



HOLDING MAGNETIC CONVERSATIONS

*Learn to Be a
Master Communicator
in Just Hours*



W. James Dennis

Holding Magnetic Conversations

The Most Basic and Vital Skill *Everyone* Should Master

Everything you could ever want to do will eventually involve other people. There is just no way around it. You must learn to *effectively* communicate with others. You must know how to share your ideals, vision, passions and even a good story.

The hard truth is *everything* is communication. Everything is sending a message. What messages are you sending or *not* sending by having poor communication skills? How many opportunities have you missed or let pass-by for lack of a way to get your message across? Learning how to effectively communicate *can* change your life.

In just hours you will discover:

- How to talk to *anyone*, anytime and anywhere
- One key “trick” to both control and pace an *entire* conversation
- How to create an irresistible magnetism that will hold people captivated
- How easy it is to hold an entire conversation and only talk 30% - 40% of the time
- How verbal communication is only 30% (or less) of what is actually being “said”
- How to tell stories to get a specific messages across
- What to do when things go downhill
- How to elegantly translate every technique and method into print and online communication
- The hidden “factor” that will skyrocket your skills to the next level
- And much more...

These techniques are simple to learn and easy to put into practice. No fluff, no drawn out examples, just uncomplicated and tested methods to improve the way you communicate. You can improve your life with just a few hours investment. What are you waiting for?

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**PREVIEW
EDITION**

By W. James Dennis

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INTRODUCTION

Just like the right mindset which develops a good attitude and strong character, effective communication is a critical part of advancing through life. Understanding how to communicate your ideas and goals is an essential life and business skill. After all, where would we be as a society if we couldn't communicate with one another?

This manual builds off the information in my business book, Unlocking the Small Business Game. I'll be using terminology and pulling from concepts presented there but you do not have to read that book to benefit from this one.

To learn more please visit me at: **www.wjamesd.com**

All the information presented here is made to get two main things accomplished.

- (1) To learn how to use communication to receive and give necessary information and
- (2) To learn how communication is the foundation of having a “magnetic personality”. Properly used, you can *magnetize* people to you; you want people to be drawn to you but we want them to *stick* around also. Magnets stick to metal and we need people to stick with us just a few minutes, sometimes for days, years or even life.

The two ideas above are effective in life and business. From talking with your loved ones, to business networking and on to speaking to your customers (or potential customers), this information is vital to success. Lack of communication is the cause of many problems. Effective communication is a priceless resource and improper communication limits opportunity.

This simple understanding of communication, what it is and its often untapped potential, will elevate whatever it is you're trying to do. Period, bottom line.

If it's true that the majority of our communication is idle and unfocused, then just the simple act of knowing how to steer a conversation can make a difference. Rest assured, almost everything I know about how to hold "magnetic conversations" is presented to you now.

Don't be fooled by the length of this book. We will be covering a lot of information in a short period of time. I purposely wrote the book this way so you could get to the skills and techniques you need quickly. Also, when you come back and reference them, you don't have to read anything that is not relevant.

If you're ready, then let's get to it.

Chapter 2 : IT'S ALL ABOUT ENERGY

Now that you have the mind more focused in your direction it's time to pull them into your "world" by putting out energy. And by energy I mean enthusiasm and a general confidence in what you're saying.

A master Communicator realizes that he or she is on stage. Its lights, camera and action! You must develop the ability to pull people out of "their world" and into yours.

Pulling a person "into you world", is largely based on accepting the fact that people's moods effect their energy level.

How people think, affect how they feel and how they feel usually reflects in their body language and the way they communicate.

People sad or depressed usually walk with their shoulder slumped over. People upset or irritated usually keep a lot of tension in their face, particularly around their eyes. They also keep tension in their upper back and shoulder area. All of these postures are the results of what they are feeling. And what they are feeling is coming from what they're thinking.

To not only grab someone's attention, but hold it, you must not only occupy the senses, but your body language must reflect a person who is relaxed and easy going. This will bring a comfortable "vibe" into the situation.

Next you must give off your energy to them so that they become receptive. I said give off, not push it on them. If you push, most people will resist, especially if they're in a bad mood.

Now, how does this work?

Simple. Have you ever been around a depressed person? They are moping around and talking slow and in a low tone. Don't they seem to just suck energy out of the room?

Matter of fact, if you give in to that “vibe”, you may start feeling down and out yourself. It’s almost all in the mind.

On the other side of the coin, have you been around a person who is positive and upbeat? Their energy almost seems to rub off on you. They leave a positive impression with you even if you don’t know them.

So let’s get back to how we accomplish this.

- (1) Enthusiasm
- (2) Confidence

Now, when I say enthusiasm I’m not talking about being a super happy babbling idiot. Smiling heavily and laughing at jokes that aren’t funny. This comes off as fake and honestly, people may find it difficult to take you seriously. This is *not* what we want.

What I’m talking about is having complete and total confidence in what you say and what you do with your body language.

In other words, your energy must be higher than the person or people you’re talking to. You must bring that certain “vibe” into the situation.

People are naturally drawn to people with higher energy (enthusiasm mixed with confidence). People who are comfortable with themselves and seem to know what they are saying and what they’re doing can bypass almost any person’s mood. This is a natural human reaction and by nature, people will respond to it. It’s ingrained in our very genetic make-up.

To get an idea of what I mean let’s look at Oprah. She brings a certain positive “vibe” with her and it infects the lives of millions of people.

Look at your favorite music star. Look at the character you most admire in your favorite movie or television show. Nearly nine times out of 10, they are the ones who yield this almost overwhelming charm, enthusiasm and confidence. Comedians are a prime example of this type of energy. Whether they are funny to you or not, they

bring a strong vibe when they perform on stage; they command your attention. They almost always have clever things to say and do. Their energy is given off naturally, and this creates the magnetism.

If you have confidence in your conversation and can communicate well, you will also develop an infectious charisma.

So what is confidence? Simply said, confidence is *not* trying. It is valuing yourself and being completely comfortable with who and what you are at any given moment.

When you are confident you are not thinking about what may go wrong or even what the results of the conversation may be. Lack of confidence causes you to stumble over your words, second guess your word choices and blocks the flow of energy that you are trying to give off. It is like bending a water hose while the water is running; you are slowly cutting off the flow. Lack of confidence or trying to appear confident sends out the energy of insecurity. This is a bend in the water hose.

Confidence is a skill and it can be developed with practice just like any other skill. What we are really doing by having a higher energy level than those we are speaking with is forcing their mind into a state of comparison. The average person will compare themselves not with people they feel are less than them, but to people who are doing better (or appear to be better) than them.

When you speak well, look well, act well and are completely comfortable with who you are, you will capture a person's attention and they will try to bring up their energy level to compensate (to match yours).

There is a saying that is thrown around online a lot and the interpretations of this saying means well, but a Hustler knows a different interpretation. What is this saying?

“Water seeks its own level.”

In science this simply means that without any outside forces acting on water, the top level of water will even out. Think of a bowl, even if you pour water in from only a single side, all the water will

level out evenly once the pouring stops. This isn't the best example, but just stay with me.

People interpret these phenomena as, "Birds of a feather flock together," or people seeking out other people of their own social class and mentality. Again, this interpretation is fine but to a Hustler it means, that the lower (energy level is this case) will attempt to compensate to balance out with the higher. Nature seeks balance, and as a part of nature, so do human beings.

You must define this enthusiasm and confidence level in yourself. Once you find it, learn to project it. Give it off and be careful not to push it on people. There is no reason to be fake about it. If you're comfortable with you, it should come naturally.

Excerpt from Chapter 4

So you may be thinking, which option should I use? Should I “run with the ball” or “put it back in their court”?

The answer is this. Run with the ball when you want to:

- (1) Make a point
- (2) Tell a story
- (3) Or relate to what they’re saying to build rapport (giving off your energy)

Put the ball back in their court when you want to:

- (1) Continue to dig for specific information
- (2) Want them to tell a story
- (3) Want them to reveal information about themselves or the topic

Excerpt from Chapter 5

Here’s the key. Every noun and pronoun in the English language (and in almost all languages) brings pictures and/or images to our mind.

This is also true of some verbs such as the word *hate*, and many adjectives such as the word *running*. Can you see the potential in knowing this when communicating with others?

By constantly “sprinkling” your conversation with nouns and pronouns (we’ll stick with these two just to keep things simple), you can further keep the mind magnetized on you.

About the Author

W. James Dennis started his first business when he was 17 years old. It failed. He then started his second business in his early-twenties, which failed too. But just a few years later with an example of business success to learn from, his third business did succeed and he operated it for over 10 years. During this time he was a dedicated student of the “Game”, something which he calls, *Uncommon Sense*. Realizing his passion was writing and educating, he changed gears in his life and is now an author, public speaker and small business consultant living just outside of Atlanta, Georgia – United States. His favorite quote is, “Keep it moving and keep it simple in the process.”

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