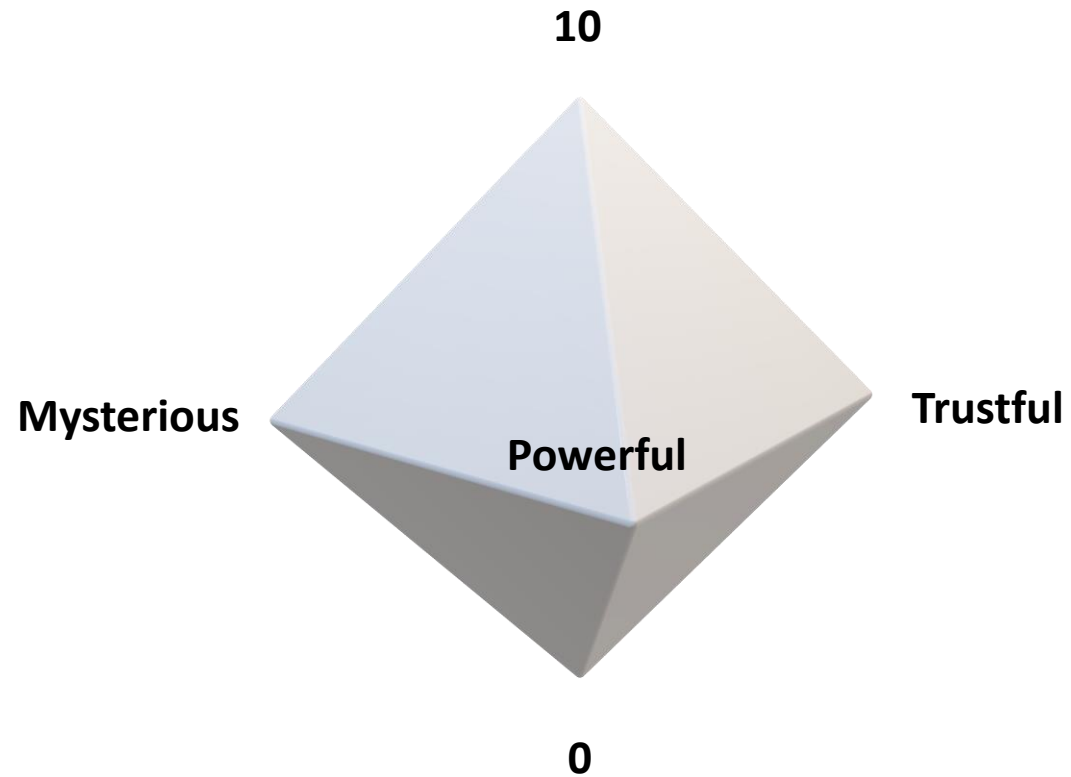


CHARISMA

MASCULINE ATTRACTIVENESS: CHARISMA



Archetypes:

Pure Mysterious: **Teacher**

Pure Powerful: **Warrior**

Pure Trustful: **Father**

Mysterious-Powerful: **Prophet**

Mysterious-Trustful: **Saint**

Powerful-Trustful: **Giant**

8-10: **Charismatic**

0-2: **Loser**

Charisma is:

Mystery (being around them feels **exciting**)

+

Power (being around them feels **intense**)

+

Trust (being around them feels **safe**)

CHARISMA

=

• MYSTERY:

Wisdom

The ability to think with rationality and freedom.

Unpredictability *The ability to surprise people.*

Humour

The ability to be playful and challenging.

Serenity

The ability to feel relaxed at all times.

• POWER:

Physical

The ability to endure and inflict physical pain.

Intellectual

The ability to solve logical problems and to share informed opinions.

Social

The ability to convince people and draw them to you.

Financial

The ability to make decisions without worrying about the cost of things.

• TRUST:

Confidence

The ability to project certainty.

Reliability

The ability to put people at ease.

Decisiveness

The ability to be reactive and bring clarity.

Kindness

The ability to comfort, understand and elevate people.

Beauty and charisma exist in both men and women. However, beauty is felt as the main vector of attraction for masculine people, and charisma is felt as the main vector of attraction for feminine people.

WISDOM

Wisdom: *The ability to think with rationality and freedom.*

Associated traits: Transcendant, having a good judgement, rational, objective.

Opposite traits: foolish, unaware, docile in thought, controllable.

Scale of wisdom:

- **1:** You keep failing at the same things over and over again without learning. People do not respect your opinions.
- **2:** You are more often on the side of the one needing advice than on the side of the one giving them. Your words carry little weight in conversations.
- **3:** People feel like they're learning new things and gaining insight when around you. You are known to be insightful and open-minded.
- **4:** You are seen as an independent thinker, free of societal norms and of the expectations of others.
- **5:** People come to you for advice. They are left captivated by your words and actions, even when the sense is not clear to them.

Lifestyle habits of wise people: Watching and listening objectively to others and to reality; Learning about the ways humans work (behavioural biology, physiology, psychology, sociology...); Learning about the past & future; Taking time to let your mind wander.

UNPREDICTABILITY

Unpredictability: *The ability to surprise people.*

Associated traits: Cunning, versatile, adaptable, open-minded, audacious, creative, curious.

Opposite traits: Close-minded, obedient, dull, uninteresting, unadventurous, risk-averse, seeking authorization.

Scale of unpredictability:

- **1:** You take few risks in life and rarely do new things.
- **2:** You follow the rules by default and are passively obedient.
- **3:** You confront problems from multiple angles and regularly take initiative to do things differently.
- **4:** You always push yourself to think out of the box. You routinely take risks and act independently of authority and tradition.
- **5:** You constantly push the boundaries of what is expected or thought possible. You live a life of grandeur.

Lifestyle habits of unpredictable people: Engaging in creative tasks; Acting on your curiosity; Consciously break the flow of conversations or events; Confronting the status quo and putting into question the way things are done; Looking at the future; being an early adopter.

MYSTERY

HUMOUR

Humour: *The ability to be playful and challenging.*

Associated traits: Modest, funny, witty, perceptive, light, engaging

Opposite traits: Overly-serious, awkward, dry, lacking emotional depth, boring

Scale of humour:

- **1:** Awkward silences often follow your words. People laugh at you, not with you.
- **2:** People think you're too serious. You don't smile often, or it feels insincere when you do.
- **3:** You can laugh at yourself or tease others without it being awkward.
- **4:** People always want to hear your stories. You can navigate the nuances of direct and indirect communication and make your intent understood.
- **5:** You know how to navigate between emotions inside yourself and inside others to create engaging and memorable experiences.

Lifestyle habits of humorous people: Listening to your emotions and becoming able to access them easily; Playacting different characters and voices; Practicing storytelling; Teasing others & making jokes about yourself; Communicating with indirect means (eye contact, movement, silence, subtext, metaphors...)

MYSTERY

SERENITY

Serenity: *The ability to feel relaxed at all times.*

Associated traits: Stable, cool-headed, undisturbed, calm, positive

Opposite traits: Negative, anxious, agitated

Scale of serenity:

- **1:** You view the world with cynicism. You are emotionally unstable and physically agitated.
- **2:** You regularly use negative language and feel stressed about things that do not concern you directly.
- **3:** You genuinely enjoy living and make efforts to maintain a positive mentality.
- **4:** You can observe your emotional state with objectivity and consciously transform the energy within you to be positive.
- **5:** You live with acceptance, no truth in the world can hurt you. You are everyday happy to be alive and in control of your emotions.

Lifestyle habits of serene people: Practicing meditation; Bringing awareness to your breath, posture and muscle tension; Not being focused on the outcomes, but on the experiences; Feeling appreciation for life; Being conscious of distractions and dopamine spikes; Having a good nutrition and taking nutritional supplements; Exercising; Using positive language.

POWER

PHYSICAL

Physical Power: *The ability to endure and inflict physical pain.*

Associated traits: Strong, robust, physically imposing, muscular, fit.

Opposite traits: Being weak in body and constitution, frail, vulnerable, unable to protect oneself or others.

Scale of physical power:

- **1:** You need the help of others for mundane physical tasks.
- **2:** You rarely exercise and would be unreliable in a fight.
- **3:** You are in good health and exercise regularly.
- **4:** You can perform physically impressive feats without much effort. You feel comfortable and confident in your body.
- **5:** People know at a glance not to pick a fight with you. You are not only physically strong, but know techniques to defend yourself as well. Few people you meet could challenge you.

Lifestyle habits of physically powerful people: Exercise weekly if not daily; Practice martial arts; Have a good nutrition.

POWER

INTELLECTUAL

Intellectual Power: *The ability to solve logical problems and to share informed opinions.*

Associated traits: Clever, intelligent, cultured, informed, expert.

Opposite traits: Ignorant, dumb, inept, ineffective.

Scale of intellectual power:

- **1:** You give up intellectual challenges before trying. You rarely learn new things.
- **2:** You are generally unskilled. You often find yourself incapable of following conversations.
- **3:** You have a habit of studying things. You actively and passively gather information to keep up to date with what is going on.
- **4:** People value your expertise. Your opinions are backed by knowledge and experience.
- **5:** Your knowledge is wide and deep. You are a master of your field and of potentially multiple others. People will often assume that you will know something or know to do something by default.

Lifestyle habits of intellectually powerful people: Studying and researching new things; Having multiple passive sources of new information to consume daily; Trying to understand principles more than just techniques; Reading; Engaging in logical tasks.

POWER

SOCIAL

Social Power: *The ability to convince people and draw them to you.*

Associated traits: Influent, impressive, well-connected.

Opposite traits: Isolated, recluse.

Scale of social power:

- **1:** You have few friends and almost no-one comes to see you spontaneously.
- **2:** You are rarely the center of conversation, it is hard for you to get the attention of people.
- **3:** You are connected to socially powerful people and they actively seek your opinion. You can lead a group when no-one steps up for it.
- **4:** You know someone to call for almost any situation. You often act as the face or representative for a larger group.
- **5:** People are always seeking your approval and validation. Few things ever happen without your opinion being considered. You are connected with equally influential people.

Lifestyle habits of socially powerful people: Going to & hosting events; Belonging to discussion groups; Paying attention to dress, voice & body language; Being active in conversations; Inviting others to join you in your activities; Taking the lead in a situation.

POWER FINANCIAL

Financial Power: *The ability to make decisions without worrying about the cost of things.*

Associated traits: Affluent, having financial security, free.

Opposite traits: Being financially dependant on others, being in debt, not taking action because of financial reasons.

Scale of financial power:

- **1:** You are financially dependant on others and have no freedom to act as you please.
- **2:** Your income is barely enough for you to maintain a decent lifestyle. You are always considering the cost of things before acting.
- **3:** You are pleased with your life and can afford to be extravagant once in a while. You feel safe and money is rarely on your mind.
- **4:** What is extravagant for others is normal for you. You live as you please, money is a source of freedom for you, not restriction.
- **5:** You have more money than you know what to do with. It would be hard for you to go broke even if you tried.

Lifestyle habits of financially powerful people: Saving money; Investing in others; Investing in yourself; Having multiple sources of passive income; Managing risk; Not living above your means.

CONFIDENCE

Confidence: *The ability to project certainty.*

Associated traits: Self-assured, certain, composed, unwavering, bold, honest, socially-free.

Opposite traits: Fearful, hesitant, timid, needy, insecure, insincere, seeking validation.

Scale of confidence:

- **1:** You avoid eye contact and feel paralyzed by thoughts of what others might think of you or by thoughts of failure.
- **2:** You feel uncomfortable when given attention. You rarely take action unless given guaranties of success.
- **3:** You feel comfortable maintaining eye contact for long periods of time. You are mostly unshaken in the face of the unpredictable.
- **4:** You challenge yourself regularly to step out of your comfort zone. You can hold the attention of large groups while keeping clear-headed and composed.
- **5:** You transform your fears into positive energy and take action unrestricted by social pressures. You are comfortable in intimacy.

Lifestyle habits of confident people: Taking action when you feel fear; Paying attention to your self-talk and how your body and mind react to daily situations; Confronting insecurities and pushing yourself to tell the truth; Being direct & acting on your desires.

RELIABILITY

Reliability: *The ability to put people at ease.*

Associated traits: Congruent, self-consistent, sincere, steadfast, acting with integrity.

Opposite traits: Ambivalent, deceiving, making promises you cannot hold, fickle, changing your opinion to fit that of others.

Scale of reliability:

- **1:** You regularly change your mind to fit the situation and act inconsistently with your words.
- **2:** You avoid confrontations and often agree with the words of others, even if you do not believe in them.
- **3:** You are not afraid to voice your disagreement and avoid half-truths. You make promises with the intent of keeping them.
- **4:** You live with clear values and feel comfortable not bending to others. You refuse to validate or tolerate opinions and attitudes you do not agree with, even against people whom you find intimidating.
- **5:** Your words are absolute, you never betray your values or your promises unless they are in direct conflict with each others. You say what you mean and mean what you say, even if it must make you appear rude or obstinate.

Lifestyle habits of reliable people: Reminding yourself of your values and what they mean to you; Expressing your disagreement; Refusing to promise things you are unsure to accomplish; Writing down what you owe and what is owed to you; Living your why.

DECISIVENESS

Decisiveness: *The ability to be reactive and bring clarity.*

Associated traits: Authoritative, concise, definite, resolved, prepared.

Opposite traits: Irresolute, approximate, ambiguous, unsure.

Scale of decisiveness:

- **1:** You often want to confirm things even after they have been decided. You always leave decisions to others.
- **2:** You beat around the bush, using abstract ideas and indirect words, waiting for others to contribute actionable solutions.
- **3:** You actively contribute actionable plans into conversations and clearly express your thoughts and opinions.
- **4:** You use clear and unambiguous language. You investigate and make sure that everyone understands what is happening and what they need to do, clearing others' misunderstandings, fears and uncertainty.
- **5:** You get ahead of future problems. You always make things clear and easy for people around you, never leaving things in the air for others to guess. In just a few exchanges, all questions that could arise in the future are cleared.

Lifestyle habits of decisive people: Use planners; Put yourself in other people's shoes to identify what could logistically trouble or hinder them; Think ahead, run simulations through your mind, or even in real life; Use clear language and voice; Make definite plans.

KINDNESS

Kindness: *The ability to comfort, understand and elevate people.*

Associated traits: Attentive, good listener, empathetic, magnanimous, forgiving, merciful, respectful.

Opposite traits: Cruel, uncaring, without love, acting like a servant, being unquestioning, malicious, mean, spiteful.

Scale of kindness:

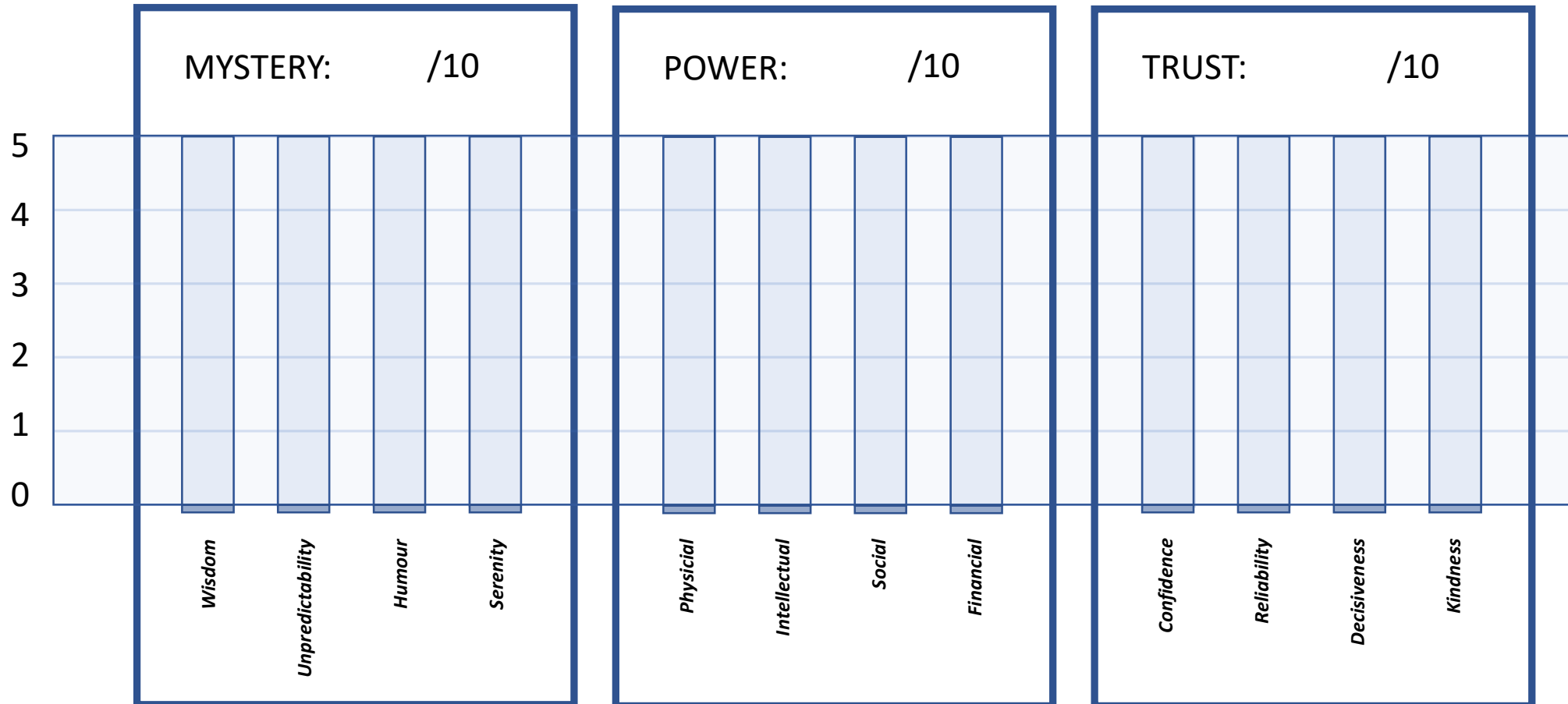
- **1:** You live with the doctrine of an eye for an eye. You escalate aggression.
- **2:** You generally ignore or pretend to ignore the people around you who suffer and whom you could help.
- **3:** You notice when people are feeling unusually down and actively listen when they come to you.
- **4:** You can quickly identify what is troubling people and walk them through emotional healing instead of answering to their suffering with logic. You are nice to strangers by default.
- **5:** Being around you is a cathartic experience. You spread love unconditionally and push people to grow.

Lifestyle habits of kind people: Trying to understand the conditions of other people's realities; Rewarding people with gifts, compliments and attention; Smiling at people; Asking people how they feel, asking their opinions; Sharing and making people grow.

MY CHARISMA:

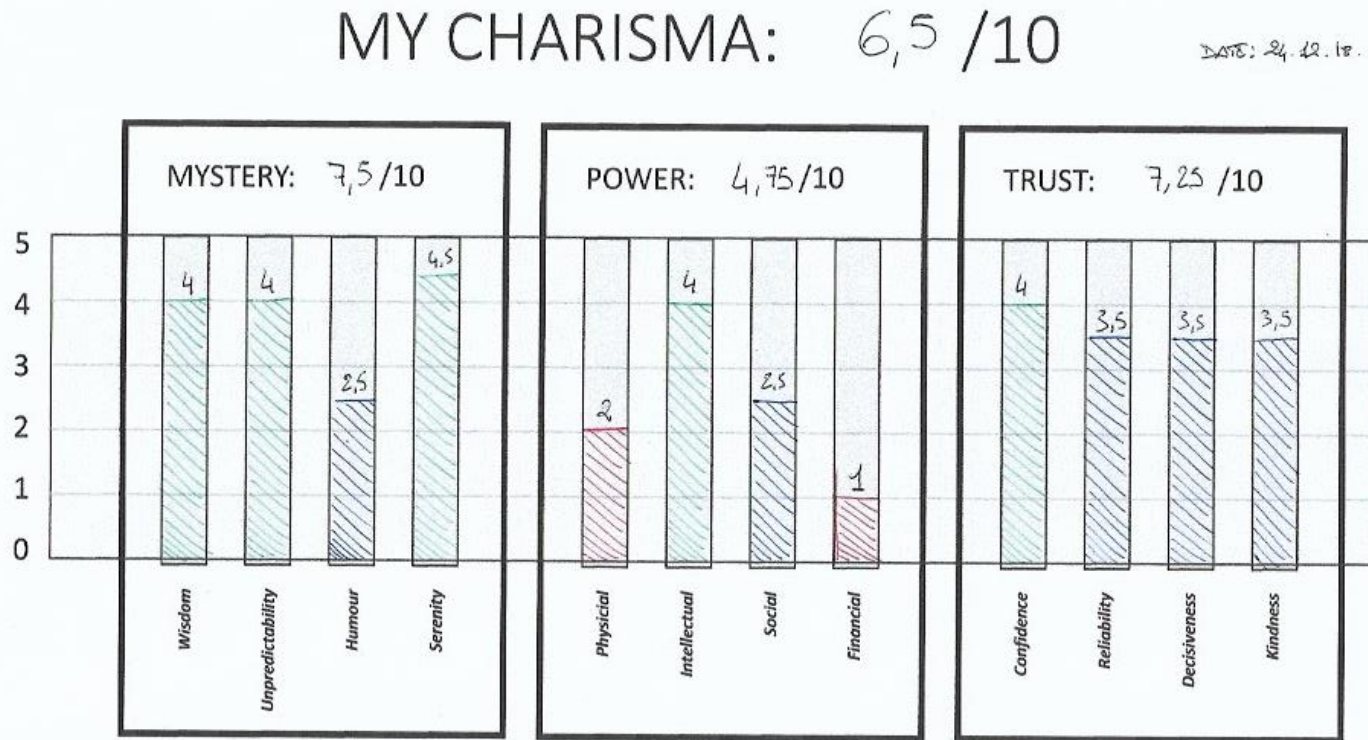
/10

DATE:



- Print this sheet and take the self-evaluation test.
- Give yourself a score out of 5 for each trait based on the definitions in the document. Feel free to go beyond integers (e.g: 4,5 ; 2,25 ; 3,87...).
- Add the trait scores in each category and divide the total by 2 to get your category score out of 10.
- Add the category scores and divide the total by 3 to get your overall charisma score out of 10.
- Study the document to raise your score for next time!

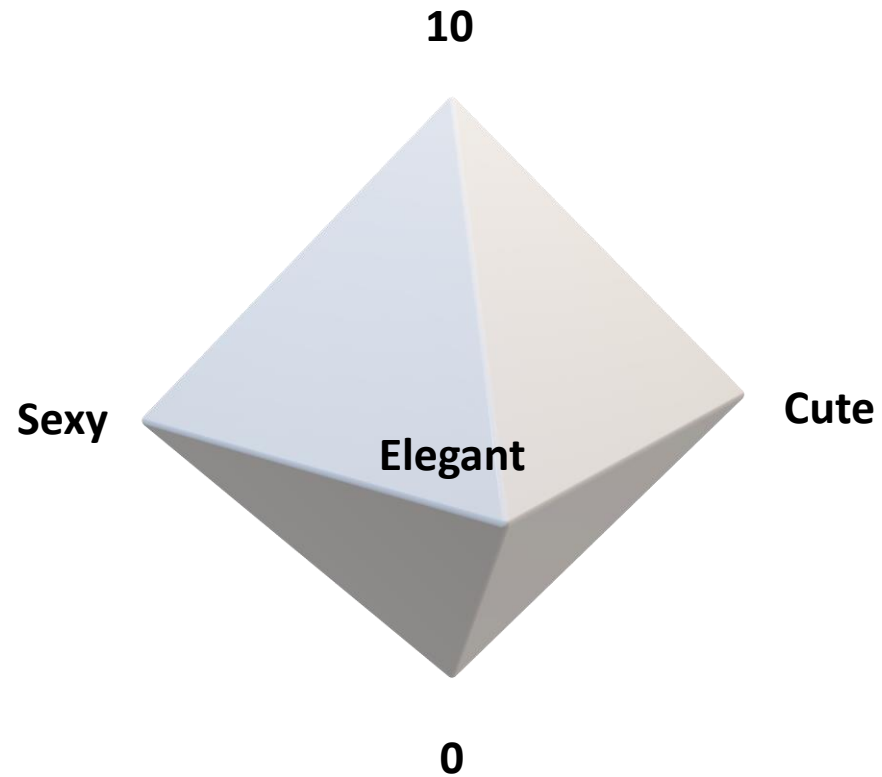
Example of filled-up self-evaluation test:



- Print this sheet and take the self-evaluation test.
- Give yourself a note out of 5 for each trait based on the definitions in the document.
- Add the trait scores in each category and divide the total by 2 to get your category score out of 10.
- Add the category scores and divide the total by 3 to get your overall charisma score out of 10.
- Study the document to raise your score for next time!

APPENDIX A:
BEAUTY

FEMININE ATTRACTIVENESS: BEAUTY



Archetypes:

Pure Sexy: **Temptress**

Pure Elegant: **Princess**

Pure Cute: **Cutie**

Sexy-Cute: **Cat**

Sexy-Elegant: **Queen**

Elegant-Cute: **Doll**

8-10: **Beauty**

0-2: **Beast**

Beauty is:

Sexiness (being around them fills you with **desire**)

+

Elegance (being around them fills you with **pride**)

+

Cuteness (being around them fills you with **joy**)

APPENDIX B: RESOURCES

BECOME WISER

On Society, The Past & The Future:

- [\(youtube\) Yuval Noah Harari In Conversation with Christine Lagarde](#)
 - [\(book\) Sapiens, a brief history of humankind](#) *Yuval Noah Harari*
 - [\(book\) Homo Deus, a brief history of the future](#) *Yuval Noah Harari*
 - [\(book\) 21 lessons for the 21st century](#) *Yuval Noah Harari*
- [\(book\) On the Origins of War: And the Preservation of Peace](#) *Donald Kagan*
- [\(youtube\) The Fourth Turning: Strauss-Howe Generational Theory](#) *Neil Howe*
- [\(youtube\) Ending Age-Related Diseases - Rejuvenation is Finally an Industry](#) *Aubrey de Grey*
- [\(youtube\) The Future is Faster Than You Think](#) *Peter Diamandis for the Singularity University Global Summit*

On Individual Thinking & Behaviour:

- [\(book\) Thinking, Fast and Slow](#) *Daniel Kahneman*
- [\(youtube\) Stanford's Lecture Collection: Human Behavioral Biology](#) *Robert Sapolsky*
- [\(youtube\) Why we don't have Free Will & Why that's OK](#) *What I've Learned*
- [\(youtube\) Predictably Irrational pt 1/2](#) *Dan Ariely* *Interviewed by London Real*

BECOME MORE UNPREDICTABLE

On Living the Life you Want:

- [\(youtube\) Why the "Safe Path" is actually the "Dangerous Path" — James Marshall for The Natural Lifestyles](#)

On Creativity:

BECOME MORE HUMOURUS

On Storytelling & Emotional Mastery:

- [\(youtube\) Precision of emotion: A New Kind of "Fun" Approach in Educational Games](#) *GDC Talk by Erin Hoffman*
- [\(youtube\) Don't be Yourself | How to Become a Multi-Dimension Seducer](#) *The Natural Lifestyles*
- [\(youtube\) Why Do We Play D&D?](#) *Matthew Colville*

On Indirect Communication:

BECOME MORE SERENE

On Meditation:

- [\(youtube\) Why Meditate? Change your Brain's Default Mode *What I've Learned*](#)
- [\(youtube\) Guided Meditation with James Marshall *James Marshall for The Natural Lifestyles*](#)
- [\(application\) Headspace](#)

On the Effects of Nutrition, Sleep & Exercise on the Brain (more on Diet in « How to become more physically powerful »):

- [\(youtube\) Why Sleep is critical for the Body and Brain \(Science of Sleep pt 1\) *What I've Learned*](#)
- [\(youtube\) Why Exercise is so Underrated \(Brain Power & Movement Link\) *What I've Learned*](#)
- [\(youtube\) Nutrition & Behaviour *A Lecture by Russel Blaylock, MD*](#)

On Distractions & Porn:

- [\(youtube\) Why Porn Changes the Brain *What I've Learned*](#)
- [\(youtube\) The Great Porn Experiment *Ted Talk by Gary Wilson*](#)
- [\(youtube\) PORN - Why it's ruining your sex life *James Marshall for The Natural Lifestyles*](#)

BECOME MORE PHYSICALLY POWERFUL

On Physiology, Diet & Nutrition:

- [\(youtube\) How not to die, the benefits of a plant-based diet __ Dr Michael Greger, interview by London Real](#)
- [\(youtube\) Fasting vs. Eating Less: What's the Difference? \(Science of Fasting\) __ What I've Learned](#)
- [\(youtube\) The Iceman - Pt 1/2 __ Wim Hof, interviewed by London Real](#)

On Exercise:

- [\(youtube\) Athlean-X](#)
 - [\(application\) 6-pack Shuffle](#)

BECOME MORE INTELLECTUALLY POWERFUL

On Learning:

- [\(youtube\) How to Learn a Language: INPUT *What I've Learned*](#)

On Productivity, Performance & Habits:

- [\(youtube\) How the Internet Redesigns your Mind | Choose your Default Mode *What I've Learned*](#)
- [\(youtube\) Why Habits Form & How to Build Them *What I've Learned*](#)
- [\(youtube\) Atomic Habits: How to get 1% Better Every Day *James Clear*](#)
 - [\(book\) Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones *James Clear*](#)
- [\(tool\) 5 Habit Tracker *Sean McCabe*](#)
- [\(youtube\) High Performance Habits in 5 Minutes *Brendon Burchard, promoting his book: High Performance habits*](#)
 - [\(book\) High Performance Habits *Brendon Burchard*](#)

BECOME MORE SOCIALLY POWERFUL

BECOME MORE FINANCIALLY POWERFUL

On the Economy & Finance:

- [\(youtube\) Hidden Secrets of Money](#) *Mike Maloney*
- [\(youtube\) The Death of Money pt 1/2](#) *Andreas Antonopoulos, interviewed by London Real*
- [\(youtube\) The Third Industrial Revolution: A Radical New Sharing Economy](#) *Jeremy Rifkin*

On Mindset & How to Raise your Income:

- [\(youtube\) What to do when You're Broke](#) *Brendon Burchard*
- [\(book\) Overlap - Start a Business while Working a Full-Time Job](#) *Sean McCabe*
- [\(youtube\) Make a Living with your Passion](#) *Sean McCabe*

BECOME MORE CONFIDENT

On being comfortable with vulnerability:

- [\(youtube\) Secrets to Increasing Confidence](#) *Brendon Burchard*
- [\(youtube\) The Truth about Social Anxiety](#) *James Marshall for the Natural Lifestyles*
- [\(youtube\) Being Yourself under Social Pressure](#) *James Marshall for the Natural Lifestyles*

On stepping out of the comfort zone:

- [\(youtube\) Beyond the Comfort Zone](#) *Brendon Burchard*

BECOME MORE RELIABLE

On Values:

- [\(youtube\) Start with Why - Pt 1/2](#) *Simon Sinek, interviewed by London Real*
 - [\(book\) Start with Why: How Great Leaders Inspire Everyone to Take Action](#) *Simon Sinek*
 - [\(book\) Find your Why: A Practical Guide for Discovering Purpose for You and Your Team](#) *Simon Sinek*

On Congruence:

- [\(youtube\) Stick to your Word \(it's an integrity thing, you know?\)](#) *Brendon Burchard*

BECOME MORE DECISIVE

On Voice & Language:

- [\(youtube\) Mastering the Art of Negotiation - Pt 1/2](#) *Chris Voss interviewed by London Real*
 - [\(book\) Never Split the Difference](#) *Chris Voss*

On Planning:

- [\(youtube\) High Performance Planner Review](#) *Brendon Burchard*
 - [\(tool\) High Performance Planner](#) *Brendon Burchard*
- [\(application\) Trello](#)
- [\(application\) Google Calendar](#)

BECOME KINDER

On Life, Family & Parenting:

- [\(book\) The Boy Crisis](#) *Warren Farrell PhD & John Gray PhD*

On Dealing with Others:

- [\(youtube\) Negotiation Speech: How to harness Trust, Empathy and the Word "No" to Become a Better Negotiator](#) *Chris Voss*
- [\(youtube\) Demonstrate More Love and Validation](#) *Brendon Burchard*