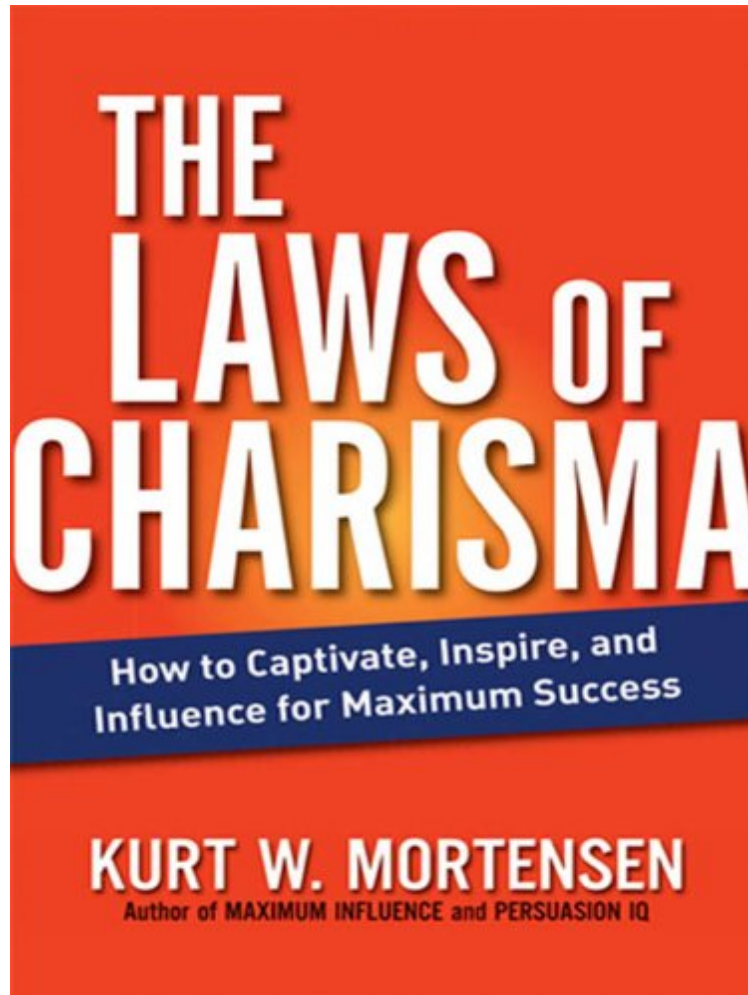


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The Laws of Charisma: How to Captivate, Inspire, and Influence for Maximum Success

Kurt W. MORTENSEN

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0 of 0 people found the following review helpful. The Laws of Charisma ReviewBy Mikhail BaynesGreat book especially if you're just began studying influence, persuasion and leadership. The chapters are short and easy to understand. Only thing is that it could have gotten a bit more depth in certain areas, some chapter ended abrupt. There are additional resources though you can utilise.It's worth the investment, you definitely add some skills to your tool kit that you can used to build better relationship and achieve more success.Invest in the book today. You will be glad you did.Go, develop your charisma today! The world would be a better place for it. People around you would appreciate it.0 of 0 people found the following review helpful. Five StarsBy ROBERTI loved it great book I got a lot of itthank

you0 of 0 people found the following review helpful. Good bookBy CMI read this book a while ago. I think you can get more out of books that give exercises . Such as, everyone loves high-fives. Give 10 high-fives at work. It sound corny, but it works.

Some people have the ability to enter a room and draw instant attention, effortlessly exuding charm, radiating energy and a commanding presence. That enviable quality is called charisma;and those who have it are better able to influence what gets done and ultimately achieve what they want. To some extent, it's innate;but with a few simple principles anyone can develop a more charismatic and compelling presence. Filled with practical, powerful tools, exercises, and assessments, *The Laws of Charisma* explores the vital skills and traits anyone can use to earn trust, generate interest, and motivate others. Focusing on the four core elements of charisma, this book shows readers how to: **• Radiate confidence, passion, power, and optimism.** **• Combine purpose, creativity, competence, and focus to inspire commitment.** **• Influence others by improving communication skills.** **• Persuade and empower anyone by creating instant rapport.** Charisma is the key that will unlock the door to improved relationships, greater income;and enhanced success in every area of life. *The Laws of Charisma* is all anyone needs to bring out the charismatic person within.

From Publishers WeeklySome people seem to be born with the ability to captivate, charm, influence, and inspire others. But certain skills and traits can be learned, says author Mortensen (*Maximum Influence*), and he outlines various principles to help readers increase their ability to succeed. While the book starts out strong, with an impassioned introduction, and the quick chapters are broken up into digestible bits, the work falls short. The tone is elementary, the format becomes somewhat repetitive, and many of the lessons in self-improvement are too basic: for example, Mortensen discusses how professional dress and titles can enhance one's image and add to one's authority, and stresses the importance of communication and presentation skills. For readers early in their careers or who are stuck in a rut, this work might offer a practical look at possible blind spots or perception biases and fundamental skills to work on. For bosses, the straightforward tips might provide a safe and constructive teaching tool. But for those who are trying to take their powers of persuasion to a higher level, the work may be too simplistic. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "For readers early in their careers or who are stuck in a rut, this work might offer a practical look at possible blind spots or 'perception biases' and fundamental skills to work on. For bosses, the straight-forward tips might provide a safe and constructive teaching tool." --Publishers Weekly "...it's well written, makes great and good sense, and has much to offer financial professionals. It doesn't just deal with common sense, although there's plenty of that, it gets into the science of human interaction..." --Life Insurance Selling "This is an excellent self-help hardback which will aid in the pursuit of being more successful. Many books attempt to improve people's lives, but what makes this book outstanding is the manner in which it approaches those elements that can improve managerial skills, better customer relations, and the foundation to persuade in a positive way. Follow the simple lessons and you can't help but improve your career and interpersonal relationships. *The Laws of Charisma* is highly recommended." --Clark Isaacs, syndicated "Clark's Eye on Books" columnist From the Inside Flap It's breathtaking to watch someone with charisma enter a room. The sound of their voice and their mere presence seem to have a captivating effect on everyone around them. It's as if an invisible field of energy surrounds them, mesmerizing others like a magical spell. Your career, your relationships, and your income are all related to your ability to radiate this mysterious trait. But what is charisma? Is it something with which only a lucky charismatic few are born? Or is it something that can be learned? Much more than simply charm, likability, presence, or passion, charisma allows you to build rapport instantly, inspire others, and influence them to your way of thinking, all while putting them at ease. In *The Laws of Charisma*, Kurt W. Mortensen, one of America's leading authorities on persuasion and influence, reveals the specific skills, traits, and attributes associated with charisma that you can learn, develop, and master. Filled with practical, powerful tools, exercises, and assessments, *The Laws of Charisma* enables you to: **• Get others to believe in you, trust you, and want to be influenced by you.** **• Emanate energy, conviction, and assurance.** **• Energize everyone around you with your enthusiasm, passion, and expectations.** **• Learn the eye contact and listening skills that will enable you to communicate effectively without speaking.** **• Leverage self-discipline and willpower to get what you want effortlessly while riding a wave of goodwill.** **• Gain people's trust by creating powerful images through storytelling.** **• Win contagious cooperation from even the unlikeliest of allies.** **• Get others to not only want to do what you want them to do;but beg you to do it, like doing it, and tell all their friends that they should be doing it too!** Each chapter of *The Laws of Charisma* presents one of the thirty critical skills or traits essential to this enigmatic and powerful characteristic so often associated with those who are successful, well liked, and happy. The book provides both current and historical examples of how each component can be and has been used, how you can apply each one in your own life in any circumstance, and common blunders to watch out for. Mortensen also provides quotes that offer insight on each area of charisma, and in each chapter supplies you with a special Charisma Key that gives you something concrete that you can do and apply right away. We all know charismatic people. They command

our attention and we hang on their every word. Just meeting them makes us feel better. Imagine your success in life once you develop the ability to ride that same wave of positivity, momentum, and goodwill. The Laws of Charisma will give you the practical guidance, wisdom, and confidence to transform yourself and your entire life. KURT W. MORTENSEN is one of America's leading authorities on persuasion, motivation, and influence. A highly sought-after consultant, trainer, seminar leader, and speaker, he is the author of Maximum Influence and Persuasion IQ. He can be found online at www.lawsofcharisma.com and www.kurtmortensen.com.