

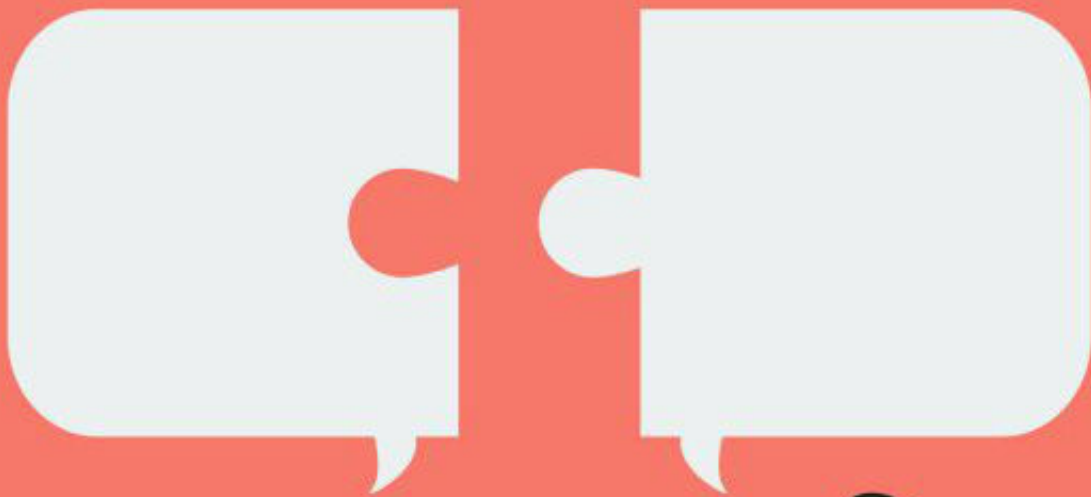
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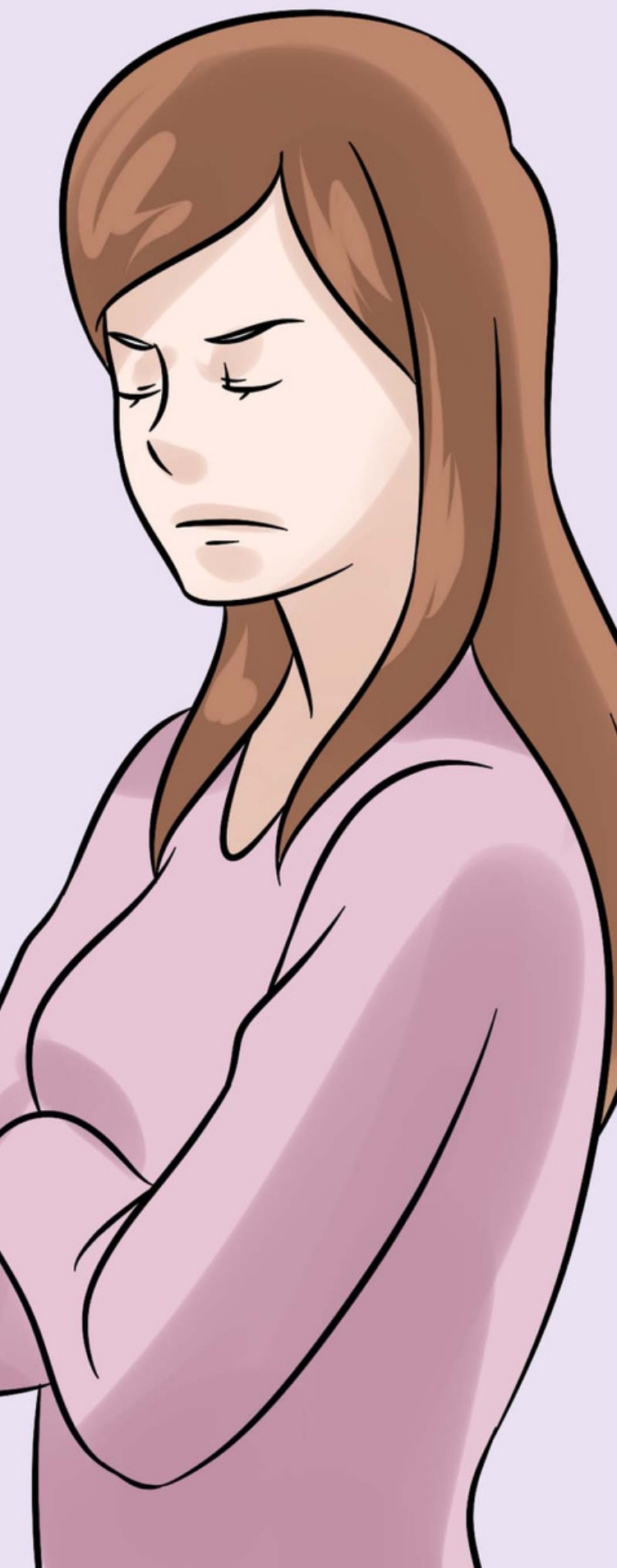
FOCUSED ON MODELING

RAPPORT **THE ULTIMATE GUIDE**

INSIDE

Learn the operating principles of rapport and how to apply them.





PROBLEM:

PEOPLE AREN'T PAYING ATTENTION OR RESPONDING TO YOU.

There's only one reason for you to read this training guide. People aren't paying attention to you or responding to you as much as you would like them to. If they are, they aren't giving you the responses you desire or expect.

There's a single cause for this problem: **you do not know how to connect adequately with others.**

You may have surfed online and read about how to build rapport on several NLP-related websites. You may even have applied the usual advice you found there: mirror people, match their posture, pace, pace, pace and then lead, and so forth.

However, you still have not been able to create the connection you wish.

Once you finish this training guide, though, you will finally understand how rapport happens, and how to make it happen at will.

CHALLENGE:

GET ANYONE TO RESPOND TO YOU

Your challenge, once you finish this training guide, is to be able to get anyone to respond to you.

I say challenge, not goal.

Obviously, you will find it easy to establish rapport with the common person. The challenge will kick in once you decide to establish rapport with people of a higher caliber, such as business magnates, celebrities, or politicians.

Herein lies the challenge: get anyone to respond to you.





FIRST THINGS FIRST: UNDERSTAND RAPPORT

Rapport is a powerful skill, which enables powerful results.

Anyone who intends to increase their income significantly must master it.

Rapport is so fundamental, in fact, that the key to influence others is being able to generate deep rapport INSTANTANEOUSLY, at will.

If you run a quick search on the web for “rapport,” or read a few books on NLP, you will find that the majority of resources identify rapport as establishing "trust," "similarity," "feeling at ease" or "likability" between people.

These resources do not explain rapport correctly.

While it may sound warm and fuzzy, it only partially defines and describes rapport. I invite you to understand it as a broader phenomenon.



LADY GAGA, BRUCE SPRINGSTEEN, BARACK OBAMA, RICHARD BRANSON, STEVE JOBS, OPRAH...

The list goes on. Gene Simmons, Sarah Palin, Lance Armstrong, Felix Baumgartner, etc.

I call them **rapport gods**.

Steve Jobs so mastered rapport that he could make millions of people stop what they're doing, tune into Apple's sales presentations and spend hard-earned dollars to buy its wares.

How did he pull this off?



Bruce Springsteen commands audiences as large as 130,000 people in concerts such as Rock in Rio, holding their attention for over three hours at times.

How does he do it?

Oprah has captivated the United States in such a way that a few words from her can send products soaring or sinking.

How does she make that happen?

In one word, through **rapport**.

While most people wouldn't qualify what Steve Jobs, Bruce Springsteen and Oprah Winfrey do as rapport, I will insist that it is precisely that.



WHAT IS RAPPORT?



In their groundbreaking book "Whispering in the Wind," John Grinder (one of the co-founders of NLP) and Carmen Bostic St Clair address this misunderstanding of rapport and offer a more accurate definition.

They state that establishing rapport means to **capture someone's unconscious attention**.

In his seminar "Unleash The Power Within", Anthony Robbins offers a slightly different definition of rapport that strongly complements the one offered by Grinder and Bostic St Clair.

According to Robbins, **rapport is a relationship of responsiveness**.

These two definitions offer a much broader and more useful understanding of rapport. They also help us move beyond the narrow idea that rapport means trust, security, ease or comfort.

As such, anytime I refer to rapport in this training guide, understand it to mean the following:

Rapport is a relationship of responsiveness developed by capturing someone's unconscious attention.

INDICATORS OF RAPPORT

**WHEN PEOPLE ARE IN RAPPORT, YOU'LL USUALLY
OBSERVE THE FOLLOWING SYMPTOMS:**

1. They are oblivious to the rest of the world around them.
2. One person guides the behavior of the other (they may switch this dynamic back and forth).

Note: the presence of these symptoms DOES NOT NECESSARILY MEAN that they like, feel at ease or trust one another.

MIRRORING IS AN INDICATOR OF RAPPORT, NOT ITS CAUSE

Decades ago, researchers noticed that people in rapport mirrored each other. They mistook the similar movements and postures for the cause of rapport rather than the effect of it.

It would be like saying that smoke causes fire.

Smoke is a by-product of fire. Still, that doesn't mean that blowing smoke on a piece of wood will light it on fire.

Classic NLP trainers and authors teach that you establish rapport by mirroring and matching the person with whom you interact.

As you can already imagine, I want you to look at mirroring and matching differently. My research and experiments have led me to conclude otherwise.

I RECENTLY READ A RESEARCH PAPER WRITTEN BY YALE PROFESSORS ENTITLED “THE CHAMELEON EFFECT.”



In a nutshell, the three researchers uncovered the following:

1. If you are **ALREADY** in rapport with someone else, mirroring will slightly deepen rapport.
2. If you aren't in rapport with someone else yet, mirroring will just annoy the mirrored party.

This discovery is important, because the researchers tested for rapport **BEFORE** evaluating the effect of mirroring.

That is, rapport was established or not prior to mirroring. Moreover, if one party started mirroring the other without first having established rapport, it would **DETERIORATE** the relationship rather than deepen it.

Note: mirroring **INDICATES** rapport rather than creates it. It is a symptom, not a driver, of rapport. As such, it is really useful as a gauge of the level of rapport in the conversation.

KEY PRINCIPLE:

calibrate to the level of mirroring in your conversation to gauge rapport. Don't use it as a technique to induce it.

QUESTION:

WHAT IS THE PRIMARY DRIVER OF RAPPORT?

Let's recall for a moment our definition of rapport:

Rapport is a relationship of responsiveness developed by capturing someone's unconscious attention.

Notice the absence of the words “trust,” “security” and “comfort.”

Does this mean that it is possible for rapport to exist WITHOUT a relationship of trust, security and comfort?

Yes, it's **exactly** what it means.

Let me give you an example to demonstrate this.

If a thug walks up to you and puts a gun to your head, he will INSTANTLY have rapport with you.

In fact, you will instantly become completely oblivious to the rest of the world around you. All your focus will go to this one specific situation.

(Remember that this is a prime indicator of rapport.)

Of course, whatever the thug asks you to do, you'll do. You'll be responsive to him.

(Remember 2: one person guides the behavior of another.)

THAT's rapport.

Notice that there's absolutely no trust, like, ease or similarity between the two of you.

These are not the necessary ingredients.

The necessary ingredient is **responsiveness** — present in spades.

Here are two more examples:

Have you ever been to the circus? If you have, you've seen clowns perform. Most clowns can capture an audience's unconscious attention without ever resorting to mirroring.

What about animals?

You could capture the attention of a dog and make it responsive by simply holding up a treat.

You can also capture the attention of a cat by making an odd sound. I know that mine responds much better to that than by me calling his name.



INSTANT RAPPORT

We will establish rapport instantly with anything or anyone (and I mean ANYONE) that we suspect can impact our survival and well-being.

Rapport, at its most fundamental level, revolves around pain and pleasure — as does much of everything in life.

Anyone can build rapport with you (and vice-versa) using one of two foundations:

1. Presenting a threat
2. Offering relief or pleasure

How does presenting a threat establish rapport? It's the kind of rapport that captures our attention because someone has the potential to take away our pleasure or inflict pain upon us.

How about offering relief or pleasure? It's the exact opposite. It happens when we pay attention because someone has the potential to give us pleasure or relieve our pain.

KEY PRINCIPLE:

to establish INSTANT rapport with anyone, be the bearer of a threat or of an offer.

THE CELEBRITIES' RAPPORT SECRET

How can rock stars like Gene Simmons or Bruce Springsteen establish rapport instantly with hundreds of thousands of people?

It's simple. They are able to do it because their audience feels that they can give it pleasure and/or relieve its pain.

Once again, let me ask you the mirroring question: do celebrities have to mirror people to get into rapport with them?

Not at all. In fact, if they did mirror them, they might **BREAK** rapport.

They create rapport so effectively largely because their fans view them as a better or superior version of themselves.

If celebrities mirrored their fans, they would largely be dismissed as being “just another person,” incapable of giving them pleasure or relief from the boredom of everyday life.



KEY PRINCIPLE:

when people perceive you as a better version of themselves and they aspire to be like you, you will gain INSTANT rapport with them.



INSTANT RAPPORT THROUGH THREAT

I want you to watch a video that illustrates threat rapport ideally. You will watch it happen right before your eyes.

<http://www.youtube.com/watch?v=vdg9gkmWsEA>

Did you notice how both the cobra and the mongoose intensely focused on one another?

Both became oblivious to the world around them, responding almost exclusively to each other's behaviors.

Did they trust one another? Quite the opposite — unless you twist it into saying that they trusted each other to kill one another.

The mirroring or synchronous movements you observed between the two happens AS A RESULT of them establishing rapport.

LET'S CONSIDER ANOTHER EXAMPLE...

THAT'S WHAT HAPPENS TO LOVERS TOO...



I used the example of the thug and the cobra vs mongoose fight to stick a crowbar into the "trust" paradigm of rapport and to help you realize the limits of that particular understanding of rapport.

Of course, lovers experience an identical phenomenon - albeit with a completely different emotional component.

Lovers see each other as the ultimate source of pleasure and pain relief. For that reason, they give their undivided attention to one another.

Anything one does, the other will pay attention to. No one else in the world has as much power to impact their level of pleasure and pain as their lover does.

I'm sure you've seen lovers together in public places before: coffee shops, shopping malls, public squares, and so on.

What stands out immediately to us when we observe them? They move together. They complete each other's sentences. They look at each other and ignore the world. They mirror one another.

Note: They don't feel the way they do about each other because they mirror one another. They mirror one another BECAUSE they are in rapport, not as a way to establish rapport.

THE OPPOSITE OF RAPPORT

This additional distinction will help you grasp the concept of rapport even further.

What is the opposite of being in rapport with someone?

It's being indifferent to that person.

When you are indifferent to someone, you are giving that person absolutely no attention.

Think about the following situation: have you ever walked in a very crowded place? Somewhere like the streets of New York or London during rush hour?

Have you ever been surrounded by hundreds if not thousands of people? I'm sure you have.

If you're like the majority of human beings, you were probably indifferent to 99% of the people in the crowd.

Perhaps 1% of the people caught your attention and maybe even captured your imagination.

Perhaps someone looked threatening to you.

Perhaps you felt attracted to somebody just because of their looks.

Perhaps someone reminded you of a school bully.

Perhaps someone caught your eye because they were limping.

These people established primary rapport with you. They surpassed indifference.

See how it works?

Let me show it to you on a spectrum...

THE ATTENTION SPECTRUM



On one end of the attention spectrum, we have rapport (or captured attention). On the other, indifference (or loose attention).

THE CONTEXT OF THERAPY

YOU MIGHT ASK: “SO WHY DOES THE STANDARD NLP RAPPORT PROCEDURE OF MIRRORING WORK IN THE CONTEXT OF THERAPY?”

Mirroring works in the context of therapy for two reasons:

1. The therapist **ALREADY** has captured unconscious attention, and
2. The patient **ALREADY** perceives the therapist as someone who can help him or her get out of pain.

In other words, rapport has **ALREADY** been established. Mirroring comes in as a tool to better understand the client and fine-tune communication.

SUMMING IT UP: THE DRIVER OF RAPPORT

RAPPORT INEVITABLY IS DRIVEN BY OUR SURVIVAL AND WELL-BEING. IT HAPPENS UNDER TWO ANGLES:

Mirroring works in the context of therapy for two reasons:

- 1. Threatening rapport**, where our pleasure could be jeopardized and pain be inflicted upon us, and
- 2. Beneficiary rapport**, where we see the potential for more pleasure and pain relief.

The is the foundation of rapport. It kickstarts the connection between people in any situation.

DEPTH OF RAPPORT

Rapport deepens when you raise the stakes.

The greater the potential for pleasure or pain relief, the deeper the rapport.

Likewise, the greater the threat of pleasure loss or being inflicted pain, the deeper the rapport.

People can become downright obsessed if they perceive someone or something as the ultimate source of pleasure or pain relief. Think of the movie “Fatal Attraction” with Michael Douglas and Glenn Close.

In the same fashion, obsession can result from perceiving someone or something else as the ultimate enemy, that which compromises pleasure and inflicts pain. Think back to 9/11. Anything (newspaper, website, politician) that bore or uttered the words “Bin Laden” received our immediate attention.



MASTERMIND RAPPORT

Conventionally, we always think of establishing rapport with other individuals.

We can also establish rapport with a group. Napoleon Hill called this effect a MasterMind.

You **establish MasterMind Rapport** once you connect to others based on shared ideas, purposes, values or beliefs.

Have you ever been part of a group or team that shared a single purpose or vision and worked together to achieve it? If you have, you experienced MasterMind rapport.

It's the feeling of connection towards the members of that team because you're working as parts of a greater whole.



THE PHENOMENON OF SYNCING

Finally, I want to call your attention to what I call Syncing.

Syncing is something you can accomplish after you've established rapport — that relationship of responsiveness.

You witnessed Syncing when you watched the mongoose versus cobra video. Both animals were completely attuned to one another. They moved in perfect unison.

It's also what you witness when you watch lovers interact and when you see a couple executing perfect ballroom dancing moves, or dancing salsa in a Latin club. They seem to read each other's thoughts. They know where the body will move before it does.

These are common contexts in which Syncing occurs.

What if you could create that kind of connection at will?



This is the stuff of legend.

This is where you can feel what people feel, read their thoughts and connect at a level that surprises most.

Watch what happens in this video, in which Derren Brown leads two people to Sync. Watch the video and come back to the training guide.

<http://www.youtube.com/watch?v=1a-gBGcgRh0>

Did you notice the reaction of both participants at the end? I wouldn't call it trust. No bonding happened. It might even have been uncomfortable.

However, they synced.

While Derren Brown speaks of them establishing rapport, that rapport was pre-established as the frame of the entire interaction.

This normally happens when you're in a room with only one other person. There's rapport whether you want it or not.

Now that we've flipped rapport in every possible direction, let's see how you can make it happen in your interactions.

THE SECRET OF RAPPORT

You can establish rapport with anyone, instantly, if you can make them realize at an *unconscious level* that **paying attention to you might lead to gaining pleasure or avoiding pain.**

Give people cues that you can lead them into pleasure or out of pain and you'll have their undivided attention.

Here's your target: **you need to trigger quickly in the other the unconscious response "I need to pay attention now."**

This happens by making their internal voice say something along the lines of:

- "This could hurt me!" or
- "Wow! I want this!" or
- "Darn, I could miss out..." or
- "I don't want to miss out!" or
- "It's a matter of life or death now."

I'm giving you these examples so you can get a notion of the reaction you seek. You want to tickle their pain/pleasure unconscious sensors.

The more you can trigger these thoughts in others through your presence, dress code, accessories, hairstyle, tone of voice, the greater your ability to create rapport with them.

KEY PRINCIPLE:

When it comes to rapport,
**your greatest weakness is
to leave people
indifferent to you.**

QUICK EVALUATION

Rapport begins with sensory perceptions and first impressions.

Ask yourself:

- What's the impact of the way I look, sound, feel and smell to people?
- What's the first impression that they get from me?
- Do I instantly communicate that I can increase pleasure and relieve pain?
- Do people believe that I can please them?
- Do people believe that I can take away their pain?

You could also ask yourself whether people believe that you can take away their fun or hurt them, but I assume you wouldn't want that in the first place.

Take some time to answer these questions. If you're unsure about the answer, people are probably indifferent about you.

BUILDING UP YOUR RAPPORT POTENTIAL

40 STRATEGIES YOU CAN START USING IMMEDIATELY

1. Use optimism and high energy to instantly connect with someone
2. Hint at something pleasurable that someone will get by paying attention to you in the moment
3. Speak confidently as an authority would on the topic at hand
4. Flatter or praise them
5. Use a Mont Blanc pen or other tokens of prestige
6. Suggest an offbeat idea, alternative or possibility
7. Validate what someone just said
8. Stand up to confront a problem
9. Present your ideas with conviction and energy
10. Ask someone's opinion
11. Make suggestions that you know will please the other person
12. Lead the conversation
13. Offer recommendations with confidence
14. Put your hand on people's shoulder
15. Make someone feel comfortable — offer them a cup of coffee, a glass of water, a piece of candy, etc
16. Speak in rich sensory language (paint a picture)
17. Create a sense of intrigue
18. Remain clam in pressure situations
19. Ask people questions and demonstrate interest in them
20. Have the highest standards with regards to something

BUILDING UP YOUR RAPPORT POTENTIAL

40 STRATEGIES YOU CAN START USING IMMEDIATELY

21. Exceed expectations
22. Suggest an unexplored path
23. Break or tweak a conventional rule
24. Wear a strange hat
25. Tell a story
26. Learn to perform a few magic tricks
27. Learn to play a tune on a piccolo
28. Serve or pick interesting ethnic food
29. Suggest to meet in a hot air balloon or a limo
30. Use a power suit
31. Wear a flower on your lapel
32. Use a cologne with a mysterious scent
33. Give them something and say “this is the last one I have. I want you to have it.”
34. Let them in on a secret
35. Warn the person of potential negative consequences of something happening in the world and how they will directly affect him or her
36. Mention a nearing deadline to get something done
37. Stir up controversy and agree with the person
38. Have a firm handshake
39. Make eye contact
40. Smile (what a concept!)

BUILDING UP YOUR RAPPORT POTENTIAL

40 STRATEGIES YOU CAN START USING IMMEDIATELY

To create even more strategies, ask yourself the following questions:

- How could I change my look so more people would believe that I can please them or take away their pain?
- How could I speak so more people would believe that I can please them or take away their pain?
- How could I dress so more people would believe that I can please them or take away their pain?
- How could I move so more people would believe that I can please them or take away their pain?
- How could I touch people so more people would believe that I can please them or take away their pain?
- How could I behave so more people would believe that I can please them or take away their pain?

This is a starting point. Get started and progress diligently. I guarantee you that the small changes you make will greatly increase your rapport potential.

These measures leverage all the unconscious triggers that humans use to make decisions about others. Put them into practice and you will see results. Period.

TIME FOR FEEDBACK

YOUR FEEDBACK IS REALLY IMPORTANT FOR SEVERAL REASONS:

1. **You may have additional questions.** By asking them, I can improve the product and you will receive the updated version at no cost to you.
2. **You may have constructive criticism.** Help me make the product better. If you feel some parts are under-explained, confusing, or useless, let me know. I can easily solve those problems but I need your help to do it.
3. **You can help others.** Chances are, other people can have the issues/questions you do. When you communicate them, a whole community benefits from your generosity.
4. **I want to hear from you.** As much as I enjoy knowing that you purchased my product, nothing beats having a personal connection with you. Let's share some energy!
5. **You may get some surprises.** I often surprise clients who have engaged with me directly by sending me email or leaving feedback on my products.

CLICK ON THE LINK BELOW TO GIVE ME FEEDBACK

<https://dailynlp.com/principles-rapport-feedback-form/>

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