

Article for immediate release:

How to Make Friends for Fun & Profit

This article is NOT what you think it's about. Or is it?

In my last article, I talked about how to buy all the houses you ever wanted *over the phone*. One of the skills I had mentioned that was vital to your success was how you absolutely had to establish & develop RAPPORT with the seller.

But I cruelly neglected HOW to do that!

So, on one hand, you could say that this is continuing on where we left off. On the other hand, you could say that this is going to help you develop such rapport with any seller that will give you an INCREDIBLE advantage over just about anybody else that they talk to who wants to buy their house AND automatically predispose them to want to do business with you and only YOU without even realizing *why*. Cool! But then, on the other hand, you could ALSO say that you'll use the invaluable skills you're about to learn to make friends with anybody you so choose AND deepen the relationships you already have! Does that sound *great* or what?

And how many hands do we have here? (smile)

And oh yeah - This will work in *any* market; *any* aspect of the business; at *any* stage of the process, and with *anyone* you like!

So now that I've got your attention & interest, let's continue...

Stop! Before we do that, let me first tell you about the warning label on this bottle: "The techniques you're about to learn can be very **dangerous** if used with *evil* intent." So I need you to promise me that you'll only use these tools with respect and for the benefit of those with whom you're interacting as well as your own. Ok? Ok.

Great, let's start with some of the essential groundwork we'll need.

First of all, what the heck is **rapport** anyway, and why is it so important to your success when dealing with people?

(Yeah, this article is about building rapport with people. But if I had come right out & told you that up front, would you still be reading this now? What? You thought you had this stuff all figured out, didn't you? Maybe so, but I'd still wager to guess that you need a reminder anyway. It's ok - so do I.)

Rather than give you a long-winded, drawn-out, fancy, Harvard-style definition of what rapport is, let me ask you a question...

With whom would you rather do business (or be friends)? *Here are your choices:*

Option A: Someone who you feel cares about you, has taken the time to listen to you, and-well, you *like* and respect?

Or **Option B:** Someone who listens to you for only a few seconds, cuts you off when you're talking, just wants the numbers, thinks they know everything about you already, and gives the impression that they're only in this for themselves?

All other things being equal, I'd guess that – if you're human – you're going to go with Option A, the person who made you feel like they cared about you. I mean, it's almost a no-brainer, right?

Now why is that?

Well, numerous studies have proven that people want to do business (and be friends) with people whom they like & respect, but also who they feel are *like them*. In other words, if you're a liberal, tree-hugging green tea drinker, you'd probably want to do business with someone who's also a liberal, tree-hugging, green tea drinker over a conservative, card-carrying member of the N.R.A., right? Especially if he looks like Dick Cheney on a Quail hunt!

So one of the skills you'll need is to be like a chameleon – be able to blend in a bit with your audience. No, don't lose yourself here – just be flexible. Let me show you how easy it can be!

Ok, where do most of your interactions begin? On the PHONE, right? Hey, most prescreening sessions begin here, so let's cover that. It all begins when you hear the first words out of their mouth. LISTEN... How quickly do they talk? Do they have an accent & if so, from where? Do they sound confident or scared? Are they emotionally stable? Do they use vocal inflection or speak in a monotone?

The reason why it's important for you to notice these things is because of the first technique. It's called '**mirroring & matching**.' Here's where it gets fun. Start by *matching the way they speak* as much as you can. The pace, the tone, even the words & language they use. If they use 5th-grade language like most people, DON'T try to impress them with your college education! Trust me, there's no faster way to kill yourself in a deal with somebody than talking differently than them. Of course, you don't want to *mock* them or make them feel like you're just talking like them to make fun of them, so the idea here is to just kinda easily match how they talk in a nonoffensive way. Make sense?

Next, here's a very simple, yet amazingly overlooked thing that will make all the difference in the world for you. When talking to a seller, buyer, or anyone with whom you need to interact, just put yourself in their shoes. How would *you* feel if you were going through what they were? Just because someone is, for example, facing foreclosure, doesn't mean that they're a bad person in most cases. Ask them what happened, empathize with them, and simply *let them know that you heard them & CARE!* After all, isn't that what it's all about?

But HOW do you show that you heard them & care? It's actually simpler than you may think. Here's the magic technique that will work miracles for you, trust me. Don't let its simplicity escape you...

Merely repeat *back to them* what they told you about their situation, the numbers, etc., and ask for *confirmation* that it's correct.

For example, if you ask a seller 'This sounds like a beautiful house. May I ask why you're selling it now?'
And they say 'Well, I'm getting divorced. We have to sell this house & do it quickly. Can you help me?'

The surest way to *lose* this deal would be to just ignore what he told you & blow through getting the numbers.

So, in a situation like this one, an example of the right way to respond to that sensitive little tidbit of information he just gave you would be: "Wow. Divorced, huh? Should I say I'm sorry or congratulate you? In any case, I'm sure this is not easy for you, so I'll make sure that we do the best we can for you in order to make this part of your life as easy as possible, while still doing everything that we can in order to get you what you want out of this situation. Does that sound good to you?"

Note the language, the pattern of what was said here, and the overall frame of the conversation. I first of all acknowledged what he said (getting divorced), then tried to soften the blow by injecting some humor ("should I say I'm sorry or congratulate you?"). Next, I acknowledged that in any case, I'm sure this isn't easy, AND THEN STATED THE POSITIVE INTENT & BENEFITS OF WORKING WITH ME. In the end, I asked for confirmation of the good news I was presenting him by asking if what I just said sounded good to him (or her). Can you see how this would work?

OOHH!! I just did it to you right now! "Can you see how this would work" is an example of this very technique! You see, even when writing, this can be an effective tool. I'm sorry, it's just a habit for me at this point. So please forgive me.

This is *wickedly* powerful stuff. It's almost illegal. Why? Because we're dealing with this person on the subconscious & emotional levels. And in case you've never heard this before...

People Make Decisions Based on Emotion & Justify These Decisions With Logic.

Don't believe me? Ok, just think about the last decision YOU made. I'll wait...
See what I mean? Powerful stuff! And here, you're not only demonstrating that it will be quick & easy to do business with you, but also you're speaking from a powerful frame of Confidence. And people like to do business with someone who is confident about what they can do for them.

Just how powerful ARE these techniques we're talking about here, and what can they DO for you? Well, to demonstrate this, let me tell you a quick story as an example... I recently closed a deal in Michigan, where the seller contacted me with a single family home on 10 lovely acres. The house was worth \$500k & already in great shape. He owed \$265k and only wanted \$35k on top of that (total=\$300k). Further, he had already been foreclosed on, but had a few months to buy the property back by way of his redemption rights. I guess Michigan is one of those wacky states, haha.

Now, when he had initially contacted me, he had already spoken to a few other investors. I'm sure you can imagine the level of motivation some of these other guys had! But why hadn't he gotten a deal done with any of these other investors? Simple: Because NONE of them had taken the time to LISTEN to him & build the rapport needed to make him feel comfortable enough to go any further! They had just snapped in & started barking numbers at him.

Well, he had already talked to about 4-5 other guys before he contacted me. Using the exact same tools & techniques I've outlined for you here, I was able to gain his trust...and get a really sweet deal on his house. Not only that, but there were some complications along the way (the main one being the knucklehead attorney that he had) that would have made most sellers go bye-bye faster than a donut at a cop convention! But because I had already *emotionally* established myself as the ONLY option for him, he had to stay with me until I either let go or closed the deal! This was due to the law of commitment & consistency*.

So now I have closed a great deal, made a ton of money, AND-just as importantly, made a great new friend in another state. Not bad, eh? Oh - Several times along the way, he'd tell me "I don't know what it is, Tony, but I just feel comfortable with you, and know that you're going to do right by me. Not only that, but I don't *want* to sell my house to anybody else BUT you."

"In everyone's life, at some time, our inner fire goes out. It is then burst into flame by an encounter with another human being. We should all be thankful for those people who rekindle the inner spirit."

-Albert Schweitzer

Wow! Imagine the feeling that you're going to have when people start telling YOU that! Maybe you've *already* experienced this. If so, you know what I'm talking about. Whether this happened to you by accident or not...

By Consistently Focusing on & Utilizing These Techniques, You're Going to Dramatically Increase Your Bottom-Line Results!

Now, if you're going to meet with the seller (or buyer... or just a friend!) **face-to-face, in person**, rather than over the phone, the fun will REALLY begin! If you take the time to learn & master these techniques, you're going to be amazed at how powerful a persuader you can become. A great example of this is Marshall Sylver. If you get the chance,

check out his show – it’s not only hilarious, but it will also show you how awesome these techniques really can be.

Anyway, when you’re talking to someone face-to-face, you want to remember & apply that technique of ***mirroring & matching*** again. How? Easy! Stand or sit like they stand or sit. What position are their arms in? What position is their body in? What kind of stance are they using?

Take notice, then simply *mirror* their stance, posture, and even breathing. After a short while, change your body stance. If they move with you, guess what? You’re in rapport with them!

Trust me when I tell you that this *works*. Like magic.

Try it the next time you have any kind of conversation with somebody & you’re face to face with them. Just do this & simply notice how they respond to you.

Oh – and don’t get too drunk with this new power, haha.

So there you have it. Congratulations, you now know the ***secrets of persuasion*** used by some of the masters throughout history. They’re now yours to do what you will. Again, just please put your new ‘super-powers’ to good use & for people’s benefit, not detriment.

And the next thing you know, you’ll be making new friends, profiting handsomely, and enjoying a new life, rich with relationships and fun.

But don’t blame me if your competition hates you for it!

To Profitable Friendship,

Tony Pearl

Like the ideas & strategies revealed in this article?

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And get a FREE eCourse titled: “How to Make \$10,000 (or More) in 30 Days (or Less) WithOUT Using Your Own Money or Credit!”

Tony Pearl has been an active real estate investor since 1997. Before that, he was a Professional Ballroom & Latin ***Dance Instructor***.

He has been trained by the best, and has also seen the good, the bad, and the ugly when it comes to business.

Using his experience & expertise from these diverse careers, he has combined his unique talents to offer fresh, insightful perspectives that will pay you in more ways than one!