



## What is Authority Alchemy?

Authority Alchemy. The show for positioning yourself as the Number 1 authority in your industry. Quickly turn your prospects into clients and clients into raving fans. Here are your hosts: Brian Horn and Jack Mize.

Jack: We're back with another episode of Authority Alchemy and today I really like our topic. This is a classic. "How to Win Friends and Influence People," is that what it is?

Brian: I think I've heard of that book.

Jack: How do you win people? Influence friends to win people. Is that legal; winning people? I have it backwards, don't I?

Brian: Probably so.

Jack: Who wrote that book? Carnegie, right?

Brian: Yeah, Dale Carnegie.

Jack: Dale Carnegie. There's another Carnegie. I remember I took his memory class that would teach you how to really remember things, remember names and remember, his name was Carnegie. What was his first name? George? I don't remember. It was one of those Carnegies.

Brian: Good memory class.

Jack: It is, it is. I took a speedwriting class of audio book. That didn't work out very well. "How to Win Friends and Influence People." That's been a classic, a classic, and people have read it. I've seen people that say they've read it over and over and I thought, well, you must not have got it because I don't like you very much. It really comes down to how to make people like you. That sounds aggressive. How to make people like you.

We started thinking about this because we've noticed a couple of articles over the last few weeks, we've been seeing in different places, because it's a timeless concept? Everybody wants to be liked.

Brian: That's a basis of everything. It really is. Not just business but your relationships with your family, if you're out dating, or making friends with other people. It all comes to down to if people like you or not. That's where everything boils down to.

Jack: It sounds simple, doesn't it? How to make people like you. I always thought it was Tootsie Rolls and yo-yos.

Brian: That works for some people.

Jack: Hey, it worked for me.

Brian: Tootsie Rolls.

Jack: Tootsie Rolls. I haven't talked about this a lot but I was, at one time, lured into a stranger's van with Tootsie Rolls and yo-yos.

Brian: That was just a few weeks ago.

Jack: Well, actually yesterday, but yeah. It can be done. That's where people go wrong, right? They think to win friends and influence people is you've got to give them stuff, right? That that's the way you do it. Give them stuff and they'll like you.

Brian: Make yourself more of a big shot. That's what we see a lot of in our world also. I want to get people to buy from me and like me as a business owner or as a celebrity in my marketplace because I'm going to be big and over the top and put on a big show.

- Jack: That's right. You can always tell when the people aren't authentic about that, right?
- Brian: Right.
- Jack: When they want to be the players, right? You can tell. It just doesn't. When you see guys that are rolling into Vegas and talking about being the big player, you see the coupons for the buffets in their pocket. All right, that's not congruent, is it?
- Brian: Another thing I see a lot is when we have people that are on Facebook that are bragging about how they're making six figures a month and just doing incredible business, they live the millionaire lifestyle but they probably really want what you have. Let's do this, this authority thing. I said, okay, it's \$1,000.00 a month. They go, whoa, whoa, whoa, whoa, whoa. Let me check my resources and get back to you.
- Jack: Yeah, I'm a little strapped with the digits right now.
- Brian: What you're claiming to spend on a bottle of champagne is what this would cost for you. Yes, I don't believe you anymore, buddy.
- Jack: How to make people like you. We've seen quite a few articles and passed them back and forth because there's actually, one of them I liked was this science-based conversation hacks. Some people think that, man, that's contrived, isn't it? That's what NLP does. Don't you hate when you find someone that just bought an NLP book last week and it's so obvious that they're applying it to you?
- Brian: Oh yes.

Jack: Where their hand gestures and you try to have a conversation with them and they immediately come back with something, well, you know, Jack Mize, what I hear you saying is, oh my.

Brian: I know what chapter you're on and everything.

Jack: That's right. You got to watch out, but there is some science to it and there's a way to do it authentically and there's a way to learn how to do it in a very natural way. It really comes down to principles that you've seen work your entire life and you could probably recognize this as we start talking about this. Recognize how this actually works without you even noticing that it's happened.

First of all, you hit the nail on the head. Why? Why do people want people to like them? It's built into us, right? It's baked in.

Brian: It gives pleasure.

Jack: It does. Think of how many times when you've been, you can go to a crowd, especially if you're speaking. If you're speaking, you can see that you are really affecting and resonating and really dialed in to 99 percent of the audience. Then they'll be that one person that's just staring at you with their hands crossed, their arms folded, right?

Brian: Right

Jack: Those are the ones that you think, how can I make him like me? Forget all these other people. I've already got them. How do I make him like me?

Brian: Right.

Jack: I think probably the first thing you have to accept is there's no universal way to make everyone like you, right?

Brian: Right. You actually do not want that. We were talking about this the other day at another situation. It was a Facebook post that I just made where I was talking about. There's a law of physics that there's balance everywhere. The more people that really, really like you, there's going to be that same number of people that really, really dislike you. You're better off being that person that has the ones that really like him, the ones that don't other than being a milk toast person.

You can look at the Rush Limbaughs and Howard Sterns and people like that that just have people that just despise them but another passionate group of followers that just throw money at them. You'd rather be that than the radio show host you've never heard of. That is okay.

Jack: Weren't you, didn't you bring up Eddie Haskell in one of your posts?

Brian: Yeah.

Jack: Eddie Haskell, isn't he the one, he's the opposite. When he was trying to get Mrs. Cleaver to like him. He is the guy that's trying every NLP trick in the book, when he's talking to Mrs. Cleaver?

Brian: This is a lovely broach, Mrs. Cleaver.

Jack: Yes. That is. Compliments, while they work sometimes, overdoing them will actually backfire on you, I'm sure, especially when it's completely obvious. Let's talk about some of these hacks. First of them, it's conversation-based hacks which is probably one of the most powerful

because probably hear you whether you're on the phone, whether you're doing videos, whether you're talking in person, whether you're speaking. There's little things in conversation that will trigger things that people that think, I like this guy or I like this girl. You're not sure why.

Let's think back to our four faces of authority, right? People like people that, what, are like them or they recognize something in them.

Brian: Right.

Jack: How do you, if you're going to do this purposefully, what are some of the things that you can do to generate that feeling where a person is thinking, I like this person, without saying, hey, here's some money -- will you be my friend?

Brian: One of the first things is to get people to start talking about themselves as quickly as possible.

Jack: Hmm, because people do like that, don't they?

Brian: People do like it. One of the articles, we'll put a link up on the site, was a study at Harvard where they found that people were even willing to forego money in order to talk about themselves. You see this a lot with people that are extraordinarily wealthy that start to chase fame. They've already got all the money in the world and then they are willing to give that up in order to have fame. It's to have where they can talk about themselves out in public and see and be the face for everybody else. It's a very intoxicating thing so if you can do that for somebody else on a much smaller scale. You're not going to make them famous but if you can make them center of attention and

get them to just talk about themselves; they're going to love you.

Jack: It's true. I think any of you watch any kind of dating advice shows; it's always the person that just sits there and blathers on about themselves who is the one that looks like the bore, the boob on the date, right?

Brian: Right.

Jack: When you can personally get someone and not just say, hey, tell me about yourself, but when you can engage them is really what it is. There's a scientific way for people to like you, even if you think someone's wrong about what they're saying, you can still make them like you by letting them know they're wrong by doing it in the right way.

If someone said something that you think is wrong, rather than saying, you know what, I think you're wrong and here's why. They say that if you want to give that kind of feedback, do it in the form of a question. Instead of saying you're wrong; you ask a question of, oh wow, that's really interesting. What made you decide to do it that way rather than this way?

What you do is allow them to maybe go down the path of seeing an error in their thinking or process rather than you just saying flat out that they're wrong. I think that one is probably a pretty powerful example and tactic to be used. I know salespeople use that quite a bit rather than engaging an argument, because you're starting an argument pretty much if you say you're wrong, right?

Brian: Yeah.

Jack: I hope you agree with me, right?

Brian: Okay.

Jack: It makes me think of "The Office." Did you see some of The Office with James Spader?

Brian: Yes.

Jack: When he was interviewing? That was one of my favorite episodes when he was interviewing for that position, when he was letting them know, I forgot what it is, paraphrasing, you have a choice, you make your own decisions. Do you want to agree with me? Yes. Yes, you do.

Brian: He was good. That was a good one.

Jack: In asking a question that may make them think of an alternative or maybe see something is going to be so much more effective than just saying you're wrong. The short description they say is if you want to give feedback, ask questions rather than contradictions, right?

Brian: Absolutely.

Jack: Another one that we saw is asking for advice.

Brian: Yeah. That's one I liked on there because I do that one a lot. That's one of my intros to people. One of the first things I do is if I'm wanting to, I'm looking at a prospect, one of the first things I do is ask them for advice on something that you can tell that they're proud that they know about.

If it's somebody, a person that you want for his business, not related to fitness at all, but you can tell he's proud that he's lost weight or proud that he's put on some muscle, or proud that he's run an Iron Man or something like that;

you can tell that that's something some people are really proud about. You ask them advice about that kind of stuff and that gets them to really talk and gets them to like you. It really gets them to warm up and open up.

Jack: Think about that, and I can give you an example. This works on my kids all the time especially if my kids are in a foul mood. All I have to do is as a question, something I may have absolutely zero interest in. My younger son is big into the computer games and things like that. He can be in the worst mood but if I go and ask him a question or advice, hey Sam, which one of these is better or more popular, this or this? All of a sudden he opens up and he starts talking and forgets about whatever he was being grump about.

The same thing can be done even by asking questions to people that as an introduction, right? Where you're coming to them because when you ask a question about something, what are you automatically implying? That they are knowledgeable? That they are an expert in what they're doing, right?

Brian: Right.

Jack: The opposite can become true. What do they call them, assholes? You know that term?

Brian: Yeah, yeah.

Jack: What do you think is a good example of not crossing over into the asshole's territory when asking questions?

Brian: Are you talking about just asking too many questions and just going?

Jack: Yeah. I guess you're asking specific questions just about them. You've gotten those. You have questions that people ask that are really engaging and you don't mind jumping in the conversation and letting them know. You also have questions that come and you think, what am I, some kind of content jukebox here? What's the difference between those types of questions?

I guess it really comes down to whether it's so specifically about them, when it's only for their benefit versus a general question about something that you feel passionately about?

Brian: Yeah, I think there are two pieces. One, it needs to be something that you know something about and that you are not selling the advice for. If somebody came, it's like the example before. If I went and say the guy builds marketing funnels, if I went and asked him how do I build a marketing funnel, that would be inappropriate, but if I asked him how did you prepare for the Iron Man, which is completely unrelated, that's more appropriate.

The other aspect, if you do want to talk about something they are charging for, for their profession, ask a very, very specific that the person can answer in a couple of sentences. In that one, what do you think is better for me to start off with, lead pages or just build something on my own, or whoever a competitor of lead pages is? Something very specific they can just crank out a quick answer where you're showing you respect their time.

Jack: Right. One of the things is advice. If you're talking about a Stanford professor and also Robert Cialdini, how do you pronounce his name? Robert Cialdini, I'm going to figure it out one day, say that asking for advice and that may

seem obvious. What other questions are there? There's asking for advice and then there's asking a simple question where you can look up and find a firm answer to.

Brian: Yeah, that's one also. There's a website that you can, it's called GoogleIt, and you just give people a link to it and your question is being typed into Google so if somebody asks a dumb question like that, they can just go Google it man.

Jack: That's exactly it. That's the difference between advice versus a question of, hey, what's that website that talks about...you know. What you're saying is you want me to research it for you? Yeah, that's a big difference.

There's even something we saw, I think it was Inc. Magazine here recently, that went into some very specific words that will make people like you more. If you think about that, your vocabulary can be bigger. Words and phrases, what are some of the big ones that really resonate? I know one that you like is here's what's happening. Talk about what that implies, that feeling when you use that phrase.

Brian: Yeah, that's the one, I really dig that one because that's like you're an insider. Let's say you go to a group of people, even a prospect, and you're in the middle of the conversation with them, and then you can go, here's what's working, here's what's happening. It really sounds like you've got almost a backstage type access to see what's really going on. It's great. I love using that one. That's just a really powerful one.

Jack: Here's what's going on. It may sound fairly innocuous but that is one that people seem to really, it has that whatever it is, that tone that generates and elicits these thoughts

and feelings and sometimes even releases chemicals in people's brains that says, hey, you know what? I like this person. He's letting me in on what's going on.

How can I help is another one. How can I help? You see people use that almost in a contrived way now.

Brian: It's overdone for sure. The whole trend right now is marketing is to be the servant for your customers which is good but there are a lot of people that have seen success other people have had with taking that attitude and now are using it just as a marketing ploy. You see that all the time now. That one drives me nuts as much as the grateful for my clients thing. It's just so overdone now.

Jack: There's a lot of ways. People do that -- how can I help you? It's nice, how can I help you. Sometimes it gives me a sense that I'm missing out. I can't think of anything right now. It's like you're losing out. The coupon's going to expire. I don't know, I need my car washed, can you do that? You try to think of something.

Some of the other ones that are your basics, we probably get them a lot more here in Houston but people like hearing sir and ma'am. That one surprised me that that actually has a measurable effect on someone that, whether someone likes you. It's something that's almost required. I noticed that especially with teenagers playing baseball and I think it's the Eddie Haskell effect, right? You have a teenager that automatically calls you sir or ma'am, that's a nice kid. He's good boy, he's a good kid. Well, we don't know that.

Brian: I can tell you that works. I almost mentioned this the other day; even outside of all this showing articles stuff. We recently started using a new designer to do the graphic

work for us, the videos and stuff, and she says, 'yes sir,' every single time she responds to me. Everything is, "Yes, sir, I can do it," or if she'll do something, she'll end it with "sir."

It was really impressive to me. It really did work, wow, this person is really on top of it and she's from another country. I go, man, what happened to the kids in this country? I don't get called sir ever. This other person is just doing it and it makes me want to give her money, for sure. It's really amazing how that worked.

Jack: One that was interesting to me because a lot of us are guilty of it and we use it, is how a lot of people started substituting things like yep or no problem, with a simple 'you're welcome.'

Brian: Oh absolutely.

Jack: When's the last time you actually said, 'you're welcome'? I started thinking about that. That is losing its way from the vocabulary. When somebody says thank you, what's your default response?

Brian: No problem or sure thing. Not a 'you're welcome.'

Jack: Saying 'you're welcome' is a fairly big impact or it leaves an impression, I guess, rather on people when that's said. I thought that was really surprising but it also goes to show the subtleties of this. Going back around to how to make people like you, we really wanted to emphasize that it can be little things and not just what I can give someone. It doesn't have to be Tootsie Rolls and yo-yos. It can be the little things you do that will trigger something subtly. You almost want to make it subtle because if you

know that someone's trying to make you like them, what happens? You get on the defensive, right?

Brian: Absolutely.

Jack: Wait a minute, what's going on here? When I talk about going back, another one is there's different words used for it: Mirroring. People like people that they recognize some of the same language that's used. They've even gone down, if you've ever studied NLP or listened to some of the NLP, there's people that speak in a kinetic language. There's people that speak in a, what is it, auditory or visual, right?

When you get down to it, it pretty much comes down to if you're explaining something to somebody or you're concurring with someone, do you say I see your point? I hear what you're saying or I feel your pain? Which one of those do you think that you are, that you're more naturally going to respond with?

Brian: I see.

Jack: Yeah. I see what you're saying, I hear.

Brian: I'd say that for sure. I would never say I hear.

Jack: There are people that can actually adjust; some people call it pacing, with speaking that same language. Some people may feel that, ah, that's kind of contrived, but it's something that people do, a very purposeful thing people do to get people to like them very subtly without knowing why.

A lot of people think, and I'm sure it's been taught in sales books, that if you're going to a sales meeting and you see

a picture of your prospect's daughter in her volleyball uniform on a picture that you need to start all of a sudden fawning over or what a huge volleyball fan you are.

Brian: Right.

Jack: That doesn't quite work out like you wanted it to, does it?

Brian: Probably not.

Jack: You start asking stupid questions. Ever gone to these people's houses? I'm not a big hunter but I know you lived out in the Daniel Boone woods, in college? You have a lot of hunters out there?

Brian: Yeah, there were some. We had one of our next door neighbors, he was big into it. His house could be a little scary. There was all kind of heads and animals and all kinds of stuff all over the place in there.

Jack: You go in there and you get overwhelmed and you try to impress that person. You start asking the stupid questions, right? Did you kill that? What is he supposed to answer?

What was that movie, "Arthur?" Remember Arthur when he was in there, "You must have hated this moose." Where's the rest of this moose?

If you start trying to do, lay on the compliments and do that, then you're moving into the Eddie Haskell mode. You can think back and really it's in our core, think about to when you were a kid and you showed up to school and someone else had the same shoes that you were wearing. You're wearing the same shoes as them.

Brian: You get to be buddies. People like to put people into categories or put everything into categories. As humans, we like to do that. You can see that just the way the Internet works also, specifically even more on Facebook how different little subsets of groups are out there.

In our Internet marketing world, it's a subset of a larger Internet marketing group which is a subset of a bigger marketing group which is a subset of a business. We like doing that, so any ways as human beings we can categorize or put ourselves into groups with other people, we tend to want to do that.

Jack: This doesn't mean go out and start contriving these scenarios to put yourself in because it will seem contrived, but there is scientific, not just evidence but proof that the things that you say, the way that you say them, can definitely influence people's first impressions. Not just their first impressions but also where they will quickly decide if you're somebody that's liked.

You think about likability. Have you ever looked at someone and thought, man, why are they so popular? What is it about them that they're so likable?

Brian: Right.

Jack: You can't figure it out, you know? To you, they may be a buffoon but if you ever met, you'd probably think, oh yeah, he's a really cool guy. He's a really great guy. What is one of the guys, the guy that did our voice spot, Matthew McConaughey?

Brian: Yeah.

Jack: He's one of those guys that everybody seems to, I don't know whether it's his vocal or his cadence of whatever, the words that he says? He comes off to be a likable guy.

Brian: Yeah. He's one of them.

Jack: Donald Trump. Is Donald Trump a likable guy?

Brian: He's one of the good ones that just likes to, he splits people down the middle. People either love him or hate him.

Jack: Yeah. I think even the people that love him don't really like him.

Brian: They respect him, I guess.

Jack: Yeah, yeah. I think that's where it is. I think if you really want to dig into this Influence by Robert Cialdini, is probably one of the great books to go into. Of course, How to Win Friends, How To Win People, Influence People, How to Win Friends, Influence People, right? Any other good ones around that? They're all over the bookstore but a lot of them are derivatives of some of those main ones, right?

Brian: I think just about everything else pulls off of those two classic ones. "Influence" is one of my favorite books of all time.

Jack: Check that out and realize that the words that you say, and we've talked about before, we talked about people that use the big words that mean nothing, right?

Brian: Yeah.

Jack: I forgot what book it is. They talk about those being mechanical words, words that have no attachment or emotion to them. You can say them all day long and it won't mean anything to people. If you think about that, you'll see that there is a lot to it and you can really affect your language, and also your relationships, just personal relationships and with clients in your business by paying a little bit of attention to how you talk, the words that you use, and really how it affects whether or not people like you and that you can actually make people like you.

Brian, I made the lunch lady like me a lot. Really just depends on how bad you want it, right?

Brian: It does.

Jack: Hopefully we've made some more people like us today. You got any last words before we sign off and go off and start making other people like us?

Brian: I think we hit it. This was some good stuff out there. We'll definitely put some resources on the blog post for you, so go by the website and grab those.

Jack: Yep. Check it out, [authorityalchemy.com](http://authorityalchemy.com), and I think this one, we'll have some pretty cool stuff on there.

Brian: Yeah.

Jack: Until next time.

Brian: We'll see you next week.

## RESOURCES

Rush Limbaugh: <http://www.rushlimbaugh.com/>

Howard Stern: <http://www.howardstern.com>

Study: Harvard Study Why We Brag So Much

*How to Win Friends and Influence People* by Dale Carnegie

*How to Remember Just About Everything* by Dale Carnegie

*Influence* by Robert B. Cialdini

TV Show: The Office

The Office: James Spader Promo

Movie: Arthur

Arthur v The Moose