



**SPI Podcast Session #121 -
A Crash Course on Charisma –
A Guide to Winning In-Person Encounters
with Jordan Harbinger**

This is the Smart Passive Income podcast with Pat Flynn, session #121. Slam!

[Singing]

Announcer: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host, the man with the best voice-over talent doing the intros for his show ever, Pat Flynn!

Thanks Buddy, you're the bomb!

Pat Flynn: No, you're the bomb because you can say 'bomb' like that and because you're awesome. I wish I could say 'the bomb' like that. Everybody, that's my voice talent, John Melley, you can find him at johnmelley.com. He didn't pay for this ad spot, I just wanted to give him a shout out because he's awesome. Thank you John for everything that you've done for the show since day 1.

Everybody, welcome to session 121 of the Smart Passive Income podcast. Thank you so much for joining me today and spending a little bit of time out of your day with me and our special guest today, Jordan Harbinger from [The Art of Charm](#).

The really interesting thing about this episode in particular was I wanted to invite Jordan on the show because he's doing some amazing stuff with his business. He's created an amazing business model in terms of integrating a podcast and with courses, like actual live courses with online courses integrated with that as well.

I wanted to get him on the show to talk about how he's become so successful. It's interesting, you'll notice that we actually never get into that. Based on the title of this session, which you've probably seen on iTunes or wherever you've played this, we're actually not talking about his business model, we are talking about networking.

That's sort of what he teaches. He teaches relationship building, specifically his classes are primarily for men looking to build confidence, not just the whole dating thing but actually to become a better person, a better man. That's the whole 'art of charm' thing.



I asked him a few questions at the beginning of the interview, as you'll hear about how we can become our better selves in terms of putting ourselves out there, making a great first impression, having people remember who we are, having people come back to us for more, those types of things. There's nothing more important, I believe. Nothing that can help you get a quicker start, nothing that can help you succeed more than creating the right connections with other people in this world.

Seriously, I wouldn't be here without the people that I've connected with along this journey. You could never do this alone. So if you understand how to better connect and network with people, that will give you such a huge edge. Don't take this stuff lightly, this is extremely important information that's going to help you with your business and make you more happy in life.

I talk about a lot of experiences I've had when having issues with networking and getting over that fear when meeting new people. I do actually add a lot to the conversation in terms of tips based on the number of books that I've been reading lately too. So look out for that. Here we go, this is the interview with Jordan Harbinger from theartofcharm.com.

Hey, what's up Jordan? Welcome to the Smart Passive Income podcast, how are you?

Jordan Harbinger: Hey man, glad to be here. I appreciate the opportunity. It's kind of cool being on a show that you listen to, so it's fun.

Pat Flynn: Yeah, that's awesome. I want to thank you because you had me on yours too, we had a great interview and I'm sure this is going to be great as well

Jordan Harbinger: Yeah, well we'll see!

Pat Flynn: Haha! I'm sure it will be good.

Tell us a little bit about who you are, how did you get started with what you do.

Jordan Harbinger: Sure. It's so weird, I don't know what my job title should be. Essentially we started off as dating and charisma coaches but realized soon after that that it just goes far beyond that.



Basically we have a school in LA and a [podcast](#) at The Art of Charm that teaches people how to be confident, put their best foot forward and we essentially teach emotional intelligence in a systemized fashion so that anybody can learn it and master it and turn confidence into a learn-able skill.

Of course on the show we have different people talking about everything from how to set up your lifestyle so that you don't have to be consumed with stress at work and that's some of the stuff that you and I talked about, all the way down to bio-hacking or dating skills or confidence skills, body language, how to read other people, persuasion, influence.

The reason I got interested in all that is because I graduated from undergrad, I promptly applied for a job at Best Buy and found out that just to try to repair computers - and by the way I went to the University of Michigan, which is a good school so theoretically I should have had a job waiting for me because that was the promise of college back in my day and probably still is.

They were like "Yeah, you've got to work and sell CDs for a couple of years before you can repair computers" and I was like "Let me get this straight, I studied three languages, Political Science and accounting and all that stuff and in order to blow dust off someone else's keyboard, I have to sell - like they might be Giants albums or whatever, for three years.

I just couldn't believe it. I was in total despair and shock. So I did what a lot of people do, I went to grad school and I went to law school also at the University of Michigan and I got a job by working my butt off and networking my butt off on Wall Street. My mentor there, who is basically Wall Street mentoring is essentially a guy that HR makes take you to coffee once a quarter and then you get to ask him questions, theoretically. They are just so bored, they are checking their Blackberry the whole time because they have work to do.

When my mentor showed up, he was never in the office and there was this rumor that he made more money than all the other partners. He was never there, he was a Jewish guy from Brooklyn with a great tan, that doesn't add up, right? I finally go to coffee with him and he goes "Ask me anything". I'm sure he thought I was going to say something like "How do real estate mortgage back securities work", bla bla bla.

Instead I said "How come everyone says you get paid more but you're never in the office?" and he took a deep breath and a sip of Starbucks and went "Well, truth be told, all those other lawyers that you see there at one o'clock in the morning on a Sunday



night, working their butt off are totally replaceable and they're work horses and they're valuable because of that, but anybody can learn the technical skills of being an attorney. What I'm doing is going to charity events, playing golf, going to do jujitsu, schmoozing, making connections, going to Shabbat dinners with neighbors of neighbors of friends of friends of friends and hustling business for the firm. It's a lot more important."

Then he goes "That's why I don't have to show up. I can work from wherever, I am not going to get fired because if I do I'll take my client book with me and everybody knows that, and I'm worth a lot more than an hourly wage because I'm the one making the connections."

It changed the way I look at work and consequently my life because I thought "Wait a second, so you're telling me that all these technical skills that I'm racking my brain over and that I theoretically went to law school for three years to learn, is kind of something that I'm going to pick up along the way or not but is also secondary to hanging out with people and getting them to like you?" and he was kind of like "Pretty much".

I thought "Wait a minute, if there's a skill that I have that other people don't have...", it may be a people skill thing but at least it was more interesting and I thought "Definitely the guys that were like the introverts that sat in closets reading legal books all day, those guys were never going to be able to pick up the networking and what we call rain-making aspect of the business".

So I knew that it was kind of like my secret weapon. That was like the - and I wish I could come up with a cool sports analogy, but that was like my fast ball. Nobody else could do it. If I was going to succeed at that firm, I knew I had to be - wait for the 90s reference - Nolan Ryan of...

Pat Flynn: My favorite baseball player!

Jordan Harbinger: Is it really?

Pat Flynn: Yeah, I have his autograph.

Jordan Harbinger: He's one of the only baseball players I know that didn't play for the Tigers.



I knew that I had to have that skill that no one had. I spent all of my time and resources, even when other people were busy studying for the bar exam, I would be out trying to network, develop connections for no real purpose other than practicing doing that. It was working. I looked up every networking book and I took classes on networking and influence and persuasion. Most of it was garbage. I learned a lot through trial and error and just really inventing my own system for creating relationships and managing them at a really young age, at least younger than the 30s and 40s that most of us are in now when we start to think about this stuff.

That got me much further ahead. I ended up getting another Wall Street job purely based on networking connections. I ended up getting kept around for longer, I ended up with tons of freedom at work. I was able to do my satellite radio show and start The Art of Charm while I was working at Wall Street. It was all due to the fact that I could get people to like and trust me and I wasn't abusing that to be clear. It was just really really good leverage. I could always get what I needed and what I wanted and that was a really powerful skill set that now is what we teach at The Art of Charm.

Pat Flynn: Sure. I think we can all hear in your voice the charisma that you have, you're well spoken, you're very easy to listen to and obviously very easy to get along with.

I think a lot of people don't realize how important relationship building is just in their lives. We always focus on the technical stuff, like you were saying earlier with all the other guys. It's really cool that you've found what we talk about here on SPI often, you're unfair advantage, that one thing that you know you're good at that you should use to your advantage. If you don't know or if you know that you should be good at it, you should do what you can to improve.

I'm curious, give us a quick lesson if you will, for those of us who now understand the importance of relationships, how can we better network, I guess you could say?

Jordan Harbinger: It all comes down to - there's a lot of guys that are really good at this stuff, like my friend [John Corcoran](#). is really good at it, even guys like yourself who run businesses, especially if we work from home. We tend to be either really good at it or really bad at it. Good at it out of necessity, bad at it out of the fact that we're alone at our place 24/7 with nobody else around and when we're not, we're with our families.



It's a really interesting sort of skill set. Starting from the beginning, a lot of people think "I can't network or manage a network, I don't even really know how to make a great first impression" and then there's other people listening right now that go "I make great first impressions, I don't need this."

You and I both know that the people who say that are probably the people that need it the most because their lack of self-awareness is actually what annoys everyone about them. Becoming more self-aware is a process of being open-minded to do things, getting people comfortable enough around you to get feedback from them and asking for feedback and then not reacting like a crazed chimpanzee when they give you honest feedback, which was tough for me for a really long time.

Getting honest reflection from people is really powerful because you might go up to your Assistant and go "No really, tell me are people intimidated by me? Are people afraid to tell me what they think?" and if she goes "Hmm, no...", then the answer is yes, right!

The trick is to really try to chill out, cultivate an air of trust around you, around people that already know you, so that you can get honest feedback. That's going to take you pretty far at least in the beginning. Other elements of getting natural charisma and making great first impressions are just really becoming masters of the fundamentals and where I start with that depends heavily on - if guys are coming to our school in LA, that will depend heavily on what they come in with, levels of insecurity, goals that they have.

One sort of universal mistake that I see a lot of people making is they think or they mistakenly think that the first impression is made when they want it to be made. What I mean by that is, you and I might be at a cocktail party or something like that, talking to each other and we notice some guy lurking around us and walking around. I don't know if this has happened to you, it happens to me a bit as well and I find it disconcerting, even though I understand it.

Then there's people kind of hanging on the outskirts of the conversation or asking other people for introductions to me instead of talking to me directly. It's a little bit weird although I totally get it. The thing is, eventually they might have a drink or get an introduction and they come up and I'm like "Oh, you're that person that's been sort of hovering around". That's not a great first impression because it's very un-confident and it's not very charismatic and it also shows a lack of awareness, which isn't a great first impression of course. That person thinks "Alright, my first impression is this, here's my in. I've got somebody else and here's the 'in' in the conversation."



Men do it with women a lot too. They'll be like walking around the bar, waiting until they're three shots kick in and then they'll walk up to the girl when her friend's in the bathroom and she's texting or checking Facebook and then it's like "Hey! What are you drinking?" and she's like "Ew, go away". The reason isn't because you're gross and you said the wrong thing, the reason is because your first impression was made 20 minutes ago when you walked in the door with your hands in your pockets, looking at the floor, pretending to watch the basketball game, had four shots of Jagermeister and then decided to stumble over there half an hour later.

That was your first impression. It's always, basically when you're a blip on their radar, that's when your first impression is made, not when you want to be seen or discovered or heard but when they see you, when you're a blip on their radar. Essentially for most of us, that's right when you walk in the room is the earliest that that can happen.

We've all seen those weird sitcoms or movie scenes where the guy's outside and steals someone's parking spot and the guy's like "Hey that was mine" and he's like "Screw you!" and then walks into the venue and that's the guy he needs to impress, the guy whose spot he stole or who's coffee he dumped on him on his way in, right?

Pat Flynn: Yeah.

Jordan Harbinger: It's all about non-verbal communication because if your first impression is made not when you're talking to people and if you can't talk to them directly at first, it's all about the way that you appear. So we work on body language, eye contact and things like that. I can give some drills based on that if you guys are interested?

Pat Flynn: Sure, to kind of play off of that, I remember when I got some great advice from a man named Antonio from realmenrealstyle.com and I had apparently helped him with an e-book through my e-book, which you can get at ebooksthesmartway.com, he downloaded that and he created his own e-book, which was downloaded over 100,000 times. To thank me, he created this 20 minute video. Because he's an expert in men's fashion, it was all about the types of clothing and things that will good specifically for my body type.

A) I was completely blown away by how awesome that was and how much education I learned.

And B) Putting that stuff into practice, because he knew I was going to conferences and he understood exactly what you said, the power of first impressions - after I started



dressing nicely and going to conferences I started getting treated differently. I started actually feeling more confident as well. I think that played a huge role in my eventual performance on stage when I was up there and people were paying attention to me. It's incredible. We don't want to believe that first impressions are all about appearance and things like that but it's just the honest truth, that's how it is.

I was listening to Tim Ferris's podcast and he had [Neil Strauss](#) on, who is an author of one of my favorite books called *Emergency* but he has this other book called [The Game](#), which is about this whole pick up artist community. I read that because I was so interested in it and I like the author from his other book. There was a lot of interesting things I picked up from that book that could definitely help with business relationships and networking.

Of course one of the first things I learned was like you said, when you enter a room, just smile. That alone is huge. Is that sort of along the same lines as what you're saying?

Jordan Harbinger: It kind of is. It's funny because I know Antonio well, love that he has super value. Neil Strouss is a good friend of mine, we actually went to North Korea together, which is kind of funny. He's an interesting dude, he likes going to interesting places that are going to make for a good story. I love that book as well. In fact it's one of the reasons why my business is successful. My show started before that book came out and then when it did everyone was like, "What? You can learn this?" and then it was like our stuff just inflated like a hot air balloon.

It's funny because it is about that non-verbal communication. Smiling is one aspect of it. One of the drills that we give that we can sort of apply globally without seeing you first or knowing who you are first is, every time you walk through a doorway, straighten up your body language. Shoulders back, chest out, chin up, smile, act like there's a light coming out of your chest when you talk with people and that will keep you upright and engaged with people in an interested manner. Of course we know from Dale Carnegie, he's old-school stuff, in order to get people interested in you, you have to be interested in them, right?

Pat Flynn: [How to Win Friends and Influence People](#).

Jordan Harbinger: Exactly. The original self help/confidence book, right?

Pat Flynn: Right.



Jordan Harbinger: While all the examples are about typewriter salesman and Benjamin Franklin and Andrew Carnegie. It's a great drill because here's the thing, a lot of people are going "I can't remember all that stuff when I walk into a room, it doesn't make sense, how am I going to do that? How am I going to walk in and know that I've got to sit up straight and do that? I've got to be present, I can't have a conversation if I'm micro-managing all my non-verbal communication".

If you spend the next two weeks or even the next two days straightening up your body language, putting on a smile, having that light coming out of your chest every time you walk through a doorway, and I mean in your own house, throughout your daily routine, at your office, not just when you're trying to put your 'A game' on for some networking thing. You will build this into a habit where you don't have to think about it anymore.

That's the ideal scenario because at the end of the day remember, your first impression is made when you're a blip on their radar and so it doesn't matter, if you're going to Starbucks at 4pm on a Tuesday and you have your body language in order, then when you meet somebody that could benefit your business or a business connection at work, or just if you're a single guy looking at the cute barista, you're already set up. You don't have to go "Oh wait, I've got to remember to smile and stand up straight now". You don't have to do that, you've internalized it. That's a beautiful thing because one of the principles at The Art of Charm is that the mind follows the body and the body follows the mind.

If you've got great physiology and you've got great body language, then suddenly you're feeling pretty darn good. We've all seen those weird self help videos where they're like "Put your arms up like Superman and jump up and down and say I can do it!" I'm not going to ask you to do that but if you just have great physiology and confident body language as often as you can throughout the day, you're going to feel a heck of a lot better. You might even start off by just getting a standing desk so you're not sitting around hunched over all day. I don't know if you work at a standing desk or not...

Pat Flynn: I do.

Jordan Harbinger: It changed everything for me.

Pat Flynn: It's huge.



I'll put some resources in the show notes for where you can possibly get a standing desk.

It's actually funny you mentioned all that because I've been working with a practitioner lately for health reasons. To get me on the right diet, he's been working with me and my particular body type to get to my goals. We spent a lot of time and effort on posture, straightening up and not hunching over. That's where the standing desk came from but also a lot of stretches to make sure that my head is on top of my neck, which is on top of my shoulders and not sort of curved.

That alone has helped me with energy and confidence and I know it might sound weird if you're listening to this on the other end but just try it for two days. Like Jordan was saying, you will notice the difference. I always make these connections between working out and exercise and business. It's life. I highly recommend trying that out.

Beyond the first impression and beyond those initial things - I'm sort of using what I remember from reading *The Game*, one of the things that I have an issue with - and I mentioned this on a podcast one time, people were very surprised by it, the fact that when I go to conferences, when I go to different events, I am still completely nervous going up to somebody I don't know and introducing myself.

There's a part of that book I remember, I think he calls it a 3 second rule, where you don't even give yourself 3 seconds to think about what you're doing, you have less than 3 seconds. If you see somebody you want to talk to and they're available to have somebody come up to them - you don't want to interrupt, obviously - you don't think about it, you just go. Why are we always our own worst enemy when it comes to this? It's so important to meet new people. One relationship, one networking connection can change the course of your life. But you have to make those connections happen. What's going on in our head there?

Jordan Harbinger: You just said the key words, what's going on in our heads? We call that 'being in your head'. The worst part of it is that smart people are the worst at this because we are always thinking, we're analyzing and the more analytical your brain, the more "in your head" you're going to be. So guys who are really smart, like Google engineers and Yahoo guys who are dictating the structure of all of the networking that goes on the internet, NSA guys. We get a lot of military intelligence and special forces at The Art of Charm.

Those guys are in their head like crazy because they're as smart as hell so they're always thinking "Well I could go up and talk to Pat Flynn but then he's probably busy and if he's busy and I talk to him while he's busy, he'll associate that negative interruption with me and then he might not like me and if he doesn't like me, he's not



going to help me launch my e-book and if he doesn't help my e-book I'm probably not going to be successful, which means my wife's going to get mad at me and she's going to make me get a regular job and I really don't want a regular job. Oh my God, my life is going downhill, I'm never going to be successful at this. Oh my God, Pat Flynn is walking to the bathroom, I just lost my opportunity."

That's a ridiculous exaggeration but it's not that ridiculous because to some degree that happens when you're looking at networking, it certainly happens with single guys who are looking to talk to people. It happens with women that are looking to talk to people as well. It's not something that only happens to men, it's certainly not something that only happens in romantic situations.

So what we called the 'two-snaps rule', which later became the '3 second rule' in that book is that you don't give yourself enough time to talk yourself out of it, because we're rationalizing not going up and making that introduction because some nebulously negative consequence or vague negative consequence might occur and so that causes us to feel fear of rejection, which is ridiculous because worst-case scenario, someone walks up to you and you go "Actually, give me a second, I'm in the middle of something" and they go "Oops, my bad, I'm sorry, I'll catch up with you in a few minutes". You'll probably go talk to that person later and it's no big deal and you'd probably forget that they interrupted in the first place.

In the other situation though, we're going in our head and we're going "This terrible thing is a potential result of this going horribly wrong and even though the chances of that are one in 1000, I'm just going to only focus on that potential negative result and then worry about that to the point where it makes me completely unable to act".

In the military they call it 'paralysis by analysis' and unfortunately it happens outside of the military, it happens in business. You're right, those networking connections can make or break you and I know that you know this and it's great for your audience to know this, that most networked people that I know make so much money and there's so much business coming their way that they're slammed with opportunities and their biggest problem is figuring out which one is going to pan out the best for them because time becomes the limiting factor.

I don't know if you know Jason Gaynor but he's super well-connected, he's a great guy and he runs some really awesome private networking events and he was in massive debt. I had him on my show before. He was in like a quarter of a million bucks of debt, which to a lot of people sounds like an insurmountable bankruptcy incurring number and he popped out of it in a few months just by asking his network for business opportunities and he got people just giving him like \$84,000 to run events. He pulled



himself out of the hole so fast, even he didn't really understand how it happened so quickly.

That was purely because of his network and his ability to create relationships with other people. I don't know, feel free to correct me here Pat if you think I'm missing something - I don't know anybody who's successful in business that is terrible at building and maintaining relationships. There's probably an example here and there but I don't know anybody first hand.

Pat Flynn: It's crucial. It's absolutely crucial. You cannot do this alone. You cannot be alone if you want to become a successful entrepreneur. So you have to reach out. You have to get out of your comfort zone. A lot of these rules and things that we're talking about, strategies I guess you could say, in terms of relationship building do help all around, not just for dating and things like that but for networking and life and business.

I remember as far as the 'paralysis by analysis', I remember when I first started public speaking, I remember that first presentation I had in Chicago in 2011 at the Financial Blogger conference. This is what was going through my head: I imagined myself going on stage, I imagined myself forgetting what I was going to say. Then I imagined tomatoes flying at me and then slipping on the tomatoes and falling and breaking my nose, then running off stage and waking up naked in a ditch somewhere. Those were my actual thoughts in my head. I was getting sick.

It sounds so ridiculous and stupid when I think about it, but that's what was going through my head and that's what goes through our heads when we do something new, when we are at all scared of what the outcome might be. This is what happens when we go up to people. This is exactly why I never asked a girl out in high school because I imagined these types of things happening.

It's really cool that we're on here. It's so funny because right before we got on the call we're like "OK, we're going to talk a little bit about relationship building but then I want to get into your business and how you run Art of Charm". I really want to keep focusing on this because this is extremely important, is that OK?

Jordan Harbinger: Yeah, totally. It's what I teach for a living so I'm all about it, this is the easy part.



Pat Flynn: I do want to get into a little bit of The Art of Charm because you guys are doing tremendously well and I want to talk about exactly how you guys made it happen.

For those of you that remember, I do want to mention that Lewis Howes was on the show a couple of times from The School of Greatness, in the [first episode](#) he was on he talked about just how important the relationships were for his success as well. He's an ex-football player, got injured and the way he came out of that was through building relationships. I think anybody who knows Louis now knows he's the most huggable large teddy bear in the world.

Jordan Harbinger: He's a good friend of mine. He came to my office once just to hang out for some reason, I think we were going to eat dinner, we had some time to kill. He was like "Oh, what's on the board?" and it was the interaction map that we use to show how to create rapport with people and where you can go in your relationships to create trust and connection. He was like "Teach me all of this, right now!" So we were late for dinner because I was trying to program his brain with Art of Charm stuff. He goes out and he text me three days later, "I'm at a conference and I'm using this stuff, it's amazing!" I'm like, I didn't invent human interaction but I'm happy to take credit for it.

Pat Flynn: That's cool. We're at a point now, we're sort of going on this journey, we understand about first impressions, we've made the decision to go up to somebody and talk to them. Then the question is OK, what do I say?

Jordan Harbinger: The funniest part is guys obsess over this when it comes to dating. People obsess over this when it comes to creating connection but the truth is, it doesn't matter that much at all. If we're going from a networking perspective, it matters even less. One of the tricks that I - and it's so lame to use the word 'trick' because it's the most obvious thing you could possibly do, is walking up and introducing yourself and asking people what their name is.

The thing is it disarms a lot of people except for the most egotistical of us who think "He should already know who I am" so if you do know who they are, feel free to say "Hi Pat, my name is Jordan Harbinger" and if you already know who I am then great, what a nice place. If you don't know me then I've just introduced myself. If I don't know your name, I say "Hi my name is Jordan Harbinger, you look really familiar. Have we met before?" Even if it's kind of BS, it really opens the way for someone to introduce themselves. It's really easy and here's the beautiful part of it, everyone's going "I don't care, I can introduce myself, what kind of advice is this?"



The reason that it's important is because even if I'm talking with somebody else and someone goes "Hey, you look really familiar, have we met before?", it's so much less rude than them like bursting into an existing conversation and going "Hey, my name's Jordan, nice to meet you". That seems kind of 'used car salesy', whereas if someone goes "Oh, you look familiar" it's almost like "Haven't we met before? Don't I know you from somewhere?" It's totally naturally spontaneous and so it doesn't matter if I'm interrupting something, it's so forgivable because someone's introducing themselves, they're putting themselves out there on a limb. It's a little bit more relatable than them wanting something from you.

It's a little hack that I've tested a ton. To get a busy speaker's attention when he's talking with five people can be next to impossible, especially if you're just waiting for your opportunity, you might be one of the schmoe's standing in line waiting to talk to somebody. Not a good place to be.

So at the end of the day it doesn't really matter what you say, introduce yourself and if you've met that person before, you're at a networking event, it's OK to forget a name, it's not the end of the world. People obsess over these mnemonic devices. Yes you should remember people you've met a few times. It doesn't really matter if someone spaces on a name. People who get offended by that typically have kind of an ego thing going on that you don't really need to make your problem in my opinion.

Pat Flynn: Right. There's a lot of people out there listening to this who most likely have no trouble with this stuff. But I do. And I know a lot of people out there listening do have trouble starting these conversations. I think the point here is just start. I know that when I'm in networking situations with other groups of people who I don't know, I'm comfortable once I start. It's the whole getting started part that's tricky for me.

Jordan Harbinger: Yeah, I totally get that. I think I mentioned before, we get a lot of intelligence services people in here. Those are not people that have trouble starting conversations, those are people that start conversations and develop connections because their lives literally depend on it and because it's their entire job. The reason they come to [The Art of Charm](#) is because we don't just teach you how to open your mouth, we also teach you how to generate the trust and rapport.

For people that are listening that are like "I don't need this, I know how to start a conversation, I totally get that". We would then work with those people to hone in - alright we want to make you really naturally charismatic. We want to get rid of some of the little things that might be turning people off that you've never gotten feedback about. We might want to teach you how to calibrate.



Someone like me who started off as an introvert and then went to really energetic to try to kind of overcompensate for that, that was turning a lot of people off. I had to dial it down and now I'm at a level that's probably my "natural energy level", where I'm not overcompensating by being too loud and also not crawling in my shell because I don't want to disturb anybody or be too loud or bug people with my presence.

We worked with those people to calibrate that and get people to like and trust them a little bit more. I get a lot of people who think "I have no trouble with this". Sure, you have no trouble starting conversations but what do people really think about you? That's almost impossible to know. One of the benefits of coaching, either with The Art of Charm or with anybody else who can give you trained feedback, really honest feedback and also constructive criticism to work out some of the issues.

You'll get a guy who is a CEO of a company who goes "I'm pretty sure my employees love me but you know I decided to come here anyway". They go back to work and they'll call a month later and go "It turns out a lot of people are really impressed by the changes that I've got. I didn't know that I was so abrasive. I didn't know that I was intimidating my staff."

Now they're comfortable telling me all these problems that they're having, which for a CEO or any executive is the best thing possible. If your employees are afraid to tell you what's wrong, you're in trouble because you're going to hit that wall without any warning, right?

Pat Flynn: Yeah.

Jordan Harbinger: So we work a lot on that stuff and it's not just "Here's how you start a conversation". Body language, non-verbal communication is great for first impressions but like you said, there's tons of people listening who go "Meh, I'm good. I don't need that".

Pat Flynn: This is great stuff. Any final thoughts on networking, maybe one last 80/20 type of tip for everybody out there. I am getting into conference season very soon. I'm going to be going to a conference in August, in September, October and November. So for somebody who is brand new at all the conference stuff, what's the best tip that you have?

Jordan Harbinger: For me there's one golden rule and one actual tactical tip that I'll give.



The golden rule is one of the models of The Art of Charm, it's leave everyone better than you found them. For example, say you just gave a talk and someone's coming up to you and your like - I've got to pee, I can't sit here and talk to this person... You might say "Hey, listen Jordan, I would love to talk to you but honestly I've really got to go to the bathroom and I might forget to catch up with you later. Just email me or hit me up later and we'll reconnect".

That type of honesty, that type of relateability is so much better than "Hang on, I'll get back with you" or "Excuse me" and then darting the other way because the thing is again, everyone's in their head, right. If you left the conversation abruptly because you had to pee, that person goes "Oh Pat Flynn's a freakin' diva, doesn't want to talk to me, alright Mr. Important".

Pat Flynn: I've just got a small bladder, you know?

Jordan Harbinger: Yeah, I know right, me too! Or they go "I did something wrong" or "He doesn't think I'm important enough" or "I'm not important enough to talk to someone like him". Never mind. You get those mindsets in there. That water works its way into the cracks in your brain and freezes and they're all in their head.

So leave everyone better than you found them, even if that just means smiling at people when you're having a bad day. If you continue to build that as a habit, if you're smiling at the barista where you get your coffee in the morning, talking to your neighbors in the elevator even though you don't feel like it, on the day when you have an off day, those people are going to start to reflect that stuff back to you and they're going to bring you right out of your rut.

You're going to go get coffee with your eyes half closed and the barista whose day you make every morning is going to go "Hey Pat, how are you?" and you're going to go "You know what, I feel pretty good. Everybody is bringing me some good vibes today" and that's a great place to be. That might be a little bit woo woo so I will leave you with an actual tactic.

That is when you're networking and meeting new people, especially if you've got a memory like mine or you're meeting just hundreds of people or just dozens at one time, systemize it. Don't be the guy that keeps a stack of business cards in his wallet and goes "Who the hell was this?" Systemize it. There's software called [Contactually](#) - or if you're already using a CRM like Zoho or Salesforce, have your Assistant or do it yourself - enter all of the people, where you met them, their email and phone number. Even if you never plan on calling them again.



The reason being, you're going to start to see how the web works. You might meet someone three years later, type their email into your CRM and "Oh my God, I met this person at another conference a few years ago" and if you're entering it every night or during lunches or breaks when you can, you're going to start to say "Oh yeah, that's the guy that runs that thing that I wanted to follow-up with and I didn't even put that together because all I see was his name", he's just a guy that was sitting next to you at lunch with 10 other people. You'll start to realize "OK, this is somebody who knows this other person who knows this other person. I want a connection to some third-party", you can get it from the five people you just met.

That's why things like LinkedIn - the good CRMs will interface with things like LinkedIn, Facebook, etc. You can see how you're connected to those people and that's a really powerful thing to create. Basically you kind of have a private LinkedIn or a private personal network that you can use to create introductions. It's like what LinkedIn was invented for and it sort of became Facebook 2.0, which is what it is now.

That stuff is extremely powerful because people think "I'm not going to create so many connections that I need a system for it" but the problem is, once you go "Man I need a system for this", it's too late. You've got three zillion people in your brain, you don't know where they came from, you don't have their information, it's in a stack of cards on your desk, which is essentially useless and you might as well chuck it out because there's no way you're going to keep it all straight. The rationalization for not doing this is "If people are important enough, I'll remember them" and it's just not true. It's really not the case at all.

People who are awesome at networking, they make these introductions, they have systems, and even when they introduce other people are put through these systems and they're amazing.

Pat Flynn: Yeah, like you mentioned earlier, John Cochran, who was the one who introduced us?

Jordan Harbinger: I think that that might actually be true. It's either him and/or Chris Ducker.

Pat Flynn: Both of those people are super connected and are doing really well because of it.



Jordan Harbinger: Yeah and surprise surprise when they asked who we wanted to meet, I was like "Here's a list of people that I'm really keen on talking to" and you were probably one of the names on that list and they were "Oh I know him", I can't remember exactly how it happened but I do remember that getting an introduction was a beautiful way to do it because I could've emailed you and ended up in the Ask Pat queue with 10,000 other emails and you'd probably be getting back to me now instead of 3 months ago or whatever it was, right?

Pat Flynn: A trusted friend said "Hey, there's this guy named Jordan, you should check him out". Of course I'm going to pay more attention to that because I trust the other guy already.

Jordan Harbinger: Oh, I really want to leave one more short tactic for making introductions, can I do that?

Pat Flynn: Please, this is good.

Jordan Harbinger: One of the things that I learned from Jason Gaynor who is an awesome connector, and I think I made him talk about this on my show as well. He does this, I do this now, I think it's amazing. Everybody probably knows what SoundCloud is, it's like the YouTube of audio only. Basically you can get this app for your mobile device and/or use the web and you can just throw an audio clip up there in like 5 seconds and share it with whoever you want.

It's up there and you can make it private. It's really easy. Instead of going "Hi Pat, this is Jordan and I'd like you to meet this person, CC'd here..." What he does and what I now do is I go "Hey guys, too lazy to write an email but I figured I would make this SoundCloud introduction and I will send it to you and the other person" and I'm just talking.

It's the next best thing to me getting you two guys in a room and me doing the introduction personally because I can sit there, talk about it, I don't have to think of bullet points, format it. It lowers the bar to making the introduction and makes it more personal at the exact same time. I think it's a really cool little hack that probably started off as him being lazy and overwhelmed by introductions and turned into the new best way to make introductions between two people.

Pat Flynn: That's really cool. I really like that.



I'm just really digging this conversation right now so I've been keeping it going because I keep thinking of new things that I think would benefit people.

In terms of introductions, tell me why people should be introducing their friends to each other. That could be something that we could all do more of probably, but why should we consider doing that more?

Jordan Harbinger: It's funny because I hate resolutions but I guess it's the best word for it. It's to introduce as many people as I can to one another and in fact, I have an Assistant whose sole job it is to find good guests for my show and to help make introductions because I know that if I try to do it myself I'm going to make just a few. He's literally constantly thinking of people I should introduce. It's done more for my business than probably any other single, smaller, shorter project or task.

The reason is because a lot of people go "Oh well, you know, I can't get an intro to Pat Flynn because I don't have anything to offer, I don't have enough money to be valuable or I don't have a large internet presence". The people that do reach out might be like "Pat! Help me launch my business!" and you go "Oh my gosh, there's so many people like that, I can't deal with it all". You point them to some blog posts and some resources because there's 100 of those people every day.

But if a person who doesn't have "anything to offer" keeps going out and networking and meets tons of other people... Say [John Corcoran](#) didn't introduce us and it was some random person who met you at a conference and met me at a conference, they might email me and go "Jordan, help me with my podcast" and I'd go "OK, I can try. I've got some resources I can hook you up with" but here's the stock post because I get this question all the time, they might ask you for business help and you go "Alright, here's the same resources" but if they go "Hey Jordan, you should meet Pat Flynn if you haven't already", I go "Oh awesome, I've definitely heard of you. Thanks random guy off the internet that I guess I met once".

Now if he does that two or three times, suddenly I'm like "Who is this random stranger who keeps introducing me to very useful and well-connected people that I'm really clicking with? I owe this guy a solid". So when that same guy then says "You know, I don't want to bug you with this, but I'm starting a podcast, do you have any tips?" Instead of pointing him to the same old crap, I'll probably be like "I owe this guy a solid. His introductions have done a lot for me. I'm going to get on the phone with him and help him out with this problem".

It's the principle of reciprocity, Robert Cialdini talks about it in his book Influence, which is one of the like OG titles on persuasion, and you can link that up in the show notes if



that's the kind of thing you do. It's Robert Cialdini, Psychology of Influence, it's super - I think I read it when I was 14 and I was like "Oh my God, this is fascinating", it kind of opened my world to this stuff.

If you continually do that and you're giving that value that you theoretically don't have, otherwise it's like printing money in terms of social currency. That's what we call it at The Art of Charm, because if I want to meet Richard Branson, well I can't probably just call his office because I'm one of a million people doing that, I don't have enough dough to go to a charity event to hang out with him, but what if I continually sort of network my to meeting useful people and I find out he's working on this and this and this, well chances are he's such a high profile person, it might be tough to be of use to him, but that doesn't mean that the 10 people that I've met along the way can't help him out with something, and who would also probably jump at the chance to give value to somebody like that.

If you do that in business enough, it's perfect. In fact, I can give a real-world example of this. My friend Ben Greenfield is a fitness bio-hacker, he's got a great online business and a great podcast as well, he said in a group that we were in randomly "I'm so annoyed that typhoon hit the Philippines and now my Virtual Assistants and all my outsourced teams are totally out of commission, this is the third time this has happened, how obnoxious and annoying, I really don't know what to do".

I said "Well, I don't know anything about outsourcing, I don't do much of it but I know Chris Ducker does a ton of it" and he goes "I don't know who that is" so I connected those two. Chris likely has a new client, Ben likely has Outsourcers that are typhoon proof and can deal with western businesses and now they're both like "Thanks Jordan".

That's a great thing for me to have. Not that I'm keeping score at all but the thing is, it doesn't really - in fact don't keep score, that's a side note - the thing is now if I ever need anything and I ask those two guys for it, they're not going to go "Jordan's always bugging me for crap". They're going to go "Yeah he got me some business" or "He's the one who got me my VA and I happen to have 5 extra minutes to help you out with this".

They would probably help anyway just based on the guys and who they are but if I continually give value to tons of people like that around me, there's a good chance they're going to think of me when doing something else and they're going to take the extra time to hook me up because I'm making that a habit and a way of life for other people. Does that make sense?

Pat Flynn: Yeah totally and I agree with that.



Jordan Harbinger: That's why it's key. There's no getting around it. You should hook people up and help people out regardless and as much as you can. That's why when people ask me for stuff I don't blow them off, but I'll point them towards resources and things like that, even if there's hundreds per day. At the end of the day, the way that people get ahead that I know of in the internet niche or in any niche, literally anything that I can think of, they're always trying to figure out 'how can I help you?', 'what can I do for you?' and it's almost like an addiction.

When you get to sort of start up levels, high-level start ups and things like that in San Francisco, you get people giving each other favors and hooking each other up with stuff that you think "This is insane". This start-up is going to donate 20 hours a month of their own programmers time to help me work out a bug in my app for almost no reason, just because those guys are already on salary and they don't have as much work to do, why would you do that?

And they go "You know what, someday I might need you to come and help with my sales team or something" and of course I'm going to do that because they just gave me \$10,000 worth of services and I'm thinking "That is un-freaking believable". The fact that it happens more at higher levels shows me that this is a brilliant idea that doesn't expire after you get to be a certain size or your business gets to be a certain size.

Pat Flynn: You should be doing it more if you're not at a higher level.

Jordan Harbinger: Exactly. If you're not at a higher level, you need to be doing it - like make that your job to help out other people as much as humanly possible. You'll find that this comes back at you so much that you almost have to turn down other people's help because you're getting so much of it because you've given so much of your own, or of other people's if you're just making introductions, which is why that's such a beautiful thing. When you're starting out, you might not have the ability to help anybody other than hooking them up with people in your network.

Pat Flynn: I think it was Anne Frank that said "Nobody has ever gotten poor by giving".

Jordan Harbinger: It's completely true. There's books about that now that are written by people that run non-profits, charities and large companies.



Pat Flynn: Absolutely. Hey Jordan, we're already at the 45 minute mark, I know we were going to talk about your business but perhaps that just means we have to bring you back on to talk about that instead next time.

Jordan Harbinger: I'm OK with that.

Pat Flynn: I'm really happy with where this conversation led though. Thank you for all the amazing advice. I think this is actually perfect for me as well going into conference season and this is going to be one of those timeless episodes that people are going to get a lot out of, so thank you, I appreciate it.

Jordan Harbinger: Thank you!

Pat Flynn: Where should people go to get more information about you? Plug as much stuff as you want right not.

Jordan Harbinger: Cool. Of course we run our live programs in LA but here's the thing, you're already listening to a podcast, check out [The Art of Charm podcast](#). It's all about networking, business relationships, body language, eye contact, the way you present yourself, natural charisma. This stuff is free so take advantage of it. I like to think of myself as the Pat Flynn of the charisma world.

I think I'm the fat Pay Flynn of the charisma world. Check out the podcast, it's free and hopefully it will lead to a lot of people putting these skills into action.

Pat Flynn: I hope so. Hey Jordan, thank you so much. Again that's theartofcharm.com or theartofcharmpodcast.com. Is that correct?

Jordan Harbinger: Yeah, or just search for it in iTunes or Stitcher or wherever people are listening to the shows, it should pop up in the ranks there.

Pat Flynn: Awesome, thanks Jordan, I appreciate it.

Jordan Harbinger: Thank you.



Pat Flynn: Alright I hope you enjoyed that interview with Jordan Harbinger from [The Art of Charm](#), an awesome site and [podcast](#), if you want to check it out, find it on iTunes.

Thank you all of course for listening to the show and for being so awesome. The fans out there, to see all your reviews, to hear all the comments about the podcast, it just motivates me so much and thank you again for spending time out of your day to listen and hopefully take action on what you've heard on this episode and all the other episodes you've listened to.

If you'd like to get the show notes for this episode and all the other links and resources mentioned, head on over to the blog at smartpassiveincome.com/session121 and of course I want to thank today's episode sponsor, which is 99designs.com. If you're looking to design a logo or even a website theme, a T-shirt, whatever you want to design, if you are looking for an affordable place to get professional design, you've got to check out 99designs.com. I've used them myself in the past for a number of different things.

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Finally if you have any questions head on over to askpat.com. That's my other podcast where you can check out the answers to questions coming from you. Voicemail questions five days a week from the audience. That's one of my favorite things to do every week is to create those answers for you, so check it out. Again, askpat.com.

Thanks so much for all your love and support, I love you guys. You guys are amazing. You are what makes this show possible because without you I would just be talking to the air and that's weird, even though it looks like I'm talking to air now, I know that you're out there. I appreciate each and every one of you. I know that you are not just a



number or an email subscriber but you're an actual human being. So as a human being, I'd love to hear from you. Comments, questions, concerns, constructive criticisms, I love you for it.

Thanks so much and I'll see you in the next episode of the Smart Passive Income podcast. Peace.

Announcer: Thanks for listening to the Smart Passive Income podcast, at www.smartpassiveincome.com