



**Body
Language**
BLUEPRINTS

"How to Win Friends & Influence People" ...In The Digital World!



A fun and easy way to showcase your personality and build inroads with others is to utilize your digital greetings and sign-offs.



Unique words and messages are much more memorable and, more importantly, they're a FREE way to build connection!

You Need To Be Relatable!

If you want to build trust and connection with others, you need to have rapport and engagement. One of the easiest ways to do this via the digital world is to spark interest and show that you are a real person.



Show pictures, use a GIF, and use your words to help "wake" the other person up and create a connection.



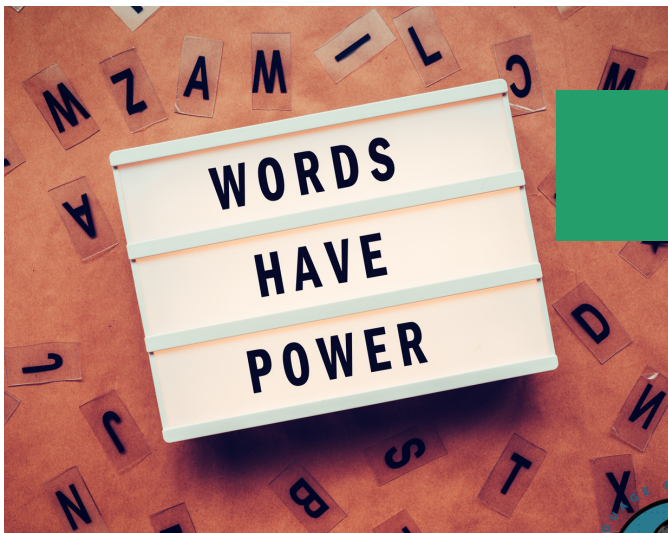


Use pictures!

People need to see you to begin forming a relationship with you. Eye contact is one of the quickest ways to expedite this process because we release the hormone oxytocin when we see someone and begin building a connection. Include a picture on your email signature and be sure to use a profile picture everywhere as well. Avatars work, too!

Use GIFs!

GIFs are a quick way to show some personality and demonstrate that you are a real person. A well-placed GIF is a gateway to becoming more relatable.



Use your words!

Words are powerful! You can use words to prime situations and set the tone of an email or correspondence.



Pictures!



Finding a way to add a human touch to your conversations and emails is a big part of being relatable—pictures help to achieve this goal. If you don't have one... get one!



“One of the biggest mistakes I see is no photo. You’re seven times more likely to have your profile viewed if you have one. Like a house

that’s on sale, the assumption is that if there’s no photo, something’s wrong.”

—LinkedIn Career Expert Nicole Williams



GIFs!



GIFs are delightful and fun, kind of like the throw pillows on a couch. They add a punch of color and zhoosh up the place, but there is a bit of science to their power as well. Scientific research indicates that 90% of the information transmitted to the human brain is visual. GIFs are a great tool to use!

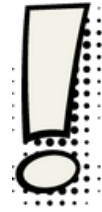


“The human brain processes images 60,000 times faster than it does text. Some people may work better with words, others with numbers, but everyone gets pictures.”

—Harris Eisenberg



Priming



Set the tone of your interaction with words. The goal when creating a connection with another person in the digital world is to get the person out of autopilot. When you wake the person up, you become an actual human being on the other side.



How do I do that?

Begin by using unique words and less common phrases. Simple tweaks like changing the word "Hello" to "Hello there", "Good Mornin'", "Howdy", and "Happy (insert day of the week)" are easy and less boring ways to show you are relatable.

Greetings & Sign-Offs



One of the easiest ways to inject your emails and posts with personality is to focus on your greeting and sign off.



Charisma!

Charisma is an equal mix of warmth and competence. When you are able to combine both traits you gain influence and control over your voice and personality. Learning how to create an even balance of both qualities creates a superpower!



**Hi Friend!
I'm open
Both
Together
Best
Happy to be here
Connect
Cheers
Collaborate**



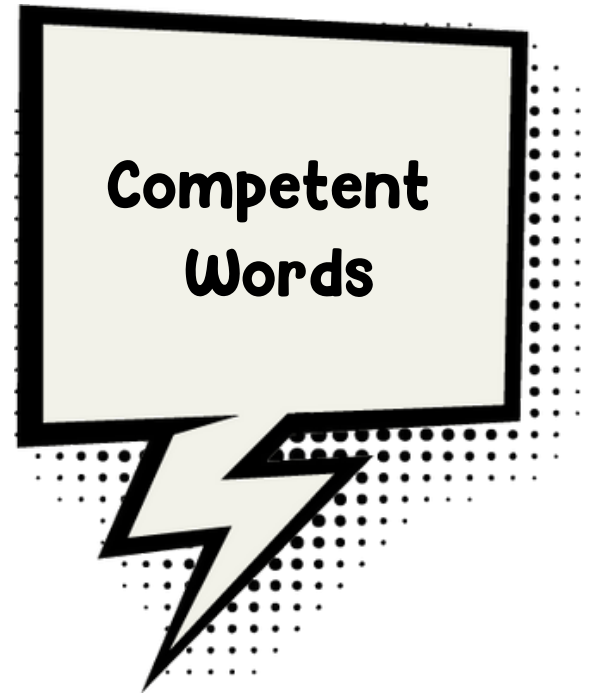
Charisma (cont'd)

Making sure you use both warm and competent words in your emails and social media posts helps up your charisma factor.



PRO TIP!

Write your email and then go back and add warm and competent words as needed. Aim for a good balance of both.



Productive
Streamlined
Lead

Get ready

We'll power through

Let's brainstorm

Effective

Knowledge

Efficient



Suggested...

Greetings

Warm

Competent

**Hello there
Hey there
Good mornin'
How are you?
How are things going?
Hi friend
Happy "Not Monday"
Hello from the other side**

**Good morning
Good afternoon
Allow Me to introduce myself
I hope you're doing well
I'm reaching out about
It's great to hear from you
Thanks for getting in touch
Hope this email finds you well**



Suggested...

Sign-Offs

Warm

Competent

**Warmly
Best
Cheers
Thanks much
Looking forward to
Take care
See you soon**

**Best regards
Cordially
Thank you
All the best
Regards
Best wishes
Sincerely**



Suggestions...



When you have the ability to inject some personality into your email, **DO IT!**

- Use a movie quote
- Use a quote from literature
- Use a song title or lyric
- Use a hashtag
- Use emoji's

The key to a charismatic email greeting or closing is to do something unexpected and outside of the norm. Be creative with your email openers and closers. Be different and your email will come across as having more personality.



Superpower Verbs!



A speedy way to sound generic and boring is to use every day, corporate-sounding verbs like provide, improve, enhance, and advance. You see these verbs everywhere and they suck the personality out of your writing! **DON'T OVERUSE THEM!**

Instead, use magnetic verbs that clearly show and depict action and go from forgettable to flashy in five nanoseconds flat.

Before:

Improve your success

After:

Skyrocket your success

Before:

Enhance charisma

After:

Cultivate charisma

SUPERPOWER VERB EXAMPLES

Rally

Cheer

Skyrocket

Champion

Disentangle

Battle test

Quarterback

Eradicate

Guzzle

Strut

Illuminate

Rock

Massive

Leap

Crush

Ignite

Supercharge

Activate

Treasure

Shatter

Magnify

Sprinkle

Soar

Revolutionize

Weave

Unearth

Usher

Pluck

Muse

Plunge

Surge

Gleam

Wring

Zap

Stroll

Plop

Devour

Dash

Electrify

Amplify



Build Connection

Use books, movies, quotes, and songs as an easy way to build and unearth common ground with others.



MOVIE



Sharing what you are reading, your new favorite song, or a movie that inspired you, immediately gives the other person a slice of who you are and allows them to relate to you more quickly.



PRO TIP!

Leverage the postscript. Sharing information that is unique to you adds a dash of personality and makes you incredibly relatable and memorable. The perfect place to sprinkle in charisma is with the P.S.

Examples:

P.S.

- My new favorite dad joke is (insert joke)
- I just tried this recipe and not a crumb was left (attach recipe link)
- I'm off to drink my second cup of Stumptown coffee. I love Hair Bender but Holler Mountain is giving me second thoughts!
- Today's "To Do" list includes (insert something seasonal such as shoveling, planting bulbs, picking tomatoes, drinking pumpkin spice latte)



Movie Quotes

**"May the force
be with you."**

Star Wars

**"Stay gold,
Ponyboy,
stay gold."**

The Outsiders

**"You had me
at 'Hello'."**

Jerry McGuire

**"Here's looking
at you, kid."**

Casablanca

"I'll be back."

The Terminator



Literature Quotes

**"'And now,' cried
Max, 'let the wild
rumpus start!'"**

Where the Wild Things Are

**"So it goes."
Slaughterhouse-
Five**

**"And may the odds
be ever in your
favor."**

The Hunger Games

**"Get busy living or
get busy dying."**

**Shawshank
Redemption**

**"It was the best of
times, it was the
worst of times."**

A Tale of Two Cities



Song Titles

**"If I Could Turn
Back Time"**

Cher

**"Come
Together"**

The Beatles

**"Everybody
Wants You"**

Billy Squire

**"Don't You
Forget About Me"**

Simple Minds

**"Whoop There
It Is"**

Tag Team



Hashtags

#shakin' & movin'

#letsdothis

#callmemaybe

#bethespark

#whereswaldo?



Suggestions...



- Dotingly
- Yours in the adventure
- Happy everything
- Kudos
- Bravo
- Your fellow adventurer
- Enthusiastically
- Enthralled
- With gratitude
- Shall we?
- To the big picture
- Busy being happy
- Led by joy
- Walking on sunshine
- Your biggest fan
- Alright, comrade
- Smiles
- I'm doing a happy dance
- Just like that
- Cool
- Yes, please, thank you
- Your co-pilot
- Gratefully
- In appreciation
- Happily
- Spread the word
- Magna cum laude, baby
- Everything keeps getting better



Keep it going!



Jot down words and sayings here so that they are at the ready when needed!

My cool list...

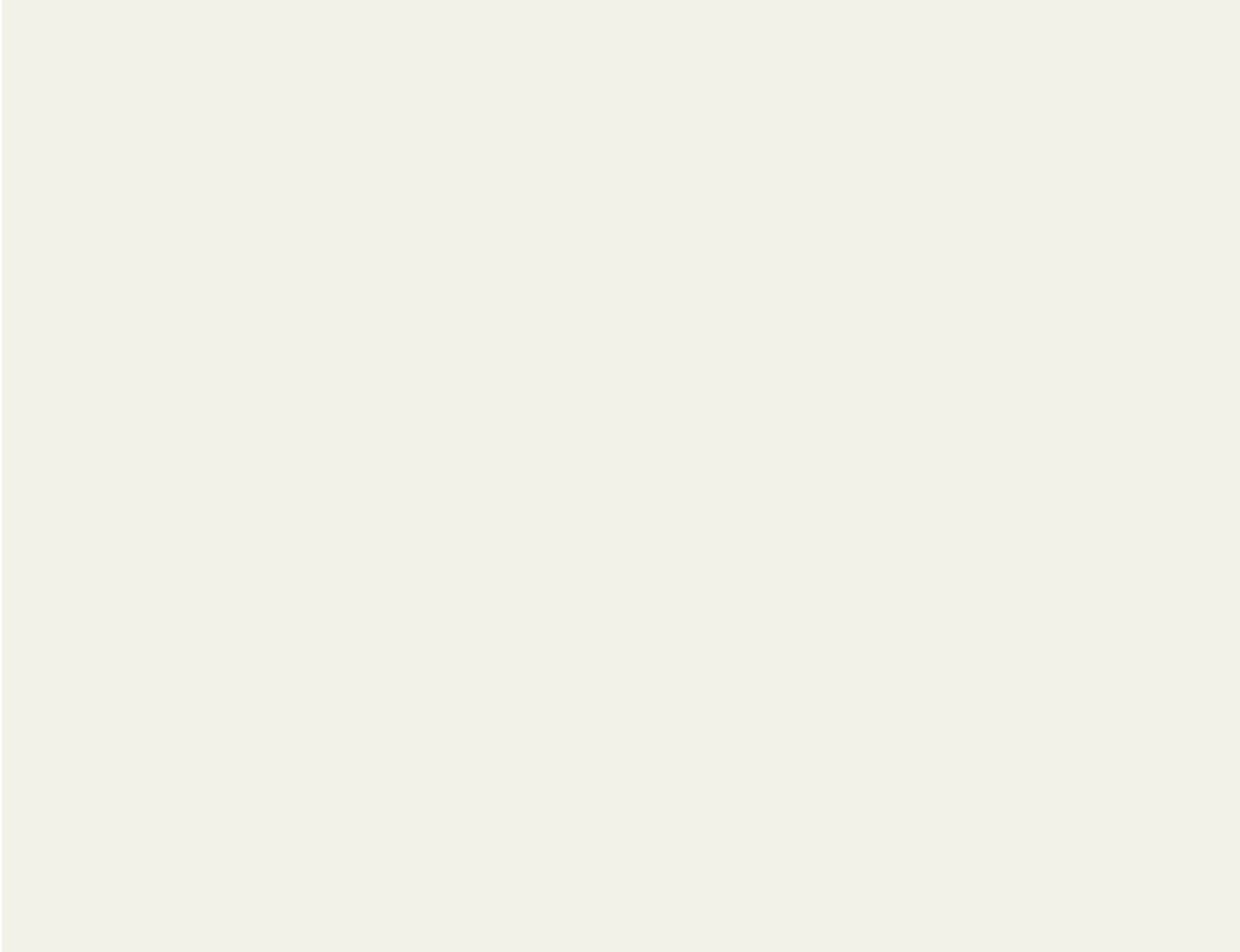


"Don't stop me now..."

-Queen



Add some more!



Okay, byeeee!

-Smartless Podcast

