



HOUSE OF  
PHEROMONES

# THE SECRET ALCHEMY OF PERSONAL MAGNETISM

"How to develop incredible personal magnetism, captivating conversation skills, and charisma that wins women, friends, and success"



## Introduction

Thank you for taking a few minutes out of your day to sign up to the House Of Pheromones newsletter. Before we get started on the real meat and potatoes of this mini report, I think it's important that you understand what you're going to get out of it.

Although House Of Pheromones (HOP) is about using pheromones, a large part of it also comes down to how socially savvy you are. Your ability to “drive” the products, and how you react to new kinds of social situations. Whether its with women, or any other social interaction.

No pheromone product will make a woman want to chase you down the street. Nor will it make people want to befriend you if they feel they can't get along with you. That's why learning social skills, and actively improving them will be one of the BEST investments you will ever make in yourself.

**For some people, developing personal magnetism or highly tuned social skills is something that you're born with - or not... *which is simply plain wrong.***

When I was younger, I was a loner at high school, didn't have many friends, and never even had a single date all throughout my high school years. I was so shy and felt inadequate compared to others who effortlessly made friends or had the girls lining up to be with them. I never thought I would some day become so much more than I was then.

As I grew older and got to the real world, I quickly learned that people weren't so bad. The stigma of negativity from high school (being a minority, having an automatic level of “exclusion”, facing racism constantly) faded and I learned that having conversations with people was part of life.

**In fact, developing a personality that attracted people was CRUCIAL to having success – whether in business, romance, or your social life.**

It's kind of weird that we're never taught to deal with reality in school or rarely from parents/elders, considering how important having social skills are.

*A single job interview could change your life, or getting a date with your dream girl, or even having a friendship that enriches your life.*

Each of those things requires some level of social skill, and can significantly alter the quality of your life. That's why it's so important.

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Sure, using pheromones can significantly change your social interactions too. But at the core of it, you still want to tune your natural skills up, so you get the absolute max out of them.

And that's exactly what I'll show you in this report.

Let's get started.

## What “personal magnetism” really is

Have you ever had those moments in life when you were just “on”? If you haven't, then it's a bit hard to imagine how it feels and how to recreate this effect. You'll just know. That magnetism when everything you say sounds cool, smart, funny, witty, whatever... people hang on every word you say, you effortlessly draw attention, and the attraction of women everywhere you go.

That's what personal magnetism is. It's the same quality you see on television all the time. It's the same quality that got Will Smith a gig and his own TV Show (Fresh Prince of Bel Air) when he had zero acting education at the time.

**It's charisma. Instant likeability. *The “X factor”.***

Charisma, or personal magnetism is considered by most to be an unattainable, mystical quality. Something that only already successful, famous, or filthy rich people have... people who have an extremely high level of personal fulfillment. Or maybe someone lucky enough to just be “born with it”.

As you know, this is something that I never really had. I was never cool or popular throughout high school. I never got asked to go party. Never associated with “popular” people, and never dreamed of being cool. I also lived out a few years after high school with the same pattern, and it cost me my job, and a relationship I had somehow gotten into afterwards.

As the years went by, I met more and more incredible people in my life. I slowly began to change my habits. I wanted to befriend these awesome people with this special quality that so few people possess.

And what did I discover?

That it's a skill, like any other. Some people naturally have more of it, just like anything else. It could be due to the way they were brought up. Or just having a mindset that is more conducive to a “magnetic” personality.

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**But like any skill, it can be broken down into smaller components, improved, and applied.**

When I first learned about street dance, I couldn't even nod my head on beat. Now I'm a competitive dancer in several styles... if I simply gave up, and palmed off responsibility of developing dance skills to “natural talent”, then I wouldn't have gotten anywhere.

In the next few chapters, you are going to learn exactly how to develop it so you can use it “at will” in your every day life.

## **Why Charisma/Personal Magnetism Is Deemed “Special” By Most People**

Think about a time when you saw one of your friends and they happened to be in an extremely good mood. Or anyone else for that matter. You just kind of “knew”, because of how they were holding themselves in terms of body language, how they spoke, their facial expressions, eye contact etc...

But at the same time, you didn't really think about it. You didn't notice that he or she had his shoulders a little back, stood a little straighter, or the micro-expressions that made you come to the conclusion that your friend (or whoever it was) was in a good mood.

You just “knew”. You FELT it.

*It's exactly these near imperceptible changes in your body language, speech, mood, facial expressions that make up what we call personal magnetism, or “charisma”.*

But clearly, the people who display these ungodly amounts of charisma don't think about every one of those little movements, speech patterns, and other small details that make them so interesting.

**That would make things far too complicated.**

Instead, the real secret lies in what's underneath all that.

The mental processes, emotions, and other “foundations” that cause a person to be positively “magnetic”

It almost seems like magic but really, even “magic” can be broken down into a set of concrete rules and skills which can be developed by anyone.

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## **But why? What makes this such a sought after personal trait, and why do so few people have it?**

### **Your relationships improve the quality of your life**

There is a Harvard study floating around on the internet that comprehensively studied men in the 30's up until just the last few years. It found that the quality of their relationships directly impacted on their quality of life.

Clearly, being able to build relationships with other people, like them, getting them to live you back, energize, impress, inspire...

... are a skill-set that goes largely ignored by the mainstream. Even though it's crucial for you to have and be able to develop.

Until now, it's remained mostly a mystery, left for the most determined of us to figure out.

### **In a moment, we'll find out what goes on “behind the scenes” when it comes to personal magnetism and charisma.**

But first, remember what I said earlier about facial expressions, body language, vocal tonality making a person seem absolutely “magnetic”?

I also said that you probably didn't consciously notice all the small little indicators that show us what someone might be feeling like, or what makes them particularly attractive/confident/charismatic at the time.

It's highly unlikely that the magnetic person in question is aware that they come across that way. So breaking down each of those things would be tedious... and quite frankly, drive anyone crazy.

So how do you develop magnetism without having to keep track of a million different micro-expressions and a voice that oozes charm?

## **Simply, it comes down to what you believe. Your internal beliefs create outward expressions that people can FEEL.**

That's where the real part of creating immense charisma comes from.

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One of my favorite examples of this happening was from a presentation I saw on “Shark Tank” by an entrepreneur. Jonathon Miller. If you don't know what Shark Tank is, it's basically a show where entrepreneurs go into a “tank” of 5 investors... who may or may not invest in their business.

The sharks are multi-millionaires/billionaires, who will often ask some tough questions about why their business is worth a certain valuation, what makes them unique/special, etc.

Jonathon Miller demolished every single one of their objections, because he had such a powerful belief in himself and his business. There is a video linked from [this page](#).

## **Many entrepreneurs who have gone into the tank with better ideas have failed to secure a deal.**

Having a strong belief, or conviction is a core component to developing personal magnetism and charisma. If you truly believe in yourself, you will have unbreakable confidence that things will work the way you want them to.

Once you obtain this level of “belief”, or a strong conviction in everything you say and do, other people will also believe it. That's what makes people fall into cults where they can be brainwashed to do just about anything.

Of course, I'm not talking about that level of influence here.

What I am talking about through, is that having a strong sense of belief in yourself, your ideas, how you present yourself, how you communicate, how your body postures... *is all extremely contagious.*

### **When you believe it yourself, others will believe you too.**

When I was in high school, this “tough guy” kept leaning his desk into my chair. He was obviously doing it on purpose to try and mess with me, and start up a fight. The thing is, the guy was a huge bully, and obviously thought he was stronger than me (and most likely was, and probably better at fighting too. But what I knew was that I could outsmart him). I absolutely believed it.

Anyway, as he continued leaning his desk into the back of my chair, I grew increasingly impatient and annoyed. I let it happen a few times, and when I had finally had enough, I got up and shoved the desk onto him, which made him fall like a little domino onto the floor.

“That's what happens c\*nt!”

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I could have punched him and kicked him while he was on the ground, but I would have been suspended... and I wasn't really that outgoing at school, and didn't really have people to "back me up" in case things escalated down the road (I know, it sounds so serious for some high school drama, but it is what it is).

After this incident, we never spoke again, never had any more trouble. He got embarrassed, and he could have got his ass whooped if I chose. I maintained an air of intimidation around me, which seemed to scare off most of the males who were perceived as threatening by everyone else.

If you've ever been in a street fight, you know what goes down beforehand. Things can get really heated, and whoever believes in themselves the most usually wins. Of course, words don't resolve fights most of the time, but a lot of the time one person getting truly scared for their life will walk away without ever getting hit.

Sometimes, all it takes is a certain look. A certain way of standing, or moving, or behavior that just screams "if you touch me, you will get f\*cked up" – which is exactly what I learned to develop after years of going to this high school.

## **There were always threats that never went further than just that, and it's all because of how I carried myself.**

Trash talk also happens before professional boxing/mma fights, in order to psyche out opponents.

Several years ago, it started occurring to me that how I acted then, was representative of what I believed. I believed that other strong looking males were a threat to me, and did my best to guard myself in case things ever went sour.

It was based on fear, and when I started going out to nightclubs and bars I would get challenged quite often. Some guys would try to intimidate me, and would try to psyche me out because I wasn't a steroid jacked musclehead.

It was my own intimidating body language and way of being that attracted these negative experiences in the first place. It was because of what I believed.

Keep in mind, I also wasn't very successful with women at this stage.

Years later, as I started on my journey to self improvement, I realized that I could change my beliefs... and I did.

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**It was time to change the fear based intimidation into something that was more personable, more attractive, and more magnetic, and less likely to get into trouble.**

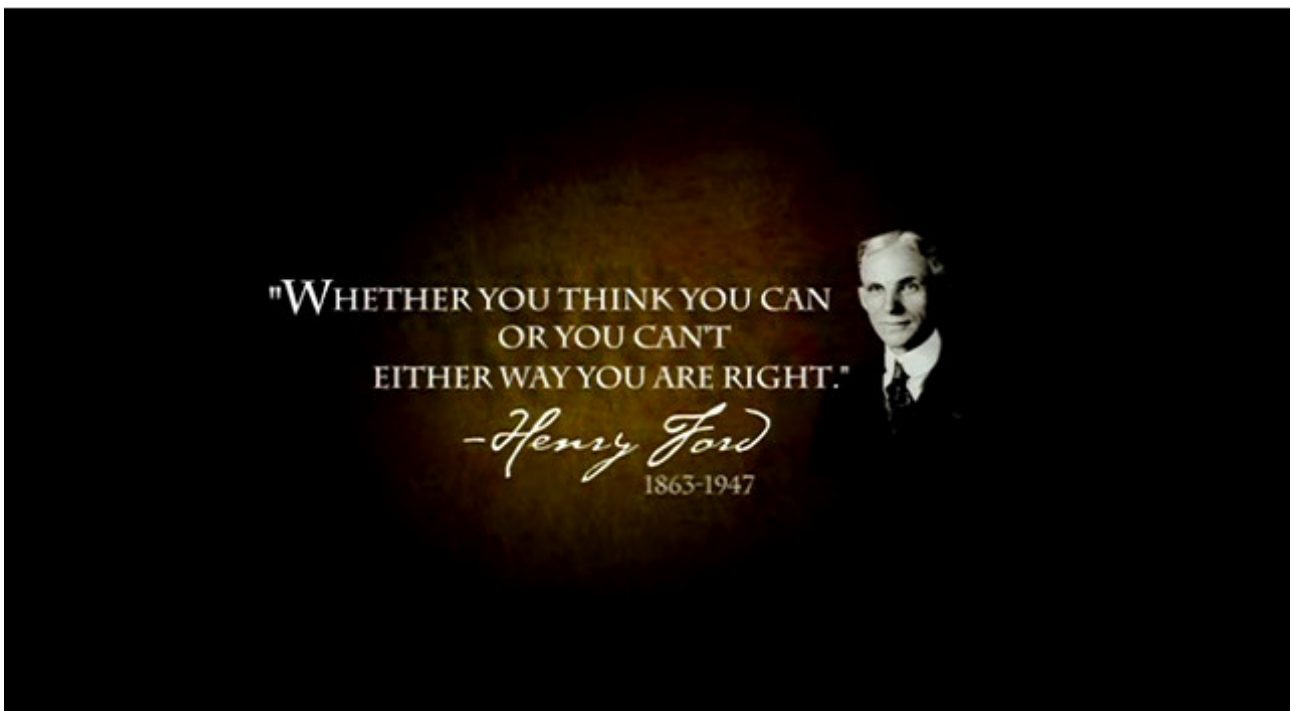
Let me ask you a question though.

Have you ever felt “ignored”? Like when you talk to a group of people, and then try to duck out of the conversation gracefully as you realize nobody really cares about what you're saying?

Or when you finally gather the willpower to approach a woman, and then slowly realize she's losing interest in you every second that goes by?

Or haven't been noticed in your workplace/career because you didn't truly believe in your idea anyway (or simply “felt” that it was unworthy to raise)?

**There is a common thread present in all the above scenarios. It's a lack of belief in oneself and your ideas.**



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Think back to the example with Jonathon Miller from Element Bars – did he show ANY sign of lacking belief in himself? No. If he had cracked and displayed any doubt at all about his business not working, then he would not have gotten a deal.

Especially when he came in at a much higher valuation for his business than it was worth at the time. Most people would have got their heads bitten off.

But let's get back to our own examples.

When you don't believe in yourself, nobody believes in you – why? Because your beliefs have been outwardly expressed.

## **All those micro-expressions, body language indicators, vocal tonalities, and other small differences, indicate that you don't believe in yourself.**

You were quite literally projecting your internal beliefs onto other people, which is why you didn't get a favorable response (that you don't truly think your ideas are worthy of sharing, that you don't really deserve the beautiful woman you're talking to, or that you're not important enough to share in a group social situation, etc).

**When you don't truly believe in yourself, what you're saying, etc... other people will also sense that you don't really believe in yourself.**

On the flipside, think about a time when you had absolutely no qualms with what you were saying... you absolutely believed it. You assumed people would listen, because what you had to say was so interesting, believable, or funny. You talked, people listened. They laughed when you wanted them, because you know you said something funny. You believed an idea and everyone also thought it was fantastic.

**The way you communicate with your facial expressions, body language, vocal tonality, and other indicators would be vastly different if you DIDN'T communicate with absolute certainty.**

*However, you must remember that those external indicators are only a reflection of what's within.*

You can't consciously give out all the signs of a person with relentless conviction, if you don't have conviction. Read that over and over, because it will make more sense as time goes on.

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... Unless of course you are a highly trained liar that can fool professionals or machines that measure your heartrate, sweat, and whatever other indicators they use to detect truth from untruth.

This is just the beginning stage of truly developing real life magnetism and charisma.

**Learn to consciously have conviction when you communicate with others, and you will slowly begin to develop this invaluable personality trait.**

While some people are just like this naturally, it can become a learn-able personality trait that is extremely enriching to your life.

*The level of self belief you have directly impacts how much charisma you have.*

There are a lot of opportunities in life where you can apply and develop more assured, confident, and charismatic behavior in your life.

**Stop questioning yourself all the time, and focus conscious effort on speaking/behaving with more certainty.**

Sometimes, it's good to be self critical and ask whether the life changing decision you're about to make is a smart move.

But we rarely make these types of decisions every day.

**Most of the decision making that affects you daily in some way are usually what holds most people back from being truly charismatic.**

Such as whether it's a good idea to ask that cute chick at the coffee shop out, or its okay to approach your boss with ideas, or whether to speak up in social situations.

If you keep asking yourself “what if something goes wrong”, then something will go wrong (most of the time). Why?

Because you don't truly believe you'll get the response you want.

And even when things do “go wrong”, the consequences aren't that bad anyway.

**Which is why you should also realize that you'll be okay (even if you “fail”).**

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So the girl you ask out says no... big deal, it happens. Nobody listened to what you said. Okay, maybe next time you'll say it in a more assured way. What these scenarios all have in common is that...

*Life goes on...* whether you made the decision or not.

Like I said, taking those small risks costs you nothing. But the rewards are much greater than if you didn't speak up, ask the girl out, or speak out at work where you might have been seen as a leader or more.

**Not taking those little moments because you think you'll “fail” is what 99% of people do. Which is why you rarely meet people who are truly charismatic or have personal magnetism.**

They go against the grain of how most people behave. They don't conform to norms or follow the rules all the time.

**It doesn't mean they're rebels – it's just that they're far more aware of what the consequences are. Which in most cases, are pretty trivial... whereas what you'll get out of taking a chance, the rewards could be life changing.**

Let this sit and marinate in your brain for a while.

After some time, you'll probably realize that you've made mountains out of molehills at various times in your life.

Like asking someone out who wasn't interested. Hey I learned her true feelings for me, and didn't waste any more time wondering or torturing myself over it (I did once, but it was after I had much more experience with women and didn't get hung up as easily).

I found someone more attractive anyway.

Or a time where I spoke up in a group and embarrassed myself. People forget your mistakes quickly. And when you make a social blunder, nobody really cares, they move on. And if it somehow turns into an inside joke, people like you more, because they feel that you're just human and make mistakes.

If you lose your job, you'll be okay too. You'll find another, or maybe you'll gather up your brainpower and start up a business. It sets you on a new path that makes you grow as a person.

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## **When you go against the grain a little bit, with conviction and belief in yourself... people notice.**

This is a highly admirable trait that make people wish they “more like you” – which automatically gives them a sense that it's okay to be themselves around you.

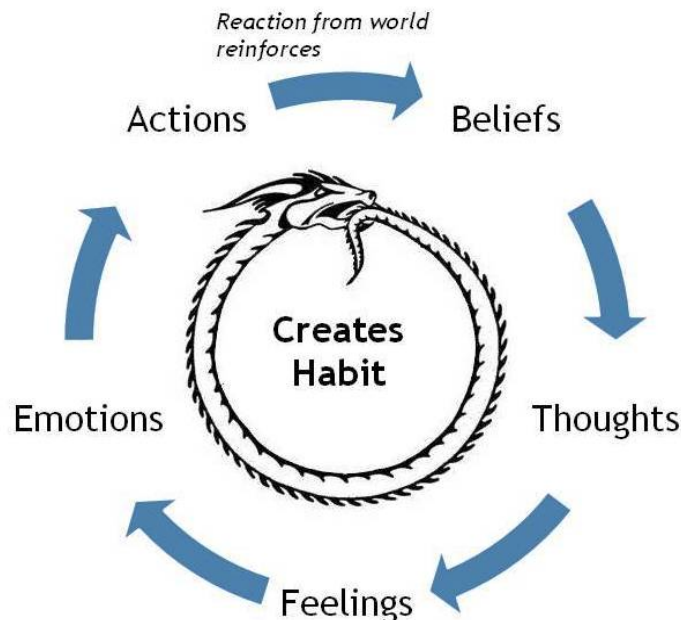
This is an extremely important personality trait to develop. It only takes a little bit of stepping outside your comfort zone to be able to achieve.

Most people are so afraid of failure, of looking stupid, of getting rejected – but if they fought the urge to be just “fit in”, they would get so much more out of their lives.

This is something I've learned from years of reading self help books, and applying it to your life immediately will make you stand out from the crowd. This is one of the most powerful ways you can begin to develop a more charismatic and magnetic personality.

And not only that... when you start stepping outside your comfort zone, you set yourself on a new path of improving your life – changing limiting beliefs.

## **It's called the cycle of belief causality.**



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**This simple circle represents a vast majority of the idea behind “self help” books, courses, and materials.**

Simply grasping this concept can change your life, like it did mine.

It's simple in the way that it conveys the idea that what you believe impacts the world around you, and how the world impacts YOU.

The reason this is important to developing personal magnetism and an attractive personality is because once you understand it, you can use it to change what you believe.

And when you change what you believe, you can change what thoughts you have.

Your thoughts will change what feelings you have... and so on. You get the idea. It all starts with a belief – and perhaps right now, you don't believe that you have any ideas, thoughts or “worthiness” to get what you want out of life.

Whether it's an attractive partner, lots of friends, being a leader... etc. Whatever it is, it takes some time to change it. And how do you change it? By taking small steps.

Here's an example – let's say that there's a guy. He's overweight. He constantly attacks himself about his weight, and is ashamed when he looks in the mirror. He thinks no woman will love him for who he is. Day in, day out, he repeats the same cycle, without ever doing anything about it. He doesn't take risks and approach women, he mumbles because he doesn't think highly of himself. The list goes on.

**Now, what would happen if he understood the cycle of belief causality?**

He might wake up one day and decide that he wants to improve himself. He signs up for the nearest gym. He cleans up his diet and starts eating healthier. A few months in, his coworkers start commenting that he looks more alive, more vibrant. He thanks them, and continues on at the gym... as time goes on, he starts to really feel his confidence go up... he gets more compliments, he works harder in the gym, he believes he can reach his goals.

**This goes on and on, and he finally breaks into a cycle where his beliefs are COMPLETELY changed.**

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He now believes that women do find him attractive. He starts approaching more of them. He figures hey, it's just another roadblock, I'll figure it out. Maybe I can dress better. Slowly but surely, he starts having success in another area of his life.

It all begins with taking small steps in the right direction. Personal magnetism is a similar thing – as you read through this small report, be sure to take down notes of how you can implement it into your daily life.

As time goes on, you'll realize that you have more friends than you can handle, women who will readily date you, and have more fun and success in your life than you ever imagined.

## **Now that you understand this concept, let's talk about your beliefs. Where it all starts in the first place: Integrity.**

Have you ever been accused of doing something you didn't do? When people started confronting you about something that didn't happen, everything about your body language, tonality in your voice, every micro facial expression indicated that you were telling the truth.

People most likely believed you.

... but on the flipside, we tell lies every day to people we care about. White lies. Sometimes, they're great, other times, they make you feel like you can't trust yourself. And this weighs like an anchor on your conscience. Sometimes, a little white lie doesn't hurt anyone.

But sometimes we lie because we don't want to hurt anyone's feelings.

Other times, we lie because we don't want our feelings to get hurt.

**We lie about being “friends” with a woman, when we're really attracted to her. Then we begin to harbor resentment, because you don't know if she likes you back or not.**

*This all starts to chip away at your integrity, and therefore your ability to be truly charismatic.*

But cutting out lying is another way to develop integrity – people will trust you more, and you will be perceived as more trustworthy on a subconscious level. All of which translates to a more magnetic presence.

This is also true for lies that you tell yourself.

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**In fact, this is probably the most pervasive one of all, because tell ourselves lies more easily than we lie to others.**

How many times have you made empty promises to yourself to start eating healthier, go to the gym, approach more women... and never done it?

The domino effect on this one is far more impactful, because they directly influence how you feel about yourself.

Telling yourself lies means you will not trust yourself as much, and you will have less conviction in your words and what you do, and you will be perceived as less trustworthy.

All of which influence your body language, voice tonality... charisma.

Make yourself a promise today to take more responsibility, and do what you say you're going to do.

Over time, this will become an automatic habit which will absolutely skyrocket the amount of magnetism you have.

**The domino effect... natural leadership (Magnetism from the inside – once again)**

The reason I am so adamant about being honest and having integrity with yourself and others, is that it creates an internal compass that guides where you are going.

**When you lead yourself, you naturally become more of a leader in other parts of your life.**

When you follow your passions, when you speak up where others don't dare, or take trivial risks like asking women out who don't like you back... people will start looking up to you as a “leader”, and as someone of higher status.

In my early days of clubbing, I would approach some of the most gorgeous women in there. While I didn't have the right mindset at the time for getting these women (self doubt, feeling “unworthy”, etc), I did have balls of steel and went up to them anyway.

Over time, I made many guy friends who thought I was a ladies man, and gave me props for atleast trying, when most guys were way too intimidated to even try.

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They all saw me as someone to look up to, even though I was rarely successful. I took a risk, but ended up having a laugh with the guys about it anyway.

And this can applied to just about every other area of your life too.

**SAY what everyone else is thinking first, ignore the unsaid “rules” of professional conduct, say some goofy stuff, share your thoughts and ideas more freely, reveal your flaws...**

**Just be an authentic human being, and other people will feel that they can also be authentic around you.**

Another example - I actually met a dermatologist a while back for some ingrown hair issues I was having. It was quite irritating, and I asked him whether getting laser hair removal was a good idea. He said some offhanded remark about Africans, and how most skin clinics will usually run the other way at dark skinned people, because it absorbs light. I am light-medium brown skinned, but I guess still dark enough to bring that comment up.

I thought it was kind of hilarious that it was said in such a casual way, but the content was slightly offensive. I have dropped f-bombs in front of him before, so we had rapport, and a genuine human connection that was not just black and white... doctor and patient.

**I didn't feel like a number or part of the herd like in other doctors offices.**

The point is, by bringing your humanity to the surface gives people permission to be the same way.

As you can see now, this leadership begins with your own choices, but quickly influences other people too... and makes people see you as a much more charismatic individual.

**What do you get out of being “magnetic” though? What's the point? Having lots of friends?**

No. It's much more simple than that... *it's just more fun.*

Every now and then I watch YouTube videos of pranksters. Some of them are plain idiotic and could get someones ass kicked, but some of them are hysterical.

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I recently saw a video of a guy going to the gym and making extremely sexual sounds while he was lifting “sissy weights”... people around him were very confused and trying their best to hold in their laughter, because they couldn't tell if he was bullshitting or actually struggling.

Nevertheless, it had me falling off my chair. I don't have that much of a “no f\*cks given” attitude, but you don't need to go that far to have more fun, be more charismatic, and become a leader. If you have the gall to pull off something ridiculous like that, then I admire you.

**But pushing the boundaries like that (not to the point where you're offensive, or someone can potentially get hurt, etc), can really liven up just about everything.**

I once had a coworker tell me that his girlfriend was watching a movie the night before, and couldn't stop talking about how hot “The Rock” was.

Dwayne Johnson is a good looking man, I'll admit. But my friend was explaining how it was starting to annoy him, and when she asked him for something he snapped back “why don't you get The Rock to get it for you?”.

I laughed my ass off for hours, I was in a good mood. I just found his story so relatable, so honest... and so *human*.

It wasn't appropriate for a work situation, especially when I was new at the time – but he brought that topic up first, and it immediately made me feel like I could have “real” conversations with him too.

He “went there” first. He pushed the boundaries, and what was “acceptable” - which made me feel it was okay to have a laugh, be honest, and feel comfortable with his presence.

Needless to say, while this guy wasn't rich, nor insanely good looking, or overly “remarkable” in any obvious way... he was magnetic. People loved him as did I.

**When you push the limits on societal norms, people will have more fun with you, and want to be around you... which is an incredibly attractive personality trait too.**

This is what women mean when they say “nice guys” are boring... they don't push their luck, they don't speak up, they're not “leaders”. They just don't excite women.

It's only in the online world where these are considered “bad boy” traits. You don't have to be a criminal, a dickhead, or anything negative to attract women. You can simply be more magnetic and

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create those same exciting vibes that make them extremely attracted to “bad boys”.

Is every joke you crack going to be hilarious? No. Is every interaction going to go the way you planned? No. Is every boundary stepping conversation you have going to be appreciated? No.

Most people avoid doing these things because they want to “fit in” and and be liked... but in the grand scheme of things, it's boring and makes people as interesting as a doormat.

Having the courage to take conversations to a more personal, more honest, more “taboo” level, makes you a leader because it's FUN.

## **Another element that makes you more interesting: touch.**

Some people just aren't the “touchy feely” types, and that's okay. But for a vast majority of people, physical touch is greatly appreciated, whether it's on a conscious or subconscious level.

Touching other people, whether it's a warm handshake, a comforting hug, a pat on the back, or even play fighting between friends and significant others has many benefits.

Some of them include:

- Greater trust between people
- Conveys confidence
- Decreased disease, stronger immune system
- Stronger teamwork dynamics
- Increased sexual, and non-sexual intimacy
- Greater sense “closeness” or emotional bond between people
- Improved sense of wellbeing

Those are just a handful of many of the effects that physically touching someone can have. Being appropriate with your touch can make people feel much closer to you than you actually are, and create rapport, build friendships, enhance your relationship and more.

**The human touch is a fundamental part of communication that will make people absolutely enamored with your presence.**

I personally think this is more important than ever – everyone is always so absorbed in the virtual world of Facebook, Instagram, Twitter, or whatever, that they've forgotten what it feels like to have a real friendship or human interaction.

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If you're not used to touching people, then it's something you have to develop. Hold onto a woman's shoulder lightly when you make a point. Shake your best friend's hand and give them a man hug. Pat your short girl friend's head and make fun of her. Showing some affection will let people know you care about them.

It's all in an effort to have more fun, connect, and make life more interesting for yourself and others around.

It not only gives you energy, it also gives others good energy. Which is the next part of the “magnetism” puzzle.

## **Magnetic people have high energy/passion – which is contagious.**

Up until now, you've probably thought that to achieve your goals of having an attractive, magnetic personality, that you have to have an upbeat, happy, inspiring face on ALL the time.

That's actually not the case. If you recall a few pages up, we talked about integrity – being open and honest about how you feel, etc. Not only does this apply to letting people know they're awesome, or you think they're attractive, or doing a good job etc... it applies to negative emotions too.

You will become more resilient to the emotional stresses of life by following these tips, yes.

But being grounded in reality means you will have ups and downs too. It's just part of the human experience, and letting people feel that will make them highly appreciative of your presence.

*However, what you do want to do is make sure that you're positive MOST of the time. That is the “energy” that will power your convictions to make you more captivating, more interesting, and more charismatic. Think of it as the “turbocharger” on the v8 engine.*

### **Why is it so important to have passion and energy behind your conviction?**

The most charismatic people of all time, like Will Smith, Hitler, MLK all had it – they made people BELIEVE.

## **When you put passion behind your words, it will put you on a whole new level of influence over others.**

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In fact, it's this very energy that made people diehard followers and supporters of their messages. Even though some leaders used their energy for bad, many have used it for good – which is what you will do once you learn to apply it to your way of being.

Putting passion – your emotional power behind your words will elevate your magnetism. Why?

Because people FEEL a certain way when YOU feel a certain way. Humans are tuned into emotions more than we can imagine. If you hang around someone negative all day, you will probably become negative too. If someone is happy, positive, and uplifting, you will be positive and feel uplifted in their presence too.

**That's why people like Tony Robbins (self improvement expert) are so persuasive in the way they speak. They not only speak with conviction, they speak with incredible passion and emotion behind their words.**

But how do you develop this quality?

It's easy.

**Find something you are deeply passionate about, and immerse yourself into it.**

I mentioned that I am deeply passionate about street dance/freestyle right at the beginning of this book.

*But you know what? It goes way deeper than just having an interest in something.*

It makes me feel very accomplished at something I really enjoy doing. I can spend hours in front of the mirror.

I can walk into a studio feeling shitty, and walk out with a smile on my face. It's not just about that specific interest for me – it gives me fuel to tackle other important things in my life.

That's why I urge all my readers to find something they are extremely passionate about.

**Because your love for something will improve your sense of well-being, happiness, charisma... which will then be contagious to other people.**

They will wonder what makes you so great and stand out from a sea of mediocrity.

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It doesn't have to be your life mission (although that is a serious topic for another day). But having something you care about – even if things in life aren't going your way – can truly make a huge difference for breaking through the obstacles stopping you from success.

**It also gives your personality zest and verve, which will come out in your body language, how you speak, and how people perceive you.**

Trust me – this is something that is never too late to begin working on. This is how you create a strong positive energy around you that makes people want to know what makes you so magnetic.

**And speaking of body language... here's the next magnetic personality trait you can develop easily.**

One of the most amazing things about the human body is how intricately everything is connected... from your emotions, to the way you move, to the way we form words in our head and then speak.

And body language is been know to be a large percentage of our communication – about 55% as some studies say.

**You see, it's not just what you say and how you say it, as it pertains to your voice.**

Your body is always giving away clues as to how you really are as a person, how you feel, and other indicators that might tell people you're this way or that way.

People make instant judgments about you by the way you physically hold yourself. You're probably used to reading about body language that women have that might indicate that they're interested... but have you ever really paid attention to your own body language?

If you haven't you're making a huge mistake. I will go over some obvious ones you can fix straight away – but it's important that you understand this too:

**Your body language can change how you feel, and vice versa.**

When you're not feeling the best, you might find that you have your head down a little bit, shoulders slumped, cross your arms when people talk, etc... all of which feeds the cycle that you're not feeling great.

***Your body language is bad > You feel bad > Your body language is bad > You feel bad***

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... there is a simple hack for this: fixing your posture and other negative body language that you're putting out immediately, can help tremendously with getting on the happy train once again.

This has been studied by science very in depth – even forcing yourself to smile can make you legitimately feel happier. If you feel like you're not “there” on the inside, change the outside.

Here are just a few things you can do to improve your body language dramatically.

It's not just for situations where you need a “boost” either.

Constantly reminding yourself of these things until they become second nature is the goal.

**The way people perceive you will be much more favorable, which in turn will help creating more and more positive experiences for you (remember the cycle of causality).**

- Force a smile to immediately make your brain think you're happy, and you will actually get happier
- Power pose: Stand tall, and put your arms up towards the sky (yes, like superman). This is a Harvard studied pose that dramatically increased confidence in participants
- Have your shoulders back
- Put your chest out
- Don't cross your arms or legs
- Have strong, but non threatening eye contact
- Have slower movements. If you feel flustered, physically slowing down can help you calm down.
- Avoid touching your face, biting your lips or nails, or other nervous habits
- Pay close attention to your facial expressions. Make yourself more expressive by being silly in the mirror.

**How you talk matters: make yourself more compelling through storytelling**

Up until now, we've talked about speaking with energy and conviction – how to develop it, and how to make sure your body language is on fleek (it's the word these days for “great” - kids lol).

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Anyway, what we haven't covered yet is how to talk so that people actually care about what you're saying.

You can speak with passion and authority on a subject, but it doesn't mean people will always pay attention. It doesn't matter if they do or don't anyway, right?

Well, if you want to become such an interesting character that people just can't help find you fascinating, you need to develop attractive language patterns that hook people in, line and sinker.

**... say things that make people perk up and pay attention. And one of the most powerful ways to do this is by storytelling.**

**Great storytelling is one of the most captivating personal traits you can develop.**

And once you get a grasp on the concepts I'm about to show you, you can make the dullest conversations much more fascinating and fun.

**One of the biggest hurdles to get over when you tell stories, is realizing that storytelling is about taking the attention of your listeners, and walking them through the imagery, and making them feel emotions through it.**

Not simply stating “what happened” like factual events – it's not the news. Not that the news is always factual anyway, but you get the point.

Think of how great movies are created. They have a plot, yes – but what you really get invested in are the characters... the decisions they make, the impact it will have, and so on.

**When you're watching a movie, you put yourself in the shoes of the characters.**

*And that is actually what you want to do when you tell stories.*

It's not always about what happens at the end... because the “ending” might not even be that exciting.

**It's about the emotional journey.**

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Making people feel what you felt at the time, what you knew, why you made certain decisions and so on.

Really touch on the emotions – whether its feelings of despair, joy, overwhelming happiness, terror, humiliation and so on.

Let people really put themselves in your position. This builds anticipation. And don't rush through your story because you think people will lose interest... if you're doing it right, you'll keep it – hold a moment before dropping huge emotional points.

## **Think about how a kindergarten teacher would tell a story to a group of young children.**

The teacher wants to hold their attention, so they match their voice tonality, facial expressions, gestures to the story.

... which makes it so much more fun and interesting than just reading normally.

I'm not saying you need to exaggerate that much, because you most likely won't be talking to children all that often.

But just using it in an animated way for your audience can really suck them into your story, and make you truly memorable, magnetic, and charming.

## **Some final thoughts.**

Thank you again for taking a moment out of your day to read through this report. I tried to pack as much information as I could without having to go in depth on each one – why? Because I gave you the IDEA behind the process.

Ideas are much more important than being told exactly what to do – because you're not a robot. It's the same thing as going to a dance class and learning a routine. But what do you actually get out of it? Some moves, yeah... but are you really dancing? No, because they're just steps and moves in a certain order.

However, if someone told you, for footwork, think about a shape, such as a circle, a square, or a plus sign. You can move on those points in any order you wish, in any way. You can slide your foot in the shape of a semi circle. Or you can shuffle one foot out sideways and then slide it back in. Or you can hop onto those points.

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The possibilities suddenly become endless. It's not a bunch of “set in stone” rules.

It's the same thing with developing attractive personality traits. You won't get it all immediately – it's like a muscle that you need to work out on a consistent basis. Even applying 1 concept a day and really consciously focusing on it can make a huge difference in your social interactions forever.

Sometimes, you might not even feel like you're not making progress, until you see how far you've come 6 months down the road. It's not going to take that long to get huge magnetism and charisma, because it's not a physical muscle... but seriously, using everything in this guide will help you tremendously – I highly recommend reviewing it every few weeks to get the most out of it, and to keep yourself sharp.

**Stay tuned for more at the House Of Pheromones.**

– PheroJoe

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