



## OPTIONS CENTER HEALTH TOPIC



### The Power of Personal Charisma

#### Become An Irresistible Person

Webster's Ninth New Collegiate Dictionary defines charisma as “**a personal magic of leadership arousing special popular loyalty or enthusiasm for a public figure.**”

#### Develop Personal Magnetism

Charisma is also that special quality of **magnetism that each person has and that each person uses to a certain degree.** You have a special charisma to the people who look up to you, who respect and admire you, including the members of your family, your friends and coworkers. Whenever and wherever a person feels a positive emotion toward another, he imbues that person with charisma, or attractiveness.

#### Project Yourself Positively

In trying to explain charisma, some people speak of an “aura.” **This aura is a light that radiates out from a person** and is invisible to most people, but not to everyone. The aura affects the people around that person in a positive or negative way.

The halo around the heads of saints and mystics in many religious paintings was the artist's attempt to depict the light that people reported seeing around the heads of these men and women when they were speaking or praying, or in an intense emotional state.

#### Control The Impression You Make

You also have an aura around you that most people cannot see but that is there, nevertheless. This **aura affects the way people react and respond to you**, either positively or negatively. There is a lot that you can do, and a lot of good reasons for you to do it, to control this aura and make it work in your best interests.

#### Sell Your Way To The Top

If you're in sales, this aura, reflecting your level of charisma, can have a **major impact on the way your prospects and customers treat you and deal with you.** Top salespeople seem to be far more successful than the average salespeople in getting along with their customers. They're always more welcome, more positively received and more trusted than the others. They sell more, and they sell more easily. They make a better living, and they build better lives.

**Salespeople with charisma get far more pleasure out of their work** and suffer far less from stress and rejection. The charismatic salesperson is almost invariably a top performer in his field and enjoys all the rewards that go with superior sales.

#### Influence People Around You

If you're in business, **developing greater charisma can help you tremendously** in working with your staff, your suppliers, your bankers, your customers and everyone else upon whom you depend for your success. People seem naturally drawn to those who possess charisma.

They want to help them and support them. When you have charisma, people will open doors for you and bring you opportunities that otherwise would not have been available to you.

#### Enhance Your Personal Relationships

In your personal relationships, **the quality of charisma can make your life more joyous, happier.** People will naturally want to be around you. Members of your family and your friends will be far happier in your company, and you will have a greater influence on them, causing them to feel better about themselves and to do better at the important things in their lives.

#### Action Exercises

First, **identify the people with whom you seem to have a lot of charisma** - the people who know you, like you, respect you the most. How could you increase your charisma with these people?

Second, **identify the people who have charisma to you**, the people you most like and respect and admire. What is there about them that you could copy or emulate?

If you think charisma, you'll have more of it.

Information taken from Brian Tracy's Personal Success Newsletter.  
<http://www.briantracy.com/Newsletter/PersonalSuccess>.

### OPTIONS ALSO OFFERS YOU

- ✓ Mind-body work and healing touch therapies
- ✓ Hair analysis to keep you active and healthy in order to properly reach your goals