

# 3 WAYS

## Men Lose Influence at Work and With Women





Men often ask me what to say or do, to be seen as more confident and attractive with women and more powerful and influential in the workplace.

A one-size-fits-all answer doesn't work for two reasons:

**1. Every man is unique.**

A line or phrase that works that works for one man sounds strange, or even creepy, from another.

**2. Influence and attraction is actually evoked by underlying factors**

-- the thoughts, feelings and beliefs at the root of your words and actions. It often doesn't matter what you say or do. It's what's beneath the surface that people respond to.

In romantic relationships these underlying factors are the basis for you being noticed or desired when someone becomes aware of you, before you even say a word. In business they are the basis for building respect, trust and admiration.

So how do you increase influence and attraction before you speak, rather than lose it?

**First you have to understand the moment your influence begins.**

## A Surprising Teacher of Influence and Attraction!

**I learned more about influence and attraction than I expected** the day I attended a workshop with a horse. I'm not joking. The horse delivered an epiphany that's important for you to understand!

Here's what happened:

The instructor tells us to find a horse to do an exercise with. I walk over and stand in front of a large brown horse.

A few moments later the horse in the next stall begins to buck and neigh loudly.

The trainer comes over and asks what's happening. I shrug and say, "Something's going on with that horse. I don't think it has anything to do with me since I'm over here (5 feet from the protesting horse),"

She laughs kindly. "Look where you're standing," she says.

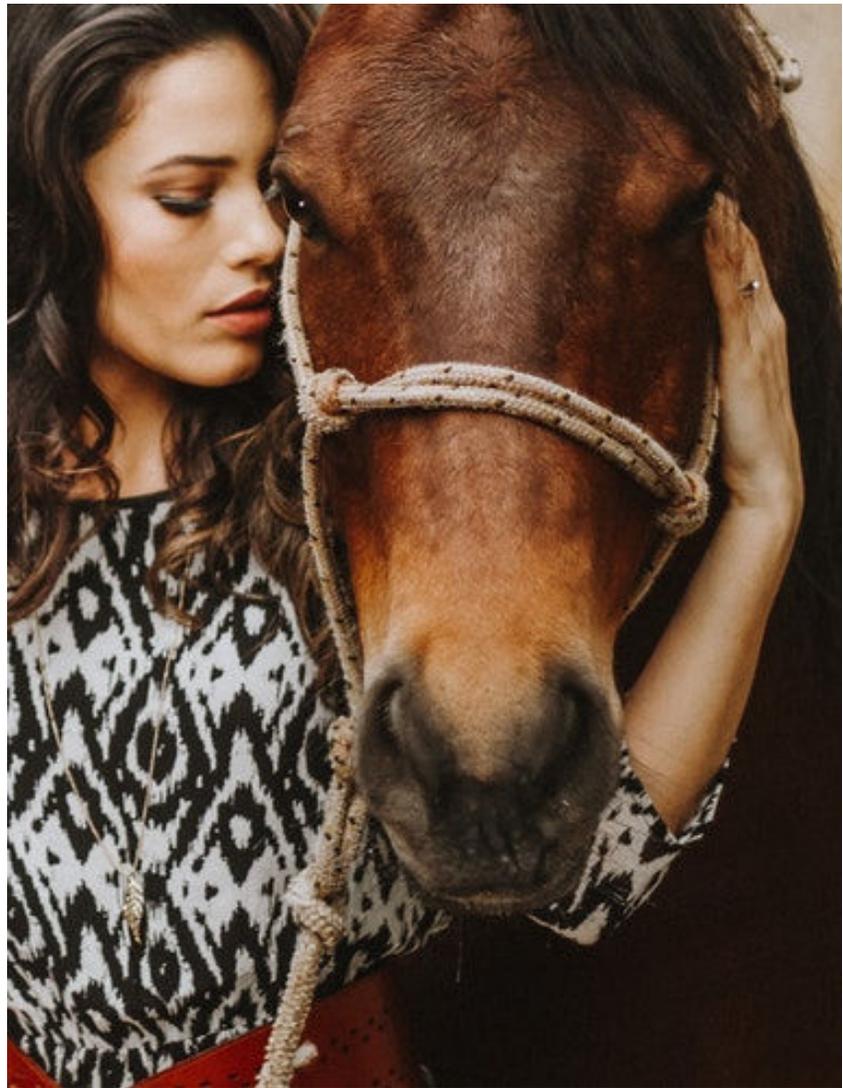
I look at the ground and then at the horse in front of me, feeling confused.

"The horse you're standing in front of is a female horse," she says. **"The horse next to her is her buddy. He's feeling threatened by you."**

"By me standing here?" I ask, dumbfounded.

"Yes," she says and then she drops the bomb that blows my mind:

**"When do you think your influence begins?"** she asks. "When you speak to or look at someone? No! **You influence others as soon as *they* become aware of you. Not when you choose to start the interaction!"**



A light bulb goes off! I've taught thousands of men to spark attraction and be more influential with women and in business, before they even use words.

Now we see clearly that we influence others even before we intend to.

**Influence starts when someone becomes AWARE of you,  
not when you want it to start!**

Knowing this gives you the power to create the kind of impact you want to have, from the first moments of a date, a reunion with your wife (girlfriend or partner), or in an important meeting.

So how do you make sure your impact is positive? How do you gain respect, trust, admiration and desire, rather than lose it.



## 3 Ways to Increase, Rather Than Lose, Influence and Attraction

One of the best emails I received heard from a client was: “It’s amazing *Shana!* I’m doing far less than ever and women want me more than ever!”

This man had a successful career and had just gotten a promotion, but when we started working together this success was not translating into dating.

As he began to understand how he was losing influence and attraction with women he, and hundreds of men I’ve worked with, started to hear things like:

- “There’s something about you...I don’t know what it is but I like it!”
- “I was hoping you’d come talk to me!”
- “Wow. This was the most effective meeting we’ve ever had AND we gelled as a team. Will you lead our meetings from now on?”
- “How are you so caring AND so sexy? You’re like a unicorn. I’ve never met a man like you”
- “I was thinking it’s about time we give you a raise!”

At some point we can go into the words you use and questions you ask to more powerfully influence others, but for now I have three principles for you that will **increase your influence without the “right” words to say, or even speaking at all.**



## #1: MASTER YOUR ATTENTION FOR MORE INFLUENCE AND ATTRACTION

Your attention is one of your most powerful assets. When you give people your undivided attention they begin to feel heard and understood. They trust and connect more with you.

In business this often leads to them feeling inspired to support your missions and visions. In romantic relationships it leads to people feeling more drawn to you and wanting you, even if they don't know why. Perhaps most importantly, mastering your attention gives you more vitality and confidence to generate what you want in business and love.

### What is Mastering Attention and how do you do it?

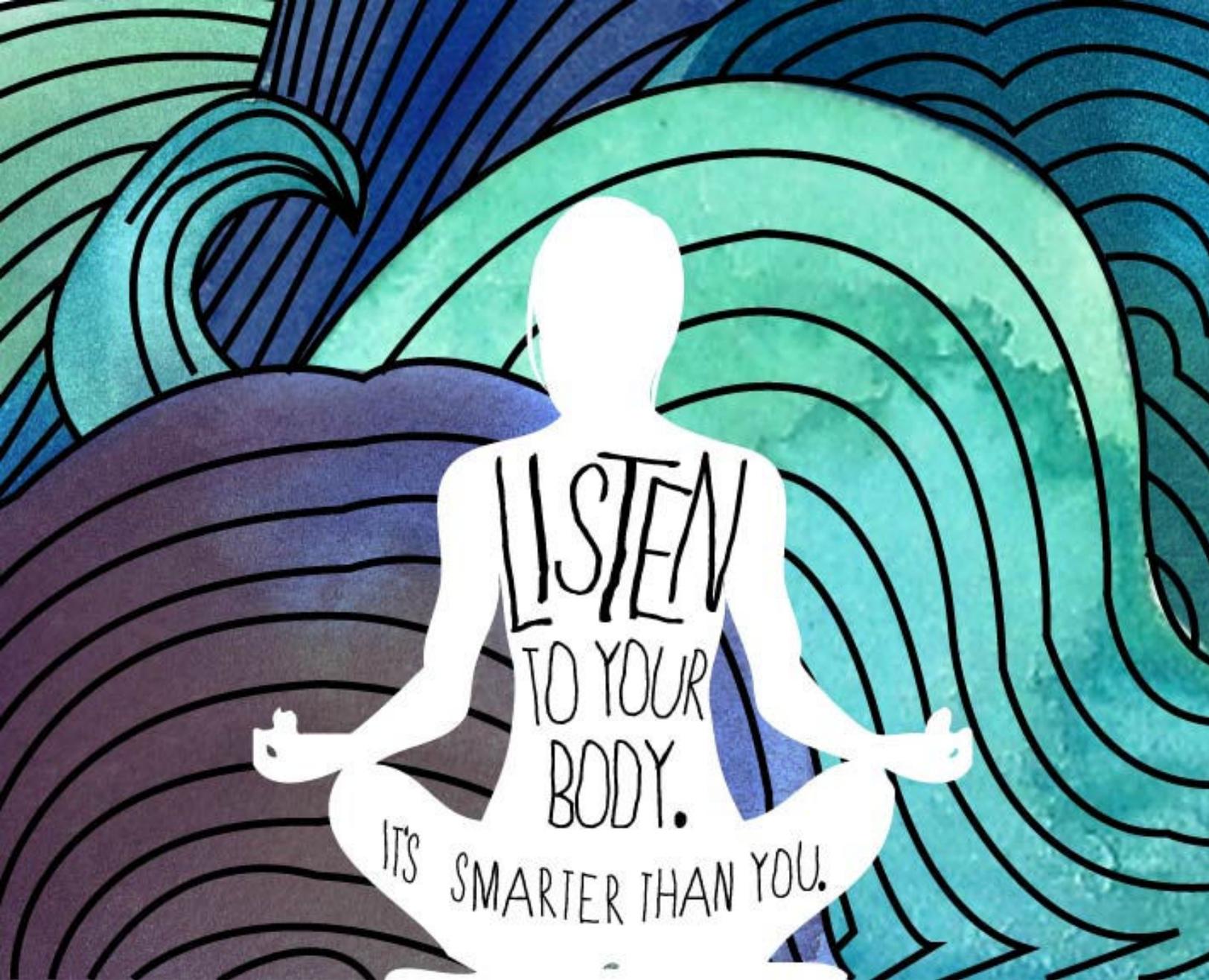
Mastering your attention means choosing what you pay attention to, rather than being distracted by incoming stimulus. It also means finding and focusing on what's important, meaningful and real.

I can help you understand how to ask questions that get to the heart of the matter and come up with creative solutions, but **even before you speak your attention is felt and shifts the dynamic.**

The problem is that these days people are rarely in control of our attention. Instead we are at the whim of texts, phone calls, emails, social media and advertisements. We can be contacted and interrupted by anyone, from almost anywhere in the world, at any moment. This level of distraction weakens your ability to impact the people you interact with.

When my clients have mastered their attention women have started flirting with them (on dates and at home). Their bosses and colleagues have commented on how effective and productive their work and leadership has become. They've received raises, promotions and funding.





## #2: WAKE UP YOUR BODY FOR MORE INFLUENCE AND ATTRACTION

Did you realize that your words are only 7% of communication?

As we continue to explore what's happening beyond words, in addition to your attention, your body plays a role in communication as well. **As you wake up your body it actually communicates for you, even when you're not speaking.**

Your body can build trust and desire with others, before you say a word.

Science is proving that people are more like tuning forks than we realized. When someone near you feels an emotion or bodily sensation, you can feel it too.

## So What is Waking Up My Body and How Do I Do It?

Waking up your body takes the ability to pay attention (Principle #1) and pairs it with FEELING, rather than just THINKING, about your experiences. Simply put it is about experiencing life through ALL of you, rather than just your mind.

Many people eat, exercise and even have sex, without really being awake in their bodies. **When your body is awake you can impact others, without DOing anything.** Interactions become richer and more interesting. Connections become deeper and even sensual.

This seems like magic at first, but it's real. You can **ignite attraction simply from the aliveness in your body.** You can **inspire trust with colleagues and business partners simply from being more grounded or centered in your body.**

**Many men come to me when women see them as a friend or confidant --** a man women "adore" but won't sleep with -- often referred to as "the friend zone."

Waking up your body shifts this dynamic without needing lines or games. It also puts an end to awkward first moments and the dreaded transition from conversation to becoming more sensual or sexual.

**When your body is awake you don't have to worry about saying or doing "the right thing."** My clients have learned to wake up their bodies and then found women staring at them from across the supermarket and restaurants. They've also had potential business partners and funders say things like, "There's something about you that feels right!" Business deals can become more effective and go more smoothly.

### #3: CONNECT IN SILENCE FOR MORE INFLUENCE AND ATTRACTION

An aspect of connection many people overlook is silence. A lot happens in the moments before and between words being spoken.

Think about what it's like for you to look at someone without talking. Do you tend to keep a steady gaze or look away?

What happens with someone you're attracted to, or intimidated by?

Many people find silence unnerving. It can bring up our worst fears:



- What is s/he thinking of me?
- Am I doing a good job (or blowing it)?
- Am I attractive / intelligent enough?

When this inner dialogue steals your attention, silence feels more chaotic or erratic. People you interact with can actually feel it. **As you learn to settle these voices, people feel more relaxed and want to be around you more.**

It surprises many men to realize that the **spark of chemistry and the foundation of trust arise in the silence between the words**, not with the words themselves.

It's like building a fire. The wood is the foundation of the fire, but without space between the wood it burns out. Silence is the space that allows attraction and trust to catch and build, whether on a date, in a long-term relationship, or in a business meeting.

The amazing part about this is that you don't have to DO anything. **You don't need to know the right words or when to use them.** You don't need a script to ask a woman out or be more seductive. You can even let go of a sales script. Spark and trust arise naturally when you become more settled in yourself.

So how do you get settled in yourself and more comfortable with silence? Principles #1 and 2 are great first steps to focus and calm your mind. You can also start to allow more silence in your everyday interactions. To learn how to build attraction and trust, even in the midst of silence, check out my Master Class [7 Invisible Accelerators of Success and Attraction For Men.](#)

## More Influence. Less Struggle.

When a man wants to create more attraction with women and/or influence at work, I help him understand where his true power comes from in himself and how to access it!

Like the horse in my story I give moment to moment feedback about a man's ability to be more influential in the domains of leadership and love.

In our sessions together I pinpoint the moments when power drains, attractiveness fades, trust wanes or respect falters. Then we figure out why it did and how to confidently build it again, with more ease and authenticity.

Lines and games don't work with women, or in sales, because everything beneath the surface speaks louder than your words.

One man can say, "You look beautiful" and a woman will swoon. Another man can use the same words, with the same woman, and be told to go away.

What's beneath the surface is what stands out most during a first impression. The underlying factors are what cause people to feel more or less trust, admiration and desire for you. This is good news because you have more control over this than you may realize!



There are many resources on my website for you. The next step I recommend is to join me for my Master Class: [7 Invisible Accelerators of Success and Attraction For Men.](#)

You'll discover how to use the accelerators so you can have more of the affection, sex, success and impact you want, with less struggle or need to figure out the right words or actions.

[Join me here](#) to understand how to use these invisible factors of influence as tools, rather than just know them as concepts. You'll learn to wake up your body beyond athleticism, so it starts building trust and attraction for you, even when you're silent. And you'll learn the three attention shifts that allow you to most powerfully master your attention in a way that strengthens your influence and creates more attraction.



See you there!

*Shana*