

# CHARISMA

## Make Yourself a People and Opportunity Magnet

By Larina Kase, PsyD

You know those people who seem to instantly grab attention and draw others to them, almost like a magnet? It's as though things come easily for them and people go out of their way to help them out. They attract work opportunities, friends, dates, and more.

We all want to be like that, but wonder if we can.

Are those people just born with this magnetic quality? Is it their personality? Their looks? Their intelligence? Or is it something that can be learned?

### Charisma Myths

Unfortunately there are many myths about what makes people charismatic. These misconceptions hold many of us back from feeling that we are charismatic and therefore, projecting it to others.

In reality, it is not just the rich and famous who are charismatic. It is not just the natural super-model types or star students who graduate in the top of their classes. Anyone can be charismatic and become a magnet for all they want. Yes, you can too!

The biggest myth is that charisma is about how you act – that you must be extroverted and a natural leader to have personal magnetism. This is not true. In reality, true charisma comes from inside and radiates out, drawing others to you,

and making you more influential and persuasive.

### The Makings of Charisma

Charisma and personal magnetism are what draw others to you, make people interested in what you have to say, and help you to be a confident leader in all you do. The most important aspect is how you make other people feel. This is why the key components of charisma and personal magnetism include:

#### EMPATHY

Empathy is your ability to see situations and feelings from another person's perspective. When you convey empathy to others, you show them that you understand, or seek to understand, their position. People feel that have truly heard them and that you care about them. True empathy cannot be faked. People see right through this and it is worse to feign empathy than to express none at all. Some of us are naturally higher on empathy than others, but anyone can learn to be more empathic.

#### CURIOSITY

Curiosity feeds into empathy because when you are really interested in and curious about someone, it is easy to express empathy. Charisma people are inquisitive about a variety of topics, not just what they are interested in, but also

what others are interested in. They love learning and ask compelling questions.

#### FOCUS

Charismatic people maintain an intense level of focus on the person with whom they are speaking. When you talk to a charismatic person, you feel important, as though no one else exists in the room. This attracts you to the charismatic person and makes you feel good about yourself when you're around them.

#### PRESENCE

Your presence includes your poise, or ability to gracefully handle setbacks and your appearance. You do not need to be classically "good looking," instead, you present yourself well and in a way that is appropriate to the situation and the image you want to project. The most important aspect of your appearance is your body language. Charismatic people have great posture, make eye contact, smile, and gesture naturally.

### 10 Quick Ways to Make Yourself Magnetic

No matter what your goal in life – from selling more to having your kids listen to your rules to commanding an audience when presenting – personal magnetism will help you get there.

## 1. BE SELF-AWARE

We must first be aware of ourselves before we can control how we feel or the perception of others. Enhance your self-awareness by paying attention to how you think and feel in various situations. Recognize the thoughts that go through your mind and your reactions. Also be aware of your actions including your body language.

## 2. MOVE TO BOOST YOUR MOOD

A cheerful mood is contagious and one of the most powerful ways to increase your personal magnetism. The most reliable and fastest way to boost your mood is through exercise. Moderate exercise releases endorphins and other mood-enhancing neurotransmitters and neuromodulators. As a bonus, if you exercise outside, you get the benefits of being in nature and the cheer-inducing sunshine.

## 3. MAKE IT ABOUT OTHERS

Let's face it, charisma isn't really about us. It's about how we make others feel. The best way to make others feel good is to be genuinely interested in learning about them. Ask questions. Get engaged in what others say.

## 4. SHOW WHAT YOU KNOW

Knowledge is sexy. Don't hold back on sharing your ideas. Have strong convictions. Show that you are a leader with a clear view of where you are going. Be clear on whether you're expressing something as fact or as your opinion because you'll lose credibility if you try to pass your opinions off as fact.

## 5. GROOMING ISN'T JUST FOR DOGS

Personal hygiene and grooming greatly impacts how you feel and how others see you. Dress your best. Invest in high quality fabrics and tailoring to be sure you convey the image you want and feel great. This sounds superficial, and it is, but that's okay.

## 6. CULTIVATE YOUR EMPATHY

Listening and conveying empathy

boosts your personal magnetism. Empathy is actually one of the very most important aspects in how able you are to influence others. If people think that you don't get them, they will resist your influence.

## 7. TELL A GREAT STORY

Nothing is more engaging than a wonderful story. Practice telling stories every chance you get – at meetings, at cocktail parties, with your significant other over dinner, to your children.

## 8. REMEMBER NAMES

Everyone loves hearing their own name. Just don't overdo it by saying their name in every sentence. Sales trainers often teach salespeople to say prospects and clients names. Then they say the names every sentence and it sounds very artificial. Practice gratitude. Being appreciative for what you have is a key to happiness and a cheerful disposition, both of which make you more attractive to others.

## 9. CULTIVATE YOUR HUMOR

Everyone loves people who make them laugh. Learn your personal style for using humor and use it regularly. One

way to learn humor is through observation – pay attention to funny people you know and on television.

Practice these ten tips and watch how much more quickly and easily you attract great people, opportunities, and success. You'll see that you can be as charismatic as the world's most famous celebrities, politicians, and speakers, and the best part is that you don't even have to try. It will just come naturally to you, and the confidence and positivity you feel will be contagious to those around you. GB

**Larina Kase PsyD, MBA** is the author of *"The Confident Leader: How the Most Successful People Go from Effective to Exceptional,"* which shows you how to be a charismatic leader in your career, community, and life by achieving the things you think you can't. Learn more at [www.ConfidentLeaderBook.com](http://www.ConfidentLeaderBook.com)



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