

PART 1: WORKING ON YOU

TACKLING THE HEART OF CHARISMA

At a core level, the charismatic person has their life worked out or is working towards getting their own mess sorted out.

Those who put on an act to show a charismatic person are surface level humans. They are Charisma Jesters.

The clowns.

Not really the Kings though.

In order to develop your charisma, the very first thing you need to do is adopt the mindset of taking accountability.

The good things in your life, acknowledge it.

The bad things in your life, accept it & understand it.

Communication skills is a game of going IN to going OUT.

When we think of communicating, we just picture talking to others. But that's the poor strategy to have.

Just focusing on others will have you having a multibranch approach & always worrying about what to say 'right.'

Focus on yourself. Understand yourself inside and out and you'll find it MUCH easier to understand how other humans work too.

This chapter is going to be tough because we have to look at our weak sides.

Our weak sides healed leads to our strengths.

Let's turn those Ls into Ws.

SIGNS OF A NICE GUY

- Agrees with everything
- Giggles a lot
- Fidgety body language
- Talks fast
- Avoids eye contact
- Says 'I guess' a lot
- Always asks for permission
- Pushover
- Closet snake
- Waits for others to make decisions
- Has no life purpose
- Bottles up anger

'Dang you literally described me to the tee. But I always thought being nice was a good thing?'

Not quite. Being kind is a good thing.

‘Aren’t they the same?’

Nah...

*The nice guy will navigate around the truth
because of the unpleasant feelings
associated with it.*

*The kind guy will tell the truth despite the
unpleasant feelings associated with it.*

Being nice seems very good on paper. But in reality? It makes your life much harder. Human nature does not take kindly to nice guys.

‘How do you know this?’

Because I used to be the nice guy. And plenty of people that you consider confident were once nice guys themselves.

They were highly agreeable, a people pleaser & allowed other opinions to dictate their reality.

‘Do you know the core reason for being a nice guy?’

Ya. You lack a life mission. It ALL starts with that.

When you lack a life mission, you are an aimless bag floating in the wind. You aren’t quite sure what the point of life is. So your brain assigns your life value thru the

opinions of others. Which is why you are EXTRA cautious about getting their approval.

-You agree with things that you disagree with.

-You laugh a lot hoping they will like you quicker.

-You ask them for permission because you think you are not worthy of being assertive.

All because you want them to like you.

‘Well, are they liking me??’

Nope. Exact opposite. They are repulsed by you.

‘Repulsed?? Why?’

Because of human nature. To their conscious mind, you are doing all the right things. But to their subconscious mind?

Something doesn’t seem right. Their subconscious mind can tell that you are being fake. Which is why they FEEL weird around you.

You seek their approval, but you get the exact opposite. You become a doormat in the social world. Becoming a doormat from the people that you crave acceptance from kills your self-esteem.....

But I’m here to tell you that doesn’t have to be the case! You just need a life purpose. You need to find your north star.

Once you do, your mind will focus more on the north star than other people's opinions.

Once the refocus happens, proving your worth to others becomes LAUGHABLE. Instead, something magical happens.

'What?'

You see if others are worthy of entering your world. That's when you take back control of your life.

When you take back control, you give off a different ENERGY to the world. You are much more poised, calm & confident. Others are now drawn to you. Get it?

*YOU ARE MOST LIKED WHEN YOU DON'T CARE IF
YOU ARE LIKED.*

Now with this new power comes great responsibility. Use your confident energy to construct not destruct. Build yourself up & empower others along the way.

But ALWAYS keep it real:

- Nice = Fake message + Positive Delivery
- Kind = Real message + Positive Delivery
- Kind >> Nice

With that being said, if you're the nice guy, don't beat yourself up. That does nothing. Go on & do something about it!

Get off your ass & experiment until you find something that clicks with you. Once you find it, do it a lot and master it!

-Finding your North Star 101.

Once you tackle the root of the problem, the side effects of the Nice Guy will melt away.

You will attract, no longer chase.

You will command respect, rather than seek it.

You will feel whole.

Life will never be the same.

WHY BEING SELFISH IS A GOOD THING

I remember a few years ago, I was stuck between 2 roads.

I didn't know which path to choose:

Selfish or Selfless?

My entire life, I was told by society that being selfless was the way to go.

Be selfless & good things will happen to you Armani!

Just give back & people will do the same.

'So did you do it?'

Ya.

I spent years as the 'nice guy.'

You know, the guy that is a pushover, giggles at everything & is a people pleaser?

Well, that was me.

Your boy genuinely thought being nice was going to get him ahead in life.

I was behaving just how society wanted me to.

I was bound to get ahead soon, right?

Wrong.

To my shock, the exact opposite began to happen.

I wasn't respected by my fellow peers.

I wasn't getting ahead.

But most importantly, I was not feeling happy.

'Damn, so are you saying that society lied to you?'

That's exactly what I am saying.

Society lied to me by saying I needed to be selfless.

Well, let me rephrase that.

Society **misguided** me by telling me that I needed to be selfless.

'But bro. You always preach empathy. Are you saying being selfless is a bad thing?'

Nope.

Being selfless is needed.

But first, you need to be selfish.

Where Society Misguided Us

When you are selfless from the get-go, you get a nice guy.

Why?

Because you have nothing to offer.

You are someone who has not invested enough energy in building themselves up yet.

How can you possibly provide value to others when you can't even provide value to yourself?

'Uh...'

Exactly, your service will be subpar at best.

Which is why you need to be selfish first:

1. *Look out for your own needs first.*
2. *Invest in yourself.*
3. *Get comfortable saying no so you can work on your dreams.*

In the selfish stage, you are consuming & leveling up to an insane level.

You are becoming your grandest self.

You, my friend, are now becoming VALUABLE.

Selfish -> Selfless

When you have spent a long period being selfish, you have created value.

Put some respect on your own damn name!!

And a valuable human provides the high-quality value.

You see?

NOW it is time to be selfless.

And surprisingly, it won't even be an act that you consciously think about, it's something you do subconsciously.

Valuable people provide value by accident.

Everything they touch turns into gold.

They breathe life into the dead.

They inspire people around them.

What sounds better to you, the needy nice guy or the beacon of hope?

No brainer.

Embrace your Selfish Stage

Society wants you to stunt your growth.

But your boy Armani is always looking out for you.

If you are someone who is skipping the selfish stage to be selfless, you are not doing anyone any good.

The world doesn't need any more subpar talent.

They need people who excel in their craft.

Which is why you must invest in yourself.

Be selfish.

Learn, create, build.

Then, be selfless.

Teach, help, inspire.

HOW TO STOP BEING A LONER

'Is being lonely & being a loner the same thing?'

Nope, 2 completely different things.

And understanding the difference will allow you to understand which boat you fall in.

***Lonely** is when you feel like no one cares about you or don't have a squad to chill with.*

*A **Loner** is someone who prefers their own company & doesn't give a fuck if they have a squad or not.*

Just to give you an analogy, picture this:

Tim wants a girlfriend but can't seem to find one. Joe doesn't want a girlfriend because he's too busy focusing on his career.

Both have similar outcomes, no girlfriends. But the reasons behind the outcomes are different.

Let's delve into the world of the loner.

Very intriguing character in the social dynamics world.

Humans are social creatures to the core, so why is the loner not social?

It's because you are not born with the loner mindset, it is developed.

A loner is born thru a few possible ways. Here are a few:

1. They were betrayed many times in their past.
2. They find humans to be dramatic & not worth the hassle.
3. They have been taking care of business by themselves since a young age

These are just 3 of many reasons out there.

'Are loner's unconfident?'

Many are, sure. But believe it or not, many are hella' confident.

They are so confident to a point where they find it laughable that they would be wasting their time on other flawed creatures, when they could be hustling.

So a loner could be highly unconfident, or highly confident.
Haven't met too many in the middle ground.

Now the moment of truth, is being a loner a bad thing?
I'm a firm believer in everyone having their own unique
monk mode moment.

*Monk mode is when you strategically isolate
yourself to 10x yourself.*

A powerful tactic in the self-improvement world to
eliminate distractions & build momentum.

So, I do think strategic spurts of being a loner can give you
an edge.

But note! I said **spurts**.

The reason I said spurts is because you don't want to make
being a loner a lifestyle.

There's a huge difference from doing it for 3 months and
doing it for 3 years.

When you adopt the life of a loner for too long, you begin
to rewire your reality. You cut off the ability to make social
connections, social assets & meaningful experiences.

In today's world, there are more loners than ever.

Youtube, TV, Netflix, Game of Thrones are becoming peoples safe haven. Nothing with watching it to unwind. But when you use entertainment to replace people, then Houston, we got a problem! So I urge you to fix your mindset. Here's how....

1. In order to stop being a loner, you need to understand that many people go thru the phase.

Once you digest that, you will snap out of denial mode.

Ex: 'Who me?? I'm no loner' *crazy eyes*

Yea I'm looking at you. You deny things when you think you are the only one going thru it. But when you realize there are many others like you, you don't feel as ashamed.

2. Once you have snapped out of denial mode, you need to get into acknowledgment mode.

Even if you find it hard to, find 3 reasons why you should be more social.

Brainstorm for a while.

You'll probably list more than 3, and that's fine.

But once you are done with your list, narrow it down to 3.

3. **After that, I want you to adopt the small circle over big circle mindset.**

Many loners think that being social comes down to having a huge circle.

Wrong!

Just aim to build 3-5 solid friends that you can talk to whenever.

Make sure they are loyal, help you become your best self & have a life purpose for themselves.

‘Can I include family members there too?’

Yep!

Once you have a CORE friend group of 3-5 solid friends, then you are good to go in my eyes.

So just a recap:

1. Break out of denial mode.
2. Enter acknowledgment mode by building a list of 3 reasons why you should be social.
3. Build 3-5 loyal friends. Refer to step 2 when you feel discouraged.

That's it!

If you build a core group of friends who fit your values,
then you won't find humans annoying.

You'll notice they bring a special sense of joy into your life.

But build a big circle full of nonsense & drama starters
for the sake of being 'popular' then you'll find humans
annoying.

Choice is yours!

CREATING YOUR VOICE

When I was growing up, I would always hear:

‘Armani, you need to find your voice.’

But something about that statement did not seem right.
However, I couldn’t quite put my finger on it.

Well within the past couple of years, I was finally able to
figure out why that statement felt off.

‘Why was that?’

It was because finding your voice is a finite statement.

Picture this.

When you lose your iPhone, what do you do?

‘I try to find it.’

And when you find it, what do you do?

‘Nothing, I found my phone.’

Exactly, so you are done.

Same with finding your voice.

Once you do it, you are pretty much done.

But that doesn't sound like language that we use in the level up world.

'Okay, I think I see your point. So what do you recommend?'

Instead of **finding** your voice, **create** your voice.

When you adopt the 'creating your voice' mindset, you indicate to your subconscious mind that you are always evolving.

You are always leveling up.

You are always finding new ways to reinvent yourself.

When you adopt the finding your voice mentality, you run into a conundrum.

You always **think** that you have found your voice, until you graduate to the next stage of your life.

I remember when I was a 21-year-old kid who thought he knew everything.

6 years later, I am a 27-year-old kid that knows he has yet to know anything.

6 years & I am a completely different person.

Same with you.

You will always evolve.

Which is why you must always be creating your voice.

And the more you create your voice, the more you can engineer your life in the process.

Now with this mentality, keep on building.

Keep on leveling up & seeing how you can add layers & nuance to your personality.

IS INTROVERSION HOLDING YOU BACK?

Ask yourself, is being an introvert holding you back?

Are you someone who is overthinking social situations?

Do you want to go out & socialize more, but feel the need to stay in?

If so, then read on.

The issue at the moment is that you are either problem unaware, or problem aware & don't want to take action.

Problem unaware is that you have no clue that something is wrong.

Problem aware is that you know something is wrong, but you are too confused/lazy/scared to take action.

Pretty sure most of you fall into the latter category.

Now, let me be clear. Being an introvert is not a problem. There are a lot of outstanding humans who are charismatic, socially intelligent & empathetic that are introverts.

But when you feel as though your introverted nature is holding you back & destroying a lot of your life opportunities, then it is absolutely a problem.

But why is this the case?

It's the case because you think too much.

Human interactions are an intuitive process, but you have lost touch with that.

I have a theory that I am working on.

My theory is that the mass majority are more introverted than ever.

But not the good introverted, rather the bad one.

This has happened due to the rise in **technology & comfort**.

Technology has humans consuming at a rapid rate that dwarfs any other point in human history.

And the more you consume, the more you stay in your head and think.

Next, with the rise of Uber eats, Netflix & high speed wi-fi, many have opted to stay in.

This level of introversion leads people to go from occasionally staying in the house to becoming borderline loners.

But what's spooky is that many of these people have no clue they have fell into this boat.

'How can they possibly be unaware that they have fallen into the bad level of introversion boat?'

Because social media blinds them from it.

In their mind, they are interacting with people on the digital space. They are liking, commenting & sharing a way.

In their mind, they are displaying very social behavior.

But when you look at it from a bird's eye view, the pictures is much more daunting.

Now, I am not picking on introverts.

There are bad extroverts as well. The people who surround themselves with others so much just because they can't be by themselves. They shake at the mere thought of being alone with their own thoughts.

If you are still reading this, then you can probably relate to what I am saying.

Introversion is holding you back because you have ventured past a healthy level to a radical level.

And the radical territory makes you burn social opportunities.

You need to begin getting out of your head & connecting back with your intuition.

Meditating & hanging out in nature will help a ton.

These 2 acts will allow you to feel more present & will help you connect back with your energy levels.

By doing this, you can undo a lot of the programming that society has been conditioning you with.

Our ancestors didn't have Netflix, Uber eats & all that stuff.

So if introversion is bugging you, then understand it was something that was developed over time, not something that you were born with.

Your situation can still be fixed.

However, your situation can only be handled when you decide to go from unaware to aware AND take some action.

ARE YOU TOXIC?

Are YOU toxic?

This is one of the most difficult questions to ask ourselves because our ego blinds us from the answer.

Our ego analyzes life thru our intentions & others based off their behavior.

But often, those intentions seem right to US, but not others.

People who you consider toxic do not consider themselves toxic.

‘How do you know?’

Because I am speaking from experience.

During 2012, I had a very good side & a very dark side to me.

Good side was that I was becoming a better student (I struggled with tests my entire life) & making smarter academic decisions.

But the dark side to me was that I had anger issues.

So my logical side was intact & my emotions were out of whack.

My logical side began to dominate me.

My ego began to paint the ILLUSION that others should behave the same way as me.

I'd be shocked when I would see others not acting like a good logical boy or girl.

Why was this fellow whining? Nothing logical about that.

Hm..why was that person late? Nothing logical about that.

Same silly mistakes again?? Nothing logical about that.

And seeing others doing what they weren't 'supposed' to be doing would make me mad.

And I'd lecture them, sometimes yell, or put them in their place.

It was only the right thing to do, you know?

I was only doing this because I didn't want them to whine, be late, or make so many silly mistakes.

My **intentions** were right.

But what began to happen was that people were afraid to make mistakes around me.

They were afraid because they thought they would be scolded.

This led them to walking on eggshells.

Results?

My friends either distanced from me or cut me off completely.

At first, I thought it was their loss & knew I could always get some new friends.

But eventually, it came to a point where my family members couldn't be themselves around me either.

At that point, I came to realize that **I** was the toxic one.

It's been a few years since those toxic days, but I came back with one major insight.

Toxic people often have NO clue that they are being toxic.

I was behaving the way that I was because I genuinely loved the people I would scold.

Otherwise, I would keep letting them make mistakes.
But despite my intention being right, it was harming their ego.

And when you harm someone's ego, you **WILL** be viewed as toxic.

Always approach humans with an emotional eye, not a logical one.

Or you will make the same mistakes that I did.

Are you toxic?

I don't know.

But you may.....

You just need to stop viewing everything thru your intentions for a second & see how you are being perceived.

You may be making socially unintelligent moves & not even know it!

Be aware & approach the situation with humility.

Tell the truth even when it's killing you to do so.

And only then, can you foster the relationships you have been meaning to all along.

THE IMPORTANCE OF A MISSION

People with a life purpose don't start drama or remotely entertain it. You start or entertain drama when you're not too certain of what your life purpose is. Otherwise, anything that seems like noise will get treated like noise. Ignored.

Without a life purpose, you'll be wasting your time & not even know it! And understand this:

- Drama = Time Suck

'Okay so if I don't have a life purpose can you explain what will happen?

Yep. It all begins with the way your brain is structured.....

The brain thrives off challenges, problem-solving & maximizing creativity.

But most importantly, your brain aims to assign you a meaning. Why do you exist? Why are you on this planet? What is your purpose?

When you do not actively aim to give your brain a purpose, it will assign one for you. And letting the brain do this on its own is risky.

‘Why?’

Because it may give you a purpose that does not align with your best interests.

This results in 2 side effects:

1. Stirring drama to give the brain an ILLUSION that you stand for something.
2. Entertaining drama because a purposeless life views opinions as a very BIG deal.

Which is why a human without a life purpose often becomes a hater or a prisoner of opinions. By far the worst types of identities to adopt.

But the person with a life purpose is the EXACT opposite. They have proactively gone out of their way to give their brain a life purpose that serves their best interests. Results?

A winner that is unaffected by opinions.

Why? Because they're too busy carving their legacy.
Picture this. You go grocery shopping without a list. You will buy a bunch of shit that you don't need.
But change that. You go grocery shopping with a list. You will buy **exactly** what you need.

A person with a life purpose avoids wasted movements.
Which is why they don't start drama.

- 0 ROI.

Which is why they don't entertain drama.

- 0 ROI.

This leads them to make intelligent decisions that **DO** provide an ROI.

Now quit entertaining bums. But most importantly, quit being a bum!

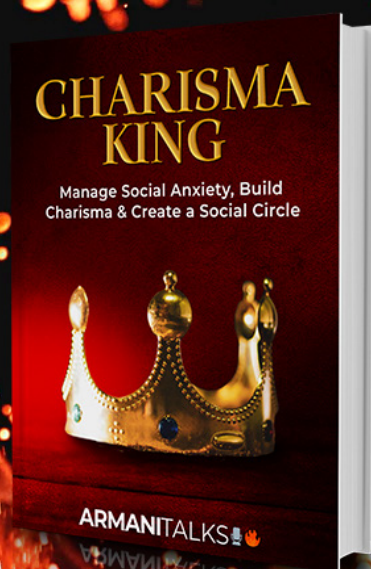
Focus on your life purpose.

And if you don't have one, make it a life purpose to find a life purpose.

Read the rest

If you want to be able to increase your charisma and want actionable steps on how then this is the one-stop-shop for you.

Zion Hopkins



GET HERE