
10 WAYS TO MAKE A MAGNETIC 1ST IMPRESSION

DESI **CHRISTOU**



Desi Christou

associates

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First Impression***

Desi Christou
Trainer, Coach, Speaker
Desi Christou & Associates
www.desichristou.com

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Hello and a warm welcome to *10 Ways to Make a Magnetic First Impression*. I guess you're reading this article because you want to understand how to make a magical first impression and learn more ways to put yourself across to other people in a more positive light and make the most memorable impact when you are around others – both in a business and social situation.

Many people want to make a powerful first impression because it will enable them to achieve a number of things: win more clients, excel at job interviews and get the job, network successfully, achieve outstanding results in meetings, presentations and it's useful in social situations too.

Before we go on, allow me to introduce myself. I'm Desi Christou and together with my associates, we are a training and coaching organisation with a consistent track record of helping individuals just like you develop a powerful state of mind and clarity of thought to help you cultivate your path towards greater well-being, success and happiness both in your personal and professional life.

Over the years as an ex-TV Producer, Desi has worked with some of the biggest household names such as Chris Tarrant, Davina McCall, Paul Ross, Neil Morrissey, Terry Wogan, Anne Robinson, Melinda Messenger to name but a few. She coached celebrity interviewees, teams and programme contributors and her coaching appealed to many. On her advanced personal development NLP trainers' training she scored 99.2% (233/235) which landed her in the top 5 of highest scores in the UK in the 20 year history of the ABNLP accreditation board.

We have a wealth of experience and we pride ourselves on helping our clients get the results they want.

Thank you for reading, get comfortable and read on to discover the *10 Ways to Make a Magnetic First Impression*.

10 Ways to Make a Magnetic First Impression

Did you know that most people will judge you within 3 seconds of meeting you on an unconscious level and once that opinion is formed, it is difficult to shift. As humans it is our nature to make snap judgements (mostly at the unconscious level) within seconds of first meeting someone. This is why first impressions really do matter so it's vitally important to make a positive impact straight away.

This can be said of scenarios both in your business and in your personal life. Think about potential first impressions at a business meeting, a conference, a networking event, a presentation, at an interview, a date or at a social gathering and how important they are.

Why would you want to make a captivating first impression?

The reasons are endless but here are some common examples as to why it is important to make that magical first impression:

- You're going for an interview or informal chat and you are eager to get the job, payrise or promotion
- You are meeting a prospective client and you are keen to land the business, close the deal or work together
- You are going to a social or work gathering and you want to make new friendships, connections and contacts by making a positive impression
- You are delivering a presentation and you want to come across as being confident, charismatic and credible and you could win business, a payrise or even a promotion as a result of it
- You are wanting to get an outstanding result from a business meeting
- You are going to a business networking event and you are looking for potential contacts, prospective clients and joint ventures
- You are going to a singles' gathering or on a date so want to come across as attractive as possible (this goes beyond physical attractiveness).
- You want to feel good about yourself and want others to feel good around you!

The way you carry yourself and how others perceive you will be transmitted instantly to the other person you are interacting with through tiny gestures, your posture, how you stand, how you move, how you talk, your rate of blinking, your style of breathing and through the expression on your face.

These tiny messages are transmitted in the blink of an eye and are driven by your internal dialogue (what you say to yourself on a daily basis), your emotional state (how you feel inside on a daily basis), your unconscious beliefs (what you believe about yourself, other people, the world and your circumstances), how you feel about yourself and last but by no means least, these messages are communicated also by your behaviours. Mind boggling!

These messages are transmitted by your unconscious mind and they happen automatically unless you start becoming more aware of what it is you're communicating, which is the point of this paper. This paper is designed to make you aware of certain factors that will impact the impression you make on others. It's also important to note that when I refer to the word 'communication', it encompasses both verbal and non-verbal communication.

Verbal = your words, your voice

Non-verbal = your body language

Did you know that...

55% of your communication to others is transmitted through your body language (physiology, postures, gestures, blinking, breathing, facial expressions, energy).

38% of your communication occurs through your voice (the pitch, volume, quality and speed).

7% of your communication is transmitted through your words. Which is why text messages, letters and emails can be so easily misinterpreted because so much of the communication is lost and is interpreted based on your own perceptions and beliefs – how your perceptions and beliefs are formed is a whole science which we don't have time to go through in this paper.

I'll tell you a short story to illustrate this point briefly. About 3 years ago I was on holiday in India. It was a warm, May evening and I could feel the warmth of the sun on my face as I walked around looking at immaculately-crafted golden statues standing at the entrance of a very grand and eye-catching temple. I was fascinated by the detail of the hand-made sculpture and while I was fixated on the statue, I began to wonder about why it was there.

At that point, my thoughts were interrupted by an old Indian man with an open, warm face with silvery-hair who started talking to me in a soft-spoken voice. He was speaking to me in a very open and warm way, with a reassuring voice and calm gestures clearly explaining to me about the significance of the statue. I don't speak a word of Hindi and this man was speaking to me in his native language.

Interestingly enough, even though I couldn't understand the words he was using, I developed a good understanding of what he may have been explaining because I was unconsciously processing the communication from his voice and from his body language.

Intriguing!

What is communication?

- It's how you put your message across (both verbally and non-verbally)
- How you present yourself to others
- How others perceive you
- How you perceive yourself or what you believe about yourself (which ties in to beliefs and confidence which I'll explore a little later)
- Your relationship to yourself and to others

What is the basis of communication with another person?

Simply put, it's rapport. Rapport is the basis of all communication. Without rapport there is no communication. When you are in rapport with the person or people you are communicating with the communication channels will open, the person or people are much more likely to listen to you and take on board what you have to say.

Which is why it's so important to be in rapport with the person you are communicating with otherwise your message won't get through. Becoming a master of communication involves learning how to use your body language, your voice and your words in a powerful way.

How do you make a magical first impression?

Through understanding and applying these 10 steps as a starting point:

#Tip 1: Tap into the power of charisma:

You do this through your smile, your voice and your energy (the 'vibes' you exude). Even though it may seem like common sense, when you meet someone new, make an effort to smile. I'm not suggesting that you conjure up a huge, fake smile – that's the worst thing – just acknowledge the other person through a little smile – it's important to communicate to the other person that you are noticing and acknowledging them. This also applies to when you are addressing a group of people – whether it's at a meeting or presentation. Remember to smile! It's the biggest ice breaker and a big rapport creator 😊

Your voice: remember that 38% of your communication happens through the tone of your voice. What kind of voice do you have? Listen and pay attention to the tone of your voice – do you vary your pitch from higher to lower pitch and vice versa? How quickly or slowly do you speak? Notice the rhythm of your voice, is it melodic, sing-song or perhaps more monotone? Do you talk at a consistent speed or do you slow down or pause in places? Do you have a positive, warm and uplifting voice or do you have a nervous voice? You will make a huge impact

on the other person depending on how you use your voice and the variation in your voice tonality, speed, volume, tempo, pitch and pauses...and silence. Silence is incredibly powerful when used appropriately. This is especially true when you are delivering a presentation.

Your energy (your vibes). Every human being has what we call an 'aura'. This is now scientifically proven because your energy field can be photographed using a process called Kirlian photography. The colours and brightness of your energy field will depend on the mood you are in, how you feel about yourself in general, what beliefs you hold about yourself, what your outlook on life is and what kind of thoughts you think (whether they are positive or negative).

If you have unresolved negative emotions, negative beliefs, negative thoughts, worries, if you are in a bad mood or whether you suffer from a lack of confidence, this will show up in your energy field. The science of 'energy' is a huge topic so I'm not going to delve into it too deeply in this paper, I just want to bring your attention to it.

The reason your energy has such a big impact on how others perceive you and whether you make a magical first impression or not is because your energy field is one of the first things that people will be 'reading unconsciously' when they first meet you. How does your energy make the other person feel in your presence? Well, you wouldn't know that unless they told you!

Let's think about this another way. Have you ever been in perhaps either a social or business situation and you noticed someone who walked in the room and they had a certain 'air' about them where you instantly warmed to them? Or perhaps you were introduced and within seconds you felt you really liked them as a person, before they'd barely said anything?

This is because that person is radiating an attractive energy field and their body language is making a positive impact, before they have even opened their mouth. People with that type of energy field generally radiate warmth, confidence, presence, charisma, credibility are comfortable in their own skin. They usually have a healthy self-esteem and hold a positive mindset.

Incidentally, having charisma has nothing to do with being loud or noisy. It's about having the capacity to make the other person feel really good in your presence. What can this lead to? Getting more clients, excelling at interviews and securing job offers, making a powerful impact in meetings, presentations and at networking events. And success in the dating and social stakes!

There are also the needy 'energy vampires'. People who, when you are in their presence, will suck you dry and leave you feeling drained and tired. That's because they are feeding off your energy. Do you know anyone like that? It could even be someone you know. 'Energy vampires' are often very 'needy' individuals

and neediness is not considered to be an attractive trait. It usually repels. Think someone who appears 'desperate' in wanting to get a date, or someone who is forcing their business cards on someone else in a needy, push manner. Hardly attractive is it!

#Tip 2: Make eye contact.

This will make or break the connection when meeting someone new for the first time. Look at them! There is something I teach called the “soft eye focus”. This means that you don’t look at the person’s lips (too intimate) and you don’t look directly and deeply into the other person’s eyes either (too intense).

Instead focus on the ‘triangle’ area in between the bridge of the nose and in-between the eyes. That way you will make a connection with the other person without being too intense or intimate otherwise that could scare people off.

This applies also when you are speaking to an audience - just take a few seconds to look around the room and make eye contact with people in this way. This technique will enable you to come across warm, friendly, inviting and connect you with the person or people you are speaking with. Incidentally, this may sound like common sense but when someone is speaking to you, it’s vital that you look at them.

You’ll be surprised at the number of people who will be looking away or easily distracted when someone else is speaking with them. Give the other person your full attention – believe me it will pay dividends.

#Tip 3: Expand your Comfort zone.

Get out of your comfort zone!

Your comfort zone is the area where you feel safe, contented and secure because it's familiar. It is also the place that is the biggest obstacle to you taking on new challenges and going confidently for what you want in your life. If you stay in your comfort zone you will never grow as a person and experience new things because they may seem 'scary' or 'unfamiliar'.

If you are at a networking event, a social event, a conference or anywhere else where there are many people around who you don't know, instead of scanning the room for anyone you know, strike up a conversation with a stranger. What's the worst that could happen? What's the best that could happen?

In terms of speaking in public, go and present to a group of people if you can get the opportunity. Whether it's chairing a meeting or speaking at a business networking event, the more you do it the easier it will become. Stretch yourself! If it makes you feel uncomfortable, that's great!! It means you're hitting the boundaries of your comfort zone and it will cause your comfort zone to expand.

#Tip 4: Be a good listener.

To make a captivating first impression, be the listener rather than the talker. This is extremely powerful. Most peoples' favourite topic of conversations is....themselves!

Be different.

Be interested rather than trying to be interesting.

Genuinely show an interest in the other person and pay attention to what they are saying.

Ask them questions, find out what you have in common, ask them for their opinions and take on a subject. This tip in itself is a big rapport and relationship building technique there though it may sound like common sense.

The other person will walk away thinking very highly of you if you give them the opportunity to talk about themselves first. What you'll then find is that (usually!) the other person will then turn the conversation around to find out about you next.

Tip #5: Give a warm, friendly handshake.

In most instances in the western world, when we meet someone for the first time or are introduced to someone, the usual way of greeting is through a handshake.

Certainly in the Mediterranean cultures, it may also be more customary to give kisses on both cheeks unless it's a business situation.

Be mindful of your handshake: a 'crushing' handshake is seldom welcomed or a very 'limp' handshake will only give a lukewarm impression.

When giving a handshake, make it firm and warm – don't squeeze too hard but don't make it limp either. Practise!

Tip #6: Be mindful of your body language.

When presenting to a group of people, it can be tempting to make lots of hand gestures, fiddle with a piece of paper or stand behind something, like a chair or a podium. This usually happens because a prop of some kind makes you feel 'safe' and 'protected' from the audience.

What could they possibly do? 99.9% of people in the audience would be on your side. They have no interest in watching you fail – because it's not in their interest! Keep your movements when speaking to a minimum, otherwise your audience will become distracted and become more focused on your gestures rather than what it is you are saying.

If you are used to 'speaking with your hands' then it may be wise to practice keeping them more still. It may seem unnatural at first but remember that 55% of your communication happens through your mannerisms which is why (unless you have been trained in presentation skills), it's appropriate at this stage to keep your movements to a minimum.

In fact, 'stillness' is actually very powerful when you are presenting to a group. There are very, very specific gestures that we teach on our presentation skills workshop "*Presenting with Confidence*" that convey very specific messages to your audience and that's not something that can be described in writing. You'd have to see it in action!

Examples of what messages specific body language gestures can convey are: "*I'm credible, authentic, confident and trustworthy*", "*You may wish to listen to me, I'm an expert on this subject*", "*I know all the answers to all the questions you may ask*", "*I'm someone that can help you*", "*I'm self-assured, successful, centred and comfortable in my own skin*" (to name but a few).

Now, consider how important it is to communicate these messages in a business context!

You can also get the audience into particular states of emotion (simply by where and how you stand): such as motivation, excitement, calmness and the 'feel-good' factor, simply by telling very specific stories (metaphors) structured in a very particular way that impart a message at the unconscious level.

Tip #7: Breathe, breathe, breathe!

When speaking – whether you are speaking to an individual or a group - remember to BREATHE! Talking very fast is often a sign of nerves especially when you are in a situation which can make you slightly nervous, such as standing up and speaking to a group of people, in an interview, in a meeting and even someone that you are attracted to.

So many people I see stop breathing naturally when speaking to an audience – it's almost as if they stop breathing and they speak at 100mph because they want to get it over and done with!

Sloooooow waaaay down!

Vary the rate of your natural voice speed.

When you vary your voice speed, you will arouse the audience's curiosity. This is an art that requires live coaching and practice.

You can actually increase your credibility, power, confidence and charisma through very specific breathing exercises.

The two that I will mention here are as follows:

Haaaaa breathing: this type of breathing is to create a clear mind, relax your body and feel peaceful inside. You will radiate an air of tranquility, balance and calmness. You take a slooow deep breath in through your nose and breathe slowly out through your mouth.

Fire breathing: this type of breathing will 'fire' you up, create a sense of inner power and make you appear (and feel!) much more confident and credible. You take very short sharp breaths in through your nose and blow very quickly out through your mouth.

Using this breathing technique I broke a one-inch wooden board with my hand (which has nothing to do with strength incidentally (I'm 5'1" and petite!) nor any previous martial arts training) to demonstrate to my seminar delegates the power of a positive mindset, the power of beliefs (believing that I could break the board) and the power of breathing exercises. (Please DO NOT break a board without any supervision as this would require live coaching!!)

Obviously with breathing techniques the only way to learn them is to see them demonstrated and then be coached through the process because that way you will ensure that you are doing them properly.

Imagine what you can achieve, what obstacles you can overcome, what challenges you can take on when you learn the art of having a positive mindset and what that can get for you. Having a magnetic presence and having a positive mindset go hand in hand.

Tip #8: Set your outcome:

Whenever you come to do something, what's your intended outcome?

When you are going to deliver a presentation, speak at a meeting, a networking event, an interview or anything else, what results do you want? What is the outcome that you desire?

Think about the kind of people you'd like to meet and the interactions you would like to have and write them down.

It is important to focus on what you want because that way your body language will make you come across to others in a favourable light. Also when you focus on a positive outcome your thoughts will fire off a sequence of chemical messages in your brain leading to an increase in endorphins (the feel good chemicals!)

Your thoughts affect your emotions and your physical health, but more on that in tip #10!

If you focus on what you don't want to happen and start to think negatively or over-worry, that will also come across in your mannerisms, it will affect your energy field and the other people will pick up on it unconsciously and start to make snap judgements about you.

Anxiety is a warning from your unconscious mind to focus on what you want! A positive mental attitude in all areas of life will take you a long way.

Negative mindsets repel; positive ones magnetise.

This leads into the art of writing powerful goals. But firstly you have to know what you want. Goals – effective goals (and goal setting is an art), will turn your thoughts and dreams into reality. When you write goals, write them in present tense as though they are already happening.

Why?

Because your unconscious mind (which is your goal getter) will guide you down the path of achieving your goals even though in reality they haven't happened yet. If you write your goals in the future tense, your unconscious mind will always think they are in the future – subsequently, they won't happen as they will always be in the future!

I use a goal setting system that I have devised called P.O.S.I.T.I.V.E© goals that helps people I work with achieve what they want in different areas of life.

Living a life without goals is like getting into a ship and not knowing where the destination is.

The ship may be lucky enough to drift into a beautiful, sunny harbour somewhere in the Mediterranean or you may end up in a run-down, bleak, rough area of the country.

Where would you rather be?

Tip #9: Be conscious about self image.

When you are in business (or even social) situations, what do you wear?

What colours do you wear?

What kind of watch do you wear?

What kind of shoes do you wear?

What handbag do you carry?

How well do your clothes fit you?

How well groomed are you?

What kind of ear-rings, jewellery and purse do you have?

Even certain colours have an impact. Different colours will suit individuals differently.

If you are a man, your watch, your shirt and your shoes will make the biggest impression.

Be sure that your outfits and what you wear convey the right messages to the right people, so to speak.

Remember that people make unconscious snap judgements about you in seconds. Image is very important – whether you are in a business or social context.

Tip #10: Mind your language.

What kind of thoughts do you have?

Do you have positive, encouraging and supportive thoughts or do you always worry and think about what could go wrong?

Do you ever put yourself down and think *“Oh I can’t possibly succeed at doing that!”*

Do any elements of self-doubt ever creep into your mind?

Remember that anxiety is a warning from your unconscious to focus on what you want. As I mentioned earlier in Tip #8, when you think positive thoughts you actually influence your brain chemistry.

When you think negative thoughts, focus on worries, think of the worst case scenario, what could go wrong (the ‘what if?’ syndrome) then you are causing stress hormones such as cortisol to increase and flood your body which are harmful to your health (the mind-body connection has been proved).

If your internal dialogue is negative and unhelpful, this will be transmitted through your physiology which will in turn, give off certain ‘negative’ vibes to others around you. You really are what you think. Your belief systems – which often are hidden deep within your unconscious mind – come into play here. Beliefs can either be empowering or limiting.

Examples of empowering beliefs are: *“I can do this”, “I deserve to be successful”, “I am a catch”, “I will get what I want”*. Examples of disempowering beliefs are: *“I can’t be successful”, “I don’t deserve to be happy”, “I’ll never earn the money I want”, “I don’t believe I’ll ever meet the right person”, “I don’t believe in myself”*.

I frequently see clients for 1-1 coaching who are metaphorically swimming in limiting and disempowering beliefs which causes them not to come across well and it stops them from having what they want in their life and they end up feeling miserable.

You’ll find that these habits are ingrained in most successful people, both those who are financially successful and also those who are successful in their personal and professional lives. Ultimately, people with these habits are happy inside and comfortable in their own skin and that’s the healthiest state of mind.

This brings us to the end of this paper which is aimed at raising your awareness at how to create a magical impression on others. I hope you’ve enjoyed it and picked up some interesting tips and concepts along the way.

If you would like to chat about what I've talked about here and find out more about how I can help you (or if there's a personal or business issue that you'd like help with), let's talk.

You can get in touch by calling our office on **0845 388 8213** or **07887 887702**. Alternatively you can drop me a line on info@desichristou.com

We are also launching a session "*10 Ways to Make a Magnetic 1st Impression*" where I will be teaching you how to actually do this live! If you are interested in finding out more, send me an email on info@desichristou.com with "*10 Ways*" in the subject header and I will send you information when the session is ready to launch!

I very much look forward to hearing from you.

To your success!

With warmest wishes,

Desi x