

Instant Bonding With Anyone

by Kevin Hogan

Most people have no idea what to say when they meet someone, whether in business, or the girl at the table over there.

Then, when they "think of what to say", they trail off into nothingness...

Today, you get to see just what it is that creates an **instant bond between people**. And you'll learn how you can do the same thing.



I sold advertising and sponsorships after I left University Round One.

I did this for a number of years for a number of different companies and organizations. I learned what worked and what didn't. I learned how clients should promote and how they shouldn't. I asked tons of questions about what businesses did that made them money and I asked them what failed to bring in new customers.

The one thing I loved about University was that it taught me to ask the right questions when researching.

...they could have just taught me that on day one...

Selling Advertising is an Education

Selling advertising (and similar "products") was an education and a revelation.

However, it became clear very soon that I couldn't stay in the business for long.

I didn't like the business, but what I learned while in the business was priceless. It taught me what Main Street businesses were likely to fail and I learned the few that were likely to succeed. I learned how to rapidly evaluate if a business was profitable and whether they would be. I learned the real significance of location.

Business owners and managers opened up to me in ways that I now realize they would be best off not doing with anyone else.

Why did all these people tell me pretty much anything I asked about while I was on an advertising sales call?

I did a few things well.

I connected with people very quickly. In two minutes I typically went from initial resistance to a glue-like rapport.

Because the connection was so strong, after an hour, I did business with the owner. They felt like they knew me. And when I returned the following year, that proved very true. They remembered my name, my life situation, my family members names. I had the same experience for my hundreds of clients. What I didn't realize was how unusual this was.

I never really did much mirroring/matching. It "worked" but it was really elementary. **So what did I do that was replicable?**

Don't Tell Me What I Don't Want to Know

Everyone knows that they prefer one news channel or newspaper over another.

Conservatives like *Fox News*.

Liberals read *The Huffington Post*.

The media prepare the news each day with their customer stereotype in mind.

The media has learned that people seek out point of view and information that confirms what they already believe to be true. In fact, people turn away from information and points of view that they perceived as dis-confirming what they believe to be true.

Key Point: People actually reject in their mind information that contradicts what they believe.

That's why I read *The Huffington Post*. It's the most distant frame from how I evaluate information in the news world. So it makes a great "checker" for me.

The last thing you want to do is to fall into the trap of watching and reading only what you currently believe.

To understand reality means you understand how people perceive reality. If you only read news slanted for your current beliefs you can't evolve and you will likely devolve intellectually.



The World Goes 'Round

This single factor means that people engage in circular thinking and circular belief structures.

That means that if one is a Democrat, the Democrat will tend to read political content that confirms their Democratic belief structure. That causes people to

experience reinforcement of their beliefs, values and attitudes. It strengthens those beliefs.

For people to take in content and information whether video, audio, or text that creates internal conflict is generally rejected on impact.

The exceptions are important.

The Independent Thinker

Exceptional people tend to acquire more and dis-confirming information in reference to their beliefs, attitudes and values. These people are Optimizers. They are scientists. They want to have dis-confirming information about some subject or issue.

In politics, these people are generally referred to as "Independents." But this group of "Independents" isn't always the same exact group of people with each different value or belief.

The Independent Political Point of View is one value. Within this value structure, the person questions, is curious, thinks in a balanced fashion. They accept input and information that can shift their beliefs.

The same person might also be a Christian. Perhaps since the day they were born. They are dedicated and devout. They have no interest reading dis-confirming information about their Christianity and only tolerate information on "the edge" when it is being received in different contexts.

The above encapsulation of similarity binding can be helpful in generating rapport.

But...

When you have been generating rapport with someone, the old fashioned way...you didn't know until today, that there is a far more effective approach that works...for pretty much everyone.

Think about it. *Fox News* knows their Conservative. The Conservative knows that they will be validated when they listen to *Fox News*.

You can always bond with someone who thinks exactly like you.

Bonding with Strangers

What if you aren't all that familiar with the other person?

You don't know them. You don't have their profile.

Now what do you do?

You might do what your Mom told you not to do....which is the one thing I did that my Mom told me to not do! I freely shared my beliefs and attitudes about others, approaching what you might call "gossip". Sometimes, those beliefs were very positive and upbeat. But more often it was all about being real.

What I discovered was that things I was frustrated with or irritated about helped create the strongest and most rapidly formed bonds. **It was the "negative"** that did it. I confess I was careful not to gossip. Gossip, you will see is the ultimate super glue. But I was content freely sharing positions about big issues, like politics and religion, stuff everyone taught everyone else to never talk about.

The research done in this area, however, would have you go the extra step.

The Super Glue of Human Bonding

It would have you say something nasty, critical, mean, unkind...about some other person.

So Alicia and Beyonce have a meeting. Alicia's best chance to get Beyonce to join her cause, buy her product or do just about anything, is to share something negative about Caitlen and have that something reciprocated.



Caitlen is the secret to a very close, glue-like bond for Alicia and Beyonce.

This is how people become magnets to one and other.

Here's the thing. The criticism doesn't have to be all encompassing. It could be, but all it has to be is "she can be such a bit*h...when things aren't going just perfect between her and Darryl."

The closeness that is now felt between the two people is stronger than any other rapid link that can happen between two people. Friends at first sight...or more accurately...first criticism.

Gossip that causes the revelation of a shared negative attitude generates a friendship (bond).

Gossip isn't the only binder between two people. Sad but true, it's the most effective.

Cavemen (and women) Likely Gossiped (and bonded)

Gossip is a human characteristic that has bound people as long as language has been spoken. Gossip is typically about someone who is a *threat* of some kind to the gossiper.

Gossip seems harsh. But it has a huge evolutionary purpose. We'll go deeper here in a few weeks, but for now, think about this. You have probably heard all of your friends gossip about each other when that person is not in the group tonight. And they all still go to the party together next week.

Gossip is Glue

Gossip isn't just a shared attitude, it's a shared attitude about someone else. It isn't positive.

Positive attitudes are not as binding (between people) as negative attitudes and comments.

And gossip can be about one of many different people.

That someone could be an actress, the neighbor girl, the ex-boyfriend. The content could be anything that is negative enough to generate an emotional reaction in someone. It's gossip.

It's not necessary for Alicia and Beyonce to even KNOW Caitlen, so long as they share the same criticism.

Political "Gossip"

But what if it isn't gossip? What if the shared attitude is about a Policy? That's a political opinion. You aren't saying you saw the President grab a smoke, you're going to talk about one of his policies.

You don't know the President. I don't know the President.

From a bonding point of view it is unwise to criticize someone as a sweeping generalization. If you're going to communicate with someone you are building rapport with, it is much smarter to talk about a specific trait, issue or life policy.



The person might like the other person, but feel hostile toward a single idea they hold.

That can bind, though not as well as gossip. Obviously I don't gossip. I don't like gossip. I see it's power every day. It has its benefits but there sure are a lot of drawbacks to gossip.

A Positive Common Bond

What about positive stuff?

Dan is talking to Edward and says, "Hey you like The Beatles, too?"

That is like the kid's paste that is on the other end of the spectrum of Super Glue. It's a step in a direction where the gossip is the Super Glue.

Why?

When you find out that someone likes something, they had that on their wall. It's like advertising. The guy at the office puts a picture of his fishing trip in plain sight. You see that, but you really haven't made a huge discovery. It's there, it's just generally not huge. There are exceptions when the piece recognized is about mutually shared identities.

But, people don't typically put their negative attitudes and beliefs up on the wall for everyone to see. When you discover this guy doesn't like something about someone, **you've made a real discovery.** You've learned MORE about them than you did discovering a positively held view.

Let's get crystal clear.

Discovery is Key and Stealth is Necessary

Once you find out someone else is disgusted with X, if you also share that disgust, you have a powerful connection. How strong? People can live with each other for 10 years and not have a connection so binding.

Familiarity is a Magnet

The research in this area is clear.

People who share a negatively held attitude toward another find themselves closer to the person they are sharing with BECAUSE it makes the person FAMILIAR to them and FAMILIARITY is a MAGNET.



It's not always the perfect answer to share a strongly held negative attitude about another with someone.

One thing is certain: If they agree, **the two of you will be bonded.** You will be familiar and people seek familiarity. i.e. people will seek *you.*

When you hear people gossiping, realize that you don't have to join in. In fact you probably shouldn't. But also realize that they are gossiping. That means the super glue is bonding. Always remember that going forward.

Communicating about someone with whom another has gossiped about you is like talking to the enemy even when they are a seemingly close friend.

The brain is a funny thing.

Kevin Hogan is the author of 22 books. He is an international speaker and go-to body language expert for media. He is best known for his international best selling book, *The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking*. www.KevinHogan.net