The Laws of Charisma
How to Captivate, Inspire, and Influence for Maximum Success
Kurt W. Mortensen

Introduction

Kurt Mortensen’s latest offering is called the Laws of Charisma. In this book, Mortensen explains how charisma is an important life skill that has a positive effect on every aspect of your life – from your relationships, to your career and to the ability to persuade other people. He expands on the concept of charisma and lists 30 skills, attributes and qualities that can improve your charisma.

He divides these traits into 5 categories – presence, the core qualities, delivery and communication, empowering others and subconscious triggers.
Presence

Passion: The Transfer of Pure Energy

Passion is energy, one that can be clearly felt by other people. It radiates out from the core of your being and is generated by your interests and enthusiasm. Mortensen claims that while enthusiasm is a natural part of passion, it is entirely possible to be enthusiastic and not passionate – it is very easy to confuse the two.

In order to increase passion, Mortensen suggests increased reading, joining clubs and spending more time on developing yourself. Knowledge is a requirement of passion – gaining more knowledge in your areas of interest will increase the natural enthusiasm and fervor you will have in your life and the energy you generate will aid you in influencing others.

Confidence: Conviction is Contagious

Real confidence is all in the mind. It stems from a desire to be helpful to others and to make a difference in the world. Confidence doesn't necessarily mean a lack of fear – the most confident people can sometimes feel nervous or unsure. Confidence, however, is the ability to manage these negative emotions and the knowledge that you have the tools, capabilities and resources to deal with problems and challenges.

Congruence: Actions versus Intentions

Mortensen defines congruence as the relationship between what you say and what you do. This quality is vital to creating trust and increasing charisma. Having congruence – making sure your intentions match your actions – will increase the amount of believability you generate, correspondingly increasing how much people like you. When you are able to make your message in sync with your beliefs and values, an act that requires you to align your voice, body language speech and vocal tone, you will be gain congruence.
Optimism: Adjust Attitudes

Optimism is the state of mind that sees the glass as half-full. It determines how you see and react to the world. People who are optimists get better grades, achieve more in their jobs and careers and have longer lifespan. Optimists know that failure requires a shift in their attitudes, and that it can be used as a learning lesson. Mortensen defines optimism as the ability to quickly recover from setbacks.

Positive Power: Force is Not Charisma

People with charisma have the instinctive knowledge and understanding that there are various ways to apply power and influence on others. Used positively, power is different from force. Force is a negative energy and has a harmful effect on the people you use it on. Positive power, however, forges bonds of trust and enhances people’s natural abilities. The different forms of positive power are knowledge, proficiency and authority. Mortensen suggests that in order to enhance your charisma, you should choose one form of power and work on improving it. He also says that expertise is the easiest type of power to wield and use on others.

Energy and Balance: Vibrant Well-Being

To have and heighten your charisma, Mortensen suggests that you find the time to design your own health plan, taking into consideration your ideal weight, nutrition, sleep cycle and exercise routine. Charisma is a form of energy and improving your physical attributes gives you more energy to work with. Balancing the financial, physical, spiritual, emotional, social and intellectual areas of your life will also increase your reservoir of energy. If all the areas of your life are balanced and can work together, you can easily increase your charisma.

Humor and Happiness: It Comes from Within

Charismatic people are typically happy and radiate this joy to others. These people have a lot of zeal for live and this makes people want to be around them more.
Mortensen explains happiness as a solid progress towards an objective or a goal that is contributes towards your passions or personal aims. He also says that humor is a way of transmitting your charisma and can be use to strengthen bonds between people, put them ease and make them more likely to accept new concepts and influences. Having humor and the being able to use it properly can boost your confidence and trustworthiness.

Core Qualities: The Inside Dictates The Outside

Self-Discipline: Willpower Equals Commitment

Self-discipline is one of the most vital traits to build up in the development and growth of charisma and an influential personality. Self-discipline consists of willpower and self-control and is largely recognized as an inner strength, which gives a person motivation and drive in their search for success and happiness. A lack of self-discipline will make a person feel lazy, dull and even depressed – which is the exact opposite of the attitude of a charismatic person.

Successful and charismatic people will understand that to have change in their lives, they need to acknowledge any bad habits they might have and admit they need to change. They must then find the willpower and self-discipline to make this change happen. This will result in courage and self-assurance in the long-term, which both serve to amplify your charisma.

Competence: What You Don’t Know Will Hurt You

Yet another critical part of having a charismatic and magnetic personality and having the ability to convince and sway others is to simply be competent. Mortensen defines competence as having the appropriate and requisite knowledge, expertise and skill in the areas needed to complete any given task. Competence is built up and developed over years of experience in your field of interest or work and it is a lifelong pursuit.
Mortensen suggests becoming a lifelong learner, in order to maintain and even increase your competency. Being competent also requires learning from your mistakes and taking the steps necessary to avoid those mistakes in the future. While passion and drive are both great traits to have, having competence will be the key factor in influencing people.

**Intuition: Follow Your Instinct**

Also known as a ‘gut feeling’, intuition is a combination of subconscious analysis, experience and emotions that helps you read and analyze other people almost instantaneously, by taking in their facial expressions, body language and the tone of their voice. Successful people use their intuition to augment their charisma, creativity and their ability to connect with other people on a more personal level. They have perfected the ability to govern their thoughts, pushing aside negativity and making way for more positive thoughts.

**Purpose: Tapping into Unlimited Drive**

If you have not found your true purpose in life, you will find yourself without a solid direction to head into and will therefore be unable to influence or lead other people. Without purpose, you will not be happy and will not be able to achieve the success you are capable of. Having a purpose and being able to tap into it will allow you to reach your peak potential.

**Integrity: Character Counts**

Mortensen defines integrity as purity, blamelessness, correctness and soundness. It is also being consistent in your values and actions. If you want to be able to influence others and improve your personal charisma, you must have integrity. This trait determines who you are and how you will react to an event before it even happens. Integrity consists of honesty, sincerity and predictability – integrity cannot be developed overnight.
Courage: Stand Up and Be Counted

Having found your true purpose isn’t enough – you must also have the courage to make sure you achieve it. While most people think that courage is standing firm in the face of danger or the threat of bodily harm – and this is a very valid definition – courage is also an attribute that is required on a daily basis. You need to be brave enough to approach other people and attempt to convince them to see your point of view, despite the possibility to rejection.

Courage isn’t just fearlessness – it is simply having the heart and the solid emotional foundations to look fear in the eye and do what needs to be done. You can build courage by taking full responsibility for your actions, in every aspect of your life, and accept your failures when they happen.

Creativity: Tap Your Imagination

According to Mortensen, creativity is resourcefulness and imagination combined into the ability to come up with fresh ideas to deal with problems, old or new. It is also the ability to find new methods and practices with the intent of improving current systems. When you take your thoughts and ideas – no matter how unrelated they are – and manage to combine them into a cohesive solution, you are being creative. Highly creative people tend to spot chances despite any setbacks. Fortunately, creativity is a skill that can be trained and practiced.

Focus: Activity Does Not Equal Accomplishment

Successful people tend to plan and list out their activities and goals for the day, giving them a priority order. Being prepared and clearly defining your aims are always mentioned in any book or guide on success. Preparation helps you be more structured and organized, giving you the focus and concentration need to accomplish more in a set amount of time. It minimizes distractions, inner and outer, and allows you to center your thoughts on the task at hand. It is a great tool for managing your time and in the greater scheme of achieving success.
Delivery And Communication – Speak With Conviction

Presentation Skills: Educate, Inspire, and Entertain

A hallmark of charisma is having great communication skills and the ability to inspire, fascinate and motivate their audience. Charismatic people are able to grab and hold their audience’s attention within the first minute of their speech or presentation. They are known to be animated, poignant and energetic. These people have mastered their ability to talk to an audience, but are still continuously improving and fine-tuning their skills.

People Skills: Do They Really Like You?

In improving your charisma, being able to work and connect with other people is vital. With the rapid advancement of technology, people tend to make the assumption that social interaction and having an appealing personality are no longer important attributes. On the contrary, the increased presence technology has on our lives has made people more keen for personal interaction than before. People like to connect and converse with the people they have a bond or some common interests with.

It is also very important to make a good first impression as it has a huge effect on whether people think you have charisma or not. Another important aspect of having people skills is being considerate and showing concern for others.

Influence: Help Others Persuade Themselves

Being charismatic and being influential are closely tied together. Influence lets you convince people to accept new ideas, forms bonds and makes lasting changes. People who have charisma and influence tend to make more money. Anything and everything you will want to have in life stems from the ability to read people and
make them change their minds. There is no road to success that doesn’t require you to deal with people.

Most people have never learned the nuances and subtleties of influencing other people. People tend to become reluctant and resentful when they feel pressured, bullied or forced into doing something they don’t want to. Getting compliance now is not influence; it is merely a false power and a misuse of authority. You need to bring people over to your side and get them to see your way without coercion – this will bring actual long-term changes and benefits.

**Storytelling: Create the Image**

Using stories is a great tool for enhancing your charisma, as it pulls the audience in and gives them a better view and understanding of your message. While using facts and figures are important in any presentation, they will have a greater impact when supported by appropriate, significant stories.

It is important to draw on the emotions when telling a good story. Using a story makes the difference between just communicating and convincing people. People with charisma can weave vivid, captivating stories that draw people’s attentions and subtly influence them. These stories use powerful imagery and create an atmosphere of influence.

**Eye Contact: Conversing Without Speaking**

Eyes are the windows to the soul and will allow a person to gauge someone’s honesty, intelligence and outlook. Avoiding eye contact is a huge mistake at times. Engaging in eye contact will enhance your charisma. Mortensen’s general rule is to maintain eye contact 70% of the time, which will work on the majority of people. Making eye contact will let people feel special and boost their egos.
**Listening: Say What?**

Being attentive when other people speak also enhances your charisma. By simply listening to others, you can learn everything you need to know to help, influence or change another person. It also reduces any mistakes that may be caused by miscommunication or misunderstandings. A lot of the challenges in any relationship, organization and even world affairs can be resolved by just listening and open communication.

**Rapport: The Instant Connection**

Mortensen defines rapport when people make an honest mental, physical and emotional connection with each other. Building a rapport lets people feel comfortable with each other and builds charisma. You can accelerate the process of connecting by figuring out each other’s nonverbal cues, detecting tacit messages and realizing the true emotions that lie behind their attitude and body language.
Empowering Others: Contagious Cooperation

Inspiration: Strengthen and Energize

The ability to inspire, change moods, shift emotions and energize the room are vital traits of charismatic people. When people feel powerless to change things or when they lose their sense of purpose, they tend to get desperate. Being able to inspire people encourages cooperation and hope, while despair makes people scared and aggressive.

Maintaining the motivation of others in the long-term requires inspiring people and giving them hope. Charisma is the ability to bring hope in people and lead them to a better future.

Esteem: Understand the Ego

A high self-esteem and being able to raise other people’s self-esteem are important qualities of a charismatic person. All human beings need a healthy sense of self-esteem. A great and simple way to heighten someone’s esteem is to show them honest gratitude for the work they put in and make sure that they know they are appreciated.

It is also essential to be able to read other people and spot the signs of low self-esteem. Charisma is the ability to read these signs and boost their self-esteem, by playing on the relationship between self-esteem and performance. Having a higher self-esteem will raise their confidence, which will then lead to increase productivity, performance and a better attitude.

Credibility: Reality versus Perception

Another essential trait of charisma is credibility and it is built upon three factors: knowledge, appearance and track record. Your credibility is high when there is little or no gap between what you promise and what you do. Having high credibility will increase the trust and commitment others have in you. The two things that will
negatively impact your credibility are deception and appearing to be too good to be true. Whether you are credible or not is based on other people’s perceptions of you and it not a hard fact.

**Motivation: Light Their Fire**

Charisma helps people get motivated for a long-term goal. With charisma, you can help people visualize their goals and give them the confidence to attain those goals, to overcome challenges and make important decisions, but also make them feel part of the team. Mortensen lays out two basic ways to motivate people and make them feel empowered.

The first is through personal development. By helping others tap into their potential, increasing the knowledge-base and using the full power of their minds, you can unlock hidden motivations and ambitions.

The second way is by letting them comprehend the true power of setting goals. If you help them find what they want to achieve and help visualize reaching their goals, their motivation and drive will increase.

**Goodwill: Charity and Compassion**

Goodwill is showing consideration and concern for other people and being friendly and sociable. Demonstrate your goodwill by focusing on the positives and only bringing up the negatives in a constructive manner and you will automatically appear more charismatic. Showing goodwill requires you to adopt the mindset of abundance, a state of mind that lets you be giving and charitable, knowing that the universe will reward you in return. Time, money, effort and skills are all good things to give and will provide rewards of health, cheerfulness and charisma.
Vision: See It, Taste It, Touch It, Feel It

Charisma is also the ability to communicate a vision and make it realistic, and getting others to accept this vision and give you a commitment. Having a vision will inspire and empower people to achieve the impossible. A charismatic person will fuel his vision with passion and sincerity, and it will provide others with guidance and direction – this is the reason why some people appear to be so attractive and prominent.

Empathy: Compassion Creates Friendship

Long-term charisma can be built through empathy. Mortensen describes empathy as the ability to see through someone else’s eyes and understand their perspective. Empathy does not just understand someone else’s feelings, but also the ability to identify their state of mind and well-being. It builds confidence and respect.

With charisma, you can pick up the little clues and signs – most of them nonverbal – that tell you someone is truly thinking and feeling. Empathy is being able to connect with their feelings and personal situation in an honest and realistic fashion. When you can put the needs of others ahead of your own, you can become charismatic.

Respect: Give It to Get It

Give people the respect they deserve and value them for their abilities and personality. Mortensen uses the word honorable to describe someone who radiates charisma because they are respected and shows respect in turn. An honorable person will have the trust and loyalty of others.
Subconscious Triggers: It Just Feels Right – Or Wrong

Verbal Presentation: It Is How You Say It

An important physical component of charisma is the voice – it needs to convey certainty, courage and confidence. People with charisma have soothing voices, know how to change their emphasis to suit the topic, articulate with clarity and a nice pitch. The right voice with the right words can give you a strong connection to the audience on the subconscious level.

Your voice needs to be interesting and pleasing to listen to and it will help your ability to attain charisma and influence people. To be charismatic, you must understand the importance of using language to stir up vibrant thoughts, emotions and actions in your audience. It is also vital to combine your words with your pitch, volume, tone, pace and articulation.

Nonverbal Communication: Gestures Trump Words

In order to fascinate and entrance your audience, you need to be able to use nonverbal signs to communicate. You need to make these gestures look spontaneous, natural and with intention, but they are actually practiced and planned out prior to the speech. You must also be able to see and comprehend the nonverbal cues of others. The entire body, from the head to the arms to the eyes, provides plenty of nonverbal gestures that tell you how they are reacting to your message.

Emotional States: Understanding Feelings and Moods

To be charismatic, you need to realize the thin line between emotion and logic, which are both necessary to influence others – what you need to know is that emotion will overrule logic every time. Emotion is good because it motivates people to take action, while logic gives them justification for those actions. Emotions and moods will have an effect on every facet of human existence.
People with charisma are able to create the right mood to fit the situation and make people happy. Happy people have a tendency to be more positive and will recall more good memories. Being able to change moods and manage emotions is an important part of having charisma.

**Physical Appearance: Judge Not (Yeah, Right!)**

People do judge each other by their outward appearance. Having a good physique has always been linked to a high charisma. The shape, look and appearance of your face and body will affect people’s judgment of you. Every part of your appearance comes together to form your overall look – weight, grooming, accessories, clothing and hair. The more able you are to control, manage and enhance your appearance, the easier it will be for you to improve your charisma.

**How You Repel People: Don’t Drive Them Away**

People with charisma make other people relax and put them at ease. If you don’t know what you are doing to drive people away, which can end up cost you money and lower your charisma. The things that can negatively affect your charisma are talking too much, getting too friendly too quickly, showing off and invading other’s personal space.

If you can identify your blind spots, you can easily achieve charisma. People tend to rate their skills and qualities higher than they truly are. If you want to be more successful, you must be willing to assess your own strengths and weaknesses, improve and grow. People with charisma can look at themselves with a critical eye and realize the facts about themselves, good and bad.
Conclusion

Gaining the charisma needed to influence and persuade others is a necessary trait to have in order to achieve success. That sort of charisma takes a lifetime to acquire and requires that you use all the tools that have been provided in the book.

The more of these tools you can learn and master, the more successful people you are going to be in all aspects of your life.

Mortensen explains the importance and necessity to have charisma to gain success in your life. He has provided many traits, attributes and skills that allow you to increase your charisma.

These 30 qualities are all sound advice for being more charismatic and gaining the ability to sway people.
Key Concepts and Features

The Laws of Charisma is written in an accessible and casual manner that provides a structured format for learning the 30 skills, traits, and attributes that generate charisma.

Each chapter is dedicated to one quality or trait and offers a quote on what has been said about it, the vital information necessary to master it, pointing out a common blind spot, directions on how to apply it, and an relevant example of someone who possesses it, either modern or historical.

Each chapter concludes with a Charisma Key which consists of advice on something the reader can do to apply the trait or skill immediately, and a ranking scale where readers can assess their baseline in that particular skill or trait.

The author recommends that the book be read from cover to cover, and then to reread each chapter, working from your greatest weakness to your greatest strength. Learning these skills and traits can have a positive influence on your job, relationships, income, and ability to influence.

Charisma is an important skill that should be perfected if you ever want to influence others. Kurt W. Mortensen offers this advice on charisma:

- One of the key traits required to develop charisma is to have a commanding presence, and it requires passion, confidence, congruence, optimism, positive power, energy, and balance, and humor and happiness.

- The core qualities are self-discipline, competence, intuition, purpose, integrity, courage, creativity, and focus and you must take the time to fine-tune and develop these traits.

- Delivery and communication skills are another way of displaying and building your charisma and it includes presentation skills, people skills, influence, story mastery, eye contact, listening, and rapport.
• Learn to keep others inspired, keep them motivated, and give a united vision, and you will always have people to call on for help. Skills and traits needed for empowering others include inspiration, esteem, credibility, motivation, goodwill, vision, empathy, and respect.

• Developing your charisma requires that you master these subconscious triggers that cause people to accept or reject an idea or a vision. These include verbal, nonverbal, mental state, appearance, and triggers that repel.

Reading Time: 4 hours, 214 pages

About The Authors

Kurt W. Mortensen is one of the leading American authorities on motivation, persuasion, and influence. A highly desired specialist, instructor, seminar leader, and speaker, he is the author of Maximum Influence and Persuasion IQ.

He lives in Provo, Utah.