

Mastering Magical Persuasion



With
Traci Brown







Take 100% Responsibility

“Excuses are the tools that allow you to deny the truth and destroy opportunity”

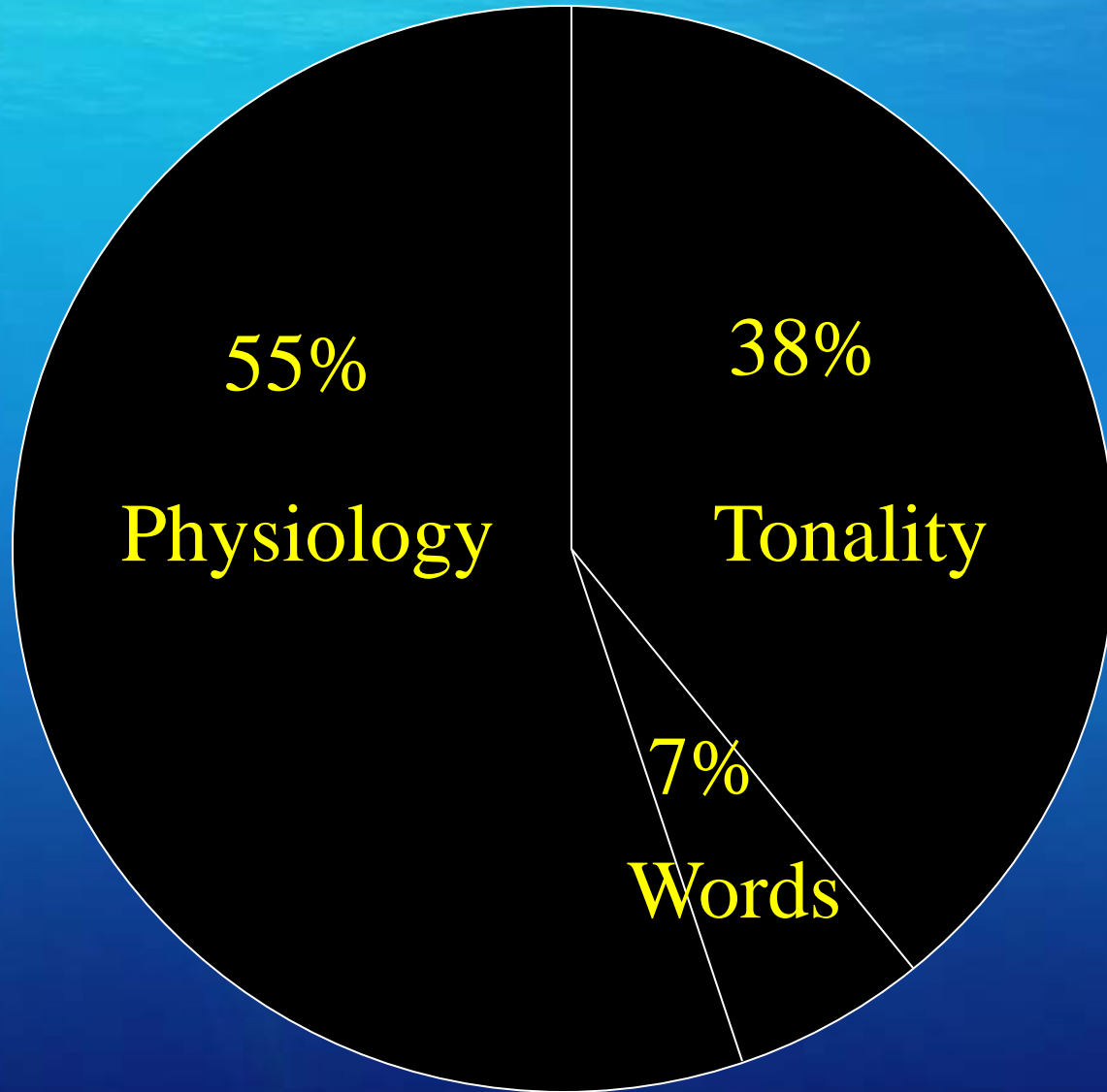


What is Rapport?



How Would You Use it?

You are *Always* Communicating!!



Physiology:

Posture

Gesture

Facial Expression

Breathing

Tonality:

Tone

Tempo

Pitch

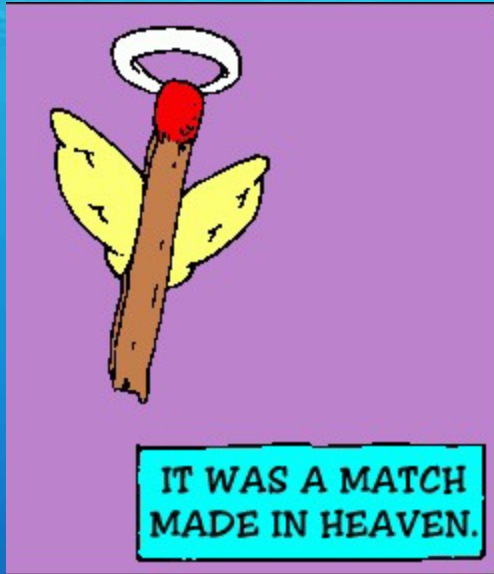
Words:

Predicates

Keywords

Content Chunks

Matching and Mirroring Creates Unconscious Rapport!



Matching

Doing what looks like the opposite
of what they do



Mirroring

Making yourself like they're
looking in a mirror

So What's the Goal?



**CREATE
POSITIVE
FEELINGS!!**

Matching and Mirroring Creates Unconscious Rapport!

EXERCISE

Rule #1: 45° Angle

Rule #2: Use Matching

Rule #3: A leads, B follows with
Matching/Mirroring

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“Not brute force but only persuasion and faith
are kings of this world.”

-Thomas Carlyle, Scottish Historian, 1795-1881

