CHARISMA KING

Manage Social Anxiety, Build Charisma & Create a Social Circle



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CHARISMA KING

LEVEL UP YOUR SOCIAL SKILLS

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INTRODUCTION

WHAT IS CHARISMA?

Charisma has a lot of interpretations in the real world. It goes from definitions of a person being funny, popular, good with the ladies etc.

When there are too many definitions, then often times, we are missing out on the fundamentals.

The common definition of charisma by the masses is not incorrect by any means. But is there a particular definition that can hit all those sub section descriptions?

I believe so.

In my eyes, charisma comes down to leaving people better off than you found them.

That's it.

What's ironic is that us humans find this to be a VERY difficult task.
'Why do you think that is?'
Because it requires us to do less, not more.

Listening to others, asking genuine questions & knowing the art of laughing at ourselves are big keys.
But it's not rocket science.
Us humans are experts at complicating simplicity.
Social skills is all about simplicity.

The complex ones wither away and die a very uncharismatic death.

In the Charisma King, we are going to be talking about the nitty gritty fundamentals of social skills.
Not just learning a few lines that may work on one group & fall flat with another.

Instead, we are going to be talking about the EVERGREEN fundamentals.
The concepts in Charisma King are points and frameworks that are applicable to a global standard.

Ultimately, human nature doesn't change too much. A human doesn't fall too far from the tree.

Let's understand how to remove the excess beliefs and cut straight to the core.
We all have a Charisma King buried within, let's find a way to unlock it.

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PART 1:
WORKING ON YOU

TACKLING THE HEART OF CHARISMA

At a core level, the charismatic person has their life worked out or is working towards getting their own mess sorted out.
Those who put on an act to show a charismatic person are surface level humans. They are Charisma Jesters.

The clowns.
Not really the Kings though.

In order to develop your charisma, the very first thing you need to do is adopt the mindset of taking accountability.

The good things in your life, acknowledge it.
The bad things in your life, accept it & understand it.

Communication skills is a game of going IN to going OUT.
When we think of communicating, we just picture talking to others. But that's the poor strategy to have.
Just focusing on others will have you having a multibranched approach & always worrying about what to say 'right.'

Focus on yourself. Understand yourself inside and out and you'll find it MUCH easier to understand how other humans work too.

This chapter is going to be tough because we have to look at our weak sides.
Our weak sides healed leads to our strengths.
Let's turn those Ls into Ws.

SIGNS OF A NICE GUY

- Agrees with everything
- Giggles a lot
- Fidgety body language
- Talks fast
- Avoids eye contact
- Says 'I guess' a lot
- Always asks for permission
- Pushover
- Closet snake
- Waits for others to make decisions
- Has no life purpose
- Bottles up anger

'Dang you literally described me to the tee. But I always thought being nice was a good thing?'
Not quite. Being kind is a good thing.

'Aren't they the same?'
Nah...

The nice guy will navigate around the truth because of the unpleasant feelings associated with it.
The kind guy will tell the truth despite the unpleasant feelings associated with it.

Being nice seems very good on paper. But in reality? It makes your life much harder. Human nature does not take kindly to nice guys.

'How do you know this?'
Because I used to be the nice guy. And plenty of people that you consider confident were once nice guys themselves. They were highly agreeable, a people pleaser & allowed other opinions to dictate their reality.

'Do you know the core reason for being a nice guy?'
Ya. You lack a life mission. It ALL starts with that.

When you lack a life mission, you are an aimless bag flowing in the wind. You aren't quite sure what the point of life is. So your brain assigns your life value thru the

opinions of others. Which is why you are EXTRA cautious about getting their approval.

-You agree with things that you disagree with.
-You laugh a lot hoping they will like you quicker.
-You ask them for permission because you think you are not worthy of being assertive.
All because you want them to like you.

'Well, are they liking me??'
Nope. Exact opposite. They are repulsed by you.
'Repulsed?? Why?'
Because of human nature. To their conscious mind, you are doing all the right things. But to their subconscious mind? Something doesn't seem right. Their subconscious mind can tell that you are being fake. Which is why they FEEL weird around you.

You seek their approval, but you get the exact opposite. You become a doormat in the social world. Becoming a doormat from the people that you crave acceptance from kills your self-esteem.....
But I'm here to tell you that doesn't have to be the case! You just need a life purpose. You need to find your north star.

Once you do, your mind will focus more on the north star than other people's opinions.

Once the refocus happens, proving your worth to others becomes LAUGHABLE. Instead, something magical happens.
'What?'
You see if others are worthy of entering your world. That's when you take back control of your life.

When you take back control, you give off a different ENERGY to the world. You are much more poised, calm & confident. Others are now drawn to you. Get it?

YOU ARE MOST LIKED WHEN YOU DON'T CARE IF YOU ARE LIKED.

Now with this new power comes great responsibility. Use your confident energy to construct not destruct. Build yourself up & empower others along the way.
But ALWAYS keep it real:

- Nice = Fake message + Positive Delivery
- Kind = Real message + Positive Delivery
- Kind>>Nice

With that being said, if you're the nice guy, don't beat yourself up. That does nothing. Go on & do something about it!

Get off your ass & experiment until you find something that clicks with you. Once you find it, do it a lot and master it!

-Finding your North Star 101.

Once you tackle the root of the problem, the side effects of the Nice Guy will melt away.

You will attract, no longer chase.

You will command respect, rather than seek it.

You will feel whole.

Life will never be the same.

WHY BEING SELFISH IS A GOOD THING

I remember a few years ago, I was stuck between 2 roads.
I didn't know which path to choose:
Selfish or Selfless?
My entire life, I was told by society that being selfless was the way to go.

Be selfless & good things will happen to you Armani!
Just give back & people will do the same.
'So did you do it?'
Ya.

I spent years as the 'nice guy.'
You know, the guy that is a pushover, giggles at everything & is a people pleaser?
Well, that was me.

Your boy genuinely thought being nice was going to get him ahead in life.

I was behaving just how society wanted me to.
I was bound to get ahead soon, right?
Wrong.

To my shock, the exact opposite began to happen.
I wasn't respected by my fellow peers.
I wasn't getting ahead.
But most importantly, I was not feeling happy.

'Damn, so are you saying that society lied to you?'
That's exactly what I am saying.
Society lied to me by saying I needed to be selfless.
Well, let me rephrase that.
Society **misguided** me by telling me that I needed to be selfless.

'But bro. You always preach empathy. Are you saying being selfless is a bad thing?'
Nope.
Being selfless is needed.
But first, you need to be selfish.

Where Society Misguided Us

When you are selfless from the get-go, you get a nice guy.
Why?
Because you have nothing to offer.
You are someone who has not invested enough energy in building themselves up yet.
How can you possibly provide value to others when you can't even provide value to yourself?
'Uh...'
Exactly, your service will be subpar at best.

Which is why you need to be selfish first:

1. *Look out for your own needs first.*
2. *Invest in yourself.*
3. *Get comfortable saying no so you can work on your dreams.*

In the selfish stage, you are consuming & leveling up to an insane level.

You are becoming your grandest self.
You, my friend, are now becoming VALUABLE.

Selfish -> Selfless

When you have spent a long period being selfish, you have created value.
Put some respect on your own damn name!!
And a valuable human provides the high-quality value.

You see?
NOW it is time to be selfless.
And surprisingly, it won't even be an act that you consciously think about, it's something you do subconsciously.

Valuable people provide value by accident.

Everything they touch turns into gold.
They breathe life into the dead.
They inspire people around them.

What sounds better to you, the needy nice guy or the beacon of hope?
No brainer.

Embrace your Selfish Stage

Society wants you to stunt your growth.
But your boy Armani is always looking out for you.
If you are someone who is skipping the selfish stage to be selfless, you are not doing anyone any good.

The world doesn't need any more subpar talent.
They need people who excel in their craft.

Which is why you must invest in yourself.
Be selfish.
Learn, create, build.
Then, be selfless.
Teach, help, inspire.

HOW TO STOP BEING A LONER

'Is being lonely & being a loner the same thing?'
Nope, 2 completely different things.
And understanding the difference will allow you to understand which boat you fall in.

***Lonely** is when you feel like no one cares about you or don't have a squad to chill with.*
*A **Loner** is someone who prefers their own company & doesn't give a fuck if they have a squad or not.*

Just to give you an analogy, picture this:
Tim wants a girlfriend but can't seem to find one. Joe doesn't want a girlfriend because he's too busy focusing on his career.

Both have similar outcomes, no girlfriends. But the reasons behind the outcomes are different.

Let's delve into the world of the loner.
Very intriguing character in the social dynamics world.
Humans are social creatures to the core, so why is the loner not social?
It's because you are not born with the loner mindset, it is developed.

A loner is born thru a few possible ways. Here are a few:

1. They were betrayed many times in their past.
2. They find humans to be dramatic & not worth the hassle.
3. They have been taking care of business by themselves since a young age

These are just 3 of many reasons out there.
'Are loner's unconfident?'
Many are, sure. But believe it or not, many are hella' confident.
They are so confident to a point where they find it laughable that they would be wasting their time on other flawed creatures, when they could be hustling.

So a loner could be highly unconfident, or highly confident.
Haven't met too many in the middle ground.

Now the moment of truth, is being a loner a bad thing?
I'm a firm believer in everyone having their own unique monk mode moment.

Monk mode is when you strategically isolate yourself to 10x yourself.

A powerful tactic in the self-improvement world to eliminate distractions & build momentum.
So, I do think strategic spurts of being a loner can give you an edge.
But note! I said **spurts**.

The reason I said spurts is because you don't want to make being a loner a lifestyle.
There's a huge different from doing it for 3 months and doing it for 3 years.
When you adopt the life of a loner for too long, you begin to rewire your reality. You cut off the ability to make social connections, social assets & meaningful experiences.

In today's world, there are more loner's than ever.

Youtube, TV, Netflix, Game of Thrones are becoming peoples safe haven. Nothing with watching it to unwind. But when you use entertainment to replace people, then Houston, we got a problem!

So I urge you to fix your mindset.

Here's how....

1. **In order to stop being a loner, you need to understand that many people go thru the phase.**

Once you digest that, you will snap out of denial mode.

Ex: 'Who me?? I'm no loner' *crazy eyes*

Yea I'm looking at you. You deny things when you think you are the only one going thru it. But when you realize there are many others like you, you don't feel as ashamed.

2. **Once you have snapped out of denial mode, you need to get into acknowledgment mode.**

Even if you find it hard to, find 3 reasons why you should be more social.

Brainstorm for a while.

You'll probably list more than 3, and that's fine.

But once you are done with your list, narrow it down to 3.

3. **After that, I want you to adopt the small circle over big circle mindset.**

Many loners think that being social comes down to having a huge circle.

Wrong!

Just aim to build 3-5 solid friends that you can talk to whenever.

Make sure they are loyal, help you become your best self & have a life purpose for themselves.
'Can I include family members there too?'

Yep!

Once you have a CORE friend group of 3-5 solid friends, then you are good to go in my eyes.

So just a recap:

1. Break out of denial mode.
2. Enter acknowledgment mode by building a list of 3 reasons why you should be social.
3. Build 3-5 loyal friends. Refer to step 2 when you feel discouraged.

That's it!

If you build a core group of friends who fit your values, then you won't find humans annoying.
You'll notice they bring a special sense of joy into your life.
But build a big circle full of nonsense & drama starters for the sake of being 'popular' then you'll find humans annoying.

Choice is yours!

CREATING YOUR VOICE

When I was growing up, I would always hear:

'Armani, you need to find your voice.'

But something about that statement did not seem right. However, I couldn't quite put my finger on it.

Well within the past couple of years, I was finally able to figure out why that statement felt off.
'Why was that?'
It was because finding your voice is a finite statement.

Picture this.
When you lose your iPhone, what do you do?
'I try to find it.'
And when you find it, what do you do?
'Nothing, I found my phone.'
Exactly, so you are done.

Same with finding your voice.
Once you do it, you are pretty much done.
But that doesn't sound like language that we use in the level up world.
'Okay, I think I see your point. So what do you recommend?'

Instead of ***finding*** your voice, ***create*** your voice.

When you adopt the 'creating your voice' mindset, you indicate to your subconscious mind that you are always evolving.

You are always leveling up.
You are always finding new ways to reinvent yourself.

When you adopt the finding your voice mentality, you run into a conundrum.
You always ***think*** that you have found your voice, until you graduate to the next stage of your life.

I remember when I was a 21-year-old kid who thought he knew everything.
6 years later, I am a 27-year-old kid that knows he has yet to know anything.

6 years & I am a completely different person.
Same with you.
You will always evolve.
Which is why you must always be creating your voice.
And the more you create your voice, the more you can engineer your life in the process.

Now with this mentality, keep on building.
Keep on leveling up & seeing how you can add layers & nuance to your personality.

IS INTROVERSION HOLDING YOU BACK?

Ask yourself, is being an introvert holding you back?
Are you someone who is overthinking social situations?
Do you want to go out & socialize more, but feel the need to stay in?
If so, then read on.

The issue at the moment is that you are either problem unaware, or problem aware & don't want to take action.

Problem unaware is that you have no clue that something is wrong.
Problem aware is that you know something is wrong, but you are too confused/lazy/scared to take action.
Pretty sure most of you fall into the latter category.

Now, let me be clear. Being an introvert is not a problem. There are a lot of outstanding humans who are charismatic, socially intelligent & empathetic that are introverts.

But when you feel as though your introverted nature is holding you back & destroying a lot of your life opportunities, then it is absolutely a problem.

But why is this the case?
It's the case because you think too much.

Human interactions are an intuitive process, but you have lost touch with that.

I have a theory that I am working on.
My theory is that the mass majority are more introverted than ever.
But not the good introverted, rather the bad one.

This has happened due to the rise in **technology & comfort.**
Technology has humans consuming at a rapid rate that dwarfs any other point in human history.
And the more you consume, the more you stay in your head and think.

Next, with the rise of Uber eats, Netflix & high speed wi-fi, many have opted to stay in.
This level of introversion leads people to go from occasionally staying in the house to becoming borderline loners.

But what's spooky is that many of these people have no clue they have fell into this boat.
'How can they possibly be unaware that they have fallen into the bad level of introversion boat?'
Because social media blinds them from it.
In their mind, they are interacting with people on the digital space. They are liking, commenting & sharing a way.
In their mind, they are displaying very social behavior.
But when you look at it from a bird's eye view, the pictures is much more daunting.

Now, I am not picking on introverts.
There are bad extroverts as well. The people who surround themselves with others so much just because they can't be by themselves. They shake at the mere thought of being alone with their own thoughts.

If you are still reading this, then you can probably relate to what I am saying.

Introversion is holding you back because you have ventured past a healthy level to a radical level.
And the radical territory makes you burn social opportunities.

You need to begin getting out of your head & connecting back with your intuition.
Meditating & hanging out in nature will help a ton.
These 2 acts will allow you to feel more present & will help you connect back with your energy levels.
By doing this, you can undo a lot of the programming that society has been conditioning you with.

Our ancestors didn't have Netflix, Uber eats & all that stuff.

So if introversion is bugging you, then understand it was something that was developed over time, not something that you were born with.

Your situation can still be fixed.

However, your situation can only be handled when you decide to go from unaware to aware AND take some action.

ARE YOU TOXIC?

Are YOU toxic?

This is one of the most difficult questions to ask ourselves because our ego blinds us from the answer.
Our ego analyzes life thru our intentions & others based off their behavior.
But often, those intentions seem right to US, but not others.

People who you consider toxic do not consider themselves toxic.
'How do you know?'
Because I am speaking from experience.

During 2012, I had a very good side & a very dark side to me.

Good side was that I was becoming a better student (I struggled with tests my entire life) & making smarter academic decisions.
But the dark side to me was that I had anger issues.
So my logical side was intact & my emotions were out of whack.

My logical side began to dominate me.
My ego began to paint the ILLUSION that others should behave the same way as me.
I'd be shocked when I would see others not acting like a good logical boy or girl.

Why was this fellow whining? Nothing logical about that.
Hm..why was that person late? Nothing logical about that.
Same silly mistakes again?? Nothing logical about that.

And seeing others doing what they weren't 'supposed' to be doing would make me mad.
And I'd lecture them, sometimes yell, or put them in their place.
It was only the right thing to do, you know?
I was only doing this because I didn't want them to whine, be late, or make so many silly mistakes.

My ***intentions*** were right.

But what began to happen was that people were afraid to make mistakes around me.
They were afraid because they thought they would be scolded.
This led them to walking on eggshells.
Results?
My friends either distanced from me or cut me off completely.

At first, I thought it was their loss & knew I could always get some new friends.
But eventually, it came to a point where my family members couldn't be themselves around me either.
At that point, I came to realize that **I** was the toxic one.

It's been a few years since those toxic days, but I came back with one major insight.

Toxic people often have NO clue that they are being toxic.

I was behaving the way that I was because I genuinely loved the people I would scold.

Otherwise, I would keep letting them make mistakes.
But despite my intention being right, it was harming their ego.
And when you harm someone's ego, you **WILL** be viewed as toxic.
Always approach humans with an emotional eye, not a logical one.
Or you will make the same mistakes that I did.

Are you toxic?
I don't know.
But you may.....
You just need to stop viewing everything thru your intentions for a second & see how you are being perceived.
You may be making socially unintelligent moves & not even know it!

Be aware & approach the situation with humility.
Tell the truth even when it's killing you to do so.
And only then, can you foster the relationships you have been meaning to all along.

THE IMPORTANCE OF A MISSION

People with a life purpose don't start drama or remotely entertain it. You start or entertain drama when you're not too certain of what your life purpose is. Otherwise, anything that seems like noise will get treated like noise. Ignored.

Without a life purpose, you'll be wasting your time & not even know it! And understand this:

- Drama = Time Suck

'Okay so if I don't have a life purpose can you explain what will happen?

Yep. It all begins with the way your brain is structured.....

The brain thrives off challenges, problem-solving & maximizing creativity.

But most importantly, your brain aims to assign you a meaning. Why do you exist? Why are you on this planet? What is your purpose?
When you do not actively aim to give your brain a purpose, it will assign one for you. And letting the brain do this on its own is risky.
'Why?'
Because it may give you a purpose that does not align with your best interests.

This results in 2 side effects:

1. Stirring drama to give the brain an ILLUSION that you stand for something.
2. Entertaining drama because a purposeless life views opinions as a very BIG deal.

Which is why a human without a life purpose often becomes a hater or a prisoner of opinions. By far the worst types of identities to adopt.

But the person with a life purpose is the EXACT opposite. They have proactively gone out of their way to give their brain a life purpose that serves their best interests. Results?

A winner that is unaffected by opinions.

Why? Because they're too busy carving their legacy.
Picture this. You go grocery shopping without a list. You will buy a bunch of shit that you don't need.
But change that. You go grocery shopping with a list. You will buy **exactly** what you need.

A person with a life purpose avoids wasted movements.
Which is why they don't start drama.

- 0 ROI.
  Which is why they don't entertain drama.
- 0 ROI.
  This leads them to make intelligent decisions that **DO** provide an ROI.

Now quit entertaining bums. But most importantly, quit being a bum!
Focus on your life purpose.
And if you don't have one, make it a life purpose to find a life purpose.

PART 2:
SOCIAL ANXIETY

THE FEAR OF PEOPLE

Social anxiety is the boogeyman of the social skills world. Many of us go thru it. But we often go thru it silently.

The crazy part is that when you are in a networking event, there are TONS of other people going thru social anxiety as well.
They just hide it well behind a smile.

In this chapter, we are going to be deconstructing social anxiety and what it truly means.

In order to become the Charisma King, you have to realize that emotions are a LARGE part of your reality.

If you feel nerves, that is normal. However, if you let the nerves destroy you, then you will start developing a strong fear of people.
We are surrounded by humans all around us. Therefore, it is important to be social!

There's nothing to fear champ.
Let's break down social anxiety and tame this boogeyman once and for all.

You'll realize people were actually cool. Just need to stop comparing yourself so much.

IS SOCIAL ANXIETY A BAD THING?

'Hey dude, I know you mentioned that I should be social, but I want to tell you a secret.'

What?

'I get a lot of anxiety before a social event.'

Ah... so you have social anxiety, I see.

Now are you cool with me telling you a secret?

'Yea, shoot.'

7 billion plus other people have it as well.

'Wait, really??'

Yea.

Flashback

A decade ago, I was a complete mess.

At this stage of my life, I was in the 11th grade & was a definition of a dork.
Long hair to my shoulders, skinny as shit, awful posture, soft voice...you get the point.

It was so bad that I began to **hate** to talk to people.
Always felt like they were judging me with their googly eyes.
This was one of the main reasons I ended up sitting by myself in the bus, day in & day out.

There were many times the kids in the back of the bus would invite me to chill with them, but I told them it wasn't my thing.
Too many people got me overwhelmed.
So every weekday, I sat in the bus by myself listening to 50 cent.

The Popular Kid

Within a few months into the school year, there was a change in my bus scene.
'What happened?'
John had arrived.
'Who the fuck is John?'
John was the popular kid.

I knew John as the kid that played sports, had a cute girlfriend, was ripped as heck etc.

He was one of the cool kids in my class.

Apparently, John's parents had gotten a divorce & he ended up moving, which had him landing up in my bus.

'Gotcha! I'm assuming he sat with all the other cool kids in the back, right?'
No.
He sat in the front....by himself.

The Mysterious Popular Kid

'He sat in the front by himself? But why? I thought you said he had so many friends.'

He did, which is why I had no clue myself.
I remember coming into the bus one day determined to ask him what was up.
For some reason, I felt like he was sitting by me because he was going to play a prank or something.

I sat next to him one day & asked him why he wasn't sitting with the kids in the back.
John looked over at me & didn't say anything.
But I didn't want to give up so soon.
I decided to ask him if he was sitting by me because he wanted to play a prank.
He looked at me again & laughed.
Then he responded with:

"No bro. It's just that I feel a lot of anxiety when I see a group of people."

John felt social anxiety too??
But this dude was the most popular kid I knew.
How was that even possible??

But when he said that, everything began making more sense.
Small body, avoiding eye contact, anchor chin....kid was actually nervous.
But why?.....

A Decade Later

'Did you ever find out why?'
Yes.

It was due to social anxiety.

The thing that I learned since being involved in social dynamics for some time was that everyone feels it.
It's not a black & white phenomenon though.
It is very gray.

But the rough principle is that:

We feel social anxiety when we are going in a big group or a new group, typically in social events.

The reason John felt social anxiety was because he was put in a bus with a bunch of BRAND NEW people. Just because he was popular in school didn't mean he was popular in the bus.

And his subconscious mind saw a lot of new faces that were not in his friend circle.
Results?

Unfamiliarity gave birth to uncomfortably.

So what does all this mean?

All this means that social anxiety is something that is felt by everyone.
If they are not feeling it, that means they are in a very comfortable situation.
'Is that why I don't feel social anxiety when I chill with my normal squad?
Correct.
'But is that why I feel social anxiety when I go to a networking event?'
Correct.

It all depends with what you are **unfamiliar** with.
But this lowkey is a very good thing.
'It is??'
Yep yep.

Why is Social Anxiety Good?

The same reason speech anxiety is good.
Without a rapid heartbeat before your speech, you risk having a flat delivery.
But with the rapid heartbeat, you feel alive & full of energy.

Same with social anxiety.

If you are walking into a brand-new environment & you feel the exact same as you do with your normal squad, you risk falling flat.

A little anxiety is good because it makes you pop.
You stick out.

Social anxiety only becomes bad when you view it as bad.
Which is why I like to call it **social excitement**.
When you embrace the strong emotions rather than run away like a little bitch, your perception towards anxiety changes.
That's how you rewire your mentality.

You don't need coffee, alcohol & all that other stuff before an event because your nerves serve as that.
Your nerves are like Red Bull on crack.
So, start working with it rather than against it.

Now you are no longer swimming against the tsunami, but rather surfing on the same waves.

Making Social Anxiety Work for you

Social dynamics is a very unique world.
But John taught me a valuable lesson about life that day.
Not only do you not judge a book by its cover, but you can also learn a fuck ton from that book.

John showed me that popular, charismatic kids have feelings too.
And in many cases, it can be negative.

Bottom line is that we all have feelings.

How we respond to it is our choice.

So from here on out:

- Respond when you feel the nerves.
- Force yourself to go into the event when you feel like walking away.
- Introduce yourself even when your imagination plays tricks on you.

You will soon realize; your nerves were trying to work with you this whole time.

THE SPOTLIGHT EFFECT

Ever had the feeling like you were being watched?
You were super nervous to go into the networking event because you felt like all eyes were going to be on you.
And now that you are in the event, all the smiling faces looks like they are hiding their ***real*** intentions.

You think they are thinking about you.
Judging you.

This causes you to display weighted body language.
You overthink every move & try to shoo off the enemies.
But the funny thing?
Other people are doing the ***same*** thing.

Yep. This phenomenon is known as the *'Spotlight Effect.'*

The spotlight effect is a psychological illusion that makes you believe there is a figurative spotlight on you as you go about your day.

This typically occurs in social events.

The question is why?
It's because of the human ego.
The human ego makes us view ourselves as the main character of our story.

This leads us to enter different venues thinking that we are serving as the main character of the event.

But the reality is that other people feel the same way.
They are the main character of their stories as well.
You are nothing more than an extra in their world.

But to seal this concept further, understand this.

Your WORST problem will not be registered as more important than their most MINUSCULE problem.

Example:

Say you totaled your car & you tell Billy about it. Billy will feel very sad, then go back to his everyday life. His mind will refocus from your car to how angry he is at his dog for shitting on the carpet.

This isn't to be morbid, but to be real.
Your problem is mainly a problem to you. But for the other person? You are an extra. A peasant. They are the king of their kingdom. Therefore, they will allocate their mental bandwidth to their issues.

This concept should strangely make you feel **liberated**.

It's one of those concepts when FULLY internalized will melt social anxiety for good.
But our ego hates internalizing this concept.
'What do you mean I am not the main character in someone else's world??' the ego yells.

This is where you begin reconditioning your mind with rationale.
The untamed ego cannot even spell 'rationale.'

But the tamed ego sure can.
The next time you are about to enter a social event & you feel like all eyes are going to be on you, RECALL THE SPOTLIGHT EFFECT.
Use your rationale.

All the other people are worried about what sort of impression they are going to make.
But now you are equipped with this knowledge to maneuver around the notion that you're the main character of someone else's life.
And this realization will have you feeling bolder & powerful than ever.

CREATIVITY TO OVERCOME SOCIAL ANXIETY

If you are someone who doesn't consider themselves to be a 'social' person, then people must be pretty scary to be around.
I get it...

Their googly eyes, how they get into their cliques & exclude you, excessive small talk that feels like a punishment etc.
I am sure these are the types of things that go in your head before entering a social event.

'How do you know all of this?'
I know this because I had similar mannerisms back in the days.
But there was a hack that I learned that helped me fix many of these issues.

'What was that?'
Being the camera man.
'Huh??'

The dead Social Event

I remember one day in my early 20s I was attending a multicultural event.
It was packed with people from all around the world, having a good time.
But for me?

The event was dead....

Mainly because I didn't know anyone & didn't want to go out of my way to introduce myself to strangers.
So I just sat back & observed...

As I was observing, one person stood out like a sore thumb.
The event leader.
A gentleman in his 20s, thick glasses & wearing Desi clothes, was panicking because his cameraman had cancelled last second.

If you are an event planner, then you know that the pictures are the lifeblood of an event.
He was frantically running around the event with a worried look telling the other volunteers what had happened.

Hm...
I am not doing anything in this event, wonder if I could be of some assistance?
Didn't have a legit camera but did have my iPhone.

So I approached the gentleman & asked if he'd like me to be the cameraman for the event.
He looked at me hesitantly, but knew that he had no other options, so the guy accepted.

Camera Man Mode: On

The next few hours were nothing short of spectacular.
'Wait why? Seems like you just signed up to work for free.'
No my friend, that's not how I viewed it.

Rather, I went up to completely random people, asked them to pose for pictures, started some small talk, cracked some jokes, made a boatload of connections & created some dope memories.

Although the event was brutal at first, it had turned completely around when I changed my game plan.

Just with a minor tweak in my social game, the dead event had turned into a long lasting one.
That's the beauty of being socially dynamic.
You can always find a way to turn things around.

Moral of The Story

'So are you telling me that I am supposed to be a camera man for events?'
Not quite.
But what I am telling you is that:

if you're a socially anxious person, you can always get creative.

The camera was a vehicle for me to exercise my social muscle.
It got me warmed up to social interactions & gave me an excuse to start convos with strangers.
And starting convos with strangers was something that I would not have felt comfortable doing out of the blue back in the days.

But sometimes, all you need is that nudge in the right direction.

If you are someone who is struggling with social interactions, then you need creativity on your side.

Creativity is one of the core elements of social dynamics.

Whether it's a camera or another vehicle, find what your weapon is in the initial stages.
View it as the training wheels until you can ride the bike.

Soon, you will also have the power to breathe life into any dead social event.

WHAT DO I SAY NEXT?

You ever felt stuck in a conversation?
Each sentence that the other person said had you brainstorming on what you were going to say next?
But as you brainstormed, something BAD happened!
You didn't know what you were going to say next, so you froze.

If you are someone who overthinks, has social anxiety or low self-confidence, you will find yourself relating to the scenario above.
And if you think about it, it is an awkward position to be in.

No one likes the situation where there is a dead silence & each party is scouring to think of the next point.

This is one of the biggest reasons for social anxiety.

'Alright bro, so how do I handle this situation?'
Two ways:
Path 1. Say whatever comes to your mind.
Or
Path 2. Say nothing & give a micro acknowledgment.

Let's go thru both.

Path 1

The reason that you overthink every line is because you treat a conversation as a logical act.
And to be fair, that is common when you are meeting someone for the first time.
But you need to condition your mind to stop treating an emotional act like a logical one.
Which is why when you are stuck, you should practice your thinking on feet skills.
The best way to do that is by saying whatever.

Ask the first question that pops up in your mind.
Make the first observation that you notice.
Comment on something that happened with your day.

By doing this, you exercise your social reaction time.
A huge component in being socially dynamic.

'Well, what if I say something that makes the other person mad?'
Then allow them to exit from your life.
Remember, ALWAYS have an abundant mentality towards people.

There is no shortage of humans on this planet.

If someone wants to get butthurt by a comment that you made, then fuck them & move on, simple.
But at least you exercised your social muscle & worked on creating a fluid conversation.

Path 2

Path 2 is when you don't contribute & let them keep contributing.
This happens when someone is done speaking & you gently nod your head.
This indicates to them that you are saying 'Go on, continue. I am still listening.'
Or you say a 'mhmm' in a very gentle manner.
But this shows them that you are all ears.

You'll be baffled by how many people continue when they get a micro acknowledgement from you.

Normally when you think they were done with their point, they weren't.
They just needed some encouragement from you to keep going.
The reason people hate this path is because it requires sitting with in silence for a few.
But that's good!
Being comfortable in silence together is a sign that the social bond is strengthening.

Whichever path you choose, understand that it is effective.
Be able to read people with social experience & you will know which path to take.
The more you choose either path, the more confident & charismatic you will feel in social situations.
Whatever you do, don't be looking nervous & frantically overthinking what you are going to say next.
Either say anything or do a micro acknowledgement.
Easy peasy lemon squeezy.

WHY YOU COMPARE YOURSELF TO OTHERS

I had a friend recently ask me why he was always comparing himself to others.
Even though he had a lot of things to be proud of, he always felt a little empty.
The dude had a bad ass job, a great family & was making a solid amount of money.
But why the emptiness?

After talking for a while, we went from his present day to his past.
This gentleman grew up in the Eastern culture where traditions are a lot different.
He grew up in China & immigrated to the U.S at a young age.

And as we talked more, I was able to see exactly what the issue was.

His parents came from China to the U.S so my friend could get a great education.
When he came to the U.S, it was pretty obvious that his parents were always setting high expectations for him.

A grade letter B was seen as a D.
A grade letter C was seen as a F.
Everything below that was seen as uncharted territory.

And every time he stumbled & got a B or lower, his parents were quick to bring up how the other kids were scoring.
'Well you know Jackie got an A in the same class you are struggling with. What do you have to say about that?' his parents wondered.
And after a while, the effects message became loud & clear. His parents constantly comparing him to others during his childhood had manifested into its own beast in his present-day life.

Now I am not saying that his parents were bad people by any means.

If you look closer, it doesn't really matter which culture you're from, East or West. Pretty sure you were the victim of being compared to others by an authority at one point or another.
And if it was before the age of 7, then it was something that stuck with you for a very long time.

This sort of thought pattern resonated with you & you probably had no clue why.

In the era of social media, the highlight reel life & technology, we find ourselves comparing our lives to others on the DAILY.

Even if we get a major W, we are not grateful for it.
But rather, we are thinking about how the other person got 2 Ws.
This is a very sad way to live.

'So what advice did you give to your friend who was always compared to others growing up?'
I told him that the past was the past.
Now it's his **duty** to work on engineering the future.
There's no point in moping around & wondering about 'what if' scenarios.

Really is that simple.

May sound harsh, but it is true.
You can't turn back time & tell your parents to stop comparing yourself to others.
But you can work on your present-day life & prevent yourself from comparing your kids to others.

Focus on what you can control, not what you can't.

One of the best ways to recondition your mind towards thinking about how far you have come vs. how much you have left to go is by leveraging gratitude.
Every morning, force yourself to write or say stuff that you are grateful for.
Could be a small win or a massive win, doesn't matter.
But do it daily until you are able to get a rhythm going.
You will feel fulfilled after each session.

Begin the morning with it so you can set the tone for the day.
End the night with it so you can set the tone for the next day.

Soon, you will see yourself reversing years of subconscious programming.

And you will finally be able to celebrate your life & stay in your lane.
No more looking at what others are doing & bitching about it.

But take it a level further.

Adopt Level Up Mentality.
A mentality that has you no longer competing with others. Rather, you are now getting inspired by them.

You choose what you like about your peers & implement it into your everyday life.
Then you go on a LIFELONG competition with your prior day self.

Your prior day self is an enemy & must be defeated at all costs.
So defeat em!!

Attitude will officially change.

PART 3:
CHARISMA KING

ENTERING THE WORLD OF CHARISMA

Charisma is a beautiful world and has a lot of power.
I consider charisma to be the dynamite of the social skills world.

When Alfred Noble created the dynamite, he envisioned the invention to change the world for good.
However he was mortified when he saw many people using the dynamite for destruction.

Same goes with charisma.
Charisma comes down to social intelligence. But behind the social intelligence, are you a person of character or a sinister individual?

Charisma in the wrong hands leads to destruction.

The Charisma King has ethics. They have a sense of purpose & a strong foundation. In this chapter, you will be learning how a charismatic person rolls.
From dressing well, to empathizing, spreading good vibes and much more.

Your charismatic superstardom arises when you stop caring so much about opinions. So yes, we will be talking about opinions in this section too.

Buckle up & let's enter the world of charisma.

SIGNS OF CHARISMA

- Trustworthy
- Able to create small talk
- Able to create nuanced conversation
- Remembers names
- Can have a big circle, but chooses for a small one
- Observant of the small details
- Gives thoughtful compliments
- Laser like listening skills
- High level empathy

There are 2 kinds of smart people in this world:

- **Book smarts**
- **Street smarts**

Charisma falls under the 'street smarts' category.

You become upper echelon when you are book AND street smarts.

'Idk bro. Charisma seems like a scam.'
Nah, it's the real deal. And it is your DUTY to teach yourself this crucial life subject.
'Why should I? I already have enough on my plate. Nintendo, Netflix & Twinkies.'
Fool! There are 3 MASSIVE reasons you need to level up your social skills. 3 reasons that could potentially change your life forever...

REASON 1: You will stand out.

Look around you. How many people are socially intelligent nowadays?
'Uh...'
Exactly. Due to social media & abundance of comfort, most people from our generation have become lazy!

They have opted to only talk behind screens, rarely in public. Because it's the easy thing to do! People with social skills are as rare as a Charizard Pokemon card. No lie.
Lesson? Be the Charizard and you'll radiate like fire in any room.

REASON 2: Spot snakes

Snakes are highly socially intelligent. They can often MIMIC a Charisma King with EASE.
If you're a social dummy, you'll have no clue when a potential snake is in your presence. Why? Because you lack SOCIAL AWARENESS.

The beauty of building social skills is that your social awareness skyrockets.

When you have awareness on your side, your mind is present.
A present mind allows you to listen to your gut. Your gut always lets you know when something seems off. Now you'll FINALLY listen!

REASON 3: Social Assets

You ever heard: *It's not what you know, it's who you know.*
'Of course!'
It's 100% true.

Knowing the right people saves you a lot of time in the real world.
While the book smarts kid is reading and reading away, the street smarts kid would have made 2 phone calls & got the job handled.

'Well, that doesn't seem fair.'
Life ain't fair homie! Deal with it.

Just like anything in life, if it's worth it, then it will require hustle. The only way to build your social intelligence is by being more social. Rocket science, right?

- While your counterparts are watching TV all day, go out to Toastmasters meeting.
- While your counterparts wait for an event to be set up, go set one up yourself.
- While your counterparts only know how to text, pick up the phone & call.

It's easy as fuck to stand out in today's world.

We are living in the Golden Era of Charisma & everyone is too glued to their phones to even notice.

But not you!

The only thing that separates social awkwardness from social intelligence is EFFORT. If you want to cross that bridge, you know what to do.

Now get out there & become a street smarts GENIUS.

WHY REJECTION IS A GOOD THING

'Did you write the correct title Armani?'

Yup.

'So you're saying rejection is a good thing?'

Yup.

'No way. Then why does it hurt my feelings so much?'

Because it's supposed to....

I want to give you an analogy for a second.

When you go to the gym, what do you do?

'I lift weights.'

Light or heavy weights?

'Heavy.'

Why?

'So I can grow stronger.'

But doesn't it hurt?

'It sure does!'

So why do you continue?

'Because my desire for long term growth outweighs my fear of short term pain.'

Exactly.

This is the same concept the Charisma King follows.
In the social dynamic's world, *rejection = lifting heavy weights*.

True confidence is built from:

1. Mastering a skillset/s.
2. Mastering the ability to deal with people.

I want to zone in on the 2nd one for a second.

One of the KEY elements in being able to deal with people is understanding that you will not like everyone & everyone will not like you.

In many cases, it does not even have to do with you.

I remember I used to work in Subway during high school.

And I also remember that there was this rude customer who would always come in.
He was an old man who always had a mean scrunched up look on his face.
He would yell at the workers for not working fast enough, whine while waiting in line & sigh like he got paid for it.

Well, I came to notice that he would ALWAYS order the tuna sub on white bread, Swiss cheese, lettuce & tomatoes.
Day in & day out, he ordered the same thing.
One day, I had an epiphany. I went onto think that if I memorized his order, he'd view that to be very considerate.
The only way to find out was give it a try.

12 pm the next day, I could see him walking to the Subway shop.
I put on a smile & got ready to blow his mind away.
Before he could even say what he wanted to order, I chimed in:
Tuna sub on white bread, Swiss cheese, lettuce & tomatoes.
Am I right?

'Wow man, was he impressed by your consideration?'
You would think, right?
But it was the exact opposite.

This clown got mad that I had been observing his orders & said it was rude.
And told me not to assume his orders from here on out.
Instead of saying thank you for saving him time, he found a way to get upset about the whole ordeal.
By the way, did I mention he ordered the: tuna sub on white bread, Swiss cheese, lettuce & tomatoes?

The Tuna Man went onto teach me a major life lesson. And that is:

Some people are just assholes.

What? You thought you were going to get an in-depth analysis into rejection?
Nah. Some people are just jerks & they don't like people.

And when you enter the social dynamics world, you will run into PLENTY of them.
I don't quite know if it's the majority or not, but I wouldn't be surprised.
In today's era, with the rise of social media & digital entertainment, social skills have plummeted.
Many people are rude by default.

I want you to be able to embrace rejection.
After the Tuna Man gave me an earful, guess what happened?
'What?'
My life moved on.

I was upset at first, then I realized it wasn't that big of a deal. The next day I saw him giving an earful to my coworker lol.
It was never personal.
People who are rude to you are often rude to everyone else.
Once you personalize it, you have given them control over your emotions.
But once you brush it off, you have just showed **emotional resilience**.

The beauty about rejection is that it makes you emotionally tougher.

Just like the gym makes you stronger, rejection makes you more confident.
It hurts at first, but once it heals, you feel much bolder.

Honest truth? Good moments won't battle test you like dark moments will.

That isn't too say that you should be a jerk & create dark moments with others, so you become tougher.
But that is to say that you will be dealt rejection in many cases for just showing up to the social world.

1. Don't personalize it.
2. Understand life will move on.
3. Absorb the power. Don't react, rather respond.
4. Become tougher.

That's the blueprint my friend.

DRESSING LIKE A WINNER

Be a stud, dress like a bum, be perceived as a bum.
Be a bum, dress like a stud, be perceived as a stud.
Lesson?

Humans are visual creatures. Dress however you want. Just understand you will be judged for it.

I will offer a few of my personal tips on how to design a wardrobe. I am not a fashion expert, so do not solely go by my tips. Take some time to learn a little from me to get started. Then take some time to do your own research. Keep reading.

1. Future projection
If I can't see myself wearing it in a decade or so, then I will not buy it. Graphic tees, the latest trend items, clothes with

big ass logos are of little interest to me. I keep my clothes simple. Solid colors & few pattern items mixed in there.

2. Quality

I will be lying if I told you I never shopped in Ross, Thrift store, Dillard's etc.

Those places have some good items, sure. But nowadays, I aim to buy high quality items. The price is higher, but the material is better. Cheap material will age very poorly. Avoid.

3. Quantity

Less is more! Having a lot of clothes is no badge of honor. All you will do is give yourself analysis paralysis: *wardrobe edition*.

Audit your closet. Donate your high school South Pole, Phat farm, Ed hardy to Goodwill. Move on fam. The less options, the better.

4. Fitting

This may be one of the most important sections. There are very little things more repulsive to others than wearing clothes that are baggy or clothes that look like they were painted on you.

Find clothes that you are comfortable in, but shows your physique.

5. Shoes

No clue why, but many people think shoes can be ignored. Wrong.

Your shoes are a foundation item. You can look fresh as fuck, but if you are wearing your muddy ass '05 Timbalands, credibility goes out the window homie. Level up your shoe game!

6. Scent

I consider scent as part of your fashion. Quality gentlemen. Buy a cheap cologne & your scent will fade in an hour or so.

Quality cologne will last you throughout the day. Also, do not overspray. Spray once or twice on your hot spots (look it up) and your Gucci.

7. Ideas

I luckily have a few friends that take their fashion very seriously, so they gave me some pointers. Ideas are everywhere though. There is this magical thing called the internet, in case you get stuck.

You can follow pages on Instagram & Pinterest as well.

Well there you have it. Short & simple. You may mess up your clothes selection a few times, it happens. We are human. But continue anyway. Having a strong fashion sense will separate you from the herd.

THE POWER OF SMALL TALK

During my undergrad days, I spent a semester working as a driver.
Due to my busy schedule with school & my fraternity, I needed a job that would have flexible hours.
I ended up working for a driving company called Zingo.
This was before Uber & Lyft came into the scene.
Get paid for driving?? Seems too good to be true.

Within the next few months, I ended up driving around all types of people.
Some were:
Rich
Talkative
Snarky
Goofy
etc.

And after each ride, it had felt like I gained a new level of perspective.
Each conversation was unplanned & I never knew who was going to be getting into the car.
Well, as the rides began to pile up, something else began to happen.
'What?'
My conversation skills **sharpened**.

Want to know the secret to social skills?

Its having conversations with strangers.

Although you cannot see it, humans have a social muscle.
This muscle dictates our ability to communicate with others.
When you talk to a stranger, you are working that muscle to a whole new level.
You are being forced to fight thru initial awkwardness, think on your feet, build rapport with someone you just met and much more.
Talking to strangers is a **crash course** on social skills.

'But what if I only talk to my friends?'
Talking to your friends is great & needed.

But in order to build versatility, you need to unbalance your social routine.

You must willingly make yourself uncomfortable so you can become more socially dynamic in the process.
Talking to a friend is great because you get to maintain & deepen a pre-existing social bond.
But it is not nearly as challenging as talking to a stranger.

What should you expect?

You should expect a lot of awkwardness when you are first starting this off. You have been taught to avoid talking to strangers as a kid, so this belief is deeply ingrained within you.
In the initial stages, you are going to be doing a whole lotta' **unlearning**.
Therefore, you are going to feel a lot of nerves before you begin sparking a convo with a new person.

Normal.

You will always feel nerves when you use your conscious mind to overpower subconscious feelings.

But continue anyway.

When I first started driving, I spent a few weeks just sitting in silence dropping the passenger off. I would typically wait for them to talk to me first.

But that was a big mistake. I was conditioning myself to be a very passive person when I took this route.

Take accountability in being the first one to start the dialogue.

Next, you are going to meet a lot of cool people, a lot of weird people & a lot of disengaged people.
Being able to analyze which people fall into which group is an excellent way to build social acumen.
Each conversation will be different & will force you to adjust.
Sometimes you'll have to talk more, sometimes you'll have to listen more.
Whatever you do, don't be socially stiff! (unable to adjust to social situations).

As you build your social muscle, you are going to become highly well versed in your conversation skills.
You'll be able to adjust at the whim & will have a lot more perspective.
While many people are winging it, you have gone thru a mini boot camp to build your social intelligence.

'Cool! How do I begin?'

Make it an effort to talk to at least 1-2 strangers a day.
Let's say you choose 1.
That's 7 a week.
28 a month.
336 a year.

Small progress adds up like none other. As you build comfort, doing 1-2 will be light work.

I wrote a tweet a while back where I said that:

Social intelligence is more important than your IQ score.

I wasn't being sarcastic. And if you listen to anyone that you look up to, they will tell you the same thing.

Although the school system has programmed you to think that your test scores, and WHAT you know will get you ahead, it's not the case.

It's mainly (not all) about the connections that you develop. So keep that in mind & exercise your social muscle.

PROVIDING VALUE TO OTHERS

You often hear the term 'value' getting thrown around a lot. Person A has a fast-growing YouTube channel because he provides so much value!
Sound familiar?
'Yes, it does.'

Value is a tricky word because it is subjective.

What is considered valuable to one person may be considered a platitude to someone else.

A few years ago, when I was struggling in one of my engineering classes, I had a professor pull me aside for a pep talk.
He told me that 'The river did not cut through the rock with force, it cut through it with persistence.'

I was not going to get success immediately, but rather it was going to be an arduous process which required that I show up every day.
That quote changed my life forever.
I founded it very **valuable**.

A few years later, one of my fraternity brothers was struggling with his engineering class. I thought it was the perfect time to change his life around forever as well.

So, I shared the same quote that my professor had shared with me a few years earlier.
Response?

Get the fuck out of here Armani! You sound like a damn fortune cookie.

He found the quote valueless.

Why?
Same words, but different responses.....
It's because of one major concept.
'Which is?'

Humans have different desires & needs.

In order to be the person who provides value, you need to first assess what specific problem that human is facing.

An engineer will probably not find a cheat sheet for Organic chemistry to be too valuable.
But give that engineer a cheat sheet for Calculus, now you have changed up the entire game.

Few ways to give value:

Knowledge: There is so much information in this world, that knowledge is now abundant. It's so abundant that many people have quit looking for it. So, step up! Filter the correct knowledge & give it to the person based off their needs.

Skills: I had a very successful friend who had stage fright. Well, it just so happened that I have been a Toastmaster for the past 5 years. So, I shared my public speaking skill to provide him value.

Energy & attention: We all have our own problems & worries. People will not say it, but they often just want a cheerleader on their side. Not someone who brings them

more stress but helps melt it away. To be honest, if you can share energy & attention to the right person at the right time, then this may be the most valuable of them all.

'Uh... Armani. So I am giving all this value away. But what do I get in return?'
You get respect.
And the world bends its will for respected people.
Give out the value without keeping score. But when you need something back, ask with EASE.

Don't be the person who just gives all day - You're selfish towards your time.

Don't be the person who takes all day - You're selfish.

Give 3x more than you receive. By the time you ask your friend to relieve something, they will feel guilty for not helping you out.

But more importantly, giving value is a matter of rewiring your mindset.
Back in the days, I used to be a stingy guy who would keep my knowledge to myself.

But nowadays, I share it on Twitter, email & blogs with ease.
And the more I share, the more I learn about myself.
The more I learn, the more I condition abundance mindset into my existence.
So can you.

As I said, knowledge is abundant.
And if you can keep sharing, you'll transform into a brand-new person.
You'll be the hub of good energy & attract much more in the process.

So from here on out:
1. Find out the problem's others are facing.
2. Be the problem solver & make the problem go away.
3. Repeat steps 1-2, until you have a problem.
4. Ask for assistance.

Give value & get value.
That's the law of energy.

THE IMPORTANCE OF EMPATHY

If you're someone who spends way too much time alone, watch out. You may begin seeing humans thru a black & white lens.
But that's approaching humans with a logical mindset. They are the exact opposite.
Emotional creatures.

Aim to see the gray areas of the social world.

'Whoa, wait up there bucko! Black, white, gray, whatsup with all of these colors??'
These colors are very important.
'But what do they mean?'
I will explain. But first, I must explain the ego..

Your ego is the mind that rests between your conscious & subconscious mind.

- Conscious is your critical thinking mind.
- Subconscious is your emotionally feeling mind.

Are you a logical or emotional creature?
'Logical!'
Nope. You are an emotional creature.
'Really??'
Yes. You process information with your emotional mind first & then justify it with your logical mind. Which is why the subconscious mind dictates 95% of your reality.

'Okay.. but what does this have to do with the black, white & gray colors?'

This crucial concept allows you to decide whether you have tamed your ego or whether your ego controls you.

When you spend a lot of time with yourself, you are familiarizing yourself more with your subconscious mind. You are finding more logical explanations for those illogical feelings of yours. Your reality is soon becoming solidified.

When you are unleashed back into the real world, you think that other people should abide by this reality that your ego has crafted for you.

- You start seeing human thru a black & white lens.

Either your ego approves of their behavior because it matches the principles of your reality.
Or your ego disapproves.
Black & white.
'And you're telling me this is dangerous??'
Yes, very.

Because in the social world, everyone has their own ego's as well. Your ego doesn't mean shit homie.
And unless you are able to see that, you will have PLENTY of unneeded arguments, conflicts & lost friendships in your journey to the top.

Which is why you MUST see the gray areas even if you don't want to.
'How??'
Empathy.

The only way to go from a black & white -> gray thinking of humans is thru empathy.

Aim to understand their thoughts, feelings & ego, even if you disagree with them. The more that you do this, the more you are able to tame your ego along the way.

'Empathy is for soft people though! I'm an alpha.'
No you fool. Empathy is for smart people that see the game 10 steps ahead. If you want to get anywhere in life, you HAVE to be able to deal with people. Empathy is your answer.

'So empathy will help change my line of thinking towards humans??'
Yes! Read this 3-step guide to get started:

Emotional Intelligence Guide:

1. Understand yourself first. Observe your thoughts & emotions without judgment.
2. Then practice on others. 'How?'
3. Learn body language, observe character shifts, listen intently & try to understand why the do what they do.

'Okay I will start right now! Time to get rid of this black & white thinking!'
Perfect.

Your journey becomes 10x easier when you learn to accept humans for the illogical gray creatures that they are.

SPREADING GOOD VIBES

People feel happy around happy people.
People feel sad around sad people.

Carry yourself however you want. Just know that your behavior fires off mirror neurons in others.

I want to give you a reality check. Most people are not listening to the words that you are saying.
'Gee whiz! Then what are they doing?'
They are sensing how you are making them feel. This is something you will realize more as you age.

The average concentration level is shit nowadays.

Think about it. Can you even keep a track of your own thoughts?

'Nah, not all the time.'
Then how can someone else keep a track of your thoughts?

In order to increase concentration, you need to meditate or be mindful. However, the minority of the population does this. The minority of the people are actually listening to your words.

Remember, listening & hearing are NOT the same.

- Hearing = Physical
- Listening = Mental

So most hear you, few listen to you. Get it?
'Yezzir.'
Good.

Now this is lowkey a good thing for many people.
'Why?'

Because a lot of social anxiety is stemmed from which words to use in a convo.

'Wow you just described me!'
But your focus is off. Focus more on ENERGY.

Your energy will make or break you in the social world. If you are good with words, but monotone, no one will give a fuck about you like that.
'Why?'
Because monotone is low energy. And remember, energy is contagious. NO ONE wants to willingly feel low energy.

I want this concept to really sink into your mind. **Your energy is contagious.**

If you are a mopey bum, you will have other people feeling that way. But if you are a energetic fun person, you will have other people feeling that way. Get it?

- Energy>>Words

This isn't to say, that you should just speak gibberish. Obviously speak intelligently. But no need to overthink every last word. If you understand this concept, a lot of your social anxiety will melt.
It is easier to give off good energy vs. always picking the perfect words.

Something as simple as a smile gives of good vibrations to people. You will release endorphins in your brain. The

mirror neurons will allow you to release endorphins in other people's brain.
Automatically you have given off a positive vibe.

So from here on out, focus on the vibrations you are sending to your peers.

Your vibes are what will help you accelerate in the social world.

People genuinely are drawn to the magnetic personality who radiates positivity, charm & energy.
You will feel better in the process.

HOW TO STOP CARING ABOUT OPINIONS

- If you try to please everyone, people will still find a way to hate you.
- If you just don't care & act like yourself, people will still find a way to hate you.

Lesson?

Be disliked for who you are rather than who you aren't.

'So you're telling me even if I'm nice to people they will still hate me?'

Nice, mean, angry... etc, don't matter. My main point is that not everyone will always like you.

'Why not though? I'm being extra nice!'

Because....

You are a people pleaser. And people pleaser's always have a very needy energy around them. They seem extra fidgety, giggly & uncomfortable. What does this do? This makes people around you uncomfortable as well. They see you as fake.

Therefore, people pleasing does you more harm than good. You automatically assign yourself as the lower social value creature in the interaction. But do you get any respect out of it?
Nah.
Quite the opposite. People now see that they can push you around. Fail.

'So, what if I am my authentic self?'
When you are your authentic self, you flip the script in a way. You are no longer sending off this needy energy.

You will be calmer, poised & comfortable in your own skin.
And people can sense that.

'How can they sense that?'
The subconscious mind, that's how.

The sub mind can sense when something is off & it will send signal to the conscious mind.

The sub mind can easily spot someone who is being fake, because the energy will be off.

Now I want you to know something. Even when you are authentic, everyone will still not like you.
'Huh?? Wtf! Why not?'
Because like I said, all humans simply cannot like you.
That's like me saying, 'if I drive extra safe, I hope no one cuts me off!'
Fools wish.

Say your authentic self has you unleashing a new level of confidence that you never knew you had! You will attract tons of people who **love** your energy.
But you will also attract more **jealousy**. People who are unconfident will despise you.

Because you have something that they secretly desire. This sparks jealousy.

Now smart people use jealousy as a compass to identify what they want out of life. But dumb people? They use jealousy as an excuse to be a hating ass bitch.

The bottom line is this.

Be fake: some people will like you; some people will hate you.

Be real: some people will like you; some people will hate you.

Which one sounds more appealing to you?
'Being real! Being fake is a lot of work & stressful.'
Exactly.

So just be yourself. Life is too short to put on this act. I used to be this person who faked niceness for acceptance. And where did that get me? **Absolutely** nowhere. Nowadays, I tell it like it is & if people like it they do, if they don't, oh well. And life is way more fun.

I want to leave you with one last message. Being real does not give you the excuse to be a rude sack of shit. Always

aim to spread good energy. It is absolutely possible to be real & kind.
Have truth in your message, but know how to deliver it with decorum.

When you just start being yourself, you will feel much freer. The people that you are attracting like you for who you are.
'And the people that don't like me?'
Just ignore em.

Ignoring em requires 0 energy on your end. All energy you can give to people that love you.

Since I've ditched the nice guy act for my authentic self, life has been much more fun. Your mentality switches from 'chase' to 'attract.' And attracting quality people is what the whole social dynamics game is about.
Begin attracting.

Once you adopt the 'attract' mentality, you will also begin to place more importance on:

Your opinion of yourself >> others opinion of you

And you will feel even more confident! This level of confidence will exponentially rise.

PART 4:
SOCIAL SINS

HOW TO NOT BE CHARISMATIC

This may seem like a funny chapter to you, but it shouldn't be.
A big part of learning what to do is also learning what NOT to do.

In the last section, we talked about the traits of a Charisma King.
But in this section, we are going to be talking about the traits that are not that of a Charisma King.

The moves that we are going to discuss comes down to social unintelligence.
Unfortunately, we know a lot of people like this. And as you read thru this section, you may realize you are like this in many elements of your life too!
If that's the case, make yourself aware!!

Charisma is a constant finetuning process.

But you need to iron out the kinks.

We will talk about rambling, asking irrelevant questions, jacking the spotlight and many more topics in this chapter. You will learn a few of the fastest ways on how NOT to be charismatic.
Surprisingly, you may find this chapter even more insightful than the last one.
Let's begin.

10 SOCIALLY UNINTELLIGENT MOVES

Socially Unintelligent Move # 1: Revenge

Your desire for revenge is ONLY ego based. Waste of precious time and energy. Forgive and Forget. Be socially intelligent even when you do not feel like it.

Socially Unintelligent Move # 2: Whining

People love to make fun of a whiner. They pity you. However, you mistake their pity as compassion. Fool. Stop whining. Vent to yourself in the car or find a therapist.

Socially Unintelligent Move # 3: Rambling

Get to the fucking point. The ONLY person that loves to hear you ramble, is your ego. Everyone is repulsed by your

lack of consideration. Reduce words. Increase message. Simple.

Socially Unintelligent Move # 4: Conversation Hijacking

'Hey Tim, I just got fired.'
Oh really? I remember when I got fired once *begins rant*
Why must you take your friend's mic away? He trusts you to confide in you about his pain. Put your compassion cap on and listen.

Socially Unintelligent Move # 5: The Neighborhood Nice Guy

Your life will be 10x harder as the nice guy. You are fake. Doing favors you don't want to do. Agreeing with points that are against your principles. Laughing nonstop. Knock it off immediately.

Socially Unintelligent Move # 6: Buzzkillington

You are a bundle of bad vibes. Joy. You consistently ruin jokes. Hell, most of your interaction is hoping someone messes up a point so you can jump in and insult them. You have convinced yourself that you are 'funny'.

Socially Unintelligent Move # 7: The Snake in the Grass

0 character. Wouldn't know character if it came and slapped them on their face. You gossip, spread rumors and lie incessantly. You're not fooling anyone. Your internal world is chaos. So you want others to suffer.

Socially Unintelligent Move # 8: The Me Man

You are about as egotistical as they come. You ONLY talk about yourself. Not a lick of compassion. When someone dares talks in the dialogue you shut down. Then when it's your time to talk, you spring back up and go into action.

Socially Unintelligent Move # 9: Drama king/queen

You are genuinely curious as to why you are always involved in Drama. It HAS to be someone else's fault. God forbid I look in the mirror. 'I am just a victim' you say. Keep telling yourself that.

Socially Unintelligent Move # 10: Mean Drunk

Everyone has drunk episodes. But you're different. You consistently get drunk ALL the time. To make matters worse, you are a bitter piece of shit that always starts trouble.

DO YOU RAMBLE?

In the social dynamics world, rambling is a cardinal sin.

Rambling will make you go from lovable to annoying really quick.
Humans **love** to ramble & **hate** to be rambled too.
If you think about it, rambling is a big part of our nature.
When a little kid is first learning words, they won't shut the fuck up!
Blabbering away.
In a cute way of course....

But as the kid gets older, they are met with a fork in the road.
Keep rambling or have a structured conversation?

If you look closer into your social interactions, people love talking more than listening.
-It's because talking is a subconscious act, you can do it on autopilot.
-But listening is a conscious act, you need cognitive effort.

Which is why when the kids get older, and they are met with the fork in the road, many choose the life of a rambler.
Talking away.
But a select few choose a different road.
The road of a listener.

Although their road requires more work, they are more loved in the process.
And as they are building their likability, they are listening to the words, experiences, and stories of others. This gives them more perspective & makes them more street smart.

Street smart = Social Intelligence= Charisma

While the rambler has their ears closed & social intelligence at a bare minimum.
Now to be honest, ramblers aren't malicious, they simply lack social awareness.

People ramble due to:

- Narcissism
- Loneliness
- Nervousness
- They were raised around ramblers
- The story means a lot to them

And in some cases, a little rambling is fine.
But when it goes from an isolated act into a generalized personality trait?? You are committing a social dynamics sin.

You can't control the moves of others, but you can control your own moves. Ask yourself, are you a rambler?

Find out why you ramble & do something about it!
(Finding out why makes it much easier to do something about it.)

It's as simple as:

1. Making yourself aware.
2. Consciously focusing on the present.
3. Listening.

Bonus Tip: Enter each conversation with the 70/30 mindset. 70% listening & 30 % talking. Of course, adjust those numbers if you are talking to someone quiet.

Charisma awaits homie.

SOCIAL QUIRK: THE ANNOUNCER

Avoid being the person always announcing how quiet someone is. Obnoxious move.

Make the quiet person less quiet by asking intelligent questions. Simple.

People can be quiet for many reasons. But two common ones are:

1. something is on their mind

Or

2. the person is shy.

But despite what the reason is, announcing their quietness does more harm than good for the social interaction. Here's why.

You have made them self-conscious. Now they may do one of the two:

1. Force a lot of convo to disprove this quiet label.
2. Become quieter.

Get it?

Not socially intelligent on your end. Flow fam.

My suggestion is adopting listening over speaking mode.

'Listen? But they are quiet. Shouldn't we talk more?'

Nah. Bring em out of their shell with poise. Be genuinely curious in your questions.

Want to know a secret?

Most shy people have a lot of personality. They just need to get comfortable with your first.

And for people that are lost in thought, it is a great chance for you to guide them back to the present.

So show your social intelligence next time. Be a Charisma King.

IRRELEVANT QUESTIONS

There are a lot of conversation errors that people make.
Like cutting someone off, not paying attention & having your eyes wander.
And those mistakes must be avoided!

But lately, I have been noticing another big mistake.
Not once or twice sort of times.
But in **multiple** occasions.
'What is that?'
Irrelevant questions.

Recently, I was having a conversation with my friend regarding public speaking.
He genuinely seemed curious, so I decided to help him with a lot of common public speaking concerns.

As we were talking, I noticed his eyes began darting out of nowhere.

(Whenever people go from strong eye contact to weak eye contact, it means they stopped paying attention.)

I continued explaining anyways on practical methods to overcome speech anxiety.
By the time I was done, he responds with:
'Hey bro, been to any good restaurants lately?'

Huh???

What the fuck do restaurants have to do with public speaking?
Needless to say, I wasn't giving him any more public speaking tips after that.
But this isn't about public speaking.
This is about executing the #1 responsibility in a conversation.
'What is that?'

Paying attention.

When you pay attention, the questions seem to present themselves.

You don't have to think of new questions to ask, but rather follow up further with something that was already mentioned.

In a conversation, there are 'hooks.'

Hooks are portions in a conversation that you can expand further into with questions.
And in many cases, people purposely leave hooks hoping for you to ask about it.

In many occasions, the conversation does dry out, so you can think of a brand-new question.
But when someone is speaking & in many cases going out of their way to help YOU, then it's a duty to ask RELEVANT questions.
'How do you define relevancy?'
I define relevancy as the context of the question in relation with the context of the conversation.

My friend's question asking about restaurants wasn't a stupid question.
But in the context of a conversation that dealt with public speaking? Stupid question!
It showed that he was not paying attention & he plummeted his likability in the process.
From here on out, be more considerate.
The #1 reason that you have a hard time paying attention is because you are not curious about others.

If you adopt a more curious mindset, then your mentality shifts on its own.

Social anxiety melts because you are putting more spotlight on the other person rather than on yourself.
Narcissism melts because you now listen more than you speak.

That's how you play the social game.
After reading this, you'll notice how many people make this conversation mistake.
Good people who simply do not know better.
Oh well...
Just make sure you are no longer one of them!

WHINE CITY

If you are out with your friends, avoid complaining about work the whole time. An occasional vent is whatever. But to be honest, my friend, no one gives a fuck about why you have it so tough. People are trying to unwind & relax. Do not kill the mood with whining.

'But...but..they are my friends! I should be able to whine around them nonstop.'

Incorrect.

They are your friends, yes. But you need to maintain some decorum from your end.

'Can I vent at all?'

Sure. But don't overdo it.

'Mind explaining why? Just curious.'

Sure.

As we get older, the responsibilities begin to pile up. People who are growing up simply do not have all the time in the world to hang out with people anymore. They plan their social events accordingly.
'Ah I see. Yea I noticed I've been doing the same since I'm so busy!'

So when these people are hanging out with their friends, they see it as a break.
'A break?'
Ya. A break from a lot of life's responsibilities to kick it with some good people. Their main goal is to have a fun time.
'And how do they do that?'
By being around **positive** energy.

How would you define a whiner, positive or negative energy?
'Negative.'
Exactly.

Whining kills the upbeat vibrations of the social event.

'Wow, of the entire event? I thought I was the only one being negative?'
Nope. Remember, **energy is contagious.**

So acting like the buzzkillington for the night will affect the moods of everyone around you. Very selfish thing to do from your end.
Just because you feel negative, you want everyone else to join you in the misery.

'No no... I didn't want that! Just wanted to vent a little!'
Well, you can do that sure. I recommend if you vent, make it quick. Don't spend the entire night venting.
There are some exceptions, of course.
Ex: Like when your friends take you out after getting dumped. The night is for you, so you can vent more then.
Context is key.

With that being said, remember 2 points.
1. Everyone in the group has problems too. They just choose not to bring it up incessantly.
2. They really do not give a fuck about your problems. Lowkey many are happy you have problems because now they don't feel alone.

'Gotcha! I will change my ways. Anything else that happens when I whine too much?'
Yep. Likeability plummets.

Whine enough times & their subconscious mind will associate you with a negative feeling.

No one willingly wants to feel negative. You will soon be avoided.

'Wow okay! Gotcha. I'll change my ways & have a good time nowadays!'
Good.
'Question. How do you vent?'
I normally vent to a few trusted friends or just talk to myself. I rarely vent & whine to a group because it makes me feel uncomfortable. See if that works for you.

Keep these tips in mind next time your hanging with your friends. Be known as the Charisma King rather than the neighborhood sourpuss.

SPOTLIGHT JACKING

Here is a mistake: When someone is telling you a story & instead of asking them follow up questions, you make the story about you.

'I also remember when something like that happened to me.....'

And you go off on a long tangent.

This quirk plummets your likeability.

'Oh shit! I do this a lot!! Are you telling me that people are resenting me for it?'

Ya.

'But I just wanted to show that I have something in common with their story.'

I know. You have the right heart, but the wrong tactic.

Let me explain.

When you make the story about yourself, it makes the other person think:

1. You were not paying attention.
2. You are being self-centered.
3. You are being annoying.

'Gotcha! Is it ever okay to include myself in the story?'
Sure.

Contributing some points of your own can actually make the storyteller feel like you are paying attention.

But make sure to give the spotlight back!!

That's where many people make a mistake. They start off by contributing... Then they contribute some more.... And more.... And eventually, they contribute so much that now the story is magically about them!

SOCIALLY UNINTELLIGENT.

Would you like it if you were telling someone a funny story & they made it about themselves?

'Not at all.'
Well, other people are the same way. Be more considerate.

Here are a few possible ways to handle this social interaction:
-Ask questions. Analyze their tonality to see which points excite them & ask a question about that.
-Make them elaborate hazy points.
-Contribute, then give the spotlight back.
-Listen.

'Dang man, I feel like a jerk for all the times I stole the spotlight.'
It's okay, better late than never. Just make sure you fix this quirk for future interactions.

Now with that being said, this is a very easy fix to make. Most people do not spotlight steal out of maliciousness. They do it out of a lack of awareness. This discussion has now made you aware, so there should be no reason for you to do it in the future.

As the old saying goes:

'Charisma isn't about getting other people to love you. Charisma is about getting other people to love themselves.'

Now you know how to carry a conversation like a charismatic beast.

HAVING A SOUR ATTITUDE

I want to share a story about why you suck at communication skills.
Errors that are not only costing you likability, but money as well.
The world is highly interconnected.
And having poor interpersonal skills always finds a way to come back & bite you in the butt.

Recently, I ended up driving to a meeting.
As I was driving to this meeting, I noticed it was excessively hot.
Florida is already known for its hot weather, but today was different.
93 degrees & the car's AC didn't seem to be making it any cooler.
So, I did what any sane guy would do.

I dialed up the AC to full blast.

'Did that help??'
No..
Now, it just blew warm air at **full blast**.
Hm.. I definitely can't spend the whole day like this.
Something has to change.
So I end up going to a local car shop.
A car shop that apparently specializes in fixing ACs.
I guess a service like this is really needed for Florida.

I go inside, and I see a gentleman in his 60s manning the cash register.

He doesn't greet me as I walk in. Rather, he is intently observing something on the cash register.
I stand there in front of him for 35 seconds before he finally looks up and says 'Yea?'

Hello good afternoon. Hope you are doing well. My AC stopped working. Do you guys add freon here?' I said.
'Ya, but you have to wait till Saturday.'
Do you have any other day closer by? I responded.
'Nope.
'Dang, its super-hot' I said jokingly.

'Not my problem.'

This dude was clearly not the most empathetic type.

I told him I'd get back to him & dipped.
I decided to drive around looking for a different place. And I found another spot that also specialized in AC fixing.
I parked my car & walked into the office.

'Good afternoon! Welcome to Ice Auto Shop. Is there anything I can do for you??' A woman enthusiastically greeted me with.
She was in her mid-30s & had a bubbly personality.
I let her know of my situation & told her what was going on.
'Oh, I am so sorry sir. But we are booked. The earliest I have on my calendar is on Saturday, is that okay?'

I was a little frustrated considering I had to still wait.
'It's really burning out there sir. So I understand how you feel. But we will definitely get you all caught up this Saturday!'

I was frustrated at first. But after her level of compassion, I was not NEARLY as frustrated as with the dude from before.

Same wait days for both auto shops.
Guess who I ultimately chose to work with?
The second person, NO BRAINER.
And that is a little story on social dynamics.

In this story, the gentleman committed 2 big social dynamics sins:
1. He lacked enthusiasm.
2. He lacked empathy.

When I entered the office, he was didn't even greet me. Very rude way for a store owner to behave.
Buts what's worse was the fact that he didn't have the empathy to relate or acknowledge the problem his customer was facing before he gave a rebuttal.
The sweet women was 100% different. She greeted me in a bubbly fashion & related to my problem before gently offering a rebuttal.

This story is a lesson to you in terms of social interactions. It really is a game of being able to **adjust**.

But more importantly, it's a game of seeing the gray areas in life.
Don't worry so much about logic when it comes to humans.
Especially a human who is going thru a tough day.

Human's who are going thru a tough day tend to think way more emotionally than they normally would.

The gentlemen technically said all the right things. So logically, he did well.

But in terms of emotionally, he lacked energy & the ability to connect to the person he was speaking with.

Take 5 steps back & avoid making this same error.

Observe the tonality your recipient is speaking with.
Their tone will give insights into their emotional state.
From there adjust if need be.

Maybe, you will get added business like the bubbly woman did.
Just something to ponder the next time someone shows you attitude.

PART 5: CHARISMATIC SOCIAL MOVES

HOW TO MOVE WITH POISE

Just like a superstar athlete has a bag of tricks, the Charisma King also has a bag of tricks as well.

Some of the tricks may seem like common sense. But you know what they say: Common sense ain't so common!

Just like a scrub basketball player rolls their eyes at a superstar basketball player:
'That jump shot is so easy!' the scrub says.

Oh yea? If it's so easy, how come you are not a superstar too?
It's because the scrub does not put in the same level of work as the superstar. The move is not easy. It's actually very difficult.
However, the superstar makes it look easy.

Why does the superstar make it look easy? It's because they practice the fundamentals. Not the list of gimmicks out there.

In this section, we are going to be covering the fundamental Charisma King moves. You'll learn about the strategic silence, the art of the joke, how to listen effectively, and much more.
You ready?
'Yezzir.'
Awesome.

BODY LANGUAGE 101

Walk into interactions thinking everyone loves you. Your body language will automatically send off positive energy. Even if the person didn't originally like you, they may change their mind.

Much better option than thinking everyone hates you.

Understand that your body communicates a lot of energy. Much more than your words. Let me explain the importance of body language & a few basic power moves.

Did our ancestors communicate with vocal language or body language?
'Hm.. no words back then, so body.'
Exactly. Human beings are visual creatures.

So subconsciously they see the body first & hear the words next. You are being judged by the energy you give off.

1. Smile

Smiling makes you feel good. Smiling makes others feel good. Mirror neurons homie. Just do not smile the whole interaction. You will look fake.
I typically like to introduce myself with a smile & sprinkle it here n' there in the convo. Find your sweet spot.

2. Palms

Palms wield power. Palms gives other people insight into your soul. So avoid tucking them in your pockets like a tityboy.
When someone sees your palms, they trust you more.
Note: AVOID POINTING. It's a gesture that threatens someone else's subconscious mind.

3. Eyes

Wide eyes make you look creepy. Darting eyes make you look unconfident.
Fix?
Strong contact with a light squint. Gives you a gentle touch.
Breaking contact every now & then is fine. But break eye contact to the side, not down.

4. Tonality

It's not what you say, but how you say it.

Avoid monotone, soft voice, or aggressive tonality.
Work on finding your authentic voice. I highly recommend reading stuff out loud & recording yourself so you can become more in tune with your real voice.

5. Personal Space

Don't be that creepy person invading someone's personal bubble when you just met them.
You may not mean harm, but their primal self does not see it that way.
I can't give you an exact distance measurement to follow since it depends on context. Use your gut.

6. Posture

Poor posture makes you look like a bum. Slouched shoulders, dragging feet, heavy ass chin... all low energy moves.
Go to the gym & take care of your body. Your posture will fix in due time.
Also, try walking while balancing a hard textbook on your head.

7. Ticks & fidgeting....

Your body language communicates your internal world to the external world. Fidgeting is your intense emotions leaking out.

The best way to fix it is by becoming consciously aware when it is happening & fixing it on the spot.

Now I just want to leave you with 2 exercises to fix your body language if you have been struggling.

1. Talk in front of the mirror.
2. Record yourself talking.

Seeing yourself in 3rd person is a major key that will have you feeling super confident.

You'll see improvement in no time.

Want to know a secret? Most humans aren't paying attention to your words. You can barely keep pay attention to the thoughts in your mind. What makes you think that others are paying attention to all of your thoughts?
Truth is, they are not.

So it is your body that people are focusing on.

1. Humans are visual creatures.
2. Humans are emotional creatures.

If you want to be charismatic, you need to hammer these 2 concepts in your mind!! Luckily body language tackles both of these pain points.

FOLLOWING UP WITH OTHERS

The art of the follow up.

I don't think most humans have an issue building a connection.
I think most humans have an issue with maintaining a connection.

And the reason for this is because we do not maximize the art of **following up**.
But if you think about it, that's the most important part.
Imagine you go to a club & end up getting a cute girl's number. However, after getting the number, you decide to never contact her, then what was the point?
'Uh...'
Exactly, it's the same concept in the social world.

Social Bonds Formation 101:

1. Break: enter their world by introducing yourself.
2. Spark: get to know each other.
3. Maintain: exchange contact info for follow ups.
4. Strengthen: follow up.

In order to solidify a social bond, you need to be able to go from 1-4. Just stopping at 1-3 will have you wasting a lot of time. It's like blowing in a balloon & not tying the knot!

There has to be 1 person who takes the responsibility for the follow up process. You may have been in the clear for a while because the person you were talking to decided to reach out first.
But this is a very passive approach to take.
Rather, be active. Make sure you make it a priority to follow up after you meet someone new. Just a quick 'hey it was nice meeting you.'

Because remember, my friend, humans are creatures who overthink.

Especially in today's world where information is abundant. If you actually want to build a bond with someone, and not be forgotten, then you need to make your presence felt! You have text, Skype, WhatsApp, phone call & so much more.
So take the accountability to finish steps 1-4 in the social formation cycle.

It's the little things that matter in the social world. You would be surprised by how many people lack social etiquette nowadays. If you are someone who can maximize your social skills, you'll always find a way to stick out.

My challenge to you is to hit up 1 person that you haven't talked to in a while & say 'what sup.'
That's it.
You'll feel more powerful in your social life after you send that message.

THE ART OF A JOKE

Learn to tell a joke.
Learn to take a joke.
Learn to not be a joke.

1. Learn to tell a joke

The art of telling a joke is a huge foundation of being likeable. The wording of the joke is not the most important. How you deliver it, is.
Light tonality & smile. Work on telling short jokes & a story that builds up to a joke.

2. Learn to take a joke

Do not be the thin skinned. An occasional joke thrown your way is harmless.

Getting offended whenever someone has a little fun will drop your likeability and will have people walking on eggshells around you.
Avoid.

3. Learn to not be a joke

Do not be the person who is the laughingstock of your social group. This typically happens when you either:

1. Have nothing going for you
2. Have 0 depth.

All you know is how to joke all the time. Fix? Pick up some goals & develop some substance.

Believe it or not, adopting these 3 key principles will turn your social life around. Very simple & to the point. Now go practice it. Be charming & a boat load of life opportunities will start to appear before your very eyes.
Magic.

STRATEGIC SILENCE

Shy people are self-conscious to talk.

Quiet people are not self-conscious, they just don't care to talk too much.

They are mainly listeners, deep thinkers & observers. But when they speak, their words hold volumes.

'Do you think being quiet is a bad thing?'
Nope. Being quiet can be quite strategic.
'Strategic??'
Yep. Time for a little social dynamic 101:

Want to know a secret?
'Sure...'
A lot of people become snakes by accident.

'How do you become a snake by accident?'
When you never shut the fuck up.

When you talk too much, you end up saying more than needed. Other people's secrets often get spilled in the process too. I'm sure you had many moments when you're like:
'Dang! I shouldn't have said that.'
Even if it was an accident, the person whose secret you spilled will be pissed. They trusted you & you let them down. They will classify you as a snake.

When you always run your mouth:
1. Your words lose value to others.
2. You risk being a snake.
3. You give emotional responses, not logical ones.
4. You are seen as a nuisance.

Now I'm not telling you to stop talking. I'm telling you to stop talking so much.
Being a little quiet isn't bad. Hell, it's often a byproduct of maturity & social intelligence.

'So what do I do if I'm not talking?'
You listen. Listening is where the money's at.

'Listen? That sounds soft.'

Nah. It's the exact opposite. It's strategic.

Good listeners are:

1. Loved by their peers.
2. Have a stronger focus muscle.
3. Have laser like observation skills.
4. Always in growth mode by learning.

Believe it or not, good listening skills lead to more confidence.

'Ya right! Now I know you're lying.'

Not at all. Give it a try.

Listen 70% & talk 30% in your next 10 interactions.

You'll notice yourself feeling more energized & confident. No lie.

Obviously, there is a balance. Don't just be quiet all the time. Just know when to leverage it. It's an efficient way to hack your wisdom & unlock your inner Charisma King.

Be able to distinguish the shy ones from the quiet ones.

- The shy ones are nervous of their moves.

- The quiet ones are assured of their moves.

They are seeing what many aren't.

HOW TO DEAL WITH UNWANTED ADVICE

People who give unwanted advice are not always against you. They may do this with a pure heart. They made a mistake that they want you to avoid.

'Why?'

Because they care about you. Hear em out before shutting them down.

In order to be socially dynamic, you need to have social understanding.

A part of that is to be able to read people. There are always nuances.

3 groups of people who give unwanted advice:

- big headed
- unaware

- caring

Big headed

This group just likes to hear themselves talk. Mouth is always running like Usain Bolt. They don't give a fuck about you. Their 'advice' is a way to just brag about how great their life is.

Unaware

This group is not malicious. But they think their way of doing things is the only way. So, they give you advice thinking you want to lead the same life they currently are. Social unawareness at its finest.

Caring

This group sees your present-day self in their past self. They are genuinely looking out for you. Even though you didn't ask for advice, they feel like it's their duty to save you some heartache.
So, they give the advice to save you your most precious asset. Time.

Be able to distinguish between the 3 groups. You'll either waste your time or save it. Be open minded but maintain your judgment.

SOCIAL TACTIC: SELECTIVE RESPECT

Respecting everyone is overrated. Don't reward snakes, haters, cloutchasers with respect. Punish them with distance. Respect is reserved for respectable people. Not bitchmade clowns.

'But I thought we were supposed to treat everyone with respect?'
Treating everyone with respect does you more harm than good. Let me use an analogy to explain...

Let's talk about money for example. What do you spend your money on?
'I spend it on quality items that can benefit me in some way.'
Why don't you spend it on shitty products too?

Because that would be a waste of my money!'
Exactly.

Same concept applies to people.

Your time is wayyyy more valuable than money.
Not even close.

So why are you spending your time on shitty people?
crickets
Exactly.

You can be spending that time & energy on respectable people instead. Plus!
Never reward bad behavior. A snake or hater who are rewarded with respect will think their behavior is acceptable.
Fuck that.

Treat them like the bottom feeding shit heads that they are.
'How??'
With distance.
'Why not attack back?'
Because distance bothers them more.

If you attack a low social value person back, they strangely feel honored. The fact that they were able to get a reaction out of you is an accomplishment to them. They are pathetic losers with nothing going on for them.
Getting attention, good or bad, is great for them.

But distance? Silence? 0 acknowledgement? Makes their skin CRAWL.

Funniest thing ever. Most beautiful part? You are wasting 0 energy on them. All energy you can give to a respectable human being.

Remember, reward GOOD behavior with your energy.
And that's it! Remember, respect is earned. People who demand respect without doing shit, don't deserve shit.
It is a gritty world, and in order to stay ahead you need to use your energy efficiently.

PERSUASION

I'm sure with the rise of social media, you have heard the term 'influencer' thrown around a lot.
Nowadays, it's gotten to a point where anyone with a couple of followers are calling themselves an influencer.
But are they really?
Does your follower count dictate your persuasion skills?
NO.

To be honest, you don't even need followers.
You have the ability to persuade solely by yourself in the real world..
In the digital world, follower counts help build social authority, sure.
But it is not mandatory.
'Then what is??'

Hold on there tiger. I will tell you. But first, I need to explain what persuasion is.

My definition of persuasion is:

Altering perceptions to cause a behavior.

Which is why having a big follower count does NOT mean you are an influencer.
There are many accounts who grew large because they solely provide entertainment.

But do they cause their audience to take any form of action?
Not really.

They provide great entertainment, which is admirable.
But ultimately, are you getting a certain behavior out of them?
That's what you need to ask yourself.

Now the key to persuasion & influence is by doing less.
TAMING YOUR EGO IS MANDATORY.
EMPATHY IS MANDATORY.

But that's not how you have been taught persuasion.

You have been taught that the person who is the best with words will cause a behavioral change.
Wrong.
In many cases, that will work, sure.
But it is not the most effective method.

Which is why taming your ego & empathy is mandatory.
It allows you to enter the other person's world.

Every human has a perception map.

A perception map is their reality.
Their reality is made up of their unique life experiences, relationships, friendships & all that.
And the perception map of a human is like a finger print.
No one has the same exact ones.

This is why the number 1 goal of persuasion is entering the person's world..

Figure out the language they use, the way they think, their opinions etc.
'Well, what if I don't agree with their viewpoints?"
Don't matter.
Understanding does not equate to agreeing.

Push past your ego & understand away.

Next, you have to be clear about what you want them to do.
What is the action you want them to take?
If you are reading this right now, then somehow you were influenced to open the book listing page & click buy.
2 action points.

You have to have a PRECISE intent.
Without it, you will be having an aimless convo about nothing.

Finally, you ask strategic questions to get them to your intent or provide so much value that they make the decision themselves.

Path 1: Strategic questions that direct them to your intent.

These questions will allow them to think they thought of the idea themselves.
No one likes to be sold to but everyone likes to be sold.
Counter intuitive, I know.
But human nature is tricky.

Path 2: Immense Value

You provide so much relevant information that speaks directly to that persons world that they want to know what's next!
In that case, you drop a call to action in the bottom.
And at this point, they will feel silly for not taking action after all the value you gave them.

Both ways work.

But this is the knowledge as to why a person with 1,000 followers can have more influence than a person with 1,000,000 followers.
A 1000 followers' guy may know **exactly** what their market wants, addresses those pain points & helps give an action plan that will take them away from the pain.
While the dude with the 1,000,000 followers is posting cat videos & piling up likes.

Life is a game of influence & persuasion.
Exercise this skill set & watch your power rise.

THE ART OF LISTENING: SPONGE VS TRAMPOLINE

'Ha Mikey was letting me talk the whole time, I am such an Alpha.'
No you dumbass. Maybe he was doing a thing called paying attention? Mikey is the Alpha for being able to active listen to your egotistical bullshit.
Active listening will always trump narcissistic talking.

Listening is a lost art in today's noisy world.
'What's the big deal about listening? Speaking is way more powerful.'
Incorrect.
It is listening that trumps speaking.
And believe it or not, being a better listener will make you a better speaker.

'When you talk, you are only repeating what you already know. But if you listen, you may learn something new' -Dalai Lama

And he is on point. Listening is a supreme conscious act.
'What's the difference between hearing and listening?'
Good question..

- Hearing is a physical act.
- Listening is a mental act.

Most humans are simply hearing your words. But they aren't paying attention. But a rare group are hearing & listening. These group will skyrocket in growth due to this.

'Why?'
Because of the clues.
'What are the clues?'
The clues are what successful people leave behind.

Think about the successful people of any field. They literally give away their blueprint.
'Ya right! Give me an example.'

Kobe Bryant. Watch a few of his interviews & he gives you his many formulas of success.

Successful people are winners. And winners love to see people win. Which is why they give away so many clues to succeed in life. All you need to do is listen & you shave of years of trial and errors.

'Okay I want to listen more. How?'

Sponge & the Trampoline

'What that?'

1. **Sponge listening:**

You are absorbing all of the information. A lot of pure listening, head nods, mhms etc.

You aren't saying much, you are mainly listening. This type of listening is best for when you are a shoulder to cry on.

2. **Trampoline listening:**

This is when you are taking in their points & amplifying it. You amplify the points with questions, asking them to expand, or contributing yourself.

For this style of listening you are talking more. Trampoline listening is great for social interactions.

Practice these 2 techniques.

Remember, listening is a mighty skillset that only a few can master. But once you improve it, you separate yourself from the herd!

HOW TO INTRODUCE YOURSELF

The person who introduces them self already establishes the higher social value. Your ego tries to convince you that breaking the ice is creepy.
Nah. It's only creepy if you think it's supposed to be creepy.
Fix your mindset.
Smile + Say Hello.
Exercise your social muscle.

'What is this social muscle that you speak of?'
It's your muscle that makes it easier to be social.
'How can I see this muscle?'
You can't. It's invisible like your mind. But it is there...

Your social personality is dynamic, not fixed.

When you internalize this concept, you realize that charisma can be exercised into your existence. But it all starts with the social muscle.

Just like most things in this world, being social is a skill. Hence, social skills. If you are someone who is socially awkward now, that just means your social muscle is weak.

'So how do I strengthen this muscle buddy boi?'
From the following steps:
1. Mindset shift
2. Social knowledge
3. Social experience

1. You have to make 2 mindset shifts.

View social awkwardness as Chapter 1 & not the Conclusion.

-This shift unlocks your optimism & enthusiasm.

Go from a scarcity -> abundance mentality regarding people.

-This shift takes pressure off you & allows you to show authenticity.

Now don't worry about switching your mindset immediately. Step 1 was to just make you AWARE. Once your conscious mind is aware, you have gotten the ball rolling. Step 2 & 3 will internalize the mentality switch.

2. Social Knowledge

For social knowledge, you are learning the fundamentals of charisma in this book. The more you re-read, the more your awareness will continue to expand like fire.
The social knowledge lights up your inner Charisma King & you gain more perspective.

3. Social experience

This is you going up to people & talking to them. The reason it's better to start the convo is because it is an active approach. Your social muscle gets one hell of a workout this way & speeds up your progress to charisma.

You don't want to overanalyze & think of the perfect thing to say. Just go up & say hello.

This is where the abundance mentality kicks in. You stop caring what one individual will think of you. Because

around this point, you realized there are billions of people out there.

'Can't I just wait for other people to introduce themselves to me?'
You can. But that's you relying on the external world to strengthen your social muscle.

You going up to the person is you relying on your internal world to strengthen your social muscle.

That's confidence.
But more importantly, my friend, it shows courage. Just like in any field out there, the top performers are the minority. Same in the social dynamics world:
-The minority spark the convo.
-The majority wait for the convo to be sparked.

Which is why the person who breaks the ice starts off with the higher social value. Don't view it to be creepy. View it to be a reward.

Every time you introduce yourself at a party, spark up small talk with the uber driver, give a stranger a compliment, you have exercised your social muscle!

You do not see linear progress You see EXPONENTIAL progress. A few interactions in & you feel more confident than ever!

This 3-step process will change your life forever.
Taking the active approach will open up many doors for you. Some people will not want to be social. Oh well!
When one grape falls onto the ground, do you cry about it?
'Fuck no.'
Why?

'Because I have many more grapes.'
Exactly. You have many more people around you as well.

Eventually, you'll feel a sense of ease when you're around people. All because you were willing to be uncomfortable for a while. That's how you make moves. That's how you go from:

- Socially awkward -> Socially savvy

POLARIZATION

Ditch the 'I need to be polarizing' mindset.

- *you will polarize, but makes you seem like a try hard.*

Adopt the 'I'll unapologetically be myself' mindset.

- *you will polarize, but now you seem more authentic.*

'Wait I thought all good Charisma Kings were built thru polarization?'
In many ways, yes. But it is rarely their sole focus to polarize. It just happens by accident.

There are 2 ways to build your brand as a person:
- I NEED to polarize.
OR
- I will just be myself.

So, both methods work. But the social bonds & personal fulfillment is completely different.

I NEED to polarize:
This group has an end game in mind. They want to see how they can get the most buzz. So, they find a way to architect it.
They look for gimmicks & tactics to see how they can rile people up. Many times, they are speaking their truth. But in many cases, they pander because they know it will divide people. It will force people to choose sides.

Does it generate attention? Yes.
Does it polarize? Yes.
Is it a quick route? Yes.
Is it fulfilling? Eh, doubt it.

I will just be myself:
This group has no end game. They just share their unfiltered thoughts, feelings & opinions with the world. Authenticity.

'Do they polarize?'
Yes.
'Wait really?? But they aren't trying to be controversial.'

Yea, I know. But understand that polarization is often the byproduct of keeping it real.

Any opinion will polarize.

You'll just notice it when there is a lot of attention being placed on it. If you see everyone agreeing on something, it's most likely a fact.

This is why serial killers have fans.

This is why millionaires you donate to charity get chastised for not donating more.

This is why you see stuff that should clearly be demonized, be normalized.

It's all a matter of perception.

'Why are you telling me all this?'

I'm telling you all this because you don't need to try so hard to polarize & rattle people. You'll do that by just being yourself.

But when you do it by being yourself, you'll enjoy it MUCH more than when you are putting on an act.

Plain & simple.

PART 6: DEALING WITH NEGATIVITY

LEARNING TO BE UNBOTHERED

I'd be silly not to include this chapter.
There's a beauty about charisma, don't get me wrong.
However, there are a lot of dark sides.

It comes in when you realize that charisma comes down to dealing with people. And humans are creatures who have the potential for HIGH entropy.

Entropy means chaos.

Some of the chaos can spill over to your side. And it is up to you as the Charisma King to learn to deal with the negativity with poise. There are many social characters out there & you need to remain aware of them.

You'll be surprised, but charisma does come with hate. In life, dualities exist.
Where there is love, hate is not too far away.

I want you to learn how to adopt the unbothered attitude. Learn how to navigate around haters, snakes & deal with disrespect with poise.
A Charisma King does not let peasants get to them.

And if someone adopts hate mentality, know that they are peasants. They ain't on your level.
Let's see how you carry yourself when the dark sides of charisma are involved.

THE DARK SIDES OF CHARISMA

We are going to take 2 different turns.
The 2 turns are going to be completely unrelated, so get ready.

The first half we are going to talk about the Dark Side #1 & for the second half we are going to talk about Dark Side #2.

Dark Side #1

Being charismatic is not a finite goal.
It is something that you chase for life.
Each life experience you tackle leads to unlocking new levels of charisma.
And each level that you unlock, the more flexible you will feel in social interactions.

'That sounds like a good thing Armani..'
It is.

But the dark side is that you are going to spark **a lot** of jealousy.

Were you ever a loser before?
In elementary, middle or high school?
Don't lie, I know you were.
Did you ever see the person that EVERYONE loved?
And for some strange reason you thought 'What's so great about that guy?'

That's going to be happening more often with you.
Some haters will be easy to spot & others will be sneaky.
The people that are easily agitated by you will typically be very low energy.
They will be agitated by your enthusiasm & how many people fall for you.

The person who is difficult to spot will display covert hostility.
They will smile to your face, but behind your back?
They'll say stuff like:
'Johnny seems fake..... I hate his lovey dovey persona..... He is definitely putting on an act.'

A lot of people (not all) with low energy resent people with high energy.
Now remember, all types of high energy is not great. Ex: Overly talkative, angry, interrupter etc.
But tamed high energy (charisma) is great.
Those who lack it often resent it.

This is part 1 of the Darkness in Charisma.

Charisma will bring more attention to you.

And attention will bring love & hate.
Don't think for a second just because you are charismatic that you have unlocked a cheat code to never be despised.
You will now be able to connect quicker, but you will still spark jealousy along the way.

But lets be real.

Be charismatic & be hated by losers or not be charismatic & be a loser?
I'll let you choose that one.

Dark Side #2

So this is something that I want you to be aware of with other charismatic people.

Understand that just because someone has social presence does not mean that they have integrity.
A lot of charismatic people can also mask being a psychopath.

It was Ted Bundy who was known to have a very attractive personality.
But guess what?
Mofo was a serial killer!!

Which is why you need to be aware.

Just because they are saying all the right things, does not mean that you stop remaining aware of your environment.

People with the attractive personality have a way of pulling you into your world & having you get lost in the moment.
But don't fall for that.

Charismatic people are great with words.
And those who are great with words are great with moving emotions.
Emotions spark actions in others.

But if the person wielding the words has no integrity, then they go from persuading to manipulating.

Sinister, but true.

They are snakes who are higher on the social ladder.
Ever heard of the people who burn bridges to get to the top?
Well, this is the group.

Those are the 2 Dark Sides of Charisma.
The good brings warm feelings & the bad brings awareness.
Both are needed.

So now that you know what to expect & what to avoid, use that to execute.

1. Expect haters even when you have an attractive personality.
2. Maintain integrity when you unlock the power of the attractive personality & stay woke with people who are good with words but toxic with actions.

SIGNS OF A SNAKE

1. Watch how they speak about others

How they speak about others is how they speak about you when you're not around.
Remember, people who badmouth others to you, will badmouth about you too. Be on the lookout for their speaking patterns.

2. Observe their behavior when you get a W

Do they seem strangely quiet & a little bitter? Those are the people who are not remotely happy to see you win.
They act all buddy buddy with you, sure. But they are prone to switching up real quick. Cut ties.

3. Has the rep of a snake

If multiple people are saying the EXACT same thing about a person, then listen. These people may be warning you of what is to come.

Remember, snakes are not only devious with you. They are devious with everyone. It is in their core.

4. Cheaters

If they show 0 integrity to their partner, what makes you think they will show integrity towards you?

crickets

Exactly.

Cheaters turn out to be the biggest snakes. They will slit your throat soon as the opportunity presents itself. Cut.

5. Drunk talk

Snakes tell on themselves when they are drunk. Listen carefully. Their mask is completely off. See how they are talking towards you.

If they are hating bitches drunk, then they are hating bitches with a mask on when sober. Know that.

6. Poor judgment

Watch out for those friends with awful judgment. There always seems to be 2 options & they find a way to choose the wrong one.

These people are not malicious snakes. But they become snakes anyway from sheer stupidity. They share info that should be a secret.

7. Excessive free time

Too much time makes you do reckless things. They are bored, so they spice up their day with drama.

A snake is often born from excessive free time. See who in your circle has 0 goals. Keep a close eye on them.

8. Observe the content they consume

Snakes often consume gossip, reality shows, hateful content. Does that sound like the makings of a winner?

These foolish people are rewiring their subconscious mind & have no clue...or maybe they do. But regardless, potential snakes.

HOW TO DEAL WITH SNAKES

I am a firm believer in making things as easy as possible.
The easier it becomes, the less room for error on your end.
Once you simplify, you just do the needed tasks & move on.
But here's the funny thing about humans...
We like complexity.

We like complexity because simplicity scares us.
Our entire lives, we were taught to be complex.
When we were in school, we were learning 6-7 subjects, not one.
We mainly multi tasked.
We played with 1 toy, before we went searching for the next.
Our fear of missing out, led us to stay busy.

But I'm here to tell you that in the real world, complexity is a waste of time.
Especially when dealing snakes!

A snake is a character in the social dynamics world, known for backstabbing.

They smile to your face & talk shit behind your back.
'Are snakes & haters the same?'
Nope.
You know exactly who your haters are. But you aren't quite sure who the snakes are.

And the fact that you don't know who they are makes the day of reckoning sting a lot more.
When you find out that you've been back stabbed by someone who you had love for, it hurts.
You feel betrayed, disappointed, confused .....and **angry**.

The level of anger makes you make your next move very complex, rather than simple.
And that level of complexity is known as revenge.

Revenge is your untamed ego's next plan of action for you.

Since this snake back stabbed you, you feel like the most effective move is to hurt them in some way.

So you use your emotions & mind to devise a plan to get your revenge.
Rather than work on your goals, you allocate most of your time towards the getting them back.

Results?
Further hurt on your end.
And at this point, you have strayed so far from your path, that now you find it difficult to go back to your mission.
All the energy could have been used on your goals, dreams or desires.
But no.
You gave it to the snake.
Want to know the saddest part?
You made the snake feel important.

More often than not, the snake is happy that you find them so important to seek revenge.
They find your efforts amusing.
Humans work in weird ways.

'Damn Armani! I don't want to bring joy to the person who made me suffer. So what should I do?'
You keep it **simple**.
Quietly burn the bridge & move on with your life.

'Wait what?? No revenge?'
Nope.
'No name calling?'
Nah.
'No gossiping?'
No!

Rather, invest all that energy back to further yourself.
Snakes are abundant in the real world, my friend.

The honest truth is that the older you get, the less you trust.

Not the other way around.

Use betrayal as a learning moment & an opportunity to toughen up.
Snake bites sting, I know.

But it happens to everyone who steps foot in the social arena.

Just know how to deal with them rationally, rather than impulsively.

Ignoring them requires 0 time & effort from your end.
And now you have made them feel unimportant like the low-level sack of shit that they are.
It's a win-win on your end.

Ignoring someone who did you dirty is one of the toughest things you can do.
But the tougher it is, the more character it builds.

Take the road less taken.
In a few days, weeks, months, once the feeling of hurt has subsided, the feeling of pride will take its spot.
Feeling proud of yourself is the ultimate way to boost your self-confidence.
So do the difficult now & reap the rewards later!
You will not be disappointed.

WHY YOU SHOULDN'T SWEAT THE HATE

When I was in undergrad, I tried to organize a study group with the other students from my Calculus class.
Didn't know any of them..
Just shot out a message & waited to see who would meet me at the library.

During the day of the study group, only one person showed up. His name was Tom. Small, skinny, nerdy looking kid.
We got familiarized with one another & began studying for the exam.

This kid was a genius.
He was practically tutoring me the whole time.
He could make complex topics, sound simple as fuck.

Eventually, we transitioned from talking about calculus to talking about life. We talked about our upbringing, girls, goals, fears etc

After a while of talking, something weird happened. Tom became silent out of nowhere.
Something was bothering him. I asked him what's up.
He told me he had a confession to make.
Hmm... peculiar. Whatsup, I asked Tom..

'I'll be honest bro, I never liked you.'
Why? I asked.
'Because you are in a fraternity. And I always thought you were cocky. Couldn't stand you.'

I was a little taken aback.
'But after talking to you now, I feel guilty for thinking that. You're not bad at all.'

This mini story goes to show something. When I joined my fraternity, I became well known by a lot more people.
But that came with some side effects.
Like attracting haters that I've never met in my life.

Understand this.

If you are putting yourself out there, the same will happen to you. Just a part of human nature.

Where there's love, there is hate.

If you are bothered by the hate, then you don't deserve the love either fam.

In a fair world, this sort of stuff doesn't exist.
But guess what? Our world has ego's, which automatically makes it unfair.
Learn to deal with the hate by strengthening your mind & spirits.

Hate is simply projection from low social valued humans who have misused their jealousy.
Pay them no mind.
Place your attention on your dream & goals.
The stronger your vision becomes; the more hate will feel like background noise.

HOW TO RESPOND TO A HATER

Ditch the 'attack back' mentality.
-shows little self-control & will have you feeling drained.
Adopt the 'ignore' mentality.
-shows more self-control & will not have you feeling drained.

'Now wait a minute buster! I thought attacking them back showed that I was a boss?'
No boss would condone of your behavior.
'Why? Isn't ignoring the cowardly thing to do?'
Not at all. It shows power.
'Really?'
Yea. Let me explain it with some social dynamics concepts:

People who attack others do it because they lack self-esteem. You will rarely see someone who is making major moves in their life take the time to pick on others. They simply do not have the time.

But low social value creatures? They have all the time in the world.

- Low self-esteem + A lot of free time = Poison

These people can be poisonous in many ways. But often, their method of choice is to name call & stir up shit with people that they view to be a higher social value. So they attack. Now you have 2 options.

Option 1. Attack Back

Many high social value people fall for this trap.
They believe it is the 'powerful' thing to do.
'Let me put this hater in place!' They say.
But this option is a very poor choice.

'Why is it poor?'
Because it gives the low social value person what they want.
'And what is that?'
Attention.

You see, any form of attention from a high social value person is seen as a reward to a low social value person.

Good or bad.

If you attack them back, they will give themselves a pat on the back for getting a reaction out of you.

These losers have 0 other things going on in their lives. So they become the Energizer bunny when they get people to snap at them.

And guess what? You just took an L.

You have now strayed off of your life mission to entertain this clown. And guess what?

'What?'

They'll do it again.

And you will attract other haters coming at you hoping you give them attention as well. Very annoying process to be stuck in.

And highly distracting.

Results? You feel drained. Your drained energy begins to negatively perform your output.

Option 2. Ignore

Ignoring requires a lot of self-control because you are forced to tame your ego. The ego naturally wants to attack back when it feels disrespected.
So taming it is no easy task. But it is worth it.
'Why is it worth it?'
2 reasons champ.

1. *You starved the low social valued creature of attention.*
   This will drive them insane. Very funny to witness, so you get a good chuckle out of it.
2. *But more importantly, you preserve your energy.*
   This is all energy that you can channel to knock your goals out the park.

Let me ask you something. When you go shopping for clothes, do you:
1. Buy an item you like.
2. Buy an item you like AND another item you don't like.

'Obviously option 1.'
Why?

'Because why spend my money on something I don't like? Option 2 is stupid.'
Exactly!

So ask yourself, why spend your TIME + ENERGY on someone you don't like.
The answer is, you don't! Let them think whatever they want to think. Let them throw a hissy fit begging for your attention. Those clowns are not your concern whatsoever.

The answer is, you don't! Let them think whatever they want to think. Let them throw a hissy fit begging for your attention. Those clowns are not your concern whatsoever.

Your concern is your mission.

So the next time you want to clap back, ask yourself: Am I gaining anything from giving my time & energy to this individual?
If not, keep it moving! You'll feel much better in the process.

HOW TO HANDLE DISRESPECT

Giving your time to people that disrespect you is silly as fuck. You only give them your time because your ego wants to clear its name & you have scarcity mindset towards people.
Fuck them & their opinions.
Give your scarcest resource to people that give you respect.

'But I thought we have to give everyone our time!'
Nah. Let me explain with an analogy.

- Your life vision = North star
- Your journey = Your path

Every day, your goal is to move FORWARD on this path, so you edge closer to your north star.

Moving forward comes in many shapes & sizes. Here are a few:

- educating yourself
- executing your ideas
- connecting with other like minds
- taking care of your health so you play for the long run

List can go on....

With all these tasks that you have on your plate, what good does giving your time to a hater do for you?
'Uh.. not much to be honest.'
Exactly.

When you give your time to a hater, you stop moving forward on your path & actually start walking backwards!

'So why do so many people give haters their time?'
Plenty of reasons! Some being:

- untamed ego
- weak north star
- poor emotional control
- scarcity mindset towards people.

Untamed Ego

When your ego is untamed, you take shit personally. But don't. How others view you is how they view themselves. It's rarely about you.

Weak North Star

When your life purpose is weak, you tend to get distracted a lot. Take some time to reevaluate your north star. Right now, you're lacking desire. Find out why.

Poor Emotional Control

You react to disruptive emotions like a chump. Train your mind to be stronger than your emotions.
*Read 'Emotional Intelligence' by Daniel Goleman & apply. Once you do, you'll respond to disruptive emotions like a champ.

Scarcity Mindset Towards People

When you have this mindset towards people, haters sound loud as fuck. But understand that there are BILLIONS of people on this planet.

Adopt abundance mentality towards people. Then haters will sound like whispers.

Whichever category you fall in, understand this.

YOUR TIME IS YOUR MOST PRECIOUS RESOURCE.

If you're going to have a scarcity mindset towards anything, it needs to be your time.

Stop giving your time to people who disrespect you! Mute them on social media & mute them in real life. Exercise your self-control skills. Not every situation needs words. Understand that ignoring is a response, and a VERY powerful one at that.

EXPLAINING YOURSELF TO OTHERS: DO OR AVOID?

People interpret your words based off their life experiences. Which is why you shouldn't explain yourself to everyone. Some people will never get it. They haven't seen life thru your eyes. Be able to spot those who are genuinely curious & those who just want to argue.

'People filter my words based on their life experiences?'
Ya.
'Well, that doesn't seem fair.'
Ha! And who said life was fair?

Which is why you want to be cautious of who you explain yourself to.

Explaining yourself to the wrong person will have you wasting a boatload of your time.

There are 2 types of Humans out there:

- Curious ones
- Combative ones

Curious ones: This group is perfectly AWARE that humans hear based on experiences. Which is why they hesitate to make rash decisions. They know that every human has a story. Even if they do not fully agree with the person, they maintain curiosity.

Curiosity allows them to seek answers, rather than assume it.

Which is why this group will ask you intelligent questions to understand your thought process. They are respectful. Explaining yourself to them is fine.

Combative ones: This group lacks awareness. Their ego dominates their life. Results? When they see another human with different viewpoints, they feel threatened. They feel like this other human is trying to distort their reality.

So what do they do? They virtue signal, show disrespect & project their life experiences on to you.
They only want you to explain yourself so they can tell you how wrong you are. Their baby brains are plotting a comeback when you're speaking. Give them ZERO time.

There is no shortage of people on this planet.

You don't need everyone agreeing with you. Value your time more fam. And start giving it to people who deserve it, not entitled clowns.

Understand human nature for what it is, not what you wish it to be. When you are able to do that, your views towards humans will clarify. At that point, you will be more selective with who gets your attention.
Now with that being said, avoid explaining yourself to every bubba on the block.

Your future self will thank you.

PART 7: BUILDING YOUR SQUAD

THE SOCIAL CREATURE

For a long time, I heard that humans are social creatures to the core.
And for a long time, that was correct.

'Are you saying that is not the case anymore?'
Not quite.

For our ancient ancestors, a tribe was pretty much mandatory. Without one, they would be food or fall prey to rival tribesman.
In our generation, a tribe isn't necessarily MANDATORY.

There are many humans who have opted out of building a squad.
'What's the point?' they wonder.

Humans are such a headache, why bother going to networking events, approaching others and building friends?

In reality, the Charisma King understands that we can logic our way out of building a tribe. But at the essence, humans serve as great companions for building experiences. Experiences give us joy.

In this section, you are going to learn how to build a tribe like a Charisma King. From offline to online as well. There are different frameworks to develop a brand for yourself. And your crew can help you 10x that brand.

SOCIAL FILTRATION SYSTEM

Socially intelligent people don't trust easily. They became socially intelligent in the first place by dealing with a lot of backstabbing.
This group knows the art of building rapport without revealing too much about themselves.

'Wait a minute bucko! I thought building rapport was all about revealing myself to the other.'
Nah. You're skipping steps homie.
And when you skip steps, you get snake bites. Let me give you a little social dynamics lesson.

You become socially intelligent by gaining social experience.

No way around that. And when you gain social experience, you learn that the real world ain't all butterflies & rainbows. You learn that there are a lot of snakes out there.
You learn that a lot of people do not have your best interest in mind.

Which is why you NEED a social filtration system.

The Social Filter:

-Stage 1: break ice
-Stage 2: break wall
-Stage 3: build rapport
-Stage 4: friend

Stage 1: Break Ice

This is the introduction stage. Socially intelligent people love to break the ice because it builds the social muscle & shows courage. A simple 'hello' is enough to get stage 1 started.

Stage 2: Break Wall

Now this person has no clue who you are, so they have their guard up. Your goal is to break thru the wall.
Typically, a sense of humor goes a LONG way in this stage. Keep the mood light here & avoid talking about real serious topics.

Stage 3: Build Rapport

See if you can find some similarities or get to know the other person more .

1. Humans love similarities. Signals to the subconscious mind that the other is not a threat.
2. When you try to get to know them, they warm up to you. Humans love talking about themselves.

At this point, you have an acquaintance! You should stop here for most people. Only a select few should make it to the next stage.

A small friend circle allows for more meaningful social bonds & less stress. Fuck the more friends, more popular mantra.

Stage 4: Friend

You have filtered out most of the people & the rare ones have made it to this coveted stage. This group should be:

- loyal
- helps you grow
- supports your mission

And there you have it!

- Stranger -> Friend

The more social experience you gain, the better off you will be in making intelligent social decisions. Avoid revealing too much to strangers like a tityboy & you'll have less snake bites on your back.
Filter correctly & you'll have the right circle in no time.

TRUTH ABOUT LOYALTY

Honest truth? Most people are not loyal. They do not have your best interests in mind.

They will switch up real quick if the right opportunity was presented. Which is why I recommend that you keep your close friend circle small.
Vet carefully & cut quickly.

'But my whole life I thought having a lot of friends was a good thing? You're telling me to do the opposite?'
Correct.
'Can you please expand on why?'
Ya.
When I was younger, I was like you. I needed to have a lot of friends! That will make me feel happier because I am popular.

So, I began to make a lot of friends. I was in a fraternity in undergrad & was able to go to a lot of social events to makes these friends.

Results?
A lot of people in my circle.
'Wowzers! You're so lucky! You must have felt very warm & fuzzy inside, right?'
Not quite.

Even though I had a lot of 'friends,' they were not really friends. They were people that I knew. But not much depth.
Result?

- Quantity > Quality

Here's the thing with friendship forming. You need to allocate a respectable amount of energy to solidify a bond. Unfortunately, it is mission impossible to allocate that energy to so many people. I had a whole lot of surface level friendships at that time.

The spooky thing about surface level friendships is that you are prone to more snake bites. These people are not well vetted at all.

And most humans are looking out for their best interests, not yours.
They are searching for their best interests so much, that they will often throw you under the bus to get there. That's how many snakes are born.

So, at that point I realized the error in my ways. I had a ton of people who knew about me, my life, my goals etc.
But many were shitty people. I had all these snakes in my circle & I did not even know. Younger me was fascinated by how many people I knew! But being that naive came with a price.

I was backstabbed by many of these so-called friends.

'So what did you do then?'
I changed my strategy.

Now I realized that most people are not looking out for my best interests like that. I soon ghosted all the snakes.
And I was left with a handful of people. My circle had reduced. But the quality skyrocketed.

- Quality > Quantity

Life has been much easier since I adopted the quality over quantity mindset.

All my friends have big goals. We keep each other on track. Support each other. Are there for the good times & more importantly, the bad times. These people are my extended family members.

Once you reduce your circle size you are able to give solid energy to form deep bonds.
No more of that surface level stuff.
The surface level stuff is fine with acquaintances, but not with your friends.
This strategy will clarify your life & surprisingly make you happier.

Nowadays, older me doesn't give a shit about popularity.

I rather choose 5 real friends over
500 fake friends any day.

And I suggest you do the same. If you are someone who tells everyone your business because they are 'real' you are misguided.

I have studied social dynamics in the Eastern & Western culture. And I am telling you. Most people will NOT be loyal to you.
They will be loyal to themselves. Stop giving away your damn trust like candy. Vet carefully & cut quickly. Keep your circle small.

There are enough problems we will face in life.
Let's not allow fake friends to be one of them.
Can people from your circle switch up on you? Sure.
Nothing is full proof.
But a snake from a small circle is easier to spot than a snake from a big circle.
Know that.

BECOME A BETTER NETWORKER

If you are a shy or introverted person, then networking must seem very daunting.
If you are an extroverted person, then networking must seem very daunting.

It doesn't matter what your personality type really is, this event is a tad bit weird at times.
But why?
The weirdness comes from a lack of understanding.

I remember when I landed my first ever engineering job, my manager pulled me to the side.
He said:
'Armani. If you ever want to become a somebody in this company, then you ***need*** *to network. You need to shake hands with the right people.'*

Being an eager 23-year-old, I was excited to put his advice into execution.

The next few weeks, I went to tons of networking events. Found the higher ups, sucked up to them & was desperately hoping that they liked me.
But you know what I noticed?

There were tons of other 23-year old's doing the same strategy as me.
I ended up being involved in an interaction with 3 other managers & my good friend Jon.

And as we were talking in the conversation, Jon & I were both being completely fake.
Both of us knew each other for years!
But in this interaction? Both of us seemed unrecognizable to one another.
Very weird.

Years later, I understand why networking felt so weird.
It was because Jon & I were coming from a place of lower value.

And when you come from a place of lower value, you try to take before you give.

Jon & I were both kissing their ass because we thought we would get ahead.
By thinking that we were going to get ahead, we exited the present moment & began operating with an end game in mind.
This made us enter each interaction with a **vibe of desperation.**

We were both the 'nice guys' of networking world.

And believe it or not, you may fall into this boat.
'Nah dude, I don't kiss anyone's ass. Not my style.'
Okay. But are you that person who passes out their business cards like they pass out flyers?
'Uh... yea.'
Well, then you are coming from a place of desperation. You are entering the interaction to take.

It's time to flip your mindset.

You need to understand that networking does have frameworks.
Even though the school system did not teach you this, it is critical for you to master.
And mastering it will automatically place you above 95% of the people who go to these events.

'So, what is the secret bro??'

You provide 3x more value than you take.

Give so much that it makes them feel awkward for turning you down when you take.

'Huh? How am I going to do that? What if I am a newbie engineer in a group of CEOs?'
You give value.
'How? I don't have anything.'
Ya you do.. You have your primal resources.
'Can you elaborate?'
Sure.

When you are below status in terms of money, resources & position to a CEO, then you give them what they truly **desire**.

Their true desire is to be made to feel important.

You do that by:

1. listening to them

2. asking them questions

3. giving genuine compliments

4. laughing when they said something funny.

These 4 actions appeal to their primal side.

Higher ups don't care if you give them money.

Why do you think they wanted to be higher ups in the first place?

It was so they could be made to **feel important**.

'But doesn't that mean I am ass kissing?'

No.

'How so?'

Because you are doing it with your compassion, not with the desire to get ahead.

Heck, you are going to be acting this way with the janitor, the interns, the lady serving you soda etc.

By making this a lifestyle & not an act, you change your mindset.

You are no longer putting on this persona to get ahead. You are genuinely providing value by appealing to others primal desire.

When you do that for long enough, you often don't even have to ask for anything. THEY will offer.
They will wonder how they can help you.

At that point, you have invested so much into the rapport building phase, that you have solidified a bond out of nowhere.

Once you leave the interaction, they are going to be amazed by how you said so little but impacted so much.

You stop being awkward when you stop being desperate.
You stop being desperate when you stop trying to take before you give.
But when you give before you take, the desperation turns into calmness.
You know what's yours is coming.
So, you sit back & relax.

Apply this tip the next time you go to a networking event.
Take all the pressure off yourself & see if you like them.

See if you like them by having them explain themselves to you. You'll end up making them feel important along the way.

Then you can leave the interaction with a brand-new social bond.

IS APPROACHING PEOPLE WEIRD?

In today's world, some people find approaching weird.
'Why do you think that is?'
Because times have changed.
Back in the days, in order to be social, someone had to break the ice in real life.
But nowadays, it's a tad bit different.

There are dating apps, sliding in dm's, adding people on LinkedIn etc.
So many people may consider approaching in real life 'weird.'
But that is **good for you**.
In the social dynamic's world, there are 2 kinds of weird.

Bad weird *- boring, narcissistic, awkward.*

***Good weird** - a little goofy, unpredictable humor, and bold.*

'Bold is weird?'
Bold is weird for society because it's out of the norm.
Don't believe me? Observe closely when you go out in social situations.
The majority are staying in their cliques.
But if you look even closer, there are a handful of people exiting their cliques to introduce themselves.
Whenever there is a minority vs the majority situation, the minority is considered the weird party by the majority..

But in this case, the minority are giving themselves a competitive advantage.

Good weird = Being memorable
The person who breaks the ice & introduces them self has courage.
Especially considering they have every vehicle out there not to do it. They could easily stay home, watch TV all day & only contact people digitally.
But they choose to exercise their internal world.

Approaching is not out of norm thing for socially intelligent people.
It is simply a way of life.

If they see someone with a nice shirt on, they'll let them know.

If they are in an Uber ride, they will ask the driver how their day is going.

If they see someone is new to a group, they will make that person feel at ease.

Aim to be the handful of people who say 'hello' first.
This is a cheat code to building social intelligence faster.
And it exercises your confidence along the way.
You'll notice you become more charismatic, funny and will have better body language.

No need to rush it, just spark a conversation with 1 person a day.
Within the first 10 days, you'll want to bump it up to 2 people a day.
Then 3... and so.
Soon enough, approaching will never be weird again.

Your subconscious mind will view it as what it should've viewed it as from the very beginning.

Bold.

TRIBE BUILDING 101

Find a tribe of like-minded people. You will speed up your success. I am speaking from experience. Working alone is great, but not efficient. Work with your peers. We are social creatures. We need each other to level up.

'Idk bro, a tribe seems like a hassle.'
It seems like a hassle because you do not know how to form one.
'Well, how do I form one?'
There are many strategies. I'm going to give you 2 that will get you started. Remember, a tribe is what you make it.
Let's begin.

Before I begin giving you the paths, I just want to clarify the context. I'm not a big fan of forming tribes all the way

in the beginning. Just like I'm not a fan of immediately asking for a mentor in your journey.

'Why?'

Because I think you need to build some experience.

Forming a tribe without having any experience can work, sure. But from my past, I think it's better to have some time on your own.

When you have leveled up by yourself you can use the tribe to take you to the next level.

'Okay I'll gain some experience, then begin!'

Coolio.

Path 1: Forming

Forming a quality tribe is no easy task. But it can pay dividends. You need to:

1. Build individual social assets.
2. Introduce each social asset (tribe formation).
3. Start a group chat so y'all can communicate.

Easy peasy lemon squeezy.

Path 2: Joining

You can join an already formed tribe. This is a much quicker route. Typically, you'll have a close friend who brings you in.

But with this step, you may not have rapport with the other members yet. Take some time to introduce yourself & form social bonds.

'Okay I joined 1 tribe! Time to take a nap, right?'
Nah. Do not put all your eggs in one basket. Diversify grasshopper.

I recommend having 3ish.
Have a few small groups & a few big groups. But don't overdo it.
'Wait, why not join more? More tribes the better, no?'
Not quite.

If you join too many, you'll energy will be spread too thin. This will not allow you to have strong deep bonds with people. It will be too many shallow bonds.
From my experience the smaller groups have stronger bonds than the larger groups. Pretty self-explanatory.

Note: Make sure you do not become too dependent. You should be able to function without a tribe.
You are only forming one to take your talents to the next level. So, make sure you have your shit together before joining.

'Noted! Anything else?'
Ya.

Try to treat each other like family rather than a bunch of strangers trying to make money together.

'How?'
Few examples:
-Wishing them happy birthday.
-Congratulating them when they Win in life.
-Supporting their work without being asked too etc.

'Hm why a family though?'
Because now you are building an emotional bond as well. I'm not trying to get all sappy, but here's why: If y'all only make moves together, that's only logic.
But if y'all make moves & are like family, that's logic & emotion. The synergy amplifies the bond.

'Ah gotcha! That makes more sense!'
Yep. Remember, empires are not built by one person. That's foolish & takes too damn long.
Learn how to work & communicate with people. That's how the game was meant to be played.

POWER OF RAPPORT

Charisma is a superpower in today's world.
What's unique about it is that we all have our own unique brand of charisma.
It is not a one size fits all type of personality.
Rather, it's like happiness.
We all have different things that make us happy.

Well, I say all that to say this.
Charisma will make your life significantly easier.
But charisma alone will not get you far in networking.
What will get you far is time, consistency & patience.

Networking is the act where you communicate with others with a purpose in mind.
Aimlessly gossiping away with someone is **not** networking.

Networking is when you have an end goal in mind of who you want to become.
Then you strategically talk to the right people to make that dream a reality.

Sort of like completing a MASSIVE puzzle.

Now in order to complete that puzzle, charisma will make it much easier to find the pieces.
Charisma will allow you to be personable & someone worth getting to know.
But ultimately, charisma will only get you so far.

Finding the puzzle piece alone is not enough.
You need to be patient in order to find the right location to fit that puzzle piece.
In the real world, charisma is not enough.
You need to be patient to nurture the social bond & build trust to see where the social asset fits.

I always hear 'Armani, networking doesn't work for me!
I asked the person why?

He said he went to a few events, showed face & no one ever referred him any business.
How many event's? I asked.
'2' he said with pride.
2????
That's NOTHING in the social dynamics world.

You need to be seen multiple amount of times until you are sealed in their subconscious mind.

Till then, the world is way too noisy to remember someone who went to 2 events.

-The asshole who is always seen is more loved that the charismatic person who goes ghost mode.
Why?
Because humans love familiarity.

You ever heard the term 'He's a nice guy when you get to know him?'
That actually means: 'He's just an asshole, but you get used to it.'

This isn't to say that you put your charisma in the closet & start being an asshole.

But rather, USE your superpower.
Spider man wouldn't be shit if he had all those superpowers but was fiddling with his balls in front of Netflix all day.
What makes Spider man special is that he has the superpowers AND he shows up in the crime to leverage those gifts.

You need to do the same.

Use your charisma to make your presence felt.
-Don't just show up & never be seen again.
Use your charisma to build trust.
-Don't just sweet talk & have empty words.
Use your charisma to nurture social assets.
-Don't just give out your card with enthusiasm & dip.
You have a superpower my friend.
It's time that you begin leveraging it.

HOW TO BE A GOOD FRIEND

Friend Tip: If someone is going out of their way to help you out like:

- Helping you move
- Dropping you off at the airport
- Planning you a party for an achievement etc.

Offer to buy them lunch or something. Be appreciative. Never take someone's time for granted.

Ten more bonus friend tips.

1. If a friend is starting a business, offer support by buying their product full price. Avoid begging for a discount.
2. Always let them know when they are being cheated on. No you are not 'protecting' them by keeping it a secret.
3. Help them celebrate their birthday or a major life W.

4. Spilling a friend's secret is a no-no. Once you enter snake territory, it is hard to work your way back.
5. Don't be all buddy buddy with their ex after a breakup.
6. You need to tell it like it is. Do not be a hater but give constructive criticism when needed.
7. Do not take more than you give. Otherwise you are a mooch.
8. If their parent, sibling or partner were taken too soon, help them get back on their feet.
9. If you are winning in life, help them win as well. Only if they display proper work ethic.
10. If someone is clowning your friend, never participate. Either check the hater, change topic or exit interaction.

BEST FRIENDS

We are busier than ever.
With the business & noisiness it has been difficult for many of us to build or maintain friendships.
It doesn't help that the older you get, the smaller you circle becomes.
The clearer your vision gets, the small your circle becomes.
How are you supposed to have ANY friends in today's world?

Recently, one of my best friends called me out of the blue moon & told me that he was going to be in my city.
He asked if I was free to chill.
I needed to pack for a drive to West Palm Beach, so I was pretty low on time.
But.... I hadn't seen him in a while.
Sure, why not?

We ended up picking up right where we left off.
Talking about business ideas, what we were currently working on, how far we have come since last year etc.
It felt like we hadn't been separated at all.

I've known this particular friend for 10 + years.
He was the first guy I became cool with when I came to college.
But as of late, we have both have been working towards our vision.

As he is working on establishing his business, he felt it was best that he moved back home for a few months to get things set up.
Which is why nowadays, we rarely see each other.

But when we **do** see each other? It's as though we never skipped a beat.
You may be wondering why I am telling you this story.
It's for a very specific reason.
Us people with Level up mentality have more in common than you think.

Guarantee that you have lost touch with a lot of your friends.
And unfortunately, you are not cool with many people that you were once tight with.
But at the end of the day, if you 2 were really good friends like you assumed, then a simple meet up every now and then should set the whole energy back on track.
It shouldn't even feel awkward.

If you have a friend like that, then you are better off than you think.

The more you hustle towards your goals, the smaller your circle is going to become.

But as many depart, a few will remain.
The few that remain are your ride or die homie's. The best friend's.
They will be the ones who will drop anything when shit really goes down.
And those are the homie's that you need to always keep an eye on.

People confuse the social world as being buddy buddy with everyone.

But that's not needed.
Just have a few buddies & you are Gucci.
These are buddies that you should be able to:

Call to talk about ideas with.
Ask for advice.
Invite to a big occasion.

If you have a friend like that, then you are on the right path in your social journey.
Now take the active approach & hit them up every now & then like my friend did with me yesterday.
You 2 will be tackling many more of life's chapters together.

DIGITAL NETWORKING

Use your social media to network. I always DM people that I admire to pick their brain.

Some people will not respond back, sure. But many people will. These people will drop gems that will save you months of work. Network my friend, Level up.

With the rise in social media, it is a golden age to network. But the issue is that people have 0 clue where to start. Let's change that. I'm going to give you a few steps that can help navigate you on the digital sphere.

1. Platform

Which platform are you going to use? Personally, I do all my digital networking on Twitter. Very easy to connect with multiple niches from around the globe.

This guide will cater to Twitter being your platform of choice. But the concepts can be applied anywhere.

2. The warmup

If you are going to ask for something, I like to warm them up.
'How?'
By supporting their work beforehand.

If some random dude off the street just asked you for money, would you give it?
'Probably not.'
Why?
'0 rapport.'

Exactly.

But what if you see this person a lot & they show you love?
'Yea, now I'll be more open to it.'
Exactly.

So show some support to the person who you are reaching out to. Shoot them a like, retweet, comment every now and then. Become a familiar face.

3. The dreaded Direct Message (DM)

I want you to get your mindset right.
Understand this:
Don't cry if they don't respond back to you. Many of the people you are trying to contact get 100s of DMs a week, not joking. Avoid personalizing it. If they don't respond back, on to the next one.

After a few tries, someone responds back.
'Yay!! Should I ask them to be my mentor already?'
No. You will look needy. Plus, they may know your face, sure. But they have 0 clue about who you really are. So it is time that you build some rapport.
'How?'
Glad you asked ..

4. Rapport building

The way I build rapport is by introducing myself. And give them some idea on how their content has benefited me. Understand this concept. Many people build their entire livelihood from this platform. So, they don't have time to talk to you all day.

Some will stop responding or ask you for money to be your mentor. My rule is this. If they can speed up your growth & save you time, then go on and pay.
But some will not ask you for money & keep the convo flowing. My first 2 twitter mentors were like the latter group.

5. Value providing

So if they don't ask you for money, they still would want something right? (I'm strictly speaking as if you were looking for a mentor, not just a person to network with).
But yes, your mentor typically wants something. So you have 2 options :

A. Skill for skill

My skill is public speaking. I told my 1st twitter mentor I'd help with his speaking if he could teach me how to navigate Twitter. He agreed.
'But what if I don't have a skill?'
Then onto option B.

B. Future potential

You need to paint an image of what you are capable of.
Be detailed about what you plan to do & your future plans.
A respectable mentor is not trying to turn a: *bonafide bum* -> *bum*

They want to turn a star -> superstar

Let them know more in detail about results you have provided in any field and your future plans. Come prepared. Then let them make a decision.

6. Aim to initiate a Skype call or live meetup

A social bond is solidified once you see the eyes & hear the voice.

Otherwise, you are just a writing avatar in their world. Skype or live meetup is crucial for mentor-mentee relationship. So don't skip.

That's pretty much it. There are millions of users on Twitter, so don't be scared of initiating contact.
Plus! Many people who are retired nowadays are legit offering to mentor with nothing in return. Opportunities are endless to be honest. You just need to take some initiative.

Side Note: *Do not just have a mentor for the sake of having a mentor.*

My rule is to build up some experience on your own. Fail a few times before you go seeking assistance. No mentor

wants to answer basic ass questions all day. Use this plan only when you need to.

Stay ahead of the game. In today's digital work, social media networking skills is essential to leveling up. Build a powerful network!

BUILDING ACQUAINTANCES

I got a call from my friend Harry once.
He called with pure excitement in his voice.

'Armani, guess what!!'
What?
'I got the job! I'm moving to Virginia next week.'
Whoa, Congrats bro! Guess the application finally went thru, huh?
'Nope... Doubt they even reviewed my application.'
Wait what? Then how did you get the job?
'Let's just say I knew someone who knew someone.'

What's funny is that this is a true story.
Harry is one of my acquaintances who recently graduated & has been frantically searching for a job.
And luckily, he got one yesterday!

But it wasn't the traditional way thru a resume, cover letter, and praying for a phone interview.

Rather, it was from a different method.

It was thru his network.

What is a network?

In the technical world, it is an interconnection of nodes that are able to communicate with one another.

Picture the internet.

My computer is a node.

Your computer is a node.

And thru the link, I am able to relay this message from my node to yours.

Same concept in the real world.

Jimmy is a node.

Tommy is a node.

When Jimmy says hello to Tommy, he sparks a possible link.

But want to know something even a cooler?

When Jimmy says hello to Tommy, he has the potential to be connected with many of the nodes that Tommy knows as well!
That is the power of a network.

In my friend Harry's case, he didn't particularly know anyone in the company that hired him.
But his cousin Rohit sure did.
And once Rohit found out that Harry needed a job, he made a few calls to his buddy Mike.
Mike loves Rohit & new that his referral meant something.
And just like that, Mike short circuited Harry thru the resume & cover letter process & got him an interview.

Have more acquaintances.
'Are friends & acquaintances the same?'

Nope.

- You have a deeper connection with a friend. Mostly informal.
- You have a more intermediate level connection with an acquaintance. In many cases, formal.

'Why not just have a bunch of friends?'

Because you can have deep connections with just so many people.
After a while, you get burnt out & fail to be a top-notch friend.
Rather, have a small friend circle, nurture deep bonds, and then have a large acquaintance circle & nurture the bonds so it remains relevant.

Acquaintances in many cases are more powerful for your long-term goals than friends.

Chances are you know a lot of your friends, friends.
But for your acquaintances, they have a WHOLE new network than you.
And with acquaintances, they don't really care if you are calling them every day.
Just a call once or a few times a month should do the trick.

So what does this all mean for you?

This means that you need to get comfortable saying hello from here on out.
Be the first person to say Hello so you can use your node to enter a brand-new network.

Try to find out if they have any problems & see if you can provide a solution.
Exchange contact information.

Follow up let them know it was a pleasure meeting them.
Message every now and then to provide solutions & give value (don't just hit them up to ask for favors!)
And keep the bond going.
Once you have given value, then you should feel more than comfortable to ask for value back.

An acquaintance is a social asset if you know how to make connections with the right people.

And if you want to power up your social circle, then you are going to need them.
Diversify them so they are not all the same profession, age, culture etc.

Expand grasshopper.
Be the internet of connections & the doors will open.

ATTRACTING THE RIGHT PEOPLE INTO YOUR LIFE

At the end of the day, you're a magnet. You attract what you put out there. Which is why it's dangerous to pretend to be someone that you're not.
You begin magnetizing people who love the illusion of you. But do not really love the real you.

Pretending to be someone that you're not may seem good at first. But as time elapses, you get internal tension.

'Why?'
It all starts with...

Your core self.

This is you in your relaxed state. This is how you act with people that you are comfortable with. They get to see your authentic personality.
'So how come I don't act like that with everyone?'
Few possible reasons.

But it mainly boils down to:

- You feel like your authentic self is not worthy.

Which is why you decide to project an illusion of you.

- You want to be accepted.
- You want to be loved.
- You want to desperately fit in.

Even if it means you must change your personality like you change your clothes.

But as time passes... You feel like something is wrong. People like you. But you stop liking yourself.
You stop liking yourself because you lost touch with who you are.

And that is when the tension kicks in. You are surrounded by a bunch of people. But they are all the wrong people for your happiness.

The only way to reverse this is by getting rid of the ridiculous notion that everyone is supposed to like you.

Heck, most people don't even like themselves.
No lie.

Once you understand that it's weird for everyone to like you & normal for everyone to not like you, something magical happens.
'And what's that?'
You feel comfort. The same comfort you feel around people that you're cool with.

Once the comfort kicks in, the tension melts. Your fake self takes the backburner & your authentic self sees the light of day once again.
And only then will you be the magnet that attracts the right charges for your life.
The right charges will lead to a happier & more fulfilling life.

So it's time to quit being fake! Be real. Soon enough, the fake ones will excuse themselves & the real ones will remain.

Boom.

Illusion no more.

CONCLUSION

CHARISMA KING FOR LIFE

Now that you understand the way of the Charisma King, take some time everyday to make yourself better.
Charisma and leveling up aren't too far away from each other.

As society continues to evolve and get richer, we realize our priorities begin shifting as well.
Our ancient ancestors had the priority to HUNT their food. We have the luxury to call UberEats and get it taken care of.
Isn't that beautiful?

Unfortunately, many aren't taking the newfound luxury to create new challenges for themselves. They are too content.
BIG mistake.

In reality, we are in the perfect era to develop our charisma.

We can develop from a Charisma Prince into a Charisma King in real time.

There are so many skillsets out there to be learned. But one thing you'll realize is that us humans are a very interconnected species. We need one another to thrive, bond with & grow.
Be the shining light in this world by adopting the mindset to Level Up.

A person who Levels up is only in a competition with their prior day self. When you can redirect your competitive juices to your prior day self, you have FUN improving as a person.
The more your life clarifies, the easier it is to move without the fog. Without the fog, you develop all the tools you need to be a person of value.

A Charisma King gives more than they take. And they are enthusiastic givers.
Why?

Because the Charisma King has taken time to invest in their own life first and make themselves a priority. Now giving is fun, rather than a chore.

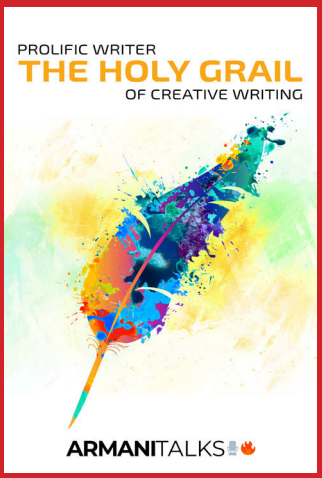
You have all the knowledge in this blueprint to sharpen your people skills. Be known as the person of value. The human that gives & is a force to be reckoned with.

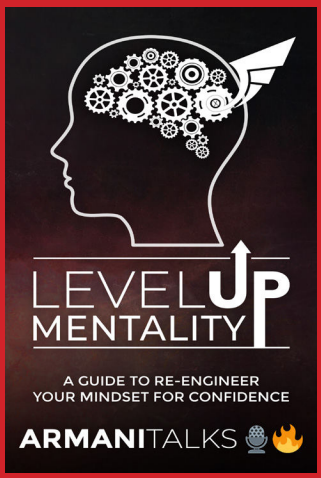
You will leave this planet having influenced many & leaving a positive impact.
A Charisma King inspires many more Charisma Kings to dawn. Start the loop & enjoy this journey to the fullest.

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