



CHARISMA
INSTALLED

CHEAT SHEET

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With Marcus Oakey

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Part One: Your Charisma Coach

Welcome to module 3 of the abundance program. What you will learn in this and the next module will add to your learning from the previous two modules. You are going to learn how to have all eyes on you when you enter (and exit) a room. You are going to learn the specific steps to be the most charismatic person you have ever been and put any interactions you have from this moment, on steroids. This is crucial, not just for dating but for every aspect of your life.

For this module, we have brought in Marcus Oakey, one of the foremost experts on charisma today. In the beginning, he really was the guy who had no friends. Who looked around, was confused, shy, awkward and didn't know what to do while some of peers just seem to attract everyone around them. One day he decided that he had enough and he would do everything in his power to be THAT guy who everyone knew and everyone talked about.

Marcus studied some of the most charismatic people that are on this planet today and implemented what they did. Marcus also spent time around people who for some reason radiated this magnetic aura about them. He learned to observe their habits and qualities and through

osmosis instilled some of those attributes in himself.

The result is that now he frequently gets free food, free coffee, store discounts, has friends in every corner of this world, can network effortlessly and even get free flight upgrades to business class (who can say no to an upgrade on a 14-hour flight?). And this is just the tip of the iceberg.

He has also worked with some of the biggest dating companies in the past 10 years. Training their trainers, managing their instructors and sharing the techniques that someone an all around charismatic person. Not to mention it has allowed him to meet and attract some of the most wonderful women you can imagine.

Here Marcus will guide you on how to meet and connect with people. This really is the core root of abundance as it opens up so many new possibilities for you on this planet. You can, and are encouraged to replicate what he has been able to do using the very techniques he is going to share with you.

Some thoughts from Marcus before you begin:

"Time to learn how to be a charismatic person.

The skills, steps, advice and techniques you're about to learn are very powerful. They're 'the difference that makes the difference' as far as creating an abundant lifestyle goes and they have the ability to transform your life very quickly. If you're a beginner then they're going to create lots of

opportunities to your present situation; if you're an expert then there are things you're going to learn that'll give you an added edge over your peers.

Before we begin I'd like to thank you for making the time to get this part of your life handled. It's not always easy to listen to seminars and modules, especially when the rest of the world is sitting in the wings and waiting to distract you with Facebook updates, YouTube videos, text messages, phone and email alerts, noisy pets, kids and postmen at the door. So I'd like to invite you to give yourself the strongest start possible with this training: take a moment to switch off all distracting electronic equipment and put yourself in a place where you won't be interrupted so you can fully absorb every morsel and fragment of wisdom I'm going to give you. Your life is about to get a serious upgrade so let's not have you miss anything!

However, if you need to take a break, feel free to pause this module and relax. Or pee.

The fact that you have decided to invest in this part of your life already shows how committed you are to learning how to use what we're about to teach you to its fullest - you're already ahead of the game!

I know that some of you already know a lot about conversation skills, sales training, NLP, public speaking, presenting, hypnosis, dating and pick up but I'd like to ask you to put all of that aside for the time being to really learn my system from the ground up.

The next two parts of your Abundance training are not modules about dating. I'm teaching you something far more powerful: how to be a masterful

and charismatic conversationalist who connects effortlessly with people. However, the skills you learn here will help you improve your dating life ten-fold.

This training begins with some broad ideas. Think of them like jigsaw pieces. As we proceed a picture will begin to take shape. Be patient!

By the end of the second module you're going to have a very clear idea how that's going to work and click into place. Don't rush through the foundation steps: it's where the mastery is built.

Take part, take responsibility, and get involved with any tasks I give you. This isn't the time to be a wallflower. I'm going to work really hard to give you the best opportunity to learn all about my blueprint for connecting with people but it's up to you to do whatever you need to do to get the most out of it.

You're going to be set tasks. Be good to yourself: get out of your house and go and do them...they'll shorten your learning curve!

To your Success, Marcus"

Part 2: Phatic Speech Hacking

When you start a conversation, you go through a phatic speech cycle. Phatic speech is best explained through the following dialogue:

A: "How are you today?"

B: "I'm good, thanks. You?"

A: "good too, thanks"

(Usually an awkward pause before someone mentions the weather)

This is hollow small talk at the beginning of a new conversation. Every culture has its own phatic speech cycle. The phatic speech is different from place to place due to geography and cultural factors and therefore you know best about your local phatic speech. Think about them carefully.

Think about the shops you visit and you will get a good idea. Usually they might ask you something and you respond back with something equally unexciting and the conversation has ended then and there. Think back to the cashier in the shop scenario, before she even had a chance to say something, the phatic speech cycle was hijacked instantly making one stand out from the crowd. That was completely off the script.

When you do this you get to the meat of the conversation, side stepping any awkward pauses because it makes the other person engaged.

Some good way to practice this is to **exaggerate** when you order coffee. Next time you order say, "I'd like to order one million cups of coffee please, in fact make it a billion." Remember to say it with a smile and an enthusiastic tone of voice. Secret is to really go over the top. Numbers are a great way to achieve this. Also, you can go over the top with your language.

The other way is to **misinterpret** the situation. When someone next time asks you how your day was, answer them frankly and go into a story if you must. This will negate the phatic speech cycle straight away.

You can combine the two; misinterpret the situation along with adding an element of playfulness. Next time you sit on the plane next to someone ask them with a smile, how there diamond smuggling business is going.

If they look confused you only need to say "ahh, just kidding!"

The third way is to preframe before the conversation and wait. This adds **tension** in a conversation. This separates you instantly as well. An example of this would be saying, "I'm not one to complain..." pausing briefly and then saying "but, you do a fantastic job".

The last way to break the cycle is to **make a scene**. What this means is role-playing scenarios with people you start a conversation with. An example of this is saying "grey fox? Grey fox? My contact from Moscow, how is the weather today?" when you sit next to someone. If they follow

along, great! If not, then let them know you are only kidding.

Recapping, the four ways to break phatic speech are:

1. Exaggeration
2. Misinterpretation
3. Tension
4. Making a scene

On another not, exchanging names is a very good habit to get into as it forces rapport with someone. When they reciprocate, you are doing really well. Try and get to this point when you break out of phatic speech.

Part 3: The Search For Purpose

Now, it is time to look at the pieces that will allow you to powerfully connect with someone.

The 4 puzzle pieces are:

1. Creation
2. Mindset
3. Purpose
4. Connection

These are like the foundation that underpins any conversation.

When someone has a strong purpose, people are drawn to them and follow their cause. You will notice something different about them. As you ask people about their purpose in life, you will get a variety of answers. Some will be sure of theirs, other will not know what it is yet.

One of the biggest mistakes you can make is to assume you only have a singular purpose. They can change, or your current purpose could also deepen. Sometimes you have periods of not knowing, which is ok too. Don't make the mistake of focusing on your job or identity. Purpose is something much more deeper than that.

One way to discover your purpose is to say "yes" to everything in life. This can and will create many new opportunities for you, which you previously thought were not possible. At first you might feel resistance to something but say yes to it anyway. See where it takes you. You could end up networking with a billionaire. This will allow you to discover new things about yourself that you thought weren't possible or you had no idea of. This exercise will also assist you in refining your purpose.

Part 4: Belief Genie

Your title for your book could be anything. You can write about any title you want. Any trait you wish to have in your life, you can have it. Think about it until you get an idea.

From now on, whenever you start a new conversation with someone, you are also creating a new opportunity in your life. This also gives you

a chance to support your new belief.

Beliefs need support and therefore they need evidence to exist. When you take action, you create that new evidence and it comes after you have spoken to someone (this is important). Not before, but after the interaction.

Ask yourself after every conversation you have, **“what did I do well.”** You will always innately try to find things that you did wrong but concentrate, you will find something you did right even if it's the fact that you got up and took action.

Then ask yourself **“how do I know I did well?”** This question forces you to focus on the specifics of what you did well. Take the time to really focus on it. You will realize you did a lot that was good.

The last step is to ask yourself **“if you could go back and do something different to improve the result you wanted, what would you have done.”** This is the tricky part but it put your focus on the parts of the conversation you are able to improve on. At first it may not be apparent but think this through and you will find an answer.

The reason these steps are important is that those who do really well to get this part of their life handled analyze their success and wins before taking action again. This is much better than aimless going and approaching person to person. It is really crucial you do this.

This is how you create a solid a belief by being logical after taking

action. And it only grows!

To recap, ask yourself after every conversation you have:

1. What did you do well?
2. How do you know you did well?
3. What could you do next time to improve the result you wanted?

The more you do this the more quickly you will progress. It will start to happen automatically after some practice.

A lot people who set beliefs set it in the future. This is a problem because life is in the present. Fortunately an easy and solution and this is setting your beliefs in the present. One famous example os when Muhammad Ali would proclaim "I'm the greatest." His belief was in the present and as you know, he was one of the greatest, if not the greatest.

Suddenly everything will start to bend to the present belief you hold. Be careful what you wish for because you will get it.

Part 5: The Power Of Service

A new idea that you may not have heard of before that will allow you to quickly connect with someone is to ask yourself "how can I serve this person? How can I leave them better than I found them? How can I make their day?"

Whenever you meet someone new, get into the habit of asking what problem he or she maybe facing right now. Everyone has a purpose in life or at least is trying to discover their purpose. However, every goal also has a hurdle. When you help them towards any kind of goal, you will always accelerate your connection with them.

A great idea when you have a large social circle is to introduce someone to another who may be able to help them with their with their goal. For example, if someone's car breaks down, you can help him push it off the road but you don't need to sit with him and help him repair it in his garage. Luckily, you know a mechanic friend so introduce the two to each other. Not only you helped fix someone's car but you also brought the mechanic a job, which he will be grateful for.

Boundaries

When you serve people, you need to enforce some boundaries so you know what you will put up with and what you won't. This is important, as this is the thing that lets you surround yourself with high value people. For example you don't want to put up with someone who is late all the time, you will start to hang around with those who come on time. Know what your boundaries are.

Part 6: Play 2.0

The next piece of the puzzle is creation. You have your mind. Everything in this world started off as an idea in someone's mind. The idea here

is that this creation is the source of emotions that create really strong connections.

This comes from spontaneity. Spontaneity allows you to exude emotions with the people you meet.

Play - The key to spontaneity

The first part is **play**. Children are masters of play but as you grow up, you are taught to move towards a more logical approach of problems solving. Play allows you to express emotions and lets you free up your mind.

When you play you interact with the world around you in the present, you set your own rules. If you feel scared, it is because you fear being judged.

One of the things to realize is that you have little control over other people's reactions to you, but you have full control over how you react to their reaction. When you understand this it frees you from their judgment. Only a few people though actually give you a negative response but it's the fear of getting such a response that prevents you from expressing yourself.

The exercise described in the installation manual will help you train your spontaneity muscle.

If you feel you cannot do this then you will want to develop your self-

esteem. The easiest way to do this is to do random acts of kindness for other people.

When you start feeling comfortable with your environment it is time to start playing with people.

When you play, you become a social leader. This becomes very liberating when you go out in your environment and have fun. Don't be surprised if other people join you.

Part 7: Skill Acquisition

Another part of creation is to develop a skill you can call your own. You only have a finite amount of time and if you are doing spending it helping other people all the time so you can connect, it will deter you from your purpose. The solution is to have your own skill with which you can have people connect with you. This could be drawing cartoons or being a really good cook. This is the key to unlocking other people.

Another way is to have a passion for something; it could be anything such as exercise. You don't need to be an expert to advise someone but chances are you already know a lot more about a subject you are passionate about than most other people.

Be sure to ask other people about their passion too. Really dig deep and ask them because people love talking about their passions. People want to be free and this is what their passion means to them. Then you

can share how you feel a certain sense of freedom with your passion. Freedom is the underlying motivation for all passions and when you get to this point, you form a unique connection.

Presence

This means being present in the moment. Time is made up of the past, the present and the future. All sadness, regret and memories exist in the past. All fear exists in the future. All happiness exists in the present. If you are present, there is a very good chance your mind isn't doing any talking, your mind is still as it is aware to all your senses from any stimuli.

When you become still and refrain from judging the environment around you, you free yourself from the constant wave of thoughts in your mind. This is important because you can't have a conversation with someone else if you are constantly having a conversation with yourself. A charismatic person really listens and focuses his attention on what the other person is saying. This allows you to express yourself fully too.

Being expressive really makes your emotions work for you. Risk taking is sexy. When you express yourself you are creating huge emotional spikes with people and making them feel like you two are on a roller coaster ride. This break any phatic behavior whatsoever and it allows you to interact with people in a more playful way. If you think something will go wrong, you are already thinking about the future. A great attitude is always "lets just see what happens".

Whenever you feel doubt or anxious or fear, it is normal. The more you practice the less it shows up, but when it comes (and it does because it never always goes away), there is always something new to discover about yourself. Say to yourself “lets just see what happens.” And no matter what happens you can walk out feeling like a champ. If you take out bad vibes and bad feelings from a conversation, you will take them with you into the next one and that is the opposite of having a positive intention.

There is no perfect time to start a conversation. Certain times are better than others but when there is that time where you feel it isn't right, you can negate the “it doesn't feel like the right time” feeling by taking that risk and starting a conversation. Remember, risk taking is sexy.

Part 8: Creating Connection

In order for you to become socially magnetic, you must develop your ability to authentically connect with people on a deep and profound level. The first aspect of this is being able to hold space with another person.

Holding Space

By creating a comfortable environment you enable the other person to open up to you. This will allow you to share emotional energy.

- Be comfortable and trusting with yourself to help the other per-

son feel comfortable and trusting with you

- Take responsibility for both yours and the other person's enjoyment of the conversation, allowing the other person to relax, let their guard down and open up
- Remaining unattached to the end result of the conversation enables you to flow and be present, allowing you to be in control.

Being Silent

This is where you foster your relationship with yourself. If you are comfortable with your own silence, others will feel they can be silent and comfortable with you too.

- After you ask a question, hold your silence until you receive an answer (its OK to smile!)
- Pause before you speak, giving you time to really think about your answer
- If you are making "Umm" and "Err" noises, your internal rhythm is going too fast, so slow down a bit
- Talking too quickly causes people to lose attention
- Remember, silences are not to be intimidating, but relaxed and peaceful.

Questions and Listening

The key here is not to become an interviewer. This would put responsibility for the conversation, and the subsequent pressure, on the other person.

- Avoid questions that could be answered with “yes” and “no”
- Justify your questions by using phrases such as, “the reason i ask is because...”
- Give authentic justifications, which can be something as simple as you just being curious to know more
- Be quiet while the other person responds
- Be careful not to nod repetitively or say, “aha, OK, aha, OK”, all of which indicate are not paying attention
- Tricks include repeating back what the person has just said and summarising their statement
- Expanding on what someone has just said will likely lead to them respond further, and then a genuine conversation of sharing ideas will ensue

What People Want: Happiness, Freedom and Peace

People come from different backgrounds and have different surface level goals, but everyone generally shares these three deeper life goals.

- Only try to find out how someone tries to attain these goals when you are further into the conversation and you both feel comfortable with each other, never at the start of the conversation
- Remember the 5 W’s and the 1 H: What, When, Where, Why, Who and How
- The 5 W’s and 1 H lead to deeper answers, for example, “ What is your life philosophy?”, “ When is the last time you really had fun?” and “ How would you spend a million dollars?”
- When the answer you receive is laced with emotion, you have

asked a good question

- Challenge them and ask why that is their answer
- If a person's face is lighting up then they are now in touch with their inner happiness, freedom and peace;; you have successfully illicited emotion
- Questions that touch on negative emotions - "what are you afraid of?" - are useful because sharing a broad spectrum of emotions creates a deeper connection, but use sparingly and only once you have gotten to know them

The Dance of Conversation

This is the backwards and forwards flow of the conversation. Consider what is being said in the conversation at any given moment, these are the subjects you will work with. Yes and - yes to whatever they are saying and you are going to build on it.

- These subjects are "conversational offers", offers from each person to keep the conversation going
- You must seize upon these. Do not ignore them and ask further questions, which shows you are not listening
- Asking a question about the offer is not expanding on that offer
- "Yes, and" is the spirit you want to employ., where you are agreeing to the conversational offer and building on it. In the below example, bacon is the conversation offer. Person two gives a "yes" response to this offer, following up with an "and" to build on it:

Person one: "I love bacon"

Person two: "I love bacon too, it's the tastiest meat of all time!"

- Most people use "Yes, but". In this example, person two stops the conversational flow by blocking the conversational offer rather than embracing it:

Person one: "I love bacon"

Person two: "Yeah, bacon's nice, but I prefer eggs"

- Rarely, you may encounter "No, but", whereby a person can kill the vibe by talking about something completely different and being ignorant to the offer:

Person one: "I love bacon"

Person two: "Indiana Jones is on television right now, I'm going to watch it"

Part 9: Mastering Your Mindset

It is very important to get your mind into gear before putting your mouth into motion. Most people are the slave of their mind, not its master. Discipline in three key areas is required to make your mind become your servant.

Forgiveness

An incredibly powerful tool, this is the act of letting go of negative attachments and putting your baggage down. Often you may not want to drop the negative baggage of your story of who you are, but if you can unburden yourself of this, then it will have a huge impact on the way you connect with people.

- Everyone you meet can be a teacher with a gift and a lesson for you
- When you feel pain through an experience, it is trying to teach you something
- When you have an insight about the pain, this allows you to put the experience down and move on
- There is a difference between being detached from something and being unattached to something as it happens. For example, if you chat up lots of girls and keep moving on regardless of how each girl behaved towards you, then you were detached from each conversation and not investing in the other person. If you are unattached to the outcome, then you still stay present with the pain of rejection from a girl, letting yourself learn from it and then putting the pain down
- Use charm to forgive a person when they do not build on your conversational offers with a 'Yes, and"', and instead allow them to control the conversation by building on their offer instead
- Use forgiveness to keep the conversation flowing. Someone may not be socially aware of what they are communicating and you never know what negative thoughts might be plaguing their mind, so don't take on their baggage as your own
- You are naturally charismatic when you are unblocked of your

burdens. Learning these techniques and strategies allows your true self to show while you continue to unblock yourself

Gratitude

Being thankful for whatever set of present circumstances you are in generates a positive mindset. This will improve your vibe and help you to interact with people.

- Negative emotions are addictive, positive emotions take practice
- Gratitude provides you with evidence that your life is good, thereby improving your vibe ever more
- Sadness holds you back in the past, fear keeps you distant in the future and happiness through gratitude keeps you firmly in the present

Persistence

It is important to cultivate this attitude. The best sales people in the world hear “No” five times on average before successfully closing the sale.

- This does not have to be a verbal “No”, but in effect it means the person makes no effort to carry on the conversation
- It can take between 30 to 60 seconds for someone to fully take you in. Any “No”s before then are likely automatic reactions
- By persisting you display your congruence, and that you are comfortable being you in the face of negativity

- Practice being aware of those moments you need to persist in conversations
- Take note of when conversations begin to open after initially being faced with a “No, but”.

Part 10: Building Relationships

Relationships with others are the key to abundance. Everything around you exists because people formed a relationship and brought it into being. Therefore, the relationships you form determine your success in life.

- Underpinning every relationship is the reciprocation principle, i.e. doing something nice for someone means they are more likely to do something nice for you
- This does not have to be a big act on your behalf, it can simply be a small favour
- The back and forwards nature of this principle strengthens relationships
- Aristotel said there are four types of friendships;; those built on fun, those out of circumstance and those through goodness. This last one, based on helping people, is the most authentic and longest lasting.

The Four Connection Levers

These are the four keys that allow you to connect with people on your

own terms and when you want. Few people are aware of these levers, so use them wisely.

Time

The more time you spend with someone, the stronger the contact. For example, the longer the eye contact, the stronger the connection. However, there are several variances to be aware of.

- Time is not linear. Break up the time spent with someone into smaller chunks over a longer period to deepen the connection
- You connect with someone more when you are apart, not when you are together. The subconscious mind is given time to process the person
- Apply the rule “Little and Often” and break up meetings into smaller parts, for example breaking up one date into one morning and one afternoon
- Connection must be face to face or voice to voice - online does NOT count
- The effect is cumulative, so use opportunities to connect regularly to quickly feel like old friends rather than new acquaintances

Space

There are two aspects to connecting through space;; Environmental space and proximity space. Learn to be aware of both and manipulate them in your relationship building.

- Using environmental space to your advantage means meeting someone in different environments
- This is powerful in varying the backdrops for the person's mind to process you, and helps them to perceive you more as a friend
- Go to lots of mini environments with someone over time, as the same environment will form only a light level of connection
- The further apart the environments are geographically, the stronger the connection
- Proximity space involves your personal space, an area we usually only allow people we trust to enter
- It is not true that the longer you are next to someone in silence the more awkward it becomes to strike up a conversation
- Even without a word being said, you will subconsciously relax in each others' presence
- Go and sit next to people in empty carriages and waiting rooms
- If someone comes over to stand in your personal space, use the opportunity to start a conversation
- Build your calibration of personal space by taking partnered dancing classes, such as Ballroom, Tango and Swing

Energy

Emotion is the life force of connection. Time and space provide the capacity for emotion to be shared.

- Share more emotions to form a stronger connection, as sharing only one or two emotions creates a much weaker connection
- If you want share an emotion with someone, then you must feel

and display that emotion first. Be the person that decides what emotions will be felt

- If you are a beginner then focus on making people feel positive emotions, but if you are advanced then share negative emotions as well
- Negative emotions can then be turned round with persistence and tenacity
- Being fun, playful and silly in expressing yourself will help you more naturally share these emotions
- Consider your environment. Somewhere with a good vibe, like a club or a beach, can work in your favour. An area of negative energy, such as a dark and spooky forest, could work against you
- Amusement parks provide a great mixture of emotions

Matter

Changing and manipulating the world around you is powerful way to form a connection with someone, as you create a lasting imprint of your time together.

- Build something from scratch, such as cooking a meal together or creating a project
- Sharing ideas is a way of creating matter on the metaphysical level, for example discussing how you would survive a zombie apocalypse
- Change the direction of somebody's life by helping them with a challenge or having them help you overcome an obstacle
- These obstacles can be physical, mental and spiritual blocks

- Use phrases such as, “we”, “lets” and “us” to imply the connection between you both

“I Know a Guy”

Connecting others is the gateway to expanding your access to social circles, and thus your opportunities in life. Connections are gratefully received when this will solve a person’s problem.

- Find out what hurdles are holding someone back from following their passion
- It does not matter if you cannot come up with a solution to their problem. The fact that you are investing time will leave them grateful and they will want to reciprocate when you are in need of help
- If you can connect two people who have never met in order to help them solve their own respective obstacles, then this will leave you off better as well

Part II: Conclusion

Everything in this manual is for you to use and charm your way through life. Feel free to employ other charming skills you notice others use that make you feel good. Put yourself in situations where you can use “Yes, and”, be persistent in your kindness and forgiving of others if they don’t appreciate it. As you improve, you will gain access to other peo-

ple's social circles. Now, move on to the missions in your installation guide to develop these skills, and live your life of abundance.