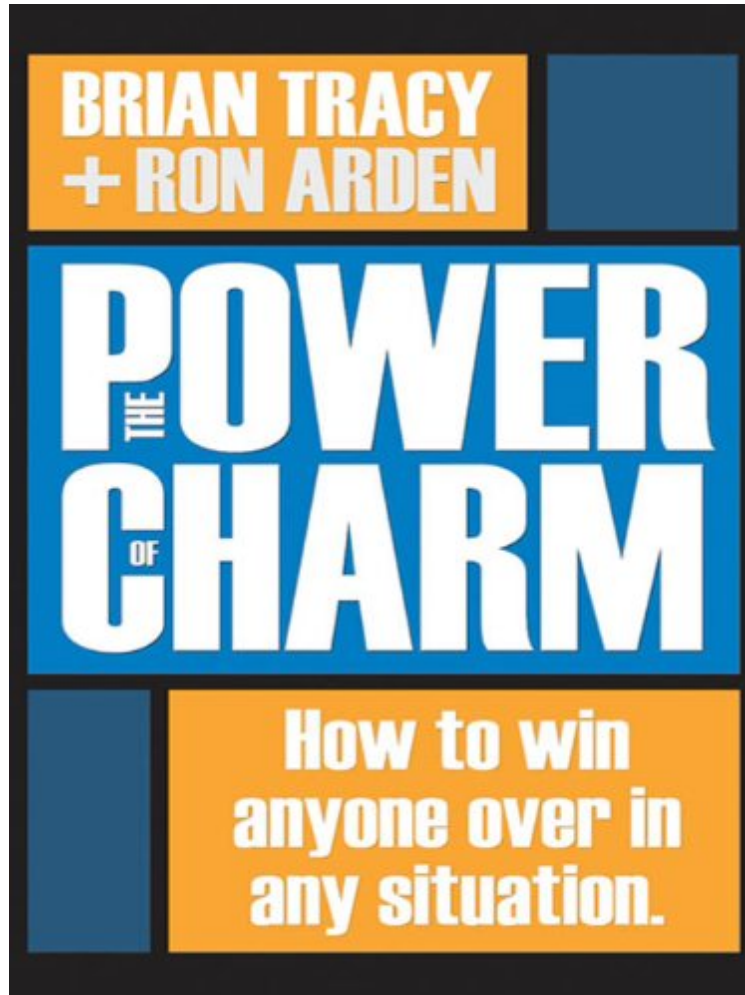


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## The Power of Charm: How to Win Anyone Over in Any Situation

*Brian Tracy, Ron Arden*

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**Brian Tracy, Ron Arden : The Power of Charm: How to Win Anyone Over in Any Situation** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Power of Charm: How to Win Anyone Over in Any Situation:

3 of 3 people found the following review helpful. Very helpful for those of us with difficult personalities - helped my marriageBy Kenneth CalhounMany of us sole entrepreneurs are notoriously difficult to get along with, being workaholics (like I am); this book helped me significantly improve my interpersonal relationship skills. I bought it back in Sept. 2006, it's helped my marriage of 12 years a lot, I found myself becoming easier to get along with, and having a better relationship with my wife -- so that alone is well worth getting this for.Additionally, I found Brian's "Power of Charm" book helpful in developing working relationships with others, and being less aggressive, more diplomatic and sensitive in my business dealings. So this was very well worth getting, highly recommended as are all of Brian Tracy's useful resources. Thanks - this one mainly helped my marriage, which is important to me. Great

book!-Ken1 of 1 people found the following review helpful. Great read that teaches the importance of listeningBy EdgarIt is a great book that can be used to improve and better your social skills. I have read multiple social help books and there are those that help you learn what to say and those that teach you how to say it. This book teaches about another important one. One just as important as the others... listening. A lot of people forget, including myself, that getting people to like you is not about what you say, but about what THEY say. I've already applied multiple things learned in this born and am happy to say they work. It helped me improve my social skills and hope it helps everyone else. This book is a must read for anyone trying to be more charming or more liked.21 of 22 people found the following review helpful. Refreshing, insightful entertaining read!By Nicky Vanvalkenburgh"The Power of Charm" shows you how to create "extraordinary rapport" that makes other people feel exceptional. Authors Brian Tracy and Ron Arden contend that "the most valuable commodity in the world isn't gold or diamonds-- it's charm."The authors suggest that charm is a proven method for interacting with people that makes them open to you and receptive to your message. As a result, they're more likely to have personal and business relationships with you, and think of you in positive terms. Your reputation, how people think and act towards you is your most valuable personal and professional asset.From start to finish, this book is entertaining and fun to read. The tone is always upbeat and optimistic -- not like etiquette or manners books that point fingers and shame you into compliance. You'll find yourself smiling and laughing as you read this book, especially the little personal stories and insights that the authors share. There are also some sly techniques for getting someone's attention (such as the "flick technique") that you probably haven't considered before. I found myself stepping back from the text, and thinking about my own communication and interaction style.The book includes:Five ways to boost another person's self-esteemFour keys for effective listeningWhy women are better listeners than menCharm a woman by meeting her three core emotional needsHow to charm the socks off a man in conversationWhy looking into a man's eyes ( finding him valuable important) is irresistibleHow to change the way you act (by changing the way you think)8 signals for creating rapport (and much, much more)I loved reading `The Power of Charm" and would recommend this book to anyone who wants to brush up on their interpersonal skills. If you really want to connect with people on a deeper level (and who doesn't?) this book is for you.I'd also recommend this book for anyone who is shy, lonely, looking for love, suffers from a broken heart or failed relationships. The book would also be helpful to anyone who comes across as harsh, overbearing or insensitive. Whatever your disposition, the gentle and lighthearted nature of this book will win you over, and help you realize that change is possible, one small step at a time. Yes, this book has the power to transform your life-- but only if you read it and apply what it says.The reviews posted here on don't give the book justice--and I don't understand why anyone would badmouth this gem of book. "The Power of Charm" is a heartwarming book that made me smile from ear to ear.

As one of the world's premier business consultants and personal success experts, Brian Tracy has devoted his life to helping others achieve things they never dreamed possible. Now, in his latest book, he gives readers the key they need to open any door...and get whatever they want, every time. The Power of Charm gives readers proven ways to become more captivating -- and persuasive -- in any situation. With his trademark directness, Tracy shows readers what charm can do, and how they can use simple methods to immediately become more charming and dramatically improve their social lives and business relationships. Readers will learn how to: \* capture people's trust and attention within the first few seconds of meeting \* win the support of others who can help them achieve their goals \* master body language and advanced listening techniques \* sell more of their products or services \* deliver powerful and engaging talks and presentations \* improve their negotiation skills \* get paid more and promoted faster With The Power of Charm, readers will develop greater confidence and self-esteem and learn how to naturally create rhythm and harmony with others. It's a unique and powerful guide filled with proven techniques for making dreams come true -- in business and in life!

"If you are ready to exude magnetic attraction and charismatic influence, then you need to read The Power of Charm...[the book] is packed with great ideas on how to make your charm -- which everyone has -- work for you." -- Advisor Today From the Inside Flap What is the single most important quality to possess when trying to win someone over, whether in business or in your personal life? It's charm--the ability to create extraordinary rapport with anyone, and make him or her feel truly exceptional in your presence. You might think that you need to be "born" with charm, but although some people seem to come by it naturally, charm is something that you can learn. As one of the world's premier authorities on personal and professional success, Brian Tracy has helped thousands and thousands of people achieve results they never dreamed possible--wealth, career success, rewarding relationships, and more--all of which depend on charm. In this incredibly powerful book, Brian reveals what charm can do, and what you can do to become more charming--instantly! The Power of Charm will change your life by showing you how to: \* Capture anyone's attention and trust within the first few seconds of meeting \* Win the support of others who can help you achieve your goals \* Master the body language and advanced listening techniques that will make others feel that you are focused on them \* Deliver more powerful and engaging talks and presentations \* Dramatically improve your negotiation skills \* Generate more business and win job promotions \* And much more! The Power of Charm explains exactly how the

most charming people do all of these things, from interacting with customers and clients to achieving deeper levels of empathy and understanding with friends and loved ones. You'll even find specific methods to apply when charming a woman or a man. No matter how skilled, smart, or experienced you may be, 85 percent of your ability to succeed at anything depends on your ability to win people over, to convince them--to charm them. The Power of Charm presents proven, easily learned techniques for being more charming in any situation. Apply these secrets in every aspect of your life and you'll soon find yourself able to open any door and get what you want--every time. Brian Tracy is one of the world's top success coaches. He has worked as a consultant, trainer, and speaker for more than one thousand companies. He has taught sales, marketing, negotiation, and persuasion to more than one million professionals. He is the author of many best-selling books on personal and professional success, including Focal Point, Eat That Frog! and Goals. He lives in Solana Beach, California. Ron Arden is a former actor and director who is now a top-flight coach of professional speakers. His clients include corporations, city, state and federal agencies, politicians, executives, media personalities and many others. He lives in San Diego, California. From the Back Cover "This amazing book teaches you how to uncover the 'charm' that is hidden inside you...and then how to turn that charm into wealth." --Robert G. Allen, author of the New York Times best-selling Multiple Streams of Income "Brian Tracy has done it again, this time with superstar presentation coach Ron Arden. This book is right on target. Master The Power of Charm and become the master of building rapport with anyone." --Dr. Tony Alessandra, author of Charisma and The Platinum Rule "Only Tracy and Arden could pack so much power into one little word. They prove that 'success is all about the charm.'" --Charles T. Jones, author of Life is Tremendous; President, Executive Books "In today's world of instant everything, it's easy to forget the most important key to success. It's your reputation. What people think of you is a result of the charm you exude not only in their presence but also during all the events of your life. Read and benefit from the lessons contained in these pages for mastering the element of charm!" --Tom Hopkins, master sales trainer; author, How to Master the Art of Selling