

Six Ways to Make a Lasting Impression

1 Take Interest in Others' Interests

In a study of telephone conversations in the 1930's, it was found that the personal pronoun "I" was used 3,900 times in 500 conversations.

When it comes to learning the quickest way to win friends, shall we turn to the person with the most followers on Twitter, the blogger with the most Diggs, the savviest salesperson, or the most powerful politician?

Such people may not be our best role models. In fact, our best role models might not be people at all. Perhaps dogs are.

2 Smile

Getting people to agree about virtually anything is practically impossible.

In countries such as Mexico, China, and Indonesia, fewer than a third of respondents believe al Qaeda had anything to do with the 9/11 attacks in New York City and Washington, D.C. In the United States 16 percent of people believe it was planted explosives rather than burning passenger jets that brought down the twin towers of the World Trade Center. 3 About half of citizens in the European Union believe in God.

There is one thing that does unite us, however. According to the American Academy of Cosmetic Dentistry, 99.7 percent of adults believe a smile is an important social asset.

We gravitate to grins and giggles. Consider the all-time most viewed videos on YouTube.

3 Reign with Names

From ancient to modern literature, a person's name was not merely a moniker; it was a revelation of character, personality and fate. Apollo, Abraham, and Atticus; Cosette, Scarlett, Cinderella, and Pollyanna..

4 Listen Longer

The POWER of listening is the power to change hearts and minds. More consequently, it is the power of GIVING people what they most desire – to be HEARD and UNDERSTOOD.

5 Discuss What Matters To Them

When it comes to mattering to others, you must discuss what matters to them. Assume all else will fall on deaf ears.

6 Leave Others a Little Better

Somewhere along the way, we were taught to keep the Big Picture at the forefront of our minds. We learned the benefits of setting BIG goals, making

BIG connections and closing BIG deals.

While such big picture shave value, if our minds are focused only on the BIG payoffs, then we will overlook the SMALL opportunities that make the biggest difference.

We will miss chances to go a little deeper, connect a little tighter, to make others feel better about their relationship with us.

Many steps come between what we sow and what we reap. Most are SMALL seeds planted in the SMALL moments of every day.

To become great artists who can replicate the BIG picture, we must learn to focus on the SMALL particulars – the blades of grass.

What motivates YOU to win friends is rarely what motivates others to grant you friendship.

They see you only in the SMALL pictures of their experiences with you.

They ask, "What have you done for me lately?"

The KEY to Influence is constantly adding meaning and value.

There are NO neutral exchanges. You leave someone either a little better or a little worse.

The GOLDEN Rule: "Do to others what you would have them do to you."