thousands.

With the high cost of airtime, a guest has to be instantly effective or else they are quickly cut off by the radio host or program manager. For example, Jay Thomas, a popular radio talk show host in New York City, pulled the plug on me after only two minutes on the

air! Evidently, he didn't like my responses to his dating questions at all and thought I was being flippant with my seemingly endless assortment of fishing analogies.

But I learned from both my successes and my failures like the one I experienced on Jay Thomas's radio show in New York. Perhaps the biggest lesson I learned was that in communication of any kind, it's not how much you know that matters. What does matter is how well you connect with your audience. Whether you're speaking to a large audience on a radio show in New York City or to just one person at work, it's creating an emotional connection with your audience that makes a conversation successful.

### **WHAT ARE THE MAJOR DRAWBACKS IN IMPLIMENTING NLP SKILLS?**

Based on my experience of learning and using NLP techniques in the real world, I've discovered that there are some major drawbacks that unsuspecting students should be aware of beforehand. Some of my observations include:

- **Many NLP techniques only seem to work effectively in a seminar setting.** In the outside world, the use of some of these so-called skills makes you look strange or manipulative. In addition, if you haven't already established some sort of rapport early in the relationship, people will avoid you like the proverbial plague.
- **Some NLP techniques are too difficult to master for the average person.** If the skill is not a refinement of something that is already inside of the practitioner, it will take years of consistent practice in order to perfect. Along the way to perfection or effectiveness, a person using these NLP skills will probably make a ton of mistakes many of which will get in the way of establishing new relationships.
- **One mistake early can make people feel uneasy about you.** Remember the old adage; you only get one chance at a first impression. If you begin any initial interaction in a negative way, you may cause other people to make up their mind about who you are and choose to avoid you in the future. What is even worse is if they tell their friends that you're someone who is weird, strange, odd, or manipulative.
- **After only one early mistake, people may question your sincerity or your motives.** What happens in using NLP communication techniques is that people have a sense of when what you say and what you mean are not exactly in harmony. Despite the cleverness of your expertise, if there is something off in your communication people will easily pick up on it.
- **As a result of poorly executing NLP rapport techniques, people may begin avoiding you completely.** If you are a beginning practitioner of NLP, you will often not notice when what you're trying to use is not working. Then you can complicate matters by trying harder or using additional poorly-executed techniques in the attempt to persuade others. This sequence of outcomes will only convince others that you're someone to avoid.

A person could spend a lot of time, money, and energy learning these NLP techniques. But what good would that do, if the results you get aren't even close to what you expect. It's even worse, if the things that you learn in this advance teaching of communication produce the opposite effect which in most cases is to have more influence by making a better connection with other people.

### **WHAT ARE 7 SIMPLE METHODS THAT WORK FOR MOST PEOPLE?**

Despite what I wrote in the previous section, the news about NLP is not all bad. There are in fact many useful ways that almost anyone could learn and use in a short period of time. Many of these are not even skills, but are more about being aware of when and where to do something that you already know how to do. Here are some of the ones that I believe are most useful for you to know:

- **Respect their amount of physical distance and comfort level.** That means don't stand too close or too far away from the other person when you're talking with them. There was a classic example of this situation in a *Seinfeld* episode where there was an otherwise likeable guy was labeled as a "close talker." This behavioral feature of standing too close to other people eventually became a deal breaker to a blossoming romance with Elaine (one of the characters) in that situation comedy.
- **Match the volume of your voice with that other person.** That means that you would speak softly with a person who talks at a low volume. Conversely, you would speak at a high volume to a person who talks loudly. Be careful with this one. If you are too blatant with this, the other person may think that you're making fun of them. But in most cases, a person who speaks at a high volume isn't even aware that they are doing so. Sometimes, this simply occurs because the other person does not hear very well or that they were raised in an environment where everyone spoke that way.

(Note: It's generally known that people from some areas of Texas have a way of talking louder than people from other regions of the United States. I wouldn't make that kind of broad generalization if I hadn't gone on a 7-day Caribbean cruise from Galveston, Texas. The overwhelming majority of the people on that cruise were residents of Texas and in that setting it certainly seemed like the people talked a lot louder than I was accustomed to in California.)

- **Match your speed in talking with the other person.** That means that you talk at a fast pace to fast-speaking people. Conversely, you would speak at a slower pace to someone who generally speaks slowly. (Note: As a professional tour director, I have spent a lot of time in places like Tennessee, Arkansas, South Carolina, Georgia, and Louisiana. It's very common to find that people who live in these regions of the country speak at a much slower pace than people on the West and East coasts. The origin of this behavior is largely attributed by folk wisdom to the heat and high humidity that people experience throughout the year in those areas of the country. The logic behind the slow speaking is that if it's too uncomfortable to move around in hot, humid climates then it naturally causes people to talk slow as well.)

- **Match certain keywords, phrases, jargon or slang words, without overdoing it.** I live in Huntington Beach, California which is known as “Surf City, USA.” With a large, youthful contingency in my hometown, it’s common for a man to be called “dude.” So a simple way of having rapport with young people from my city is call another man by the acceptable word “dude.”

When I am involved in the motivational seminar environment, you’ll hear common words, phrases, and jargon like: implement, execute, delegate, outsource, empower, challenge, winning mindset, enlightened spirit, the “Long Tail”, make it a must, make a difference, take your life to the next level, and become all you can be, to name a few.

In any environment that you find yourself in, you can literally “speak the same language” and build subtle bonds of unconscious rapport by using some of the common words and phrases of other people.

- **Trigger a guaranteed positive anchor by saying their name occasionally.** For a wide variety of reasons, people enjoy hearing the sound of their name. It naturally gives them a feeling of instant recognition and perhaps it shows that a positive impression has been made on the person saying the name. A side benefit for the person saying the name is that it makes it easier to remember a person if you actually use their name a few times during a normal conversation. As long as you don’t abuse the number of times that you say the name, it will come across as a positive influence on the impact of your interaction.

(Note: I met a famous Las Vegas stage hypnotist and motivational speaker who immediately asked me what my name was. He then proceeded to say my a few times in our short conversation. Since I expected this guy to be manipulative, I was quick to notice his use of this simple yet effective way of building rapport.)

- **Find the right "talk-to-listen" balance for that person and be more aware of it at all times.** Some people are more comfortable talking than listening. On the other hand, there are other people who prefer listening to talking especially when the two people involved are new to each other. The idea to remember here is to seek the proper balance between the roles of talking and listening in your exchanges with others. As a rule of thumb, spend equal time involved in each role. For many people, this means a more focused role as a good listener. It’s very common to find people, who love to talk but hate to listen. You want to make sure that you’re not a person who is characterized in this unflattering, self-absorbed way.
- **Don't disrupt another person's speaking or thinking patterns with loud or strange laughter, distracting hand gestures, or overly dramatic facial expressions.** The preceding characteristics are usually social blind spots to those who habitually do them. The solution is simply to become more aware of how you affect other people in a conversation by your common responses. You have to ask yourself questions like: Has anyone ever mentioned to you that you have a strange

laugh? Does anyone ever mention that you talk with your hands? Or has anyone said that you're a drama queen or that you're too serious? People are always giving you clues (valuable feedback) by their responses to you.

The key is to raise your awareness as to how you affect others in your normal conversations and to make adjustments so that you don't distract others by your unintentional mannerisms. A quick solution to this problem is to simply ask for honest help from a sincere friend. (Note: Just ask for one or two tips. They may go on and on with feedback about your faults. This may sound odd, but it's happened to me and it made me really upset!)

As you can see from this discussion about methods that work successfully in achieving rapport with other people, it's really not a matter of learning skills. It's more about becoming aware of what you already do effectively and what you don't in your everyday conversations. Then you simply do what works and don't do what doesn't in the future.

### **WHAT 7 TECHNIQUES ARE BETTER OFF LEAVING ALONE?**

I wish that someone had written a report like this for me to read back in the mid-1980s when I was so deeply involved with NLP and other advanced communication seminars. It would have saved me a lot of time, energy, and money. If I had only left these techniques in the seminar environment, I could have learned the principle behind them without feeling the embarrassment, frustration, and failure that resulted from trying to implement them in a regular conversation.

I know this will offend most people in the NLP community but based on my own extensive experience, the following unconscious rapport techniques are not worth attempting to master for the average person in everyday conversations:

- **Don't waste your time analyzing eye movements patterns.** We have all heard the phrase, "You can see it in their eyes." In NLP, this is taken literally in the form of something known as "eye-accessing cues." What eye-accessing cues do is determine a person's communication by how that person uses their eyes when trying to think. For example, here in brief are the positions and functions that NLP studies in eye movement patterns have determined:

*Eyes pointed upwards and to that person's left:* This indicates that the person is remembering how they saw things visually. They are seeing things visually just as they saw it before. An example of this would be to watch a person's eye movements in response to a question like "What color was your first bicycle?" or "What did the house in your old neighborhood look like?"

*Eyes pointed sideways and to the left:* This means that a person is remembering sounds that they heard before in the past. A person would move their eyes into this position when responding to a question like

“What does your ring tone sound like on your cellphone?” or “Can you remember the exact words that you used last night at dinner about your friend Fred?”

*Eyes pointed downwards and to the left:* This is supposed to occur when people are talking to themselves. The eyes go into this position whenever a person is processing information or asking a question to themselves that requires them to evaluate.

*Eyes pointed upwards and to that person’s right:* This eye pattern signifies that the person is trying to construct something visually that has never been seen before or seen in a different way. A person’s eyes would move into this position in response to a question such as “What would an arrangement of red and yellow colored roses look like?” or “What would it look like to you if you were having a conversation over a cup of coffee at Starbuck’s with Bruce Springsteen?”

*Eyes pointed sideways and to the right:* The eyes go into this position whenever a person tries to hear words, phrases, or sounds in a new way. This would occur if someone was responding to a question like “How would that song sound if James Taylor was singing it right in front of you now?” or “Imagine the sound of a man’s laughter in a woman’s body.”

*Eyes pointed downwards and to the right:* The eyes go into this position whenever a person is accessing deep feelings, emotions, or sensations. A person would lower their eyes to the right if you were to ask a question like “Have you ever felt really sad about some personal loss?” or “What does it feel like to twist your ankle?”

While these eye patterns can be a fascinating study into human behavior, it’s an entirely different matter to try mastering this so that you can respond instantly in a conversation. The usual end result of trying to use this technique in normal conversations is that you will be more inside your own head instead of actively engaging yourself with all of your mind, heart, and soul in your exchange with the other person.

- **Don’t try to match voice textures (nasal sounds, accents, deep tones).** Many NLP rapport techniques are based on a fundamental principle of matching another person’s communication to you and then mirroring back that behavior. But be careful about trying to mimic another person’s voice qualities like nasal sounds, accents, or extreme ranges in tonality. I remember doing this with a person from Tennessee and the immediate response that I got from them was “You’re making fun of my accent!” If people already have a taste for the way you speak, don’t try to radically change it in order to build unconscious rapport. In most cases, people will sense that there’s something strange going on with you instead. In addition, your own voice sounds

different to others than it does to yourself. We've all had the surprising experience of hearing a recording of ourselves talking and thinking that it doesn't sound like us. That usually means that in trying to mimic another's person voice accurately you'll be just off enough to make yourself ineffective.

- **Don't attempt to persuade with embedded commands (hypnosis techniques).** An embedded command has been defined as an NLP technique for "planting" a thought (state, process, or experience) within the mind of another person beneath the person's conscious awareness. This is done through presuppositions, which are assumptions implied within verbal structures. Without going into a lot of detail, embedded commands are words and phrases that are used to "trick" the listener's mind into thinking in the desired direction of the one using it. My experience with using these embedded commands and having them used on me is that there is a feeling that something is strange going on with the way the person is talking. Normal conversations with average people do not sound this way.

An example of an embedded command is a statement like "What does it feel like when you are feeling instantly attractive to someone now?" When this question is said in the tonality of a statement, you have a classic example of an embedded command for the listener to "Feel instantly attracted to someone now!" While embedded commands can be used successfully in a large seminar environment where there are no interruptions to a speaker's conversational flow, the use of such techniques in a one-on-one situation are more likely to get a response like "Excuse me. Why are you talking so strangely to me?"

My advice for building stronger relationships is to avoid using these hypnotic techniques entirely in your everyday conversations. I had to learn this one the hard way because it is one of most colorful and intriguing of all the NLP techniques.

- **Don't use tag questions more than once or twice in a conversation.** A tag question turns a declarative statement into a question with the addition of an interrogative linguistic fragment. Some examples of tag questions are:

You don't want that, do you?  
You're coming along with us, aren't you?  
You've been there before, right?  
Be careful driving, won't you?  
This is really boring, isn't it?

While there are certainly times to randomly add one or two tag questions in the course of a normal conversation, the frequent use of them can be irritating to the listener. It's an indirect way of asking a question when it may be more appropriate and less annoying to just come out with the straight question. That way your true intentions for gathering information will be revealed clearly instead of using a roundabout way of getting people to answer a question. Salespeople have been trained for years to use tag questions in the attempt to build commitments throughout

a presentation. But for normal conversations, you'll establish and maintain rapport if you keep these annoying tag questions to a minimum.

- **Don't perform physical anchoring techniques that aren't socially-acceptable.** Anchoring is a process of replicating the connection between a stimulus and a desired response in a human being. One way that NLP practitioners implement this "anchoring" process is to touch a person in a unique way or location at the peak moment of a desired emotional state. For example, this is what naturally occurs when people fall in love. The person who falls in love can trigger these deep emotional feelings whenever the person they love touches them in a certain way or location, looks at them a certain way, and says specific words in a certain tonality.

A problem occurs when a person tries to touch a person who doesn't like being touched in the first place. This would be even more true if this touching or "physical anchoring" occurred before any kind of rapport had been built. There are certain kinds of physical anchoring that have become socially-acceptable in our society like a pat on the back, a light tap of knuckles, or even a handshake. But avoid doing things that are displayed in NLP seminars like pulling of a person's earlobe or tapping someone's knee during a conversation. You're more likely to scare people away instead of establishing the basis of a new expanded personal or professional relationship.

- **Don't attempt to match and mirror breathing patterns.** One of the more subtle ways of matching another person's behavior and then it mirroring back for more increased rapport is by way of breathing patterns. People may communicate to another person at a particular time with shallow or deep breathing characteristics. Proponents of NLP claim that by matching and mirroring this behavior, that you can build rapport instantly. While this may sound good in theory, it's probably more effective if a person simply observes any extremes in breathing by the other person and make sure that you're not the polar opposite.

For example, if a person is breathing deeply while they are talking with you, it may be smart to avoid shallow breathing on your part. But even this raises the question of whether it really matters or not whether you breathe like the other person. I've found through my extensive experience over the years that matching and mirroring another person's breathing patterns has such a minor effect on your overall impact on another person. Use your common sense and realize that there are far better ways of establishing and maintaining rapport than mirroring back the way they breathe.

- **Don't overdo matching body postures & physical gestures.** Mirroring back the body postures and physical gestures that another person uses in their communication with you can occur naturally in many cases. It is useful to know that if you are in a conversation with someone who uses a lot of hand gestures, it's like a green light to use similar gestures yourself. Similarly, if you're communicating with a person who is lounging around in a relaxed physical state (slumping shoulders, little if any facial expressions, slow speaking speed), it's perfectly fine to do the same.

The problem I see occurring is when a man tries to mimic a woman's body postures and physical gestures or when a woman does the same with a man's. If your gestures or the way you position your body does not come off in a natural way, the first thing that is detected by the other person is that something isn't quite right. But if you want to use this technique most effectively with the fewest chances of mistakes, feel free to use lots of hand gestures with people who naturally communicate to others with a lot of hand gestures. And conversely, don't use lots of hand gestures with people who naturally don't. Similarly, use more dramatic facial expressions with people who do and don't use them with people who don't.

When I traveled to Japan several years ago, I tried to interact with the local citizens with a lot of dramatic facial expressions in order to make up for my lack of speaking ability in the Japanese language. But I soon found that my radical facial expressions seemed to scare people away as it was not customary to communicate this way in that particular culture. (Note: Some young school girls started covering their mouths with embarrassed laughter at my attempts to talk to them. They must have really thought I had a strange way to talking.)

The primary function of these unconscious communication techniques is to understand what may be going on under the surface during an exchange between two people. But trying to master these techniques in order to influence other people is harder than many students of NLP realize. What works in a seminar environment may not be nearly as effective as in the real world. In fact, it's a good idea to remember the conventional wisdom that says: *You only get one chance at a first impression.*

With that in mind, be especially careful to avoid trying to "use techniques on other people." If you do, you'll be more in your own head instead of actively engaging yourself into the heart and soul of the other person. While these studies in unconscious communication make for interesting discussion, its frequent use will more than likely make you less effective in building rapport than if you simply cared more what other people.

### **WHAT TO DO NOW!**

Take a moment and look carefully at the section titled, "WHAT ARE 7 SIMPLE METHODS THAT WORK FOR MOST PEOPLE?" From this list, select one item which you've understood clearly and successfully used in your own life. In a short paragraph or two, write down a specific incident that you can refer to as an example of how using this awareness can be important in developing or improving an important relationship of yours presently.

Now take a look at the section titled "WHAT 7 TECHNIQUES ARE BETTER OFF LEAVING ALONE?" From this list, find one item that you may have noticed in yourself or other people. Make a personal decision on whether it's worth your efforts or not to pursue the use of this technique in the future. If you agree with me, you'll resolve to keep

these unconscious rapport skills out of your normal repertoire for connecting well with other people.

Now think of a situation that will likely come up in the next few days where using the proper skills and avoiding the others will keep you guided towards a successful and more enjoyable interaction with another person. What is the one key reminder that you'll promise to keep in the front of your mind before this next important conversation? Write down the answer to this last question now while it's fresh in your mind and remember to refer to it right before that next interaction.

### **THE BOTTOM LINE**

Learn the easy and natural ways of building rapport and connecting with others. Spend the majority of your mental focus on being a more likeable, warm, and receptive person. Resolve to be fully engaged in your conversations with the other person instead of remaining in your own head trying to figure out a clever technique for getting your way. If you do this, then the proper credit for your success will go to the person you truly are, instead of to a set of manipulative persuasion tricks that are taught in advanced communication courses. Trust in the wisdom that says that true bonding between people is spiritual and emotional in nature.

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“The most important persuasion tool you have in your entire arsenal is integrity.”  
Zig Ziglar

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“Humanity has unquestionably one really effective weapon --- laughter. Power, money, persuasion, supplication, persecution---these can lift at a colossal humbug---push it a little---weaken it a little, century by century, but only laughter can blow it to rags and atoms at a blast. Against the assault of laughter nothing can stand.”  
Mark Twain

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“When the conduct of men is designed to be influenced, persuasion, kind unassuming persuasion, should ever be adopted. It is an old and true maxim that ‘a drop of honey catches more flies than a gallon of gall.’ So it is with men. If you would win a man to your cause, first convince him that you are his sincere friend. Therein is a drop of honey that catches his heart, which, say what he will, is the great highroad to this reason, and which, once gained, you will find but little trouble in convincing him of the justice of your cause, if indeed that cause is really a good one.”  
Abraham Lincoln