

Rachel: My name is Rachel Rofe, I created this show because I wanted to help you see that if you have a choice you can choose a better life. If you're listening to this podcast you're in a pretty fortunate position. You have free will, ability to connect to the internet, and access to all kinds of new education. This podcast is meant to help you make the most of your good fortune. We talk with all kinds of people here, from all walks of life. Because I want you to see that no matter what your situation, there's always a way to create a life that you're proud of.

Hello, today's episode is with Jordan Harbinger and Jordan has a number one podcast in business. It used to be in self-help, but he just switched over, called The Art of Charm. And he has created a multi-multi seven figure business teaching people how to become more charismatic. He is a super smart guy. He has spent several years abroad in Europe in the developing world. He speaks several languages. He's worked for various governments and NGOs overseas. He's traveled through war zones. He's been kidnapped, twice, in two different countries. And he says that the reason he's alive and kicking still is because of his ability to talk his way into and out of any situation.

So in this podcast we didn't cover the kidnapping so much, because he does have a podcast episode all about it and I wanted you to get some new information, but in the episode we talked about how you can become more charismatic, different actions steps that you could take and different rituals that you can start implementing. We talked about non-verbal communication, why that's so important. How you can create a really great first impression. We talked about what if people don't like you, about networking and what to do if networking exhausts you. He talked about introverts versus extroverts, and how he feels about all that as far as networking. Then we also went into some of his time management techniques. We went over a bunch of different things. I thought it was a great episode and I'm looking forward to hearing what you think about it. So give it a listen and then please let me know your comments on Twitter RachelRofe.com, whatever it is. All right. Enjoy.

So Jordan thank you so much for being here. This is going to be real fun.

Jordan: Yeah thanks for having me. I appreciate the opportunity.

Rachel: Absolutely. The intention behind A Better Life is to show people that if they have a choice that they can choose a better life. In that spirit can you take a minute to share with us some of the things that you're most proud of in your life?

Jordan: Yeah, sure. I quit working on Wall Street. Started a company that's really successful. I have a really successful podcast. Yeah, I speak five languages. I don't know, you're kind of catching me off guard, but I would say those are the things that come to mind at first.

Rachel: Awesome. So your podcast, The Art of Charm is spectacular, and I know you teach a ton about charisma and just feeling confident, and I know for you you didn't start out feeling super confident. One of the things just to give people perspective on where you came from to where you are now, I had an interview with you when you sharing

about a girl who asked you to a Sadie Hawkins Dance. Can you let people know about that?

Jordan: Oh, yeah. I was so shy in High School that some girl, I don't know what she was thinking either, but she was probably equally just throwing a Hail Mary. She asked me to go to the Sadie Hawkins, which is a dance where the girls ask the guys and I was so taken about by her asking me that, that I actually just sat down in my chair and didn't say anything. And everyone is chanting and stuff and I was so embarrassed that I slunk down so nobody could hear or see me and I just turned red. I said nothing, and so she stood there just rejected. It was terrible.

Rachel: Aw.

Jordan: I felt so bad. I still feel bad. It was just the worst thing you could do. Why would you ask like that? I don't know. I feel bad for her, but at the time I felt bad for myself too.

Rachel: Yeah, of course. Both of you. It's just not a cool situation to be in. So since then you obviously have become super charismatic, and I have some questions about that, but first can you define what charisma means to you?

Jordan: Charisma essentially is personal magnetism, getting people to like and trust you I would say. And being able to interact with people who are very different from you relatively easily. That is a potent set of learnable skills. It's not something people are born with. A lot of people think that, but that's part one to the convenient excuse plus not knowing how it works. So it's kind of like, "Oh, well, the earth is flat, because it looks flat." Or the multitude of other things that we explain in ways that are far-fetched, just because we don't understand them, and charisma and personal magnetism falls under that bucket.

Rachel: One thing I've been curious about, for you to go through the Sadie Hawkins Dance thing to where you are now, I know now there's a lot of training around charisma, I know there's a whole pick up industry which you're not like, but there was that. But how did you learn how to become charismatic?

Jordan: Well, essentially I used to work on Wall Street and I had this "mentor" named Dave and he was never in the office. He never billed any hours. He was essentially just never around and I thought, "How is this guy surviving?" I also was conflicted, because the rumors around the office were that Dave made more money than everyone else. From that experience I realized, "Wait a minute. There's something that's not working here." So once Dave finally took me out for coffee and said, "Ask me anything." Because he was supposed to be keeping an eye on me during my summer internship on Wall Street, I said, "How come," and I didn't care about the job at all. I didn't even want it that point. I said, "How come you make more money than everybody else, but you're never in the office? If being aware is all about billable hours, how come you're never here?" And he proceeded to explain to me that he was bringing in business for the firm. His job was essentially to go out, create relationships, and bring deals back to the firm. And that was kind of mind-blowing because he wasn't even meeting his minimum billable hourly requirements, and so I didn't quite understand how you could

not meet minimum billable hourly requirements and still stay employed at a firm. Let alone be one of the partners and let alone make more money than other folks. And he told me that his commissions from bringing in deals were so high and he kept renegotiating them all the time, because the firm couldn't afford to lose him and he leveraged that. I thought, "Wait a second. I've seen lawyers here at 1 a.m. on a Saturday, and you're not even here at 1 p.m. on a Wednesday, yet you make more money than everyone else? I just don't get it." It turned out that the people skills were the differentiator.

So I set about learning how to convince people to work with me, like, trust me, body language, social dynamics, networking, and trust as much as I can. Because there's always going to be somebody that's going to out work you. There's always going to be somebody who's more highly technically-skilled, but people who have great relationships are always going to be the people that dominate. That's been true for me in business. It's been true for me in every industry that I ever worked in, and so far every successful person that I do meet has the exact same mindset. It's almost like this secret that's not kept secret on purpose, it's just that a lot of people think you're born into a network, or that you develop this stuff in the womb and then everybody else is just screwed.

Rachel: Yeah, that's a great point. So how did you learn about this stuff? What did you do?

Jordan: Well, I started to read books and things like that of course, but I realized quickly that that wasn't going to be sufficient. Because there are books out there even good ones like, [The Charisma Myth by Olivia Fox Cabane](#), and [How to Win Friends and Influence People by Dale Carnegie](#), and things like that, but what these books as amazing as they are, especially in the time that they were written, what they lack is the nuance that you can only get from coaching. That's the reason that looking back Dale Carnegie is not around anymore.

There's classes that offer coaching in this area but they're kind of unfortunately to use the phrase "dumb downed." But, dumb downed to the lowest common denominator so that corporations can send through 300 people and they can make money that way. But, if you look at Olivia Fox Cabane who wrote [The Charisma Myth](#), the coaching that she offers is something like six figures for heads of state. And then there's companies like us at The Art of Charm where guys come in and live for a week. Take a week long residential program. We work on non-verbal communication, body language, and things like that.

So I started learning through books and then I quickly realized that that wasn't going to do it. So I started going out on my own everyday without any friends, without any safety net and tried to create connections and network. It was really, really hard, but through that process I did that every day for over a year. I met up with my now business partner AJ, and we started running social experiments. The results of those experiments that we ran 10 years ago and everything we've been doing for the past decade is what now makes up the curriculum at [The Art of Charm](#).

Rachel: So as you were learning about all these different things and doing your social experiments, how were the people that you were friends with before you started all these experiments, how were they reacting to you?

Jordan: As I was doing these experiments I actually made a conscious decision to not hang out with the same people. It wasn't like, "Oh! All my old friends suck! I'm getting rid of them." It was more like, "All right. If I don't burn the ships I'm just going to end up hanging with the same people, which is going to be my convenient excuse to not try to create new relationships." It's hard if you go out with the same people every time to be like, "I'm going to run around and make new friends right now." That doesn't really happen for you. If you do burn the ships or you do want to get this handled and you start going out alone, you start to realize how tough this is. Some of my friends were like, "This is a great idea. Oh my gosh! I can't believe you have the balls/galls to do this. This is going to be amazing for you when you finally figure it out." Other people were like, "You don't need that. You're already cool." And other people are like, "Yeah, that's dumb."

There was really a stratum, or a strata to use the Latin plural there, of people that thought about it in certain ways. I quickly realized, and one of the things that anybody who's improving has to keep in mind, is that there's always going to be people that think that what you're doing is stupid and the people that really care about you are going to tell you one of two which is, "That's going to be great for you." Or "You don't need that." Because they truly believe that you don't, because they already like you the way you are. Then the people who think, "Oh, that's stupid." Usually it's subconscious, but usually the reason is because you're highlighting something in them that they find to be a massive insecurity of their own.

It's like you meet somebody who's wealthy, "Oh yeah, well when you have all that money you can't appreciate life." All right I've been poor and I've been rich and I tell you one's better than the other. There's really no ifs, ands, or buts around it, there's no getting around it. Rationalize it all you want. But people like that who try to bring you down for doing something like that those are people to be avoided and sometimes it's really tough because sometimes those people are your closest relatives and friends. But if you're going to grow, you have to get rid of people in your life or limit contact with people in your life that are going to bring you down. Again, a lot of times they don't realize they're doing it. Sometimes it takes just a strict talking to like, "Hey, I'm into this. You can be supportive or not, but by not being supportive you're pushing me away." And sometimes if you're not really tight with that person you're just like, "Oh, you're the one who's going to make fun of me for trying to get ahead in life. All right, you're not adding any value. I'm not hanging out with you for a few months or a few years."

I see people that I met years and years ago or that I was friends with years and years ago who weren't supportive and frankly they made their bed. They're sleeping in it now, and I can see them and have fun and have a drink or whatever, but I realize all the time that we're never going to be that close again, because every time we hang out I just get a whiff of jealousy, envy, and the fact that they wish, they yearn for the days when they were able to put themselves above me realistically and believe it. That's a problem for

somebody who's trying to constantly move forward in life, because you don't want to be slotted in other people's comfort zones where they're comfortable having you.

Rachel: Yeah, you make some really great points. And back when the people who were telling you not to do this, how did you keep your mindset so that you were focused on the task at hand? Are you just a very intrinsically motivated person?

Jordan: Stubborn is the word you're looking for. But, you know what, honestly one of the things that I live by now is protect your mind and that's good in business, it's good in relationships. What I mean by that is you might be launching a business and a lot of people say, "That's not going to work. You're not going to be able to do that." You got to look at the source of that. If somebody's saying, "That's not going to work," are they people who run businesses? Are they people in a similar niche? If so then you might want to listen. Are they people that have had a 9:00 to 5:00 job and they're telling you not to bother striking out on your own as an entrepreneur because you're not going to make it? That might be their insecurities talking and you probably should not apply those to yourself. I think we all have enough of our own insecurities. We don't need to borrow them from other people. So the way that I protect my mind is either limit contact with people who are going to be naysayers or doubters, and listen to the ones that deserve to be listened to.

Also think about why people are saying what they're saying. If your mom says something like, "Oh, it's good that you're starting your own business. But don't quit your job and don't get too excited." That's what my parents said when I started The Art of Charm and now I make more than the partners on Wall Street that I used to work for that were older than me, now. So they weren't saying that because "my parents are bad and they don't want me to succeed". They were saying that cause they didn't want to see me fall flat on my face, disappointed, crying, and living in their basement. I understood that's where they were coming from, so I took that as a sign of love, not as a sign of naysayerism, to coin a term right now, and I realized that doesn't necessarily mean it's good advice.

I remember my first entrepreneurial adventure if you will, I remembered it earlier today. I was in third grade or fourth grade and I printed up a newspaper that was funny. It was about things that were happening at school and making fun of certain things that were happening at school, not other kids or whatever, but just like teacher stuff and funny inside jokes. And my dad said, "I don't think you should charge \$0.10 for that newspaper because why would kids buy a fake newspaper for \$0.10 when they can buy a real newspaper for \$0.25?" And for me at age nine it was so obvious. Why would any kid buy a real newspaper? It's the most boring thing in the world. Who wants to read The Wall Street Journal? It's still boring and I'm 34. But a newspaper about things that were going on and relevant to our lives, it was a no-brainer. And of course I sold tons of them and I made like 10 bucks, which for an eight year old kid is basically a fortune. I sold copies to the whole school. I had my dad printing them at Ford where he worked. I mean it was just so funny. But he didn't say that because he's like, "Oh, my dumb son is going to start an entrepreneurial venture. Let me nip that in the bud." He just didn't want me to be disappointed if nobody bought it then come home crying because he cared about me.

So you have to look at the audience where criticism comes from, and figure out why. Sometimes it's to bring you down, and sometimes it's to protect you. But in both of those cases you probably should not listen unless it's what I would say is qualified criticism. If you ask me, "How do I make my podcast more popular?" And I tell you to do something it would probably be unwise of you to then go, "Pshaw, Jordan doesn't know anything about this. Why should I listen to him?" Because this is my area of expertise. However, if you ask me how to grow better tomatoes and I give you some [inaudible 00:15:03] advice, don't listen to me. I've never grown a tomato in my life, and if I did it would be on accident.

Rachel: Good point. That's great. Thank you. I would love to also dig into the charisma just as far as like, and I know you said you can't really give across the board advice, but if you had to give the top three things that people could do in a general way to improve their charisma, what would they be?

Jordan: Sure, so rather than give you three top tips, I'm going to give you one drill, concept, and exercise that will help you right out of the box, audio only format and if we have enough time, which it looks like we will, I will give you something to layer on to that once you get good at it. So a lot of people think that first impressions are made, and first impressions let's say, this is obviously an indispensable element of charisma and personal magnetism. If you have a bad one very uncharismatic. If you have a good one it can be the beginnings of personal charisma, right? That goes without saying, but I'll say it anyway. We know that our first impression is actually not made when we open our mouth and decide to make a first impression. Our first impressions are made when we become a blip on other people's radar. In other words when they notice us. So that's a really powerful point. I'll give you some context so that you can viscerally believe this instead of looking at the scientific research, which no one's interested in.

Say you're a guy or a group of girls, and I'll give both perspectives, and there's a group of girls sitting at a bar and a group of guys coming into the bar to obviously meet people be social whatever. The girls are on their phone sharing vacation photos. Facebook, Instagram, whatever and the guys walk in. They notice the girls and they go to a table in the corner. They sit down. They order a couple drinks. They pretend to watch the basketball game. All the while shooting some glances back and forth. The girls of course saw the guys come in, thought they were kind of cute, went back to sharing photos thinking eventually they would probably end up talking with those guys. Well, the guys order another round of drinks. They're still pretending to watch basketball. One of the gutsier guys or one of the guys who has an empty stomach and the booze hit first walks over to the bar, does a little fly by, scopes the girls closer, maybe throws a weird smile or a glance, orders another couple of drinks from the bartender, goes back to his friends.

Finally two of the girls get up to go to the bathroom. One girl sits there holding down the fort watching people's jackets and making sure their seats stay. And she's on Instagram or Facebook or whatever the kids use these days. Snapchat. She's standing there and one of the guys goes, "Perfect now's my time." So he pounces goes over there and goes, "Hey, what are you guys drinking? What are you guys doing? What are you deh, deh, deh." And the girls like, "Uh." Knowing she's totally been pounced on because her

friends are gone. Kind of already made up her mind about this guy. Rachel, you've been in this situation. Your first impression of these guys was made 20 minutes ago when they walked in the door. Didn't say anything. Got a little bit drunk. Kept looking at you. Still didn't do anything. Now it's too late. Now the first impression is, "Ah, this guy can only be social when he's drunk." That's not a really big charismatic indication. Not a big turn on. Not a great first impression. So of course she gives him the whole, "It's girls night out. Nice meeting you." And he goes back to his friends mumbling something under his breath about the quality of the girls or that the girls are hard or he doesn't get it or whatever. And his friends rib him for saying the wrong thing and not being cool enough to get their attention of course.

But the problem isn't what he said. No matter what came out of his mouth, how clever or how dull, it wouldn't of mattered, because the first impression was made when the girls noticed him, noticed his non-verbal communication, body language, the way he sits, stands, walks, and interacts with other people. We know this because we've all done this to other people. If you don't believe you do it go downstairs, walk a lap around your block if you live in a city, and notice what you think when you see other people. Are you judging them at all? If you're honest with yourself and even remotely self-aware, the answer is yes. You have to, it's evolutionary psychology. This is what protects us from harm and has for hundreds of thousands of millions of years of human evolution. Does that make sense so far?

Rachel: Yeah, yeah. Totally.

Jordan: Okay. So we know that first impressions are made when other people notice us. So since we can't speak to everyone that we know right away or that we're making a first impression on right away that we don't know. What we know is that our body language, our non-verbal communication is what makes up the vast majority of that first impression. What this means for us is that if our non-verbal communication is good, good first impression. If our non-verbal communication is bad, bad first impression. Both good and bad first impressions are ours to recover from or maintain. But as you know, what's the old cliché? You never get a second chance to make a first impression.

Rachel: Yeah.

Jordan: So we want to make sure that that's solid. The way that we do that is by great non-verbal communication. What is great non-verbal communication? Start with upright posture. In fact, if you're sitting or standing right now and you're not driving or you're not going to kill yourself or someone else try this right now. Stand up straight, shoulders back, chest up, smile on your face. Don't exaggerate you'll look like an idiot. But just relax, align your spine up, straight up, smile on your face, shoulders back. Most people are hunched from sitting and also because a lot of people are taught to make themselves smaller over different psychological issues which we won't get into here. Now, I want you to remember what this feels like and then every time you walk through a doorway for the rest of the month I want you to do this exact same thing. What this will do is build this posture. This upright open body language as a habit. If you stand with your arms crossed stop doing that too.

Why we're doing this is because if we just decide, "All right, I'm going to that networking event and I'm going to have great first impressions. What was that thing Jordan said? All right, open positive body language." The problem with that is if you try to remember it in the moment it's going to be rigid, stiff, and you're going to be constantly micromanaging it throughout the rest of the evening. If you build it as a habit by doing it every time you walk through a doorway for the rest of the month, you are going to not only do this automatically, but it's going to be so internalized you'll never have to think about it again. Which means that every time you walk into a room going through a doorway you're going to have great open positive body language with a smile on your face.

This is huge, because it causes not only... your mind follows the body and the body follows the mind, we know that. That's sound science. It causes other people to treat you differently, and when people treat you differently it's start what we call a positive feedback loop, which is people treat you like a higher status individual. Like you're friendly, outgoing, etc. More confident. You start to be that way. This isn't woo-woo. It's not wishful thinking. It's not love, attraction, or any BS like that. This is science psychology. It's just applied in a very easy way for you to hack, so that you don't have to remember to be confident, which is by the way nearly impossible next time you need it.

Rachel: Great points. You said there's something that you're going to layer on top of it. Was that the doorway exercise or did you have something?

Jordan: No, I got more Rachel.

Rachel: Bring it on.

Jordan: All right. Now let's say a couple weeks go by. You're doing this. It's automatic. You had a few slip up, because everyone does. Now you're going, "This is great, but I still feel a little bit shy. I feel a little bit like I'm not really making good eye contact." Is usually the next stumbling block that people run into. So what I tell them to do and what our team at The Art of Charm for our coaching team when people of course come through to our programs here in L.A. what we tell them to do is to notice the eye color of everyone that you talk to for the next couple of weeks. Don't try to do both of these at once. It's a really common issue that people try to just tackle all of this at once, and then they forget to do one thing or the other. And it's such a massive buzz kill, because you can make such good progress but then you try to layer it...It's like the guy who's like, "I'm going to lose 80 pounds this month." Goes to the gym everyday for eight hours and is like, "I hate the gym." Don't do that to yourself. Baby steps.

So notice the eye color of everyone you talk to over the next couple of weeks. What this will do is not only make your eye contact better, but it will avoid that creepy trap where people go, "No I've been working on my eye contact." And we've all met these people where they're overly intense and we can't figure out why. A lot of it has to do with eye contact. And a lot of times the reason people do it is because they're looking to be, "I want to be really present." So they just stare at you really intently without blinking, and it's freaking weird. A lot of times shy people who are trying to break out of that shell will have a tough time with eye contact. So they're just like, "I'm never going to your gaze." It's a weird thing because people don't automatically assume your best intentions. They

just assume that the way that they're feeling around you is the way that you are. That's a problem. If you're making the people you talk to feel nervous, they don't think, "Oh, this person must be working on his first impression and non-verbal communication, and he's a little nervous because he has social anxiety, or she's feeling a little off today. So maybe that's why I'm feeling nervous, because I'm nearer than them." We don't think that. We think, "Um this guy's creepy because I feel weird. Bye." And then they run away. That happens all of the time. That's because we have an agenda that doesn't match all of our non-verbal communication. Even if that agenda is, "Try to have better non-verbal communication. Try to give a better first impression." That type of thing when you're micromanaging it, when you're conscious of it, it comes across as incongruent and inauthentic and it freaks people out. That's why it's important to internalize this stuff.

The other thing the eye contact drill does is since you're forcing yourself to just take it to an academic level and note their eye contact color it's a very logical exercise instead of make eye contact with them and do it better. Since you're just noticing the eye color, by the time you remember to get nervous about it the anxiety starts to pass already because you're looking them in the eye already and it's not weird. Then you can do whatever you want. If you don't look at them in the eye for the next five years fine. But at least try to make that first initial impression with good eye contact and a great way to hack yourself around the anxiety is just notice their eye color. It will come across totally natural and eventually you're going to just start looking people in the eye and having conversations. You're not going to be freaked out by it, or becoming shy, or looking at the floor or avoiding eye contact anymore. Even people who think that they don't have a problem with eye contact often don't give very charismatic eye contact, just because we're not taught to do it when we're younger. Different cultural backgrounds have different rules regarding eye contact. Social status plays a huge factor. There's a million different things behind it. So hacking it from the results and forward is always positive.

Rachel: Awesome points. For you I'm curious, because I know you're more trained than most people are on these different communications, are there things like advanced things like when you're looking at somebody for the first time that you're looking for?

Jordan: Me personally?

Rachel: Yeah.

Jordan: Yeah, it's funny because I've done a lot of training. At the AOC, The Art of Charm, we get a lot of intelligence agents, entrepreneurs, sales people, and clients, even college students of course, but we get a lot of those folks in here, special operations. So I get a unique look at some of their training as well. And I bring some of the good stuff back to The Art of Charm; me and AJ both do that. What I've learned to do from different sources of people who have really good training is essentially read people in a really adept way that you don't always want. Sometimes you'll notice somebody and you'll be like, "Hmmm this person doesn't like something about me or somebody that I'm with. Let's figure out what that is." It starts to become this weird game that you play with yourself, where you're reading everybody and it can be a constant struggle to stay present sometimes, because reading interactions between

other people can become much more interesting than the conversation you might be having. But it's also quite fascinating.

So I look at combinations of posture, eye contact, vocal tonality, rate of speech, a lot of the things that we teach at "Art of Charm" workshops to look at how somebody's relating to somebody else. Status indicators, submission indicators, personality quirks that actually are the result of people trying to micromanage the way they're perceived by others. All that stuff is super fascinating. I've spent years and years going out with clients and by myself and with friends just reading other people. That's been a fascinating exercise, and of course now I do it in ways that are a little bit higher stakes and I teach "Art of Charm" clients to do it in ways that are a little bit higher stakes, depending on if they're from military, special forces, or they just want to meet someone special.

Rachel: So you mentioned sometimes you notice people don't like a certain thing. That was actually one of my questions for you was, do you ever worry that people don't like you? I'm just curious from your I guess perspective on reading people and stuff.

Jordan: It used to be. I went through this weird phase where it was like, "I want everyone to like me." As a kid we all go through that too. Then after a while it was like, "I don't even care." Which was a huge lie. So that's why there's this thing that a lot of men go through where they're like, "I don't give a crap what people think about me." And what that says when I hear that is, "I care so much about what other people think about me that it's ruining my whole life and it's the worst thing about myself." Because there's the whole movement of guys who are like, "I don't even care." And it means they basically have given up on getting other people to like them. So they just pretend like they don't care. And that's very common among immature men especially.

Then, as we get older and it's part of just the maturation process, but I think it's been accelerated a little bit with me and gone and weird waves. Because after a while I was able to really read whether or not people were interested or not interested, polite or not, really see through the BS and that can drive you insane. Because you start to be able to read it in others before you're able to actually correct the impression that you're leaving on others and that is crummy. Because you start to notice like, "Oh, a lot of these people don't really like me. But I have no idea what to do about it." Or, "They're not really feeling me on this one. And I don't know how to fix it." That's a problem because man, it's almost like ignorance is bliss. I'd rather not know. But then you become able to be consciously competent of the impressions you're making on other people. You start to internalize positive first impressions. Then you no longer have to worry about it. Again, you come across full circle where you go, "Not everyone's always going to like me. I can't always manage it. I can only manage it where I can manage it. And everybody else doesn't matter." That's a tough concept to internalize. That's more or less where I am now though. I realize sometimes people like pizza. Sometimes people don't like pizza. It's not my job to sell everybody on liking pizza. And the analogy here, just in case you're not paying attention, I'm the pizza.

Rachel: Thanks for clarifying. Another question that I had, this is kind of switching gears a little bit, but some people who might be hearing about this might feel like it's

exhausting to talk to new people and there's the small talk and sizing each other up, especially at networking events and all this and it really can be super exhausting. So what advice would you have for those people?

Jordan: Yeah, it's funny I talk about this quite a bit. A lot of people actually have...like the newest excuse is, "Oh I'm an introvert. So I can't network." It's like okay. But the truth is introvert versus extrovert it's like a chic new vogue excuse to be shy. But it really doesn't matter, because medically or scientifically speaking introvert versus extrovert it doesn't have any bearing on your social abilities whatsoever. It's a cool excuse for people to be like, "I'm not going to work on my social skills, because I'm a natural introvert." That has nothing to do with shyness. It's completely different.

For a lot of folks, yes it can be exhausting and it does take a lot of work, but nobody said that networking and getting a repertoire with people was an effortless process. That like any other skills absolutely requires practice, often requires coaching and a lot of work. So when people shy away from that I'm thinking, "So you're going to spend years working on this "business" that you have, and you're going to ignore the single most important determinant of success which is your ability to create relationships with your customers, vendors, and partners? That's fine, but you are probably going to fail." People who are not good at creating relationships are very rarely successful. Yes, you can try to think of all the examples you want, and I'll show a company that either succeeded in spite of itself or got into so much money that they were able to hire those people and those people didn't steal the idea and start the business for themselves.

Rachel: Yeah, I know you mentioned in [Chalene Johnson's podcast](#) that you feel like you need to make in person relationships versus just Internet, right?

Jordan: Yeah. In fact, anybody who's not doing that is at a massive disadvantage.

Rachel: How would you recommend people go and talk to, for example I'm about to go to traffic and conversion, are you going to be there?

Jordan: No, I'm not going to that.

Rachel: Oh, okay.

Jordan: I don't really do affiliate marketing or anything like that. I outsource all of the marketing, because it doesn't have good return for my time specifically, but I do agree that stuff is important.

Rachel: Yeah. Awesome. Awesome. I know for me, I was going back and forth if I wanted to go, because one of the things is I've been doing Internet marketing for so long now, and I've met so many people, and I don't remember a lot of them. I remember last year I went telling someone, "Oh, it's so nice to meet you." They said, "Oh, ha ha. We met a while ago." Then I felt like the rest of the time I was just having to be like, "Oh, hi everyone." Like I knew everybody, because I didn't want to offend anybody. Oh my gosh! It was super exhausting. So actually what would you say to me about that? How could I make it not so exhausting?

Jordan: Sure, yeah, and just to be clear I know I just got done saying in person relationships and you're like, "Cool, are you going to this big networking thing?" I was like, "Nah." But I am sending people to it. I should just be super clear. I'm sending people to that summit. But, making it less exhausting it's like running. If you talk to a runner and you're like, "Hey, we got to run three miles." They're like, "Oh, that's easy." If you talk to somebody who doesn't run they're like, "Man, that is...I am not running three miles. Are you insane? I've got to train for that. I'm going to throw up and everything." So you think about that when you think about fitness, but we don't think about that when we think of emotional stamina. And it's trainable. Not to pick on you, but to expect that you're going to go from zero to 60 by going to traffic and conversion is, and maybe I shouldn't pick on you, I don't know your personal relationship development skill set, but if you're the kind of person who only networks at these big events three times a year, it's no wonder it's exhausting. You're not practiced. You're going in with tons of rust. By day three when you kicked the rust off or day two or even day one, you've already spent all that time and energy just getting back to the normal state, where somebody maybe who is a little bit more social or a little bit more personal in their relationships would be all ready.

So it's something that consistently needs to be worked at. You don't see a lot of triathletes going, "Oh, yeah, I'm not going to go to the gym at all and watch my diet until three months before the competition. Then I got to train." They're training year round. They're staying in shape. Just like you'd need to stay in physical shape you need to stay in networking shape or emotional shape by consistently building those relationships. It's not something you can turn on when you need it and that's what a lot of people try to do, which is why they find networking so exhausting. And also why they find it so difficult because they put their skill set away for three more months waiting for an affiliate summit or whatever the next thing is.

Rachel: That's a great point. So how do you recommend that people can consistently train? Like go out to events near your house, bars or what?

Jordan: Absolutely. Go out to events near your house. Organize things near you. I don't necessarily know where everybody listening is located, but say you're in a marketing niche, or any professional niche, start a meet-up for that. It can be at a restaurant or a bar. Be the organizer. It forces you to be social. It also puts you at the center of that hub for that networking group. And even if two people show up that's fine. It's about making industry connections. It's not about becoming the most famous soccer mom in your town. But, these are great ways to hone and maintain skills sets over time.

Rachel: Awesome. Great. What is a specific action step that you take on a daily basis or a very consistent basis to make your life better?

Jordan: Well, aside from physical activity and making sure that I get enough sleep I make sure that my quality of sleep is high. So I turn off or turn down electronic devices until late at night, with certain exceptions. Lately I've been terrible at it because I've had a lot of stuff going on. But time management I religiously follow my calendar. By that I mean everything's in 15 minute blocks. And if it's not on the calendar it's dead to me in terms of an event. I don't spontaneously turn around and go, "Yeah, I'll do that." And

then spend three hours in the middle of the afternoon sucked in to a non-productive activity, because I made a spur of the moment decision. I book everything in advance, which gives me plenty of leeway to prioritize things that are not going to have any return on investment. I know that sounds ridiculous and anal, but the problem is I work from home. And I know a lot of people that also work from home and I know huge amount of people that are massively unproductive working from home. Can't get anything done. And I know a handful of extremely productive people that work from home. And there are certain skill sets that they have in common such as time management, managing their physical activity as a priority. Things like that, and I know that a lot of the unproductive people they're the ones who usually think, "Oh, no, I can totally do this. I don't need a calendar. I can remember that." Or, "I can do this." Or, "I can play this by ear." A lot of the people who think that they're pros are the people that discard the prep. When really a pro realizes that the value of prep is in the preparation itself. Does that make sense?

Rachel: Oh, yeah. I schedule everything too. So I'm totally with you. I'm curious, how long do you work every day? What are your hours usually?

Jordan: Well, it depends. Some days I work 10. Other days I'll work 14, but it depends. It doesn't really feel like work. Often times I'll be brainstorming a new curriculum. I'll be networking with cool people. Hanging out with friends is what I call it. I don't even call it networking. Making new friends. I'll be working on shows, which are fun. I'll be doing media opportunities. Like right now I've been working since 8 a.m. and it's actually closer to 3 p.m. in the afternoon, but really it feels like my day just started. Not in a bad way. I'm not crashing. I'm not tired. I'm just stoked. Everything I do is fun and if it's not I outsource it.

Rachel: Awesome. What is something in your experience that you feel like people don't share about improving themselves, just because it's not super sexy?

Jordan: Yeah, definitely the calendar thing is the most unsexy... because people are always like, "You're so productive. What's your top productivity tip?" And I'm like, "Calendar." And they're like, "No, no, no. I need like a real piece of software. A really cool hack." And I'm like, "Use your calendar for everything. Not just for your appointments. Not just for your calls. Not just for your shows. Schedule your exercise in there." That's why exercise gets done, because that's what time it is. It's exercise time. It's not, "An hour to do whatever I want. Maybe I should go to the gym. Eh, nah." And then you watch TV and eat pancakes.

Schedule everything on your calendars, synchronize it with your phone, set up alarms, that type of thing. That will double your business if you're not doing it right now at least. Because most people won't do it. They think they've got it. They think they've got the system under control. They think they can manage it in their head. My message is this, "If you can manage your whole calendar in your head, you don't have anything going on." Because if you just have a couple of appointments per day and the rest is you sitting around doing stuff, it should still go on your calendar, so that things get done. Things get prioritized and re-prioritized. If you're not doing this you are wasting time.

You are wasting time figuring out what you're going to do next. You're wasting time deciding on the fly what the priorities are.

You may have seen this research, but we know now that our willpower and our thinking power is limited. As the day goes on it wears thinner. So by 8 p.m. if I got something on the calendar that says do this, do this, do this. I know that it's going to get done. But if I just have a bunch of stuff to do and it's 8 p.m. I might just be like, "Eh, screw it. I'm tired." Because I don't even want to think about what the next task is, what the priority is and how to get it done. But I don't need to. It's in my calendar. It's been there for three weeks or at least 24 hours. I did it the night before. All of that stuff is set up the night before, nothing changes on the fly, unless it absolutely has to. That saves me a ton of cognitive power that I use on other things throughout the day. For people who think that's weird, that's fine. Go read some journal studies and find out it's completely science based. It will change the way that you work.

Rachel: Yeah, absolutely. That's a great point. I love how passionate you sound about it, because it's totally true. The more decisions that we take out of our life, just the more that we can just follow things that are right in front of us. Exactly like you're saying. It just makes life so much easier and we are way more productive.

Jordan: Yeah. I am passionate about it and the reason is because of this. A lot of people will email or call or I'll just meet them at something and they're like, "Oh, that's too regimented. Blah, blah, blah this, that, and the other thing." And I'm thinking, "Okay, that's fine. But there's science that shows that this is right. And also scoreboard. You work in your parents' basement, which there's nothing wrong with that, but don't argue with somebody about productivity when you're not as productive as that person." If I talk to Richard Branson, Mark Cuban, and they tell me something about productivity I'm not going to be like, "Well, my experience says XYZ." I'm going to shut the hell up and probably do things their way cause they have the scoreboard in their favor.

I think now it's almost like a millennial thing, where you get a blue ribbon for participation and for voicing your opinion. It's like no. Show me the science. Show me the research. If it doesn't exist then I'll go with my gut and/or with what anecdotally has been working. But if somebody has more results, I want that. Essentially that's kind of the way we do business at AOC. We go by results not on what maybe should be the case.

I think a lot of entrepreneurs they like to hide their head in the sand, because looking at results is too taxing and quite frankly kind of scary. It's much easier to just go, "Well, I think this might work." And, "Oh, it's certainly more comfortable to do it that way." And then they do it that way and a year later they wonder why they're not as far along as somebody else who's tested something.

Rachel: Absolutely. Well, Jordan, this has been so good. I feel like we covered so much ground from just charisma, specific things that people could do, the time management piece, just so much stuff that people can walk away with. You gave lots of practical things that I love. I love making everything grounded. So thank you so much. And can you let people know where they can go to find out more about you?

Jordan: Yeah, sure. Go to [The Art of Charm podcast](#). You're already listening to a podcast, so here we are. Check it out. It's free. Don't buy anything yet. Just check out what we offer for free, and see how you like it and then of course you can always email me Jordan@theartofcharm.com.

Rachel: Awesome. Well, thank you again.

Jordan: You're welcome. Thank you for the opportunity.

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I really appreciate you.

With love,
Rachel Rofé