

# HOW TO WIN PEOPLE OVER.

*7 HABITS OF INFLUENTIAL PEOPLE*



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# Welcome.

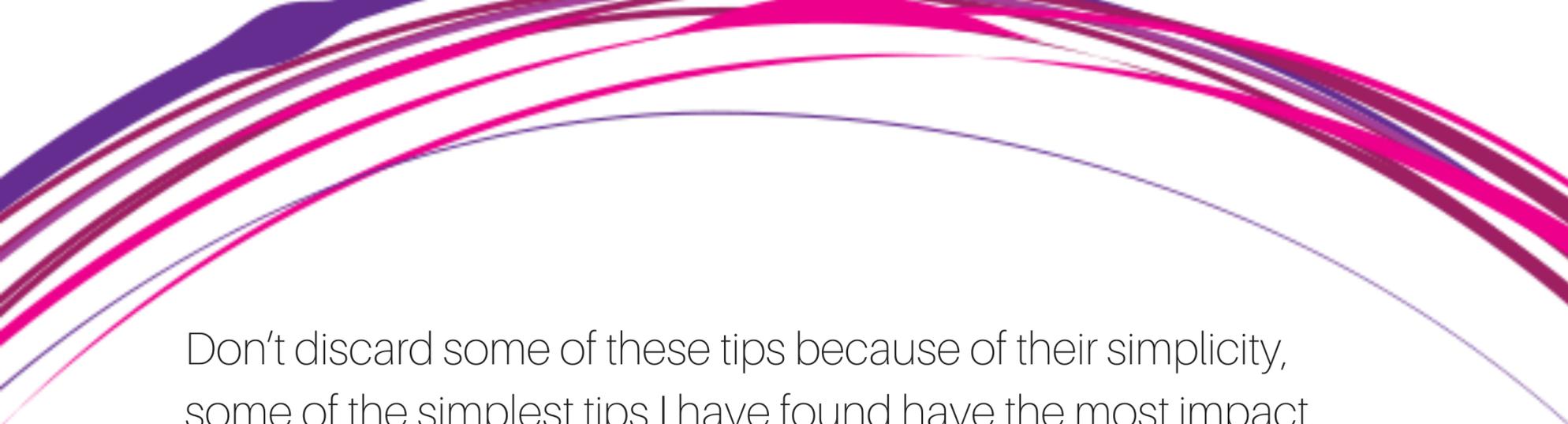
One of the challenges we all face is how to create maximum impact when we meet someone, how can we make sure we stand out and are remembered.

In 2009 I gave up being a carpenter and entered the world of public speaking. It was like getting back on a bike with training wheels, my learning curve was a fast one, in the early days I fell off the bike a lot and I still have the mental (and physical) scars to remind me.

If you are familiar with my work you will know that I am mentalist, simply put, I pretend to be psychic by using trickery (along with all the other psychics out there, even if they won't admit it). During my keynote presentations I use my fake psychicness as a rather unique and entertaining way of sharing content.

I learnt early on that to really stand out and be successful it's not so much about the tricks but more about how they are packaged and presented, as the cliché goes - 'It ain't what you do, it's the way that you do it'.

This doesn't just apply to performing tricks on a stage, it also applies if you want to stand out and be successful in life, both from a business and personal angle. In this book I share seven tips that will give your interactions more impact, others will view you as more confident and charismatic.



Don't discard some of these tips because of their simplicity, some of the simplest tips I have found have the most impact.

This ebook is just a taster, a small collection of valuable tools. Through my blog, social media and emails, my goal is to share as much value as possible. I want you to be able to benefit from my experience, some things I say will stick, others won't, take what appeals to you and apply it to your daily interactions. There is a lot more information and fun stuff within my blog and on social media, it would be great to have you as part of the community.

## **What people are saying.**

*"All the feedback on Anthony was amazing, he had people talking about him well into the second day of the conference"*  
- Parking Association

*"Anthony was an exceptional talent - one of the best I have seen in a long time"*  
- Coca Cola

*"Thank you so much for your fantastic presentation at our recent Helloworld Frontliners Forum - our delegates loved you"*  
- Helloworld

*"We had the pleasure of having Anthony Laye give a keynote at our recent conference. His presentation was entertaining and on point. I would recommend him for a conference or event that you may be having in the future"*  
- Janine Allis - Founder of Boost Juice



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# Become Conscious.

Let me ask you this, before you walked into your last meeting did you take a moment and ask yourself 'what message is my body sending out?'

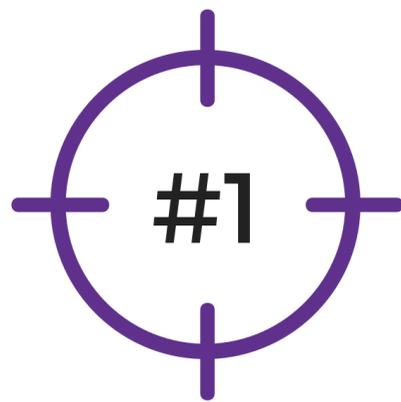
Its been well documented that only 7% of communication is words, however there are not many people that focus on the other 93% of communication. Most people are walking around unconscious never taking a moment to check in.

The moment you walk in the office, an important meeting, or a client approaches, you are being sized up, the people you meet are instantly evaluating to assess your confidence and competence.

You don't need to be a body language expert to know how to use your body (although you will learn a few handy tips in this guide), just regularly checking in with yourself will have a profound impact.



# Do this now.



Every time you walk through a doorway or in to a meeting ask yourself:  
'what message is my body sending out?'

*As someone who walks on stage in front of hundreds of people each week, I understand the impact and importance of first impressions.*

*Every time I walk on stage I check in with myself, I know as soon as I walk on that stage I have less than two seconds, in that time the audience are deciding if they like me or not, and if they think my presentation or show is worth paying attention to or sticking around for.*

# First Impressions - Express Method.

Have you ever met someone and instantly something just didn't feel right, for some reason you weren't 100% sure about them?

The survival brain is hardwired to instantly assess whether a person is a friend or enemy, this will happen before a word has even been spoken. The survival brain will gather data from non verbal cues to make an instant assessment.

While first impressions is a topic that could easily fill this entire book, I want to share with you an express formula to instantly improve your first impression.

*Don't disregard this due to its simplicity. You may be read this and think you know this already, the question is, if you do know this are you purposefully using these techniques.*

# First Impressions - Express Method.

**Hands** - We trust people more when we can see their hands, this stems back to the days where we would look at the hands to assess if someone was carrying a weapon. Hands show our intention.

Always ensure your hands are visible, when sat avoid putting them in your lap under the table.

**Posture** - Our posture will show how confident we are; people with a hunched posture are viewed as weaker, depressed, anxious, lacking confidence.

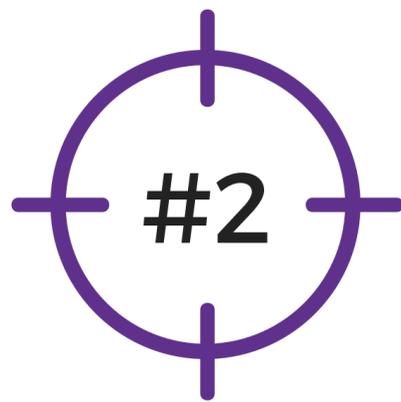
Always stand straight with shoulders back chin forward

**Eyes** - The fastest way to connect with anyone is through the eyes, eye contact makes you present, it makes you in the moment. People who are seen as confident have no problem holding eye contact.

As a general rule aim for eye contact 60 - 70% of the time.

*(There are videos on my Youtube channel that will give you more insight in to first impressions)*

# Do this now.



- Always have hands visible
- Stand straight, shoulders back chin forward
- Make eye contact 60 - 70% of the time

*A friend of mine who is super intelligent was finding that she was getting shunned and people wouldn't listen or take her seriously during meetings. Despite the fact she was super qualified, she felt like a bystander forced to sit in the corner, also it didn't help that she was in a male dominated environment.*

*As well as a few other things, I told her to purposefully start using her hands, eyes and posture when she walked in the room. Her feedback after using this technique a few times was amazing, she felt more engaged in the conversations, more respected and people started to turn to her asking for her input.*

# Look For Commonalities

Who was the last person you met and instantly you both got along, it was an instant connection, like you had known each other for years?

Moments of rapport like this are created when you share things in common with another person, it gives a feeling that you and the other person are similar, they enjoy the same things as you, they think the same as you, they like the same people as you.

As humans we tend to like people who are like ourselves, it makes us feel safe, we feel we understand and can predict the way they will think and act.

During any interaction you need to be on the lookout for commonalities, you will find that most shared areas of interest fall in to one of these categories:

Hobbies / interests - Probably the best form of commonality as you will both have exciting and passionate stories to tell

Context - The situation you are both in e.g a networking event

People - You both know a team member within the organisation

*Warning! - This does not mean you should agree with everything, however you want to avoid highlighting differences when building rapport.*

# Do this now.



During an interaction be on the look out things in common, the moment you spot one highlight it.

*Before going full time as a public speaker I worked as a roving entertainer, I would go from table to table at an event, introduce myself and then perform for a few minutes. On a normal night I would approach at least 30 different groups of people, every table was a new interaction, a new first impression, a new stranger or group of strangers to win over. I would go on a mission to try and find things in common as I knew it was a powerful and fast way to build rapport.*



# Be A Conversation Giver.

We have all experienced one of those conversations that drain us, the person we are talking to is flat out hard work, it gets to the point where you try to feign interest, their lips are moving but your brain has decided to shut down all your hear is blah, blah, blah.

If you want to stand out, be remembered and win the trust of clients and colleagues you need to learn the art of being a conversation giver.

Conversation givers are people who add value to a conversation, they make the conversation more interesting and memorable, people become drawn in, they are fascinated and want more, these conversations make people feel good and build rapport.

*Don't be that person people try and avoid, stop being a taker in your conversations and start giving.*



# Do this now.



## STOP

- Talking about yourself,
- Criticising,
- Complaining,
- Disagreeing,
- Gossiping,
- Look around the room for someone better to talk to.

## START

- Giving compliments,
- Asking how and why questions,
- Asking about positive memories,
- Telling stories,
- Asking interesting questions.

*Back in the early 2000's I went through a particularly dark period, my business was going down the pan very fast, I was struggling financially, I was up against tight deadlines, clients would constantly ring me with requests or problems, suppliers were calling asking for money and I was having issues with my staff. One evening I was out with friend, she took it upon herself to be totally honest and upfront, she said one sentence that hit me hard, it caused internal pain and changed me instantly, I didn't realise at the time but I was a conversation taker, and in a big way, this was what she said, "Anthony you are a really nice guy, but you are so negative about everything, that no one wants to be around you".*

# The Intrigue Opener.

Some people are naturals when it comes to reeling people in, there is just something about them that is captivating, people are hanging on their every word wondering what they are going to say next.

For those of us that don't seem to have this natural magnetic ability help is at hand with a simple tool that you are about to learn - 'The Intrigue Opener' (although referred to as opener it can be used at any point).

Most conversations go much the same way, we meet someone and they tell us where they are from, or what they do, we instantly start the feedback loop by talking. It goes something like this,

Person: I am from xyz

You: Oh, and what do you do there?

Person: I'm an accountant, blah, blah, blah.

This is a typical conversational model, no intrigue has happened, you haven't captured their attention, it's just another run of the mill conversation that won't stand out, it will be forgotten.

# The Intrigue Opener.

Simply put the Intrigue opener is a question interrupted by a pause, doing this creates suspense, humans like things to be complete so by starting to ask a question and then pausing, the other person won't zone out as they are thinking, whats coming next, it adds a peak of curiosity to the interaction.

Here is the above conversation again,

Person: I am from xyz

You: Thats fantastic, I'm curious (pause for a couple of beats)...  
what do you do there?

Person: I'm an accountant, blah, blah, blah.

Important - The Pause is just for a beat or two, if you want to see this in action check out this video



*Click the play button, if that doesn't work copy and paste this link:*

*<https://youtu.be/QcCkV0lFrO8>*

# Do this now.



Spice up your interactions by using one of the following intrigue openers:

So let me ask you this (Pause)...

I have a question for you (Pause)...

I'm curious (Pause)...

*Picture someone that talks in a monotone voice, its boring and dull, it's hard to stay engaged and maintain interest. When a person adds tonality and pace to their speech their words become more interesting the conversation comes alive, using an 'intrigue opener' is like adding variety to a monotone voice, it is also a great tool to use with clients and customers over the phone.*

# Ask Interesting Questions.

Dopamine is a neurotransmitter that is linked to the pleasure centre of the brain it gets released when we experience something nice e.g win a prize, receive a nice surprise, given a compliment.

Dopamine is highly addictive, if you can get your clients and customers to experience hits of dopamine while interacting with you, they will become addicted to you and your company.

As I mentioned in Tip #5 most conversations follow a standard formula, by asking interesting questions, you add a spark, a shot of dopamine, you will grab peoples attention and stand out from the crowd, when they are driving home at the end of the day reflecting on who they met and spoke with, you will be the person they think of, you will be the person they remember.

*Asking unique and surprising questions is a powerful tool, break the norm and become interesting.*

# Do this now.



Avoid the standard questions,

Who do you work for?  
What do you do?  
Where are you from?  
How's work?  
How are you?

Start asking interesting questions,

What exciting things have happened today?  
What's your story?  
What exciting projects are you working on?  
What's the most exciting thing about your line of work?  
What exciting plans have you got on for the weekend?

*When I am presenting a keynote or workshop and I am discussing the power of interesting questions, I always ask the audience the following question - "Let me ask you this ... If you could shrink any animal to the size of a mouse and keep it in your pocket as a pet, which animal would you choose?" The answers I get are irrelevant, what is important how the audience feel when I ask that question, it takes them by surprise, it's different and exciting. I have had people come up to me months later and they tell me that the question still really sticks in their mind.*

# Conversational Secret Weapon.

What I am about to share with you is a very powerful tool, its not one that you will want to use all the time but when you do use it, its going to be like hitting someone with a rapport and intrigue building canon.

The reason why this will work so well is because it makes the other person feel good so hits them up with dopamine, also it leaves them with a sense of curiosity as you are complimenting them but in a rather mysterious way.

Now when I say tool it is more of a statement:

“there is something unique and interesting about you”,

now obviously they are going to ask you

"what is it?"

to which you will reply

“I’m not sure, but when I work it out I will let you know”.

Very simple yet highly effective, as I say you won’t use this all the time but when you do expect a very positive response.

# Do this now.



When you want to build a really strong connection with someone use this line:  
“there is something unique and interesting about you”

WARNING! This is a very effective line to use in the dating scene...I’m just saying 😊

*I am going to let you in on a bit of a secret; psychics use this tool/ruse in most of their readings, they know it has significant power, ultimately a psychic is trying to make the client feel good, by doing this the client will be more open, allowing the psychic to deliver a more accurate reading (or an inaccurate reading, but because they have made the client feel so good it creates a false memory of what was actually said), the typical lines you will hear a psychic say are, I sense there is something unique about you, I can see you have the potential to achieve great things, you have natural psychic abilities that you haven't tuned in to yet.*

# Bonus

# Charisma.

We have all met someone we consider as charismatic, they have that x-factor, a star quality, people are drawn to them, its like an invisible force, a Jedi knight of the personal interaction world.

To some people charisma comes naturally, this is probably due to learning certain behaviours from an early age, but research has broken charisma down into three key elements. If you possess all three you will be charismatic and the good news... you can learn to be charismatic.

## The 3 Elements

Presence.

This is about being there in the moment, when you are present with someone (giving them your full attention) you make them feel like they are the most important person in the world.

Presence hack:

One way you can do this is eye contact, when you meet someone make a conscious effort to notice the colour of their eyes.

# Bonus

# Charisma.

## Power.

Don't be mistaken, this is not about how much money you have or how much you can bench press, power is about how you can affect the world around you, people will look for signs of power in the way you present yourself and how others respond to you.

## Power Hack:

Think about the visual data you send out, how you are dressed, how you move and hold yourself, how you interact with others.

## Warmth.

This comes down to how much you like someone, how much you care and how you will use your power to help them, you cannot fake warmth.

## Warmth Hack:

Go on a mission to find things you like about someone when you interact with them (this you are carrying out inside your head, you don't have to voice it), it may be their morals, their ideas, their smile, their clothes, the way they look. Whats important is to FIND reasons to like this person.



*You might think that the fact I can stand on stage in front of thousands of people means I must be naturally charismatic, that I must of been born confident. If you have read through this entire ebook you will remember that I wasn't always a public speaker, I used to be a carpenter, if you had asked me back then if I would stand in front of an audience, you would of got a very loud resounding NO.*

*The one thing I have always had is drive and determination, when I decide I am going to do something I dive in and play full out. I went from zero public speaking experience to now being regarded as one of Australia's top speakers and entertainers. I have learnt through trial and error, but the key here is I have LEARNT, this means that if you have a vision, a clear direction of where you want to head and be, as long as you have enough passion and determination the only thing that is stopping you is action. So now is the time my friend, take action and create your story.*



# WHATS NEXT?

My advise with this book is to take one tip and work on that for a few days before applying the next one, if you try and implement them all in one go, it will be like watching an athlete trip on the first hurdle.

You want to work on making each of these tips a new behaviour, this is achieved by first making them a habit.

Lets stay connected, I would love invite you to join me on the various social media platforms, I am regularly posting new valuable content, if you ever have any questions don't be afraid to ask, I love receiving input and feedback good or bad.

If you have a conference or event coming up let's have a conversation about creating a keynote or workshop for your team.

Thanks for reading,



Anthony Laye  
Behaviour Expert / Mentalist / Speaker

# Who Is Anthony Laye

**BEHAVIOUR EXPERT /  
MENTALIST / SPEAKER**



"MY MISSION IS TO INSPIRE OTHERS TO TAKE ACTION, BUILD INFLUENCE, AND FULFIL THEIR LIFE'S POTENTIAL".

**IMAGINE A WORLD WHERE EVERY SINGLE PERSON IS INSPIRED TO TAKE ACTION AND FULFIL THEIR LIFE'S POTENTIAL.**

ANTHONY BELIEVES THAT QUALITY OF LIFE IS DIRECTLY RELATED TO OUR ABILITY TO MAKE STRONG CHOICES AND BUILD QUALITY RELATIONSHIPS. ANTHONY DEDICATES HIS PRESENTATIONS TO HELPING PEOPLE EXCEED AT BOTH, AND HE WALKS HIS TALK. ANTHONY'S DEDICATION TO HIS CRAFT HAS LED TO HIM BEING ONE OF THE MOST WELL-BOOKED AND LOVED MENTALISTS IN AUSTRALIA, AND IS A REGULAR ON AUSTRALIAN TV, BEING VOTED STUDIO 10'S TOP TV MOMENT IN 2016.

## **CONTINUE THE CONVERSATION....**

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