

5 Simple Ways to

# Make Anyone Feel Love & Loyalty in Seconds



*What would you do if you had only 5 minutes to make someone fall in love with you? How would you win the loyalty of a person you just met?*

## Introduction

For me, it started with a loss. Save that story for a moment though.

First, you need to know this.

**The techniques you will learn about here have been proven over and over again.** Not in the controlled environment of a lab, but in the marketplace of real life. And not over a few days or weeks, but for centuries and millennia.

They aren't even secrets. In fact, they are so obvious that they get ignored. In a way, they hide in plain sight.

I discovered them quite by accident.

Imagine yourself in my shoes...

**You are 29 years old.** You've got a wife and kids and two best friends. You do everything together. You go camping. You share meals. You help one another build our shops and businesses. You watch each other's kids.

Then, just like that, your two best friends turn their back on you. They decide to join a cult.

You argue with them. You reason with them. You plead with them. You beg them. But nothing works.

The cult wins their love and loyalty. And you lose it.

They disappear from your life, taking all those years of memories, love, and loyalty with them when they go.

### **Losing those relationships hurts. A lot.**

When it happened to me, I had to figure out why. We were so close, and then – just like that – they were gone from my life.

So, I started studying. And what I discovered shocked me. Not because it was horrible, but because it was so common, and so obvious.

The techniques cults used to attract the love and loyalty of my friends were simple and obvious. In fact, they're so simple and so obvious, I couldn't understand why they weren't used more.

Then it struck me. In reality, a lot of people and a lot of companies actually *did* use these techniques.

- Apple Computer
- The Dallas Cowboys
- The United States Marine Corp
- Elon Musk

- Oprah Winfrey
- Even Donald Trump

These organizations and people commanded tremendous love and fierce loyalty using the same techniques that attracted my friends.

Apple isn't a cult though. Neither are the Cowboys or the Marines. In fact, Oprah and Elon do a lot of good in the world.

So, the first lesson is this:

Like a hammer or a knife, these tools can be used for good or evil. It's up to the person who handles them.

So, handle them carefully.

*These tools really do work.*

*See for yourself.*



## 5 Patterns that Move Hearts & Change Minds

### PATTERN 1

#### **Show Them Your Face**

The human brain is wired to be attracted to faces. In fact, research has shown that children as young as 2 days old will track a face with their eyes, but not an object.

People need to see two eyes and either a nose, a mouth, or both. In other words, they need to see your full face, not a profile. Not an outline. Not a silhouette.

### APPLICATION

Show your eyes. Do not hide them under the brim of a cap, or behind sunglasses, or covered with hair.

Humans need to see both eyes to form that emotional bond.

If you use promotional photos, make sure they show both eyes, your nose, and your mouth.

Should you smile?

Well, research shows that the most attractive expression for both men and women is “the Mona Lisa” smile.

Not a frown. Not a teeth-filled grin.

An enigmatic “almost-smile.” Just like Mona Lisa

PATTERN 2

## Subvert Their Expectations

When people see you, they make a snap judgment about you. They will describe you based on your most obvious qualities.

So, the normal rules apply about appearances: don't give people reasons to hate you.

However, those surface appearances don't have as much power as the Style Experts would have us believe.

The real power – the real attraction – happens when you subvert expectations.

APPLICATION

Answer this question for yourself:

*What is one thing about you that no one would ever guess by looking at you?*

If you are an attractive single woman in her mid-30s, then people might guess you are a schoolteacher or a pharmaceutical rep.

That's not surprising. You look like a schoolteacher or a rep.

But if you've won a Nobel Prize in Physics, that would subvert expectations. Why?

*Because you don't look like a Nobel Prize winner.*

On the other hand, if you are a 40-year old man with thick glasses, a lab coat and unkempt hair, someone might guess that you are, in fact, a Nobel Prize winner.

Why? Because you look like one.

But if you play lead guitar in a hair metal band, that subverts expectations. Why?

*Because you don't look like a lead guitarist for a hair metal band.*

PATTERN 3

## Defend Your Deepest Value

People form emotional connections because of shared, deep values.

This is no big secret.

What is surprising though is this:

Even when people don't share your values, they will form an emotional connection with you if they perceive *you are authentic and principled in your deepest values.*

APPLICATION:

Answer this question for yourself:

*What is my line in the sand? What principle will I defend regardless of cost?*

This is your deepest value.

My friends were attracted to the cult because their number one value was to raise their children well. The cult proclaimed that same value.

(It turned out to be a lie. But by that time, it was too late. My friends were already in too deep.)

PATTERN 4

## Reveal a Real Flaw

People connect with you for your appearance. They enjoy the way you subvert their expectations. They appreciate you for the way you defend your values.

However, when you reveal a real flaw, that's when the magic happens.

That's when they take you into their hearts. That's when they will love you and defend you as if you were their very own flesh and blood.

See, each of us knows his own flaws. And we try to hide those flaws from the world. We pretend to be better than we are.

However, when you meet someone who uses those first three patterns and is also transparent about their own flaws, it triggers an irresistible emotional response.

You cannot help but admire them. And – if that flaw is one you share as well – you cannot help but feel connected to them.

So, do this for your people: reveal a real flaw.

APPLICATION

Answer this question:

*What is a fear, flaw or failing you have that is common to man and maybe a little bit embarrassing?*

PATTERN 5

## Push Them Out to Pull Them In

This last pattern is the most cryptic, but the easiest to implement.

I will explain the theory, and then illustrate exactly how to execute it.

Humans hate to feel like outsiders, and love to feel like insiders. So, your job is to set up a situation that makes your target audience feel like an outsider, then “unlock the door” and invite them in. This gives them the experience of “belonging.”

In other words, you **push them out so that you can pull them in.**

Here’s how to do it.

EXAMPLE

When you walked into Starbucks the first time, you probably looked at the menu and had no idea what a *Venti* was supposed to be.

You just wanted a large coffee.

But you didn’t find the words “small” or “medium” or “large” anywhere on the menu.

In the place where you expected those words to appear, you saw silly foreign words that made no sense.

You were an outsider. **You were pushed away.**

Then, when the barista explained that a Venti was the largest size coffee, you suddenly became an insider. **You were pulled in.**



Starbucks uses insider lingo to create that push-pull effect. You can do the same thing in your relationships.

#### APPLICATION

What is a common activity that you wish to share with your target audience?

*Give it a made-up name, then use that name when you communicate with your audience.*

They will respond with irritation at first. Then, when you explain the meaning of the new term, they will feel like they possess “insider information.”

You push them away specifically so that you can pull them in.

## Summary

These five patterns can be used quickly and easily with just about any target audience. Like all new skills, it may take a little practice. But the result you’ll experience from using them will be well worth the time you invest to learn.

If you want help creating and using these patterns in your own business, drop me a note at [cultyourbrand@jackheald.com](mailto:cultyourbrand@jackheald.com).

Follow me on Twitter: [@JackHeald5](https://twitter.com/JackHeald5)