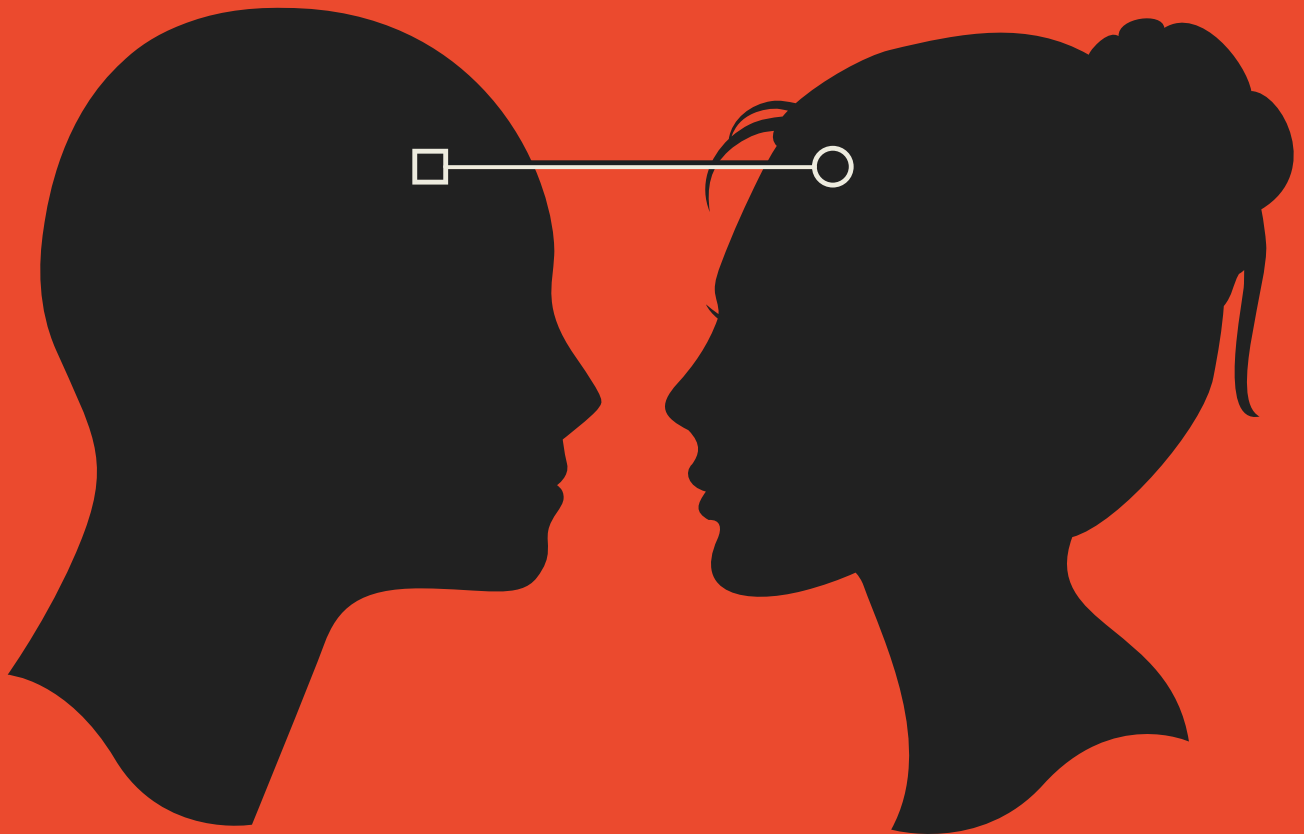
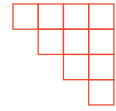


# Getting Started with Advanced Social Skills



The Power Moves  
&  
The Clever Connector



# Introduction



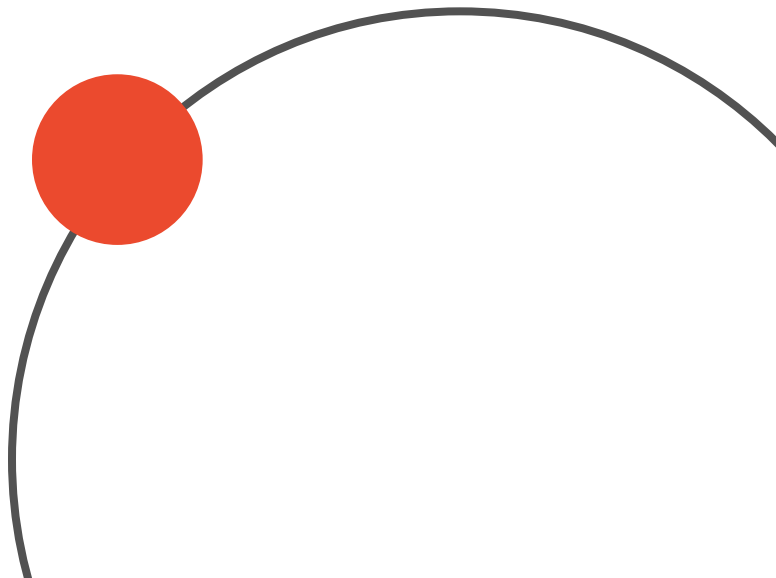
In today's world, reaching the heights of social success is harder than ever. When was the last time you had a conversation with someone or was in a negotiation and always knew exactly what to say? Or, the last time you got made fun of in front of others and knew exactly how to come out of it on top?

Luckily, our new book, *The Social Strategist*, has been designed to resolve your daily stumbling blocks and elevate you to a new level of social success in a concise and easy-to-read fashion. That book is for you if you feel like you suffer from tricky conversations, assertiveness obstacles, or ineffective persuasion.

As lifetime students of personal and professional development and experts in the art of navigating social relationships, we've read and tested hundreds of the best books, courses, articles, and studies on the subject of advanced social skills. Driven businesspeople, goal-oriented students, and many others who struggle with the higher levels of socialization have already experienced great success by implementing the advice and action steps in that guide.

So, thank you and congratulations on picking up this eBook, the official preview for *The Social Strategist*! Until you get your hands on it, we're going to walk you through how you can improve your social skills with quick, bite-sized insights in this brand-new guide.

Let's get started.





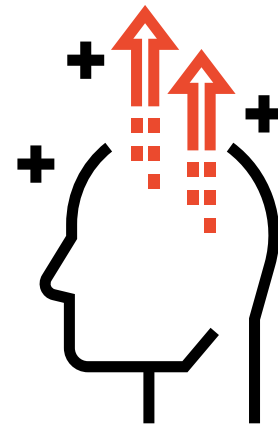
# 3 Proven Steps to Get Social Success

How to become a social strategist who  
wins in life and business.

The three steps you need to take to join the top percent  
of individuals who win are to:

# 01 | Adopt high-power mindsets

"Adopting high-power mindsets" refers to the general self-development of mental empowerment, including mindsets, values, and beliefs.

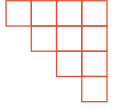


# 02 | Grow your understanding of power dynamics (power quotient)

Similar to IQ, your “power quotient” (PQ) is the measure of your power intelligence.

Your power intelligence refers to “seeing” and understanding how power and status are negotiated.



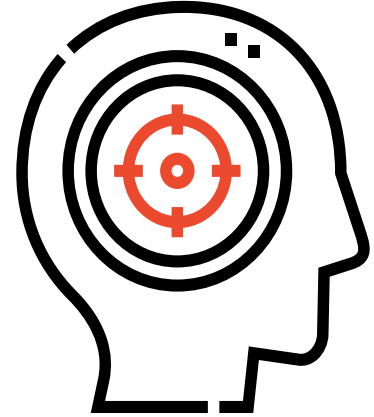


# 03

## Grow your power (power mastery)

“Power mastery” refers to “acting” on that awareness to acquire power, status, and goal-achievements.

Two and three are what differentiates the average and mediocre from those who consistently win across all facets of life.



Let's start with a mini-lesson on each of them.



## 01

# Adopt High-Power Mindsets

All Power Starts In the Mind.

There are numerous mindsets that have a wide variety of benefits, from raising self-esteem to increasing productivity.

But, for the sake of the purposes of this preview, we'll keep the mindsets shared here focused on growing your power by outlining the mindsets that encourage a key component of socially powerful communication: assertiveness.

Here are a few of the positive beliefs you want to install:

01

**I am worthy of respectful behavior and communication, and so are others.**

If you're not treated respectfully, you have the right to speak up or take action.

**02****I'm in charge of my behavior, and others are in charge of theirs.**

This central belief of assertiveness takes the pressure off of assertive communication because you're not forcing anyone into anything; you're simply stating your position.

**03****I decide for myself what I will and will not do.**

A core foundation for assertiveness is refusing to let others impose their feelings and beliefs onto you of what you should and should not do.

Now, on top of installing these beliefs, you also want to build your own value system and have your own moral compass. Then, let that be what you stick to and enforce boundaries on.

There are many different value systems that can make a man high value. For example, high-quality men:

Don't get into a relationship if they want to sleep around

Don't promise endless love if they don't plan to stick around

If they promise something, they will do their best to make it happen



Let these three values be your starting point.

If you're a woman reading this, however, adopt these values as your starting point to becoming a high-quality woman:



**Take care of your health:**

In regards to your body, how much you care about yourself is a strong indicator to many of how much you care about everything else in your life.



**Take care of your command of the English language:**

With English being the current lingua franca of the world, a great command of the language often shows an openness to communicate with the world, and a drive to make yourself heard in that world.



**Don't confuse being pleasant and welcoming with being a pushover:**

Know when it's time to take a stand and defend your boundaries.

# D2

## Grow Your Power Quotient (PQ)

Learn the Crucial Power Principles.

First, let's review one of the basics of power dynamics: the "matrix of power" (also commonly referred to as the "stereotype content model").

This proven theory states that everyone subconsciously assesses

you along two variables:

Power:

How powerful is he?

Warmth

Is he a friend or foe? Will he take value, or will he give value?

These two variables form a table we can use as a model for

growing your power quotient:

	LOW POWER	HIGH POWER
HIGH WARMTH	<ul style="list-style-type: none"> <li>- King's servant</li> <li>- Clueless intern</li> <li>- Nice beta provider</li> <li>- The person nobody cares about</li> </ul>	<ul style="list-style-type: none"> <li>+ Beloved king</li> <li>+ High EQ founder &amp; leader</li> <li>+ Women's dream man</li> <li>+ The person everyone wants to be around</li> </ul>
LOW WARMTH	<ul style="list-style-type: none"> <li>- Deposed despot</li> <li>- Frustrated civil servant</li> <li>- Jealous cuckold</li> <li>- The person everyone loves to hate</li> </ul>	<ul style="list-style-type: none"> <li>- Hated dictator</li> <li>- "Stay-away type" CEO</li> <li>- Abusive husband</li> <li>- The person nobody wants to cross</li> </ul>

01

**Low-Power and Low-Warmth:**

**Disliked & Powerless (Frustrated Chump):** Worst place to be in.

02

**Low-Power and High-Warmth:**

**Liked & Powerless (Mr. Nice Guy):** People might “like” you, but nobody respects you.

03

**High-Power and Low-Warmth:**

**Disliked & Powerful (Ruthless Prince):** When Machiavelli said it’s better to be feared than loved, he wanted princes to be here. In everyday life though, this is the “a\*\*hole quadrant”.

04

**High-Power and High-Warmth:**

**Liked & Powerful (High-Quality Leader):** The archetype of a high-quality individual. Everyone wants more of you. *The Social Strategist* is designed to take you here.

# 03

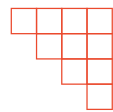
## Grow Your Real-Life Power

Apply What You've Learned to Get the Life You Deserve.

Similar to how before you can pour water into a bucket, you first need to stop its leaks, before you can fully and effectively grow your power, you first need to stop losing it.

And, that includes knowing how to spot and address power moves smoothly.

Here's an example:

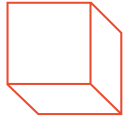


# 01

## “I Was Busy.”

This is one of the most wide-spread power moves around, but don't let its pervasiveness fool you.

This is the rule of thumb:



The more people are too busy for you, the more subservient to them you are (and the more you look lower-power compared to them).

Someone saying that they were “too busy” sub-communicates that they were busy with more important things to take care of than your less important thing. You, or your task, were not a high enough priority for their attention.

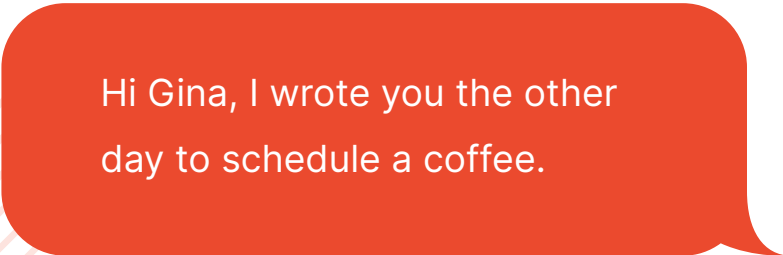
But, could it be that they were really just too busy? Of course! Even then, it’s still a power move. Just think about it. Would anyone who really cares about their job be too busy for their boss? Or, would anyone really be too busy for the man or woman they want to marry and be with forever?

Exactly. It’s rarely a matter of business and far more often a matter of priority. Telling someone you were too busy is akin to saying “you aren’t high enough of a priority for me right now.”

Similar expressions are, “I didn’t have the time,” “I had to take care of a few things,” “I meant to get back to you, but then a few things came up” and so on.

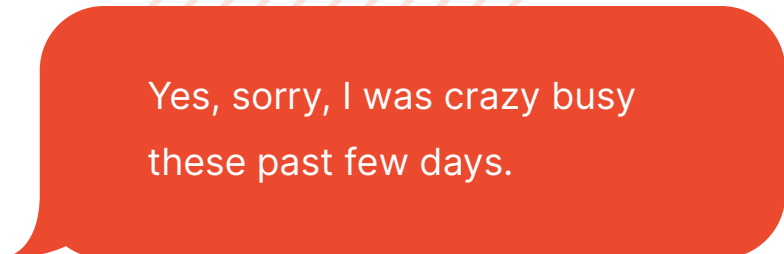
## Beating This Covert Power Move:

Imagine this dating scenario. You send a text to a girl that says this:<sup>1</sup>



Hi Gina, I wrote you the other day to schedule a coffee.

You



Yes, sorry, I was crazy busy these past few days.

Her

What she's really saying is, "Yes, sorry, I was crazy busy with things more important than you and your message these past few days."

So, let's analyze a few ways most people reply to that. Most people might ask, "What were you busy with?"

This is not ideal because she is now prompted to focus and expand on everything that she made a higher priority than you.

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<sup>1</sup> This is not a good text to send because it thread-expands on her ignoring you or dodging your invite. But we'll forget that for a moment and focus on learning the covert power dynamics.

Also, maybe she wasn't busy with anything, and now she's forced to make up stories. That reinforces in her mind that you're a bothersome man she is bending over backward to avoid.

Not what you want.

Another typical reply is, "No worries, life happens." This is the neutral reply.

It's good because your ready-made excuse that "life happens" gets her off the hook. Now, at least she doesn't feel the need to expend effort on made-up lies for why she prioritized other things over you.

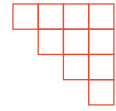
But, it's still not ideal. You are downplaying her choice not to respond, which is good, but you're still suffering a power-loss from her covert power move because you're not addressing it.

Say this:

Yeah, sorry I didn't follow up with you sooner. Life's hectic sometimes.

It implies she wasn't a high enough priority for you to pursue her harder and that you are also "too busy" with other things.





# 02 “I’m sorry.”

Would you ever think that “I’m sorry” could be a power move? I hope so.

Think of what it implies. “Sorry” means that someone hurt you, wronged you, or caused you harm.

And, from a social power point of view, the power in a relationship rests with the person who has the most power to hurt the other.

So, imagine a woman saying to her relationship partner, “Honey, I’m sorry you felt hurt that me and Max spoke for so long.”

It’s a covert power move because she doesn’t take responsibility with her apology. Instead, she puts the focus on the effect she had. In this case, the “I’m sorry you felt hurt” sub communicates “I’m sorry you couldn’t manage your insecurities and jealousy, but I’m not sorry for what I did.”

Here's another example. Let's say, for instance, a coach is apologizing to one of his players, and that player is you. He says, "I'm sorry that I yelled at you in front of the whole team."

Once again, the coach isn't taking responsibility for his actions such as by apologizing for losing his temper or for not managing his emotions well. He instead focuses the apology on what he did to you, and, as a result, he underlines what he had the power to do to you. He yelled at you in front of the whole team while you had to take it. And, he might've ruined your reputation with the team, too, because of it—all because he can.

OK, last one. Let's say your horrible boss says, "I'm sorry I said you're useless in front of the customer." Take a moment and really think about what this statement sub communicates. Do you see its true meaning?

In that example, your boss's apology sub communicates, "I'm sorry you're my underling, but no matter what, I can still speak to you however I want any time I want."

And, that's the true meaning, because if they're apologizing for speaking to you however they felt like in front of a customer, it's implied that it's because they *can* speak to you however they want to in front of a customer. And, their apology isn't a real apology here, it's a covert power move that only shows what they have the power to do to you.

### Beating This Covert Power Move:

How do you react to "I'm sorry" power moves?

If it's a power move, don't say anything resembling, "Thank you for saying that."

And, of course, don't look like you were indeed hurt by their behavior. Don't let the exchange linger on the apology phase for too long. The longer you linger on the "sorry" phase, the more you highlight that you're the one lower in power from their hurtful behavior.

Instead, a good option is to minimize it, rebuild your own status with a quick comment, and then move on quickly.

An example is to respond with, “No, no, it’s all good. I’m [doing] great and have been crazy busy with X. Anyway, I’ve heard that ...” and move the conversation along, away from the topic of the apology and the situation that might’ve cost you some of your status.

Also, if it’s warranted, there’s another option. You can reply with a good power move of your own.

Say this:

I forgive you.

By saying “I forgive you” or “I accept your apology,” you shift the power away from them to you. You have the power to decide whether or not to forgive them, and you decided to use your power to grant them absolution.



## 03

# “Sorry, I Don’t Remember You ...”

The dynamic here is the same as with being busy. The less someone remembers you, the more important they make themselves to be compared to you—which makes them higher-power.

When someone doesn’t remember (or, sometimes, pretends they don’t remember) you, they’re saying that you are a low priority in their life, so much so that they don’t care enough to remember you. Alternatively, they may be saying that their life is so full of important things that they must be a higher value individual than you are.

Forgetting important information about you or pretending not to know something important about you are different forms of this covert power move.



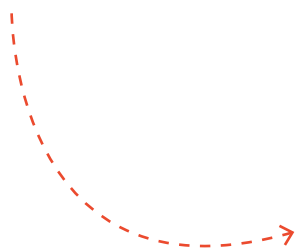
The mistake that many make here is trying to help the power mover remember you—for example, by sharing more details about you, who you are, or where and how you met.

Big social mistake, and poor social strategy.

When you help people remember you, you're playing into their hands and further highlighting the power differential.

Beating This Covert Power Move:

Do this:



Pretend not to remember them, and you'll help put yourself on an even footing with the power mover.

Alternatively, if you already admitted you knew or remember them, pretend it was a vague memory.

# Take Your Social Skills to a **New Level**

It's time to give yourself a new advantage.

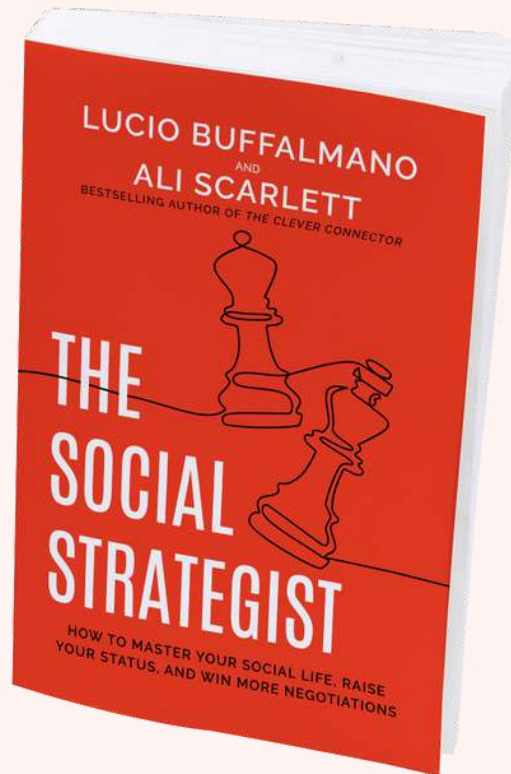
You've learned how to grow yourself, your power intelligence, and your power mastery. So what's next?

Well, remember, social skills are learned, and they get easier with practice.

So, learn what you need to know to get the results that you seek and practice until you can get what you want without even having to think about it.

On your journey, we'll give you some of our best material to help you succeed as fast as possible.

## GET YOUR FREE GIFT!



Did you read this guide to improve your social skills?

We compiled a step-by-step process to help you achieve any goal with power dynamics.

Check out our book on advanced social skills, *The Social Strategist*.

Get your free copy of Chapter One here