

How to Influence People

Easily and Effectively

**Unlock the Secrets of
Persuasion and
Get What You Want
Out of Life**

Keanu M. Christopher

How to Influence People Easily and Effectively:

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1. Introduction

Communication is a vital skill, even in today's technology saturated world. Being able to clearly communicate means that you can get your point across and it also increases your chance of being able to persuade people and wield better influence over people.

Why would you need to influence and persuade people? The better question would be why would you not want to be able to influence people?

Influence and persuasion sometimes have negative connotations but that is simply not true. Why would you not want to be able to present your side of an issue; when you can master communication, you can have conversations instead of arguments.

In business, you will be able to easily have people see your side of things, listen to your ideas, and give you their support. Your personal relationships will flourish and improve because you can word things in such a way that people listen and take notice.

Being able to influence and persuade can transform your entire world. You will be able to begin to get what you want instead of just striving for it and coming up empty handed. Stop being the underdog in the office and start being a leader.

When we talk, people take cues not only from what we say, but how we say it. You can learn to speak

to use trigger words that will work on a subconscious level, helping people connect to you, making it easier to influence them. What you say is important as well as how you say it; learn to pair your words with body language to up your power of persuasion.

By the time you are done with this book, you will be able to hold relevant conversations, make people stop and listen to you, be able to easily connect to whoever you talk to and to make your conversations more powerful.

In short, you will have boosted your ability to influence people and they will not even realize that they have been influenced. Language is a powerful thing and you will be a master at it, inviting success into your life by using these methods.

2. Anybody Can Communicate

A lot of people think that because they are not strong communicators that they are unable to be effective at persuasion.

Great communicators are not born, they are made. Anybody can learn to be a better communicator and anybody can learn the art of influence and persuasion.

If you are not a strong communicator, you can learn to be. This book will help you hone your basic communication skills while teaching you to be persuasive.

However, your attitude is the determining factor as to if this book will help you or not. If you think you cannot, then you cannot. When you tell yourself that you cannot do something, you limit yourself.

Imagine all that you could accomplish if you stopped working against yourself and started working for yourself.

A positive attitude can make or break you in this world. Not just with this, but with anything.

This is your life and you are in control; nobody else, just you. Having a bad attitude is probably the biggest obstacle to your success that you will ever face.

When you are overly critical of yourself and start to think that you are doomed to failure, you are actually dooming yourself to failure. It would seem like most people would take steps to avoid this, but in fact, it is common.

We are truly our own worst enemy because all too often we let the mistakes of our past weigh us down.

If you have had bad luck in the communication department in the past, shake it off. Your past does not define you. Stop dwelling on what you have not had success with in the past and start thinking about what you can do and you will find that you are able to start achieving your goals.

Stop making things hard on yourself and open yourself up to a better future.

The very fact that you purchased this book means that you want to change, and hopefully you are willing to change. A willingness to change is the first step of a beautiful journey, a journey to your path to success.

There is no shame in admitting that you have a weakness in your communication skills as long as you are willing to work on them. Being willing to make changes is a big step and you will be grateful for doing so.

Personal responsibility is not always easy to do but it is so rewarding when you decide to take

responsibility for your life. Start saying *“I am responsible for my own success and happiness”* instead of *“I cannot control my own success and happiness”* and you will begin to see a vast difference.

You can do it. You can succeed. Stop limiting yourself.

A great deal of being a good influencer is that you need to be confident. People respond better to a commanding presence than a timid one. If you appear unsure of your own advice, why would people come to you or take your suggestions?

Strong speakers appear to be confident when they speak and that is why people are drawn to them to listen. You can be confident too, just hold the thought in your mind that you are confident, that you are able to do this.

Remember, your attitude is what will make learning to be persuasive easy or what will make it hard. It is your success on the line, why would you not want to believe in yourself.

When reading this book, learn to shut off the negative self-talk that will distract you. When you hear that little voice say, “I cannot do that” tell yourself this, “watch me.”

How you think affects your actions which are why we are opening this book about communication methods with a section about positive thinking.

Your ability to think and to be positive is vital to your success.

Read this book with an open mind. Do not let the TV drone on in the background, turn off the radio, put your phone on silent and just allow yourself to read and absorb the material. Distractions will keep you from learning and from understanding the material.

3. Believing is Achieving

What is the difference between the person who gives their proposal at a business meeting and gets chosen and the person who gives their proposal and does not get chosen?

Chances are the person who gave the better presentation while being confident won.

Let us look at two examples.

Employee A has a well-thought out proposal, with excellent solutions to some of the companies more pressing problems. He has outlined a two-year plan to systematically make the relevant changes to help the company improve profits and get new clients. His theories are sound and are modeled after strategies that have been proven to work once implemented. Employee A has been with the company for seven years.

Employee B also has a well-thought out proposal, using methods that have not been tested but they look good on paper. It promises a quick fix, in under a year for the company. The ideas sound solid, but can be risky, especially since they have not been tried before. Employee B has been with the company for only one year.