

FREE Popularity Secrets

What Most People Know About Being Popular...
But Will NEVER TELL YOU...



**To Anyone Who's Ever Been In A Situation
Where They Felt Like They *Didn't Fit In*...**

Chris Nosal

Popularity Secrets

What Most People Know About
Being Popular... But Will Never Tell You

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This is a free informational guide for anyone struggling with issues meeting people or making friends that is designed to help supercharge your social skills INSTANTLY.

This book is divided into 3 parts which are like the “trinity” to your success... because there’s a *very good* chance that if you don’t have ALL 3 PARTS you’re NEVER going to be successful at any of them individually.

First I’m going to show you exact steps and specific directions for beating your fear of rejection, nervousness and shyness... then we’re going to move into how to talk to people and have conversations... followed by a master course in body language and non-verbal communication for a TOTAL personality transformation starting from step one with social anxiety, being afraid to start conversations, and having no idea what to say around people.

Even you can’t understand why I’m talking about something, just keep reading, I’m putting everything in a VERY SPECIFIC order based on experience, that is literally going to take you on a journey that took me 7 years in under an hour.

Even if you don’t always understand why I’m talking about a certain subject, just keep reading.

This book is written to put the information in your head that will benefit you once you get out in the real world and connect it with real world experiences when you need it.

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A Picture Of Your Mind

First, I want you to imagine a few things:

- ✚ Palm Tree
- ✚ Motorcycle
- ✚ House
- ✚ Macintosh Apple
- ✚ Sword
- ✚ Fire
- ✚ Blue Elephant
- ✚ Anxiety
- ✚ Fear
- ✚ Nervousness

I'm guessing you are able to get a picture in your mind of the first seven items, but not the last three.

This is the **FIRST** change in thinking you need to make about how your mind works.

YOUR MIND WORKS IN PICTURES

When I told you to look at these words, your mind didn't picture them as words, symbols or verbal descriptions—your mind saw them as pictures.

Let's take another example.

Which of these has more meaning to you?

Owl



Did you notice that when you looked at the picture of the owl, you saw that picture inside of your head... but when you looked at the word “owl”, your brain associated the word with the image, and the first thing your brain did was take the word “owl” and convert it then present it in your head in the form of an image associated with the word... and your brain showed you the word as a picture in your head?

Did you also notice that your brain instantly “flipped” without your conscious choice to whatever image I was feeding it?

And did you notice your brain created all of these pictures AUTOMATICALLY... without any conscious effort?

Literally, I was CONTROLLING your thoughts.

Now let’s try the last three:

✚ Nervousness

✚ Fear

✚ Anxiety

Did you notice the difference between the pictures that formed in your head?

The problem is that **we don't have a picture of what our emotions look like...** because they don't have a physical, tangible form... and because of this we can't work with our emotions in our mind, since our mind can't convert the words into images like it needs to in order to process the concept.

Our brain NEEDS to give everything we experience some sort of physical, tangible image.

Every time we try to control our emotions, our wrong understanding of *what* is causing our emotions completely screws things up... it'd would be like going to war with the wrong country, then wondering why you didn't win against the country who actually *was* attacking you when you never fought back against them in the first place.

What's *Really* Causing Feelings In Your Body

What would you say if I told you that your emotions have ABSOLUTELY NOTHING to do with what is going on outside of you... and that your brain creates your emotions almost like a toy?

After about 5 years of digging, I was lucky enough to stumble across a book which contained a number of scientific experiments that PROVE this our emotions are completely controlled independent of what's going on outside of us, or around us.

On top of this, you've probably also heard the phrase "it's *all* in your head"... but because no one ever gave you an UNDERSTANDING of what this phrase means... you have NO IDEA what to do with this

information... or how to use it in your life, other than maybe as an empty “pep talk” you give yourself when you are trying to get yourself to stop feeling the way you’re feeling.

In this experiment, scientists used electrodes to stimulate parts of the subjects’ brains... and what they found was that by applying a certain voltage of electricity to specific areas of the brain, they could activate a certain part of the brain that would normally be activated by a “trigger” in the environment CONTROL the way a person was feeling (if that’s confusing I’ll explain it a little better in a minute).

One notable discovery came when the amygdala of the patient was stimulated, and the person began to experience fear and anxiety that was associated with the recall of social situations... meaning they felt like they were actually *in* a social situation (and their brain actually recalled the memory of that situation that produced the feeling) that was making them nervous, all from inside of a lab.

And when specifically the left side of amygdala was stimulated, the person having their brain stimulated began to feel what he described as, “a feeling as if I were not belonging here” ... even though nothing about the situation or surroundings had changed, except the part of the brain being activated through electrical stimulation.

After that, they moved on to stimulating another different part of the brain (the right hippocampus) to see what would happen.

This caused the person to feel something he described as “anxiety and guilt... like you are demanding to hand in a report that was due 2 weeks ago . . . as if I were guilty of some form of tardiness” ... even though there was NOTHING going on around him at all but the room.

I know I emphasized this every single time I just mentioned it... but you NEED to remember that ALL of these emotions were being created EXACTLY as if the person was in the real-life situation, but they were in an uneventful science lab.

What this means is that, in a sense, your brain operates almost like a toy—it activates and experiences these feelings whenever it *thinks* it's supposed to.

Something gives the brain an order to start pumping out these chemicals, the brain doesn't ask questions, it doesn't ask if the situation is real or not... it doesn't ask *why* you're feeling the way you are, or whether it's logical... and below your conscious mind (in your subconscious), the brain DOESN'T EVNE KNOW if the situation is real or one you're visualizing in your head, using your imagination.

Think of it like a computer:

When you click an icon on your desktop, it always follows the same predictable protocol every single time... it just does it because it's programmed to WITHOUT ANY QUESTIONS.

This is important because it means that you can “reprogram” your brain to respond with CONFIDENCE instead of anxiety or fear... and it has NOTHING to do with the situation or what's going on around you or in your life... all you have to do is know how to reprogram your brain.

It's All In Your Head

For a long time I heard this phrase, and I thought it was just a “generic” philosophical line... until I read about this experiment which PROVED that your view of reality really is inside your own head.

In the next experiment, the experimenters tested to see what would happen if they completely suspended entire hemispheres (the left and right sides) of the brain by using electronic stimulation.

In the first part of the experiment, the left side of the brain (the logical side) was suppressed by electrical interruption (which basically produces the same result as what would happen if that part of the brain was damaged).

They began the experiment by telling the patients a bunch of true facts, while their brain was only able to use its right-side capabilities... because the left side was completely disrupted, the subjects would NOT believe anything they were told, even if they were told something that was a completely obvious statement like “the sky is blue”... and when they were told any fact they refused to believe it... because the logical reasoning part of their brain was disrupted.

It got even more interesting when they realized that all the responses were irrationally strong *negative* emotions, and they were noted by emotional outbursts and statements such as, “it’s a lie!”...and one of them even went so far as to say, ““Doctor, you’ve gone mad!””.

But if that’s not crazy enough, next they switched things up and suppressed the other (right) side of the brain... and now the *same* people who minutes earlier wouldn’t believe anything they were told now accepted whatever they were told was true, and gave no importance to the fact that NONE of the information was logical or reasonable (think of it like when you’re in a dream, and you believe whatever is going on around you is 100% true and real, even if it makes absolutely no sense), to the point the experimenters described that, “Even repeatedly drawing attention to the false information contained

in the initial data does not prevent them from using it and from arriving at an absurd conclusion, in accordance with the rules of formal logic"... just like when you're in a dream.

You might want to reconsider the definition of you "you" are, and what creates your personality next time you tell someone, "I'm shy" or "I'm uncomfortable around people" and justify it by saying, "it's just my personality... it's just who I am".

What this means is that, every time you experience these thoughts, feelings, and emotions, and your analysis of them, your beliefs about them really are ALL in your head... to the point that if someone disrupted part of your brain's processing, or if something in your brain got damaged, that belief, perception or idea wouldn't even exist anymore... it would have NOTHING to do with what's going on in the outside world or reality, you choose your beliefs ENTIRELY based on how your brain is operating at that time.

What *Really* Controls Your Beliefs

To wrap this section up, I want to emphasize one more experiment, in which patients who had a damaged corpus callosum (the bundle of nerve fibers connecting the two sides of the brain together, which allows both sides of the brain to communicate with each other) were tested on their experience of emotions.

Because of the brain damage these patients suffered, the two sides of their brain couldn't communicate with each other... because the right eye/ear communicate with the left side of the brain and the left eye/ear control the right side, when both eyes are open the brain is still able to take in the "big picture" of what's going on around it even when

one eye is closed, because the complete picture is always being sent across the entire brain.

In the experiment, with the patients who had a non-functioning corpus callosum, were placed in front of 3 LED screens... one was positioned where only their right eye could see it, one in the center, and one to the left side... and doing this they could flash messages to either the right side of the brain, the left, or both.

In the first experiment, they flashed commands to the corner of one of the screens, where only the right eye would see it, and as a result, only the right side of the brain could process it.

Now, because the brain had no connections between the right and left side, the patient couldn't become consciously aware that he was seeing this message because his brain couldn't send information to the left side from the right.

But here's where things get interesting:

When they flashed the message to one side of the screen, the patient would unconsciously obey the command, without even consciously being aware that any command was given.

Further, after they obeyed the command, their brain literally **NEEDED** to make up (technical term is confabulate) a story about why they executed a certain behavior so they didn't seem crazy.

For example, when the word "walk" was flashed to the right hemisphere, the person got up walked down the hall and got a soda (keep in mind they weren't even consciously aware the word "walk" was flashed).

But the crazy part is that when the person got back and was asked why he got up he said, “I was thirsty, I needed to get a drink”... he had no idea that a command was literally “beamed” to the unconscious and he was NOT in control of his own actions—but his mind made up a story to make him believe he was.

He made up a story and an action to rationalize that story (going down the hall to get a drink) all because of a message his brain received unconsciously.

But here’s the important part:

He had NO IDEA what the original reason for his behavior was.

The person literally MADE UP a reason to act on an emotional impulse he received from a command he *wasn’t even aware of*.

But it gets even more interesting as the experiment goes on.

Next, they showed one part of the person’s brain a violent scene from a movie where a person was throwing another person into a fire.

When this happened, the person wasn’t consciously aware of having seen anything. But, at the same time, he said, “I feel kind of scared. I feel jumpy. I don’t like this room, or maybe it’s you getting me nervous”.

The person wasn’t consciously aware of the video, so he needed to attribute his feelings to something—and the only thing he could do since there was nothing around him (that he was consciously aware of) that could explain what was producing these feelings, was to assume that something about the room must be making him feel this way.

He MADE UP A STORY about why he was feeling the way he was with NO IDEA of what was actually the cause of it, because he was consciously unaware of the cause.

What this means, is that one side of the brain was aware of the violent act in the movie, which caused the message to the body to be sent along to produce an emotional response.

But because the person's right side of the brain wasn't able to communicate this to the left side of their brain from the right, the person wasn't able to made consciously aware of this whole process.

But the key point here is that when the person wasn't consciously aware of why they felt the way they did, their brain went into "action mode" searching for *something* to pinpoint this feeling to... even if it has NOTHING to do with what was actually causing the feelings.

And here's another key point:

The brain needs to associate this feeling with something in the PRESENT.

An example of this is a person who gets picked on as a child, and turns to emotional eating as a way to deal with the pain.

Even when the person no longer has the problem... it can be 20, 30, 40 or even 50 years later.

But here's the thing:

Even if they're no longer aware of what originally caused the feelings, they still have the emotions associated with the trauma... and what

happens is the brain looks for something in the present to explain why the person is feeling this way in the present.

When this happens, the brain makes you think you're hungry because there's food around... but "being hungry" is really your brain's confabulated story for why you're experiencing feelings you otherwise couldn't explain... and otherwise seemingly have NO REASON for feeling.

Since there's no bullies around anymore, your brain basically subconsciously says, "I have this feeling inside of me, but there's no bullies around, so how do I explain this feeling... there's food nearby, it must be the food that's making me hungry".

And, in an instant, your conscious mind thinks this feeling is a need for food because you're hungry... even though underneath you have NO IDEA what the original cause is.

This is because the conscious mind literally NEEDS a logical reason to be feeling the way it's feeling... otherwise we couldn't justify what we were doing as "sane"... and we would seem crazy... but the reality is that we have NO IDEA what the actual reason we're feeling what we're feeling is.

What you need to remember is that, even though we think we have a "clear" picture of reality, and we are able to "read" everything around us... remember from that experiment that if part of your brain was "disabled" you would literally be just as CONVINCED that what you were seeing was real... right, wrong, true, false, etc... as you would be when your brain is functioning normally (think of your dreams at night).

I know this is logically hard to accept, because you've been trained your whole life to believe that what goes on in your environment is the "trigger" that sets off your feelings.

The key point here is *what* this experiment tells us... it is something that can be easily missed, and took me YEARS to realize:

We grow up thinking that we have a thought, we make up a reason why that thought is a good decision, and then we act upon it.

But what this experiment proves is that the process happens in a DIFFERENT ORDER than what it logically seems like.

If we look at this experiment, what it shows is that we receive a command from the environment, which creates an emotional impulse (at a subconscious level where we're not aware of it).

Then, we act on that impulse and make up a reason for the behavior AFTER we receive the emotional impulse and act upon the behavior.

What this means is we're not actually making our decisions based on our logical reasons for doing something... we make our decisions based on the EMOTIONAL IMPULSES we feel... then make up a logical reason for why we do what we do afterward... but if you look at your thought process you'll see the emotional impulse comes FIRST... it comes BEFORE the thinking and reasoning happens.

For example, when you feel hungry, what actually happens is your brain sends an emotional impulse that makes you feel a certain way... THEN (after you get the feeling!), your brain creates a story to justify why you're feeling this way; in this case that this feeling is there because you're hungry and want food.

And you come up with a logical reason for why you got the food AFTER you received the emotional impulse to get food—and *after* you already started going to get the food (and sometimes AFTER you've shoved it down your throat already).

Emotions Are Everything

The most important thing you will ever learn about how to make anyone like you in any situation is that EMOTIONS ARE EVERYTHING... USING LOGIC IS **WORTHLESS** if you're trying to make friends or get people to like you.

I would go so far as to say ignore logic completely when you're talking to people, and just say whatever is on your mind... you'll notice this is what ALL popular and socially successful people do.

The problem is your nervousness, anxiety, and the natural impulse to follow what makes logical sense is going to try and stop you... because it doesn't make sense to your brain to do what doesn't make sense... but you've got to practice overriding your emotional impulse, one way to do this is to use the exercise I taught you at the beginning of the book.

Also, you see it working INSIDE YOUR BODY 24/7—but you're just not aware of it.

Think of the last time you wanted food... you didn't logically decide, "hmm I need some calcium, I better go and select the food that is most nutritionally productive for my body and will produce optimal health".

You FELT an emotional impulse that and you said to yourself "I'm hungry" ... and you felt an uncontrollable need to get a certain FEELING.

How many times, without even thinking, have you suddenly found

yourself at the fridge digging through food... and you don't even remember why you went there in the first place.

And chances are even if you tried to resist the urge to grab some junk food, you'd only be able to do it for a short time at best, because your EMOTIONAL IMPULSE would keep nagging at you until you did *exactly* what it wanted you to (like a slave).

And chances are you're going for whatever food or drink is going to produce the best FEELINGS in your body... and even when you ignore this impulse you find yourself fighting with an overwhelming urge to eat the "junk" foods that taste good (and make you FEEL GOOD as a result)... and the urge to act on the emotional impulse is MUCH stronger than the urge to act on what you're logically thinking.

In a social situation, this means the urge to get away from boredom and irritation is MUCH STRONGER than the urge to logically be polite and stay there with you... that's why no matter how "nice" someone is, or how "nice" you are to people, if you don't make them FEEL a certain way around you they're *still* going to ignore you, not pay any attention to you, and just act like you don't really matter.

This is how people operate... like avoiding the health food, people don't go out looking for friends thinking, "this person embodies all the LOGICAL qualities of a good person which I should like, and is in my best interests to like... so I'll like it"... they're thinking, "I FEEL this way around another person... and I want more of this feeling for myself."

This is EXACTLY THE SAME as, "I FEEL like smoking a cigarette, and I know it's destroying my body and about cancer, and that it's only doing negative things, but I FEEL like I need more of it."

And considering how cigarettes are UNIVERSALLY ADDICTIVE you can see the same principles psychologically work on EVERYONE (or, at the very least, on 99% of people).

How To Start Conversations

Have you ever wondered why it seems like “smart” people are always the ones who have trouble starting conversations?

One of the biggest things I realized is that we’re focused on impressing people and acting like that they *think* we want... and we end up looking like an social idiot in front of everyone by being too “smart”

What's actually going on here, is that we are not focused on what we want... and we’re trying to think with our mind about what the “right” way to approach someone and pray what we do please them.

And the worst part about this is we’re trying to get people to like us while having NO IDEA what people actually like in others.

This clip I’m about to show you is based on being naturally funny and witty—focusing on stimulating her EMOTIONS rather than focusing on logic... and is in my opinion a PERFECT example of an approach.

One of the most absolute perfect scenes of a conversation starter that I’ve found is the first date scene from the movie 50 First Dates starring Adam Sandler.

In this scene, Lucy (Drew Barrymore) gets approached by Henry (Adam Sandler) when he's looking for a clever way to start a conversation with her.

Anyway, I want you to watch [the scene](#) before we move on.

The reason I like this scene so much is because he isn’t overthinking, he’s not trying to be flashy, he’s not trying to come up with something impressive to say, and he’s focused on appealing to her

EMOTIONS rather than logic... and this scene is completely realistic (in the event that you ever saw a girl building a waffle house) as an approach and conversation starter, as well as the rest of the conversation itself.

If you notice in the first part of the scene, when he's sitting in his booth, it looks almost like he's trying to THINK of something to say to approach her... but what he concludes is that the best move is to do something that will make her FEEL GOOD... and she will associate that good feeling with *him*... so approaches her with NO LOGIC and does something ENTERTAINING.

And basically, after he approached her, 90% of the hard work was done and he opened himself up to sit down and have a full conversation with her... and whether you're doing this style with someone you're interested in, or just any other person, this is the type of approach someone wants.

If there's one phrase that I've heard more than any other, it's "I don't know what to say to start a conversation"... or "I don't know how to keep a conversation going".

I want to translate that:

What this really means is, "I don't know what to say to start a conversation, that is going to guarantee me a positive reaction, and that I won't have to face this the sting, or pain, of rejection."

Considering this:

I bet that before you start a conversation, or you see someone you want to start a conversation with, you're not actually analyzing what to say to *them*, so much as you're thinking of things you're

analyzing the probability of whether or not the things you say will get a positive response, and if you don't think they will you keep trying to FORCE yourself to come up with something YOU THINK the other person will want to hear... and that is your ENTIRE FOCUS.

That's mistake #1 right there:

You're focused on avoiding rejection rather than socializing like other people do.

And, speaking from experience, I can tell you that once the fear is gone, your head will be clear, and you'll be able to think of the right things to say to people, and walk up to them and do it.

The Importance of Storytelling and Emotions

I want you to do an experiment:

Next time you see two people, or you're talking with people yourself, I want you to see how much of the content of the conversation is logical, coherent, has a purpose or intended outcome, or even a particular subject that doesn't drift from one thing to another every 30 seconds to two minutes... and if the only thing they got from the conversation was EMOTIONAL stimulation.

Take a look at ALL the Super Bowl Commercials on [YouTube](#) and see how many of them have ANY INFORMATION at all informing you about the products—and see how much of the focus is on creating EMOTIONS and entertainment, and basically placing the product in the middle of the entertainment.

In fact, I saw something while I was grabbing that YouTube link and remembered having watched it a while ago... it's a famous Apple

Computers commercial from 1984... this commercial has won seven different awards in three different decades, which were:

- ✚ 2007: Best Super Bowl Spot (**in the game's then 40-year history**)
- ✚ 2003: WFA — Hall of Fame Award (Jubilee Golden Award)
- ✚ 1999: TV Guide — **Best Commercial of All Time**
- ✚ 1995: Advertising Age — Greatest Commercial
- ✚ 1995: Clio Awards — Hall of Fame
- ✚ 1984: Clio Awards
- ✚ 1984: 31st Cannes Lions International Advertising Festival

I haven't seen any commercials where someone stands at a podium and talks about all the LOGICAL reasons a product is good win even ONE AWARD.

One of the best examples of this was Steve Jobs delivery of the first Macintosh in 1984.

It was a big deal at the time, because it was the first computer the public ever saw that had a graphical user interface (meaning it had pictures and images, instead of only being able to produce text and words), and his introduction for launching it is considered one of the greatest marketing performances in history.

First I want you to watch [the video](#) (LISTEN TO THE AUDIENCES' REACTIONS).

Then, we're going to break it down piece by piece and see the magic of what Steve does here, what's important about it... and how it holds one of the crucial keys to being popular and getting people to like you.

There are 2 main things I want you to notice from this video:

- 1) He spoke with TONALITY—everything he said, in this case, had power and force behind it... and it's tonality that creates emotions (thing of a comedian telling a joke, then hearing it in a boring monotone voice, and how that's the difference between whether it's funny or not).
- 2) Everything he said had a STORY; meaning it was a timeline of events that built a sequence of images (which created emotions) in your head; like a television program.

In fact, if you watch the full version of this keynote address, Apple's then president John Sculley comes on and drones on about sales figures and Apple's retail network in a monotone drone.

He's speaking, but he's not telling a story, grabbing people's attention by stimulating their emotions, or COMMUNICATING—notice how it's just empty words with no clear meaning coming out his mouth; and it doesn't get people to FEEL excited.

Watch [this video](#) of John, and compare it to the one where Steve Jobs did his entertainment/storytelling approach (and his ability to connect with and get the audience to like him).

WATCH THIS VIDEO AS LONG AS YOU CAN UNTIL YOU'RE *BORED*.

Now, after watching that video of Sculley droning on, [watch](#) this video where Steve comes on again sends the same message to the audience in a *different way* (and make SURE you watch the audiences' reactions at the end of the video!).

Here's the key point:

People LOVE stories... if you watch conversations that anyone is having, 99% of what they talk about is focused on telling stories, and talking about where they've been, what's happened in their life, what they did last weeked, what they believe.

Are you the person who's talking AT people and boring them to death... or are you the one who's entertaining people and getting them EMOTIONALLY ENGAGED in what you're doing?

Next time you're with people, try this simple technique of using STORYTELLING and putting EMOTIONS into whatever you say to people, I guarantee you're going to instantly see a total transformation in your results... and remember to use TONE OF VOICE, PASSION and CONVICTION in what you're saying like Steve did when he spoke.

Here's the key difference (and the key to SUCCESS):

Remember what I said at the beginning of the book?

PICTURES CREATE EMOTIONS... and if you don't have pictures available choose words describing physical things that the person can use to create a picture in their head that creates EMOTIONS.

Sculley used abstract (non-physical) words that we can't paint a picture with... he didn't tell a story that made you FEEL THINGS like curiosity, or grab your attention, and make you THINK and WONDER, and emotionally grabs your thoughts and attention, and keeps you thinking about and focused on what's in front of you.

If you think about all of the traumas from your past, you don't remember exactly what was said, but your brain and body remembers the IMAGES you experience, and how you FELT during that situation.

Let's take an example:

How do you feel when I say weather?

Now how do you feel when I say cold, frosty, frigid winter day... did you notice how the SPECIFICS created feelings in your body?

If you want to see how much of what humans focus on is logical, reasonable or rational, I recommend watching Big Brother (you can find the episodes of Big Brother on [YouTube](#))... even just watch any random 5 minutes of it, and you'll notice most of the conversations have no focus, no goal in mind, and no point other than to stimulate FEELINGS and EMOTIONS in themselves and the people around.

Don't worry so much about the content of conversations... but notice how people share an interest in talking about something specific and they can EFFORTLESSLY talk about literally any topic (I say this because I like to talk about philosophy, politics and always be talking about things where I'm learning something new).

The story has nothing to do with whether or not they're interested... all people care about is getting their "emotional fix" like a drug.

If you do check out Big Brother, one thing I want you to think about while you're watching people's behavior is "why are they doing that?"

By analyzing their behavior (I don't just mean their social interactions, I mean EVERYTHING they do right down to the girls straightening their hair).

The reason is because they think whatever they do will create POSITIVE reactions that will FEEL GOOD for themselves, or make everyone else treat them a certain way that will make them feel good.

What I mean here is, think about the UNDERLYING CAUSE... and it's not "I straighten my hair because I want it to look good" or "I straighten my hair because I like it that way".

The reason is really, "I'm straightening my hair because it will make me FEEL better afterward to have it straight" or "the attention I get from people that will make me FEEL GOOD".

A person NEVER does something just for the sake of doing it... there's ALWAYS a positive benefit they will receive, or that they hope to receive, from doing something that is the underlying motivating factor for why they're doing what they're doing.

A "Shortcut" To Becoming An Amazing Conversationalist

One of the best ways I learned how to talk to people, besides observing people I see in my daily life (which is hard because it looks strange if you're staring at two people while they are having a conversation) is to go on YouTube, pick out your favorite celebrities.

As a starting point, if you don't already have any specific ones in mind, here are a few (just search their names on [YouTube](#) and add your favorite celebrity):

-  David Letterman
-  Jay Leno
-  Conan O'Brien
-  Jimmy Kimmel
-  Craig Ferguson
-  Jimmy Fallon
-  Craig Kilborn

I particularly recommend Craig Ferguson because he doesn't use writers, doesn't use scripted "interview questions" and doesn't do typical "talk show host" material... he basically just has conversations with his guests... and is *genuinely interested* in everything he's doing.

He's probably the most natural and organic talk show host you're ever going to come across... and you can learn a lot about being witty, humorous and learning how to have a conversation *without trying*.

And the best part is that as you do this, and as you understand more of the underlying formulas for social interactions, you'll start to recognize all of these formulas as you're watching these videos, and your unconscious will effortlessly absorb social skills like a sponge (the EXACT same way everyone else learned them naturally growing up).

There is one prerequisite to making this trick work (and why everybody can't just watch TV and become amazing at talking to people)... is because you HAVE TO get over your fears and anxieties.

But, as an exercise, try watching these videos after learning all of this new information, and notice you can recognize the "formula" of what I've taught you here being played out naturally between these people.

Dealing With Assholes

Over the course of your life you're going to come across assholes... people who are hypocritical, irrational, and even emotionally unstable.... This is just an unfortunate and unavoidable byproduct of life.

But here's the ultimate secret I learned about dealing with these kind of people:

Whatever people say about you, just agree with them.

To make this simple, think about how a “popular” person would respond if the nerdiest, most unpopular person who’s opinion you didn’t care about at all called you a jerk, loser or any other names.

What would you do? How would you respond to their “attacks”?

You know the kind I’m talking about, the kind of conversation where someone is talking AT you and you’re just saying, “yup, yup, yup, whatever”... and you’re basically not even giving them the time of day.

NEVER ARGUE WITH PEOPLE when they’re giving you crap... because that tells them you *care* what they think... it shows that they have control over your behavior and YOU... and it shows that you care so much what they think about you that you’re willing to invest your time into trying to PROVE them wrong.

By not being affected by their behavior when people do this to you, you’re actually putting *them* on the defensive, and controlling how *they* feel, think and act... because they’re the ones trying to get a reaction out of YOU.

As a real-life example, listen to [this clip](#) of a prank call where someone uses a celebrity soundboard and he just ignores them (and notice how many dislikes this call has because all the fun was taken out of it when the guy at Domino’s just agreed with him and encouraged his “bad” behavior).

He keeps using phrases like:

🌈 “Awesome, great!”

- + “That’s what I was doing with your mom last night... come on let’s go... keep hitting buttons kid!”
- + “That was awesome, that one’s really, really good.”
- + “Haha, yeah that’s great, are there any more on the board... you got another board.”

Did you notice how the person’s attempts to get a reaction out of the Domino’s worker were falling on deaf ears, and that it took ALL the other person’s power away... and the person was trying to get a reaction from Domino’s worker and basically “chasing” him trying to get his attention and a reaction?

What this did was it switched things around and turns the person trying to do the “attack” into the one who’s chasing for attention, validation and approval.

He’s totally unaffected by the person trying to get a reaction out of him... and by doing this he takes ALL THE POWER away.

There’s two main points of importance here:

- 1) He NEVER tries to argue, defend himself or “play along” with the person who’s trying to irritate him.
- 2) He makes the other person’s words irrelevant and just encourages the behavior like “come on, get it all out of your system... let’s get it over with already!”

While most people are afraid of this situation, it’s actually a perfect time to have fun and get creative... but the solution of encouraging them and belittling their behavior is counter intuitive.

Or also [this call](#) where Joe Pesci calls “gangster”, and the guy gets defensive and tries to defend himself... then compare that to the Domino’s [call](#).

The interesting thing here is, if you argue with them or get emotional reactive and put *them* in control, you LOSE even more respect... and you say non-verbally, “I’m below the person making fun of me, so I need to prove I’m worthy”.

Body Language Basics

There are a lot of nuances to body language, but I just want to touch upon a few of the big parts here that REALLY impact how people will perceive you.

Body language AND voice are both necessary components to being successful, and I want to talk right now a little bit about how they work together to create the big picture that is you, your attitude and your personality.

Check out [this interview](#) of James Spader from the mid-1980s doing an interview about his movie “Pretty in Pink” ... everything about his body language says confidence and HONESTY (he just says what he’s thinking and feeling—which is the KEY to keeping a conversation going naturally and *effortlessly*).

Watch his eye contact (notice how he’s not making “hard” eye contact, but the slow, fluid motion of his moment keeps his confidence)... how he sits, how relaxed he is, he speaks slowly... to put it in a single word he is REAL with people.

He's just being honest and not trying to impress anyone, this is important because it shows all the signs of a high social value person with a lot of self confidence—HE DOESN'T CARE WHAT PEOPLE THINK OF HIM and is unafraid to just speak his mind and talk.

Further Education

I hope this book has helped you, to the point that you feel like you've a lot of progress in just these few pages of material... but this is only a SMALL FRACTION of all the secrets there are to learn about this subject.

When you're ready to develop your skills to the next level, and learn EVERYTHING there is to know to *completely master* your social skills—and how to make anyone you meet instantly feel ADDICTED to being around you *effortlessly* (I know you've seen it done, so you already know how possible it is), I highly recommend you take a look at some of my advanced material.

What you've just read is a *very small preview* of what's included in my full 207 page Popularity Secrets eBook (which contains over 175 pages of additional secrets!).

Inside, I'll take you step-by-step through how to create PERFECT and EFFORTLESS conversation starters in *any situation*, how to keep a conversation going for as long as you want (and have anyone you meet wrapped around your *finger*), as well as my PROVEN EXPERIENCES for permanently eliminating ALL social anxiety and shyness from your life FOREVER... this book will completely change your life FOREVER.

You can learn more about this program here:

www.popularitysecrets.com/popularitysecrets

Or, If you're REALLY SERIOUS about mastering these skills, (meaning you want to become a master at starting conversations with anyone, any time, anywhere, who can effortlessly talk to people and make friends at grocery stores, getting haircuts, at restaurants, while out hiking, at the beach, or ANYWHERE you go... and you want to achieve FLAWLESS social mastery in ANY SITUATION)... I recommend you check out my 9 hour Social Mastery audio course.

If you've ever seen that can instantly and effortlessly "connect" with ANYONE they meet in any situation, and they're just a "natural" at making friends... and *you* would like to get inside their brain and learn ALL of their best secrets, this course was designed *specifically* for YOU.

Get all the details on this amazing program (and a free preview Mp3 download) here:

www.popularitysecrets.com/socialmastery

Or, to see a full catalog of all my programs, or to arrange a private one-on-one session with me, visit here:

www.popularitysecrets.com/catalog