

# CHARISMA SECRETS:



Your Personal Blueprint for Mastering Your Social Skills,  
Accelerating Your Confidence and Commanding Respect Instantly  
Everywhere You Go

BY CONNOR MURPHY

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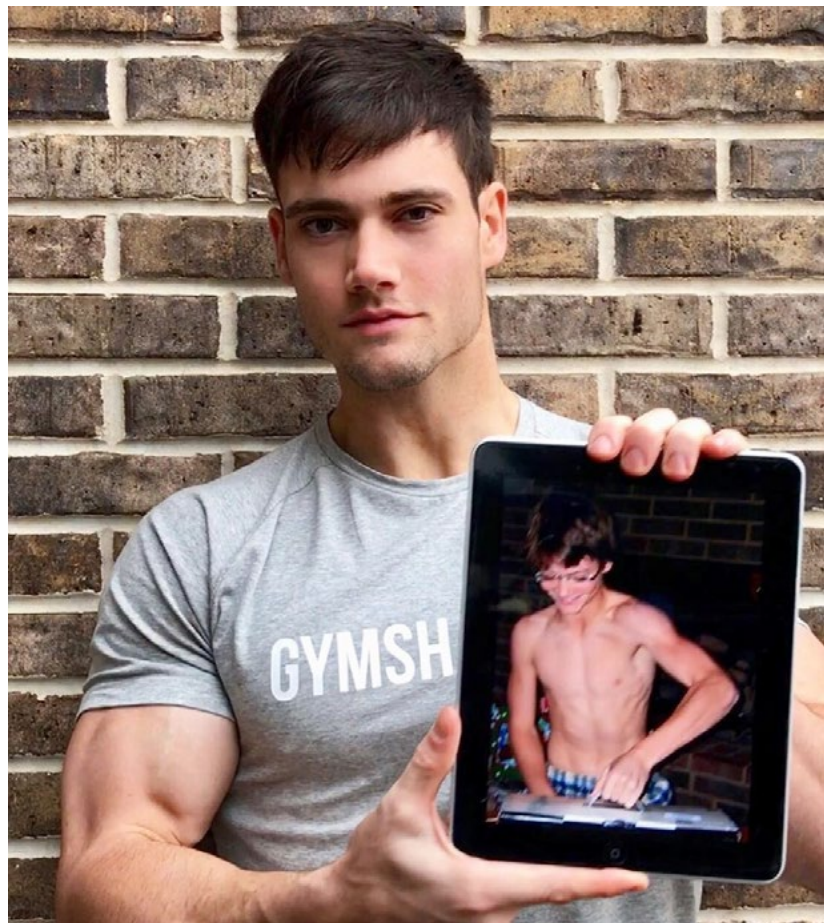
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## INTRODUCTION

**What is up guys? Congrats you've started the journey to get your aesthetic on, to make the ladies go crazy. Now you've got to back up your Phuckable Physique with some charisma that will take you right to her bedroom.**

Yes, they are always going to notice your ripped body first but you've got to be sure you are also working on your "Phuckable Mindset" and personality at the same time.

So do you want to get the confidence, charisma and alpha-male mindset that all women crave? Here are a few of my "Charisma Secrets." Strap in, because it's going to be awesome guys!



## CHAPTER 1: BRINGING OUT THE ALPHA

**First up you've got to tune into your inner alpha. You know those guys –the ones that always get the girls with their social and sexual power like for the last million years. They walk into the room and the women flock to them.**

It may seem impossible to become that person. I know it sure felt that way for me for most of middle and high school. It seems strange now, but for the overwhelming majority of my life I was the weak little nerd who had to take his mom to prom.

But trust me, you can be that alpha guy too. The guy who rules over his mighty kingdom of chicks and his beloved wing men. He's the boss, the jock, the dude with the Phuckable Physique envied by one and all, and obviously adored by the ladies.

When we add great conversation, sweet and caring vibes and a listening ear into the mix –we are completely unstoppable. It's that fierce testosterone pumping through our veins that let us hunt the biggest buffalos and wrestle bears to the ground with our bare hands. This same testosterone fuels our courage, muscle mass and unstoppable sex drive! The women love it man!

These days we don't get to show our alpha selves in the shape of hunting animals because we're no longer out killing our dinner and flexing our bloodied muscles for the gatherers back home.

Having said that, here are some alpha wielding tips for the 21st Century. This is what I do:

- **Touch people in the group** – like a strong hand on someone's shoulder
- **You must never be uncomfortable with eye contact.** Make sure you never ever break eye contact first.
- **Take your time.** You can be deliberate about your status in the world. If the phone rings don't desperately jump to answer it. You're creating the schedule, you're in control and the world works for you.
- **You can inflate your chest.** Stand with your feet apart, maybe even put your hands on your hips

(it's called a power pose -more about that later) and hold your chin up high -you're not afraid of anyone or anything. Look the world squarely in the face with your perfect Phuckable Physique jawline.

- **Lead conversations with questions.** You don't want to be on the other end of someone else's constant questions. Brian Tracy once said, "He who is asking the question is in control."
- **Exercise:** Alphas are strong, so thank god you've got the Phuckable Physique. You have got the best aesthetic body of all time!

In sum, the alpha is going to get the best women.

**Let's be clear, alphas are not all extroverts. Introverts can be highly effective at being charismatic. Therefore, you have NO excuses.**



## CHAPTER 2: BODY LANGUAGE FOR BABES

**Just in case you were thinking I was going to say you have to be the cleverest, funniest guy on the planet when you are out on a date –I’m not.**



You don't have to go and study up on anything or try and cram your head full of jokes and fun facts. Alphas don't have to jump through hoops man.

These are just some simple tips to help sell the best parts of you. You probably don't even need as many words as you think.

Let's talk about the signals you are giving off with your body. Yes, your aesthetics are speaking loudly but what is she "hearing" in the non verbal zone?

This super famous psychologist, Albert Mehrabian conducted studies to see what affects your view of another person. He discovered that only 7% are from the words you speak, 38% from the tone of your voice and 55% from your body language.

So for you guys who are slow on the math front –that's 93% that is non-verbal. That's radical. 93%!! You don't even have to speak that much and you can still come across as confident and trustworthy.

This means you have to be aware of what you are doing with your hand gestures, facial expressions, body position, tone of your voice etc. so you don't end up giving her unspoken signals that you are actually insecure or don't like her.



Here are a few “non-verbal’s” you want to avoid totally:

**Bad Posture:** when you slump you’re making yourself smaller. You’re not taking up space and you are telling your date that you are insecure. She’ll write you off as insignificant.

**Failing to Mirror:** and I don’t mean that you should look at yourself in the mirror (well, definitely at the gym!) You have to try to match your date’s body language. You don’t want to be too creepy about it so she feels you are her mad shadow, but just mirror some of her actions. This results in her feeling that you are trustworthy

**Lose the helicopter arms:** if you are throwing your arms wildly in the air it says that you are out of control –keep gestures small and relaxed. You can also show the palms of your hands because that sends the signal that you are respectable (for now!). Studies have found that the hand gestures you use are linked to the way you speak. So if you use clear gestures you’ll have clearer thoughts and speak in a more thoughtful and engaging way. \*High Five\*

**Don’t fidget:** If you are bouncing your leg up and down like you’re pumping up a blow up mattress, you’re sending the wrong message man. Don’t tap your fingers or fiddle with the silverware. If you can’t keep from fidgeting, put your hands in your lap. You are trying to look calm and cool.

**Don’t check out:** She’s going to need to know you find her interesting, so you can’t zone out. You should square your shoulders in her direction and nod your head in



agreement (but not obsessively). Raise your eyebrow to show you are engaged with what she is saying and make the odd vocal sound to say, “Hey, I’m with you on that.” Be all aloof and you’ll go home alone.

**Making no eye contact:** You’re an aesthetic alpha dude –so use your eyes! It’s the most important part of the whole non-verbal shebang. If you can hold her gaze when you’re talking it shows her that you’re totally confident and sincere. If you look down or keep looking away, you are essentially telling her she doesn’t matter.

**Frowning:** I don’t know why I am even writing this down. It’s obvious. If your face goes into a frown or scowl you’re going to look like a grumpy old bastard. Why would she invite you home? If you think it’s making you look cool –it’s not. You just come across as closed off. Smile and all the girls smile with you! Take it from me. Put on a happy face –it works really well with your Phuckable Physique.

**Closing off your chest:** You didn’t end up doing all of that chest work in the gym only to cross your arms and close yourself off. If you cross your arm’s it’s a big statement which says “I’ve got something to hide and I really don’t want to engage with you.” So many guys think it’s badass but it just comes across as hostile. You’re not about to WWE wrestle her to the ground (maybe later, if that’s her thing). You want to show her that you are open and ready to receive all of her attention.

**Okay so enough of the dont’s, let’s focus on the charisma do’s!**

## CHAPTER 3: GROUNDING CONFIDENCE

**Charisma is not something only a few celebs are born with –it’s something that you learn. That’s really good news right? It’s all about developing your Phuckable Mindset.**

You have to train it as hard as you did to get your Phuckable Physique –you know what I’m saying? It’s all part of creating your perfect aesthetic life. New habits take a while to become second nature and charisma is no different. You’re looking to be a social magnet. Those who have charisma have first dibs on success.

Be in the moment 100%. Put all of your attention into what is going on right here, right now with this gorgeous woman sitting by you. Be super present with your presence (and you’ll get a gift later on). When you are completely focused it’s contagious, people want to be around you. You know what it’s like these days –everyone gets so easily distracted and only give you their partial attention. Apparently it takes only 17 milliseconds for you to notice that your date is drifting away. You can feel it and it’s a total turn off. If you can give all of your energy, attention and focus to your date, you are going to be irresistible to her.

I know it can sometimes feel impossible to stay present. Maybe you’ve got a wandering eye? Concentrate on your breathing to make sure you are at ease in the situation and work your eye contact magic (really look into the eyes –not the general kind of direction). What color are her eyes? It’s also a great thing to say out loud, “You have such unique green eyes.” It shows you are noticing and paying attention to details. Hold eye contact for just a second longer than you normally would to show her you like what you see.



Let yourself really listen. Powerful, self-assured people don't have to keep up a one-sided monologue. You can allow yourself moments of quiet to actually hear what she is saying. And don't be that guy who is only quiet because he is planning his next sentence. Actually listen. You want to be approachable. I know I know she is probably speechless looking at your aesthetics man!

### **Be warm and genuine.**

Now you're starting to work your charm and you're becoming highly attractive to the opposite sex. The more charismatic you are, the more her fascination in you grows. Let's be clear -you're working your positive charisma. Ladies are definitely going to be falling under your spell so use the force for good.

**Like Yourself:** You're an awesome guy. Believe in yourself and what you have to offer to the world. Leave your troubles at home. Show your best side, the one you really like. Be proud of all of the cool things about yourself.

**Spread your infectious joy.** Life is great isn't it? Laugh out loud man. Show how happy you are right now. Humor is infectious -people always want more of it and want to hang around you. Women always put that down on their Tinder bios - "must be funny" or "shares my sense of humor" (you better start belly laughing!)

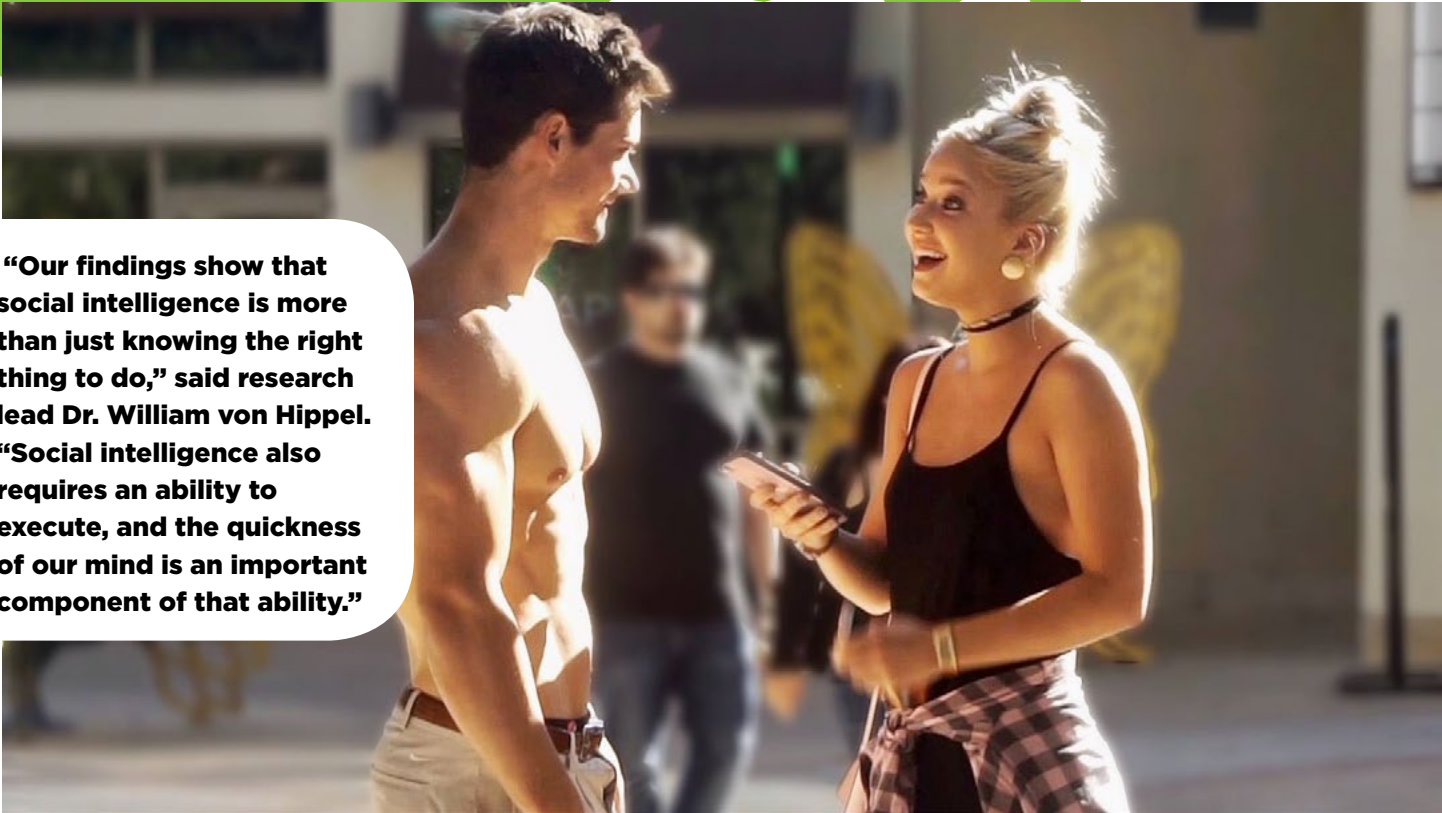
**Dress the part.** Looking good is all part of your overall aesthetic charisma. Wear the great clothes she will fantasize about taking off.

Also stand in your full height. You don't have to be tall to be a giant. You're a lighthouse -everyone can see your light for miles around bro. Sit up straight and take up all the space you need for your Phuckable Physique.

**Be a conversation starter.** Jump right in and steer the conversation into a direction. It will make her feel relaxed. If making small talk is hard for you -practice on your friends.



***(As a side note, that's exactly how she'll feel when you wear Adonyx Clothing, which was made with the intent of bringing out your inner Roman Warrior and Greek God. More information at [AdonyxClothing.com](http://AdonyxClothing.com)***



**“Our findings show that social intelligence is more than just knowing the right thing to do,” said research lead Dr. William von Hippel. “Social intelligence also requires an ability to execute, and the quickness of our mind is an important component of that ability.”**

**Ask her questions about herself, her family, her dreams for the future.** Share your day. Get creative but don't let an awkward silence descend. Speak loudly and with a slightly lower pitch. Lose the “ums” and “erms.”

**Make decisions.** Don't be wishy-washy about what you are going to eat or drink. Command the space. Make your choice. Don't get into the whole back and forth about what you should do next. If she is indecisive, offer clear options. Say what you would like to do. Too many guys do the opposite.

**Tell great stories.** Share some of your favorite life stories and add a joyful spin to them. Sharing is caring bro. Be passionate about the things you love. When you can talk about your interests with conviction, it is honey for the bees. Take risks. What's the worst thing that can happen? Don't be so afraid of failing that you don't allow yourself the chance to succeed. You can allow yourself to be just a little bit brave. It will even allow you to make fun of yourself every once in awhile.

**Be ready to think on your feet!** A clever researcher at The University of Queensland says that if you can think and act quickly people will see you as having charisma. Whaaaat?

“Our findings show that social intelligence is more than just knowing the right thing to do,” said research lead Dr. William von Hippel. “Social intelligence also requires an ability to execute, and the quickness of our mind is an important component of that ability.”

Big words –but what he's really trying to say to us is, “Think and act quicker.” Easier said than done. But you don't have to have a perfect answer, only a quick mind that responds. Try to talk about things that you know something about –this will also help. Unless it's like boring stuff that will put people to sleep.

You can also show some curiosity for a new subject –something that she's interested in maybe? Don't get defensive or feel under pressure if you don't know what she's talking about. Ask questions and be willing to learn something new. Respect her for being able to teach you something.



This is like, the one instance you can allow her to lead.

**Make her feel great about herself.** You think that being the most charismatic guy on the planet is about trying to make yourself as awesome as possible to everyone? Actually in *The Art of Manliness* the McKay's say, "The secret of charisma is that it's not about trumpeting your good qualities, but making the other person feel good about themselves. Real charisma makes the other person feel important; when they finish an interaction with you, they feel better about themselves than they did before." It's not ALL about you even though you are a total LEGEND.

**Show her that you have a life purpose.** Even if you aren't 100% sure about your next life move put out some of your life vision stuff. Show your absolute confidence in the path you're going to take.



**Be a Gentleman.** I know that sounds like something from back in the day. But you can score big points with opening her car door or even showing up with flowers. It works guys. Treat her right and she'll be all yours. Alphas know how to romance.

**Prep with a Power Pose.** Amy Cuddy, a Harvard Business School professor did a TED Talk all about power posing. So you have to stand in a superman type pose with your hands on your hips, chest puffed out, legs apart, chin up - taking up a whole lot of space. You can "nudge" yourself into a powerful mindset. You'll automatically feel awesome. Hold the pose for two minutes to set your hormones in motion before going on a date. Or head to the bathroom before dessert to give yourself a moment to power up your Superman and lose the shy Clark Kent.

Pretty soon you'll be walking into a room and lighting it up with your obvious charisma. Beta and omega males will be jumping to attention at the snap of your fingers, agreeing with every word that comes out of your mouth. And you'll have your choice of the women in the room. They won't be able to resist you. You'll have them all wrapped around your little finger. You are not going to try to be a different person from who you are, you're just making a few minor adjustments to your outward communication so ladies will see you in a different light (hopefully a low light, right?).

## CHAPTER 4: READING HOT SIGNALS

### How Can You Tell If She Is Into You?

I've spoken a ton about what we need to do to get her attention. How can you tell if your charisma is working on her? How do you know if you might be on your way to receiving an invite into her bedroom? This is what her body will tell you:

- She will lean into you. She might tip her head or move her body towards you.
- If you are standing and her feet are pointed towards you -she's into you.
- She starts to mirror your movements.
- She lightly touches you on the arm.
- She lets you catch her checking you out.
- Her eyebrows are raised showing you she likes what she sees.
- If she chews her lips or draws attention to them in some way -she's into you. Apparently women's mouths get drier when they are aroused -so if she licks her lips, she's into you.
- If her pupils are dilated -she's into you man.
- When she bats her eyelids -she is most certainly flirting. If she is also blinking faster than normal-she's really interested. (unless her contact lens is playing up)
- If her nostrils flare -yip, she's into you.
- If she plays with her hair or runs her fingers slowly through it -she's really, really into you.
- Now it gets steamy -if she touches her lips, collarbone or neck -she's letting you know she wants you. It's her sexy areas and she's pulling your attention there.
- If she is playing with her jewelry -her heart is beating faster and all of the excitement needs a tension release. So she'll twist her rings or tug at her earring.
- When a lady strokes the stem of a wine glass -you guessed it, she's into you.
- When she crosses her legs and the top leg is pointed in your direction -she's interested.
- She's into you when she laughs easily and often in your presence.
- If there is a shoulder shrug or upturned palms -she wants you to take her into your arms bro.
- Watch for signs of her racing heartbeat.

## CONCLUSION

### Alright!

Now that you know my “Charisma Secrets” you have some great nights to begin looking forward to! Don’t forget to go through the “Phuckable Mindset” portion of this program, as it really ties well into what I discussed in this book.

As always, I’m here to help. Hit me up on any of my social media below and stay in touch!



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