

How I learned these ideas

Dear Andre,

Here's why you should invest your attention in this.

I first came upon these ideas while taking a course. Why did I spend \$597 on a course called charisma on command? And why should you read these next few tabs to learn how to make a great first impression? All fair questions.

See, when I was younger I would see people who would walk into a room. Everyone knew them, or wanted to know them. And I wondered, how did these people build this skill?

We're they just born with it? Or did someone teach them? Did I miss something because I was homeschooled? I felt both envious and inspired. That I wanted to be like them. And whenever I feel that, I ask myself: How did these people develop this skill?

I found over the last two years this really started shifting. As my business skill grew, and my confidence in my abilities grew it started changing how I'd show up.

As I entered new spaces for the first time I started to notice that I had a pattern. And it worked. Over time I developed influence and knew a lot of people. And people cared about my opinion.

But I always struggled with something, how to break down a first impression. This one skill is probably the most important to have in your arsenal to feel comfortable going into a new group. If you develop this skill, even walking into new spaces, you'll be able to make people laugh a bit, you'll laugh and everyone will feel a bit more at ease.

Meeting new people can be hard, but it doesn't have to be. By going through these days, and practicing your way through these 4 steps of a great first impression I hope to show you that this is a learnable skill. IF you practice it. Some people do these things naturally. I wasn't one of them. I learned these skills. And because of this, I can pass them on to you. I hope you use them for good. To develop this skill, and see that it is a multiplying skill. That when you get better at this, it helps everything else in your life.

Your journey begins. It will be amazing,

References to check out:

 7 Semi-Controversial Rules For Success - Shaan Puri (10:47 enthusiasm)

[Charisma University](#)

How I raised myself from failure to success selling - Frank Bettger (chapter on enthusiasm)

Fun (day 1)

Dear andre,

Three words. That's what this whole newsletter is all about.

I can't imagine my life without this simple mantra.

But before I get to that...

The simple skill that changes everything.

Have you ever met someone who's excited about what they're doing?

They walk with a pep in their step. When you ask them how they're doing, they reply with something like: "Excellent, phenomenal, or amazing!" Doesn't that just irritate you? (or inspire you a little bit?)

And you walk away asking yourself: "how are they in a good mood all the time?" (hint the people you know who bring energy are often doing it consciously)

Well, I hope to give you the secret to feeling that way. To bring that level of energy and enthusiasm to your work and life.

Here's what I learned (From Shaan puri) Enthusiasm is a skill. You know why that's amazing? It means you can practice! And just like learning to walk. Or ride a bike, it will feel unusual. And you may fall down or forget sometimes. But here's how I learned about it: I listened to this podcast by shaan puri. He talked about how there are times where you can be stuck in the general, and when you feel stuck in the general, go specific. So for me, I was in a space where I didn't quite know what was next for me.

But I did know that I wanted to develop two skills. Enthusiasm and storytelling. Why these skills? Because they are multiplying skills. Anything I do with enthusiasm, makes it better. So I focused on those skills. And for 6 months I consciously worked on increasing my enthusiasm. At the same time I read a book called How to raise yourself from failure to success selling. Inside of that book was a quote that has changed my perspective. "If you double your enthusiasm you may very well double your income and your happiness." imagine that. Simply by acting more enthusiastic, you can trick yourself into feeling more enthusiastic. It is NOT to feel first, then act. It's action first, then the feeling follows. So try it. Act.

There's a quote from conner McGregor that I would think about often during those 6 months, and it went like this: At the end of the day you gotta feel some way. So why not feel unbeatable? Why not feel untouchable? Why not feel like the best to ever do it?

 7 Semi-Controversial Rules For Success - Shaan Puri starts at 11:27

The Secret to a Great First Impression

A killer first impression has *four components*:

1. **Fun.**
2. **Trust.**
3. **Respect.**
4. **Turning the spotlight back on them.**

Let's start with **fun**.

Where Most People Go Wrong

Most people lead with respect—by flexing their credentials, achievements, or job titles. Or they start with a generic compliment, but something feels... off.

What's missing? Energy. Enthusiasm.

That's where *fun* comes in.

How to Add Fun to Conversations

Here's a simple hack: **Be “better than good.”**

When someone asks, “How are you?” don't default to “good, fine” or “Not bad.” What if you responded with, “I'm excellent!” or “Solid!” or even “Amazing!”—with a glint in your eye and a spring in your step? It can't simply be a word. It must be communicated in your voice and your eyes.

And what if you felt that way? (at least a little?)

What If You Don't Feel Amazing?

If life's tough right now, that's okay. But here's a question: Are you just defaulting to “good” because it's a habit? (it still happens to me sometimes)

When someone asked me yesterday how I was, I said: “I'm tired, but excellent—excited to write your story!”

Both can be true: tired *and* excellent.

Most people lack enthusiasm. They're just surviving. So if you bring even a small spark of energy, you'll stand out.

Lead with Fun

When people ask what I do, I don't start with, “I run a mobile detailing business.” Or “I'm an author.”

Instead, I say:

- “I clean up after aspiring artists.”
- “I karate chop the dirt off cars.” (*Cue the kick for effect!*)
- “I write on papyrus and eventually people read it

Then I laugh and explain what I actually do. The result? Laughter, curiosity, and a memorable conversation.

Fun is disarming. it puts people at ease and creates a connection.

Honey, I’m Homeeeeeee!

Now, let’s talk about what happens *after* you’ve made that first impression.

Do you walk into your house with headphones in, still on a podcast or phone call? Do you toss your bag down and zone out?

Stop. You’re missing a massive opportunity to create warmth and connection.

The first 15–45 seconds when you walk through the door set the tone for the rest of the day.

How to Bring “Honey, I’m Home” Energy

Here’s the move:

1. **Pause the podcast.**
2. **Say goodbye to the call.**
3. **Take a deep breath.**

Then walk in and *be present*. Say hello with energy: “How was your day?”

Why This Matters

When I started doing this, everything changed. Conversations that lasted 30 seconds sometimes turned into 10 minutes. And over time, those moments added up.

Here’s what I’ve learned: Energy at the start creates connection, and connection creates warmth. (especially in your home life) You can use these same ideas to make your home life better. (and that will lead to you being better with people outside your home)

Your Mission

1. *Bring “better than good” energy into conversations.*
2. *Walk through the door with “Honey, I’m Home” energy.*
3. *Use each doorway as a reset. To bring energy to that space.*

It's simple. Simple isn't easy.

But you've got this.

-Daniel

Trust (day 2)

Dear Andre,

Have you ever shaken someone's hand, and it's so limp you wonder if you accidentally grabbed a wet noodle?

Yeah, trust doesn't start there.

But don't worry, I've got you covered.

Here's the deal:

Everything I'm about to share comes down to one simple truth:

Be genuinely interested in people.

start with honest admiration for others. layer the right skills on top and you build something beautiful: **trust**.

Trust is the cornerstone of every great relationship. It is hard to build, easy to break, and without it, nothing works.

Sidenote: have you been adding fun into your introductions like we talked about last time?

There are four components of a great first impression:

1. [Fun](#)
2. Trust
3. Respect
4. Turning the spotlight back on them

But here's the thing. Trust isn't just a relationship thing. It is a life thing.

You trust the chair you're sitting in not to collapse under you. You trust some people to show up early (and others to always be late). You trust certain people to say the hard truths, even when it is unpopular.

Without trust, everything feels different, doesn't it?

Now, here's a question for you:

What builds trust faster than anything else?

Touch.

Touch builds trust.

It sounds so simple, but understanding body language and using touch well can be a game-changer.

Why I Struggled with This

Growing up homeschooled, I didn't get much practice with body language. I didn't realize how much of trust-building happens nonverbally.

That all changed when I read a book on body language at 22. *Mind = Blown*. I learned things about myself that I didn't even know.

For instance, I noticed how I naturally adjust my body when I want to pay attention. I turn my chair or face something directly, as if my body is saying, "I'm all in."

From that point on, I started aligning my physical actions with my thoughts. It made a huge difference.

How to Use Touch to Build Trust

There are two key types of touch you should master:

1. Greetings

Have you ever walked into a group of strangers, and the person who invited you forgot to introduce you? Awkward, right? But as soon as you are introduced, things feel easier.

Touch works the same way. It breaks the ice.

Here's a quick cheat sheet:

- **Business settings:** Firm handshake.
- **Casual settings:** Go for a hug if it feels natural.
- **With guys:** The classic bro hug. (Think handshake + one-arm tap. You know the drill.)
- **With girls:** Always ask (especially if it's the first time meeting) Is it alright if I give you a hug. (it's a small thing but shows respect. I've found women really appreciate that.) and some will prefer a handshake, that's why you asked.

Touch signals belonging. It says, "You're in."

I'll never forget walking 100 kilometers in Spain with the same group of people. By Day 4, something felt off. No one was hugging, handshaking, or even fist-bumping. why? we were together the whole time. I finally realized what was missing: the little touches that make us feel connected.

So, I started asking for hugs in the morning or evening. (Yes, I'm that guy.) It made a huge difference. If you enter a group and there are less than 6 people make sure to give handshakes or hugs to each person. It will add so much warmth that wasn't there before.

2. Emphasizers

High-fives are underrated.

Whenever someone shares a win, give them a high-five. Yesterday, I gave two high-fives in one gym conversation. Small? Sure. But it instantly connected us. High fives are connected to wins and good things. This lets people feel good around you.

Here's the key:

- Stick to "safe" zones: shoulders, arms, forearms.
- Keep it brief: One Mississippi, then release. (no hover hands or lingering here)

It's not rocket science, but it works.

Your Action Plan

1. **Master the greeting touch.**
 - Walk into a group, shake hands, make eye contact, and introduce yourself.
 - Skip this, and you are missing out on trust-building gold.
2. **Use high-fives and hugs often.**
 - Celebrate people's wins with a quick high-five.
 - Hug whenever the setting allows (and when it feels natural). Become a "hugger."

The Deeper Work: Be Honest in Spite of Your Interests

This is where I'm still growing. Having hard conversations.

A friend once told me something that hit me so hard it is now on my vision board:

Passivity kills.

Avoiding the tough stuff doesn't help anyone. I am learning to call things out, have the conversations I've been avoiding, and, hardest of all, say no when it is the right thing to do.

Because if passivity kills, **proactivity brings life.**

So here's my challenge for you:

Be honest in spite of your interests. Use touch to build trust.

Well, that's all for now. Next week, we'll talk about putting some respect on your name. You don't want to miss it.

Adios, -Daniel

Respect (day 3)

Dear Andre, (4 minute read)

Respect comes from living and expressing your values.

Mark Randall (who sold his company to Adobe for \$400 million) said words I've never forgotten. (I'll get to those in a bit)

There are 4 steps to a great first impression:

1. [Fun](#)
2. [Trust](#)
3. Respect (this week)
4. Turning the spotlight back on the other person (next week)

So, in this week's newsletter, I want to talk about respect.

Now I know what you're thinking. If I'm fun no one will trust and respect me.

Dude. No. this is a process. (it cycles quickly)

You don't have to prove yourself at every moment.

Respect comes from living and expressing your values.

Andre, please make sure that you've gone back and added some [fun](#), that you've used touch to create [trust](#), and that you're honest, even when it's inconvenient.

Respect comes from living and expressing your values.

What are my values? You're asking yourself...

It's going to take a little bit of exploration to find out what those are. But I really want to encourage you to take the time to do that today. At the end, there's going to be an action guide—use it! Write out your values and start incorporating them into your conversations.

Here are some common questions that will be asked at the very beginning of a conversation:

- **Where are you from?**
- **What do you do?**

If you know your values, you'll be able to generate respect.

And you definitely want to start with [fun](#).

You want to add [trust](#) by using high fives, hugs and handshakes when you can.

The thing with respect is this: asking yourself, "What are my values?"

For me, here's what it looks like. Instead of just saying, "I'm from LA," I say:

"I'm from the traffic capital of the world."

Why?

Because it's a slightly more [fun](#) way to say where I'm from, and it gets people thinking, "What does that mean?" Then I follow up with, "Oh, I'm from LA."

My values and how I express them:

I value love, adventure, and growth.

Here's how those values are expressed in my life:

- **Love:** For me, love means my family is really important to me. So I fly to see them pretty regularly—that's why I go to LA and Florida. I also call them and started a monthly family zoom. (before covid)
- **Adventure:** Adventure is important to me, which is why I go on mission trips, travel, and try new things.
- **Growth:** Growth is a big value for me, and it's why I'm excited about environments that push me to grow. Being at Lifetime, BNI, online communities like the Arena, and even writing this newsletter are all areas for me to grow in.

Why? Because there's alignment between the values I have and the way I live my life.

And that builds respect—because the words I say and the way I live line up.

I legitimately care about people, which is why I've learned these skills.

It all starts with a *genuine* interest in people.

You have to start with that genuine interest in people. And then, when you add fun, trust, and respect, you've done the work to ask:

"What are my values? Am I living them?"

Instead of just saying, "Hey, I do this work," share why it aligns with your values.

For example, whenever I talk about owning my business, I don't focus on the fact that I detail vehicles, the products I use, or the process I follow (boring!).

Instead, I say:

"I have this business because having the freedom to fly to see my family in LA and Florida, to go on mission trips, and to prioritize the people most important to me is a big value for me. Owning my business allows me to do that without asking anyone for time off."

Having a business also forces me to grow, which I love. And it's an adventure, full of uncertainty, which is exciting to me.

The key is making sure your values line up with who you are. If they don't, you have to start looking at how to make them align better. Here comes the action!

How to answer: "Where are you from?"

Go to the Notes section of your phone and answer these questions:

- Where are you from?
- Do you love your hometown? Why?
- If you don't like your hometown, why not?
- Why do you live where you currently live?
- Do you love it? Why?
- If you don't like it, why not?
- Are you planning on moving anywhere? Where and why?

Sharing your values:

Now, the goal is to take the elements of your answers above and combine them into a 3-5 sentence answer that shares your values.

A great way to do this is to compare where you're originally from with where you currently live in terms of your likes and dislikes. If you've always lived in the same place, talk about your dream travel plans and use those to showcase what you love.

Example:

"I'm originally from LA. I love the fast pace and the drive to grow in that environment. I love being in Sacramento because of the friendships I've developed and how close everything is compared to LA. Through different churches, networking groups, and gyms I've joined, I've found pockets of people who are building things, which inspires me to grow and invest in others the way I've been invested in."

How to answer, "What do you do?"

- What is your job or what do you study?

- What is the stereotype of your job?
- What is a slightly mysterious or funny way to describe your job?
- Do you love your job? If so, why?
- If you don't like it, why not?
- Why did you start the job?
- Are you moving toward another industry or dreaming of doing something different?
- What is your biggest hobby or passion?

Now, take the elements of your answers and combine them into a 3-5 sentence answer that shares your values!

Example:

"What do you do?"

You answer:

"I karate chop the dirt off the inside and outside of people's cars."

They laugh. Then you explain:

"No, but I actually operate a mobile detailing business. I love the freedom that comes with owning my own business, and I've loved cars since I was 16. So getting to work on really cool cars is life-giving for me.

I was inspired to start detailing after a mini MBA program, where Mark Randall (who sold his company to Adobe for \$400 million) said, 'Every idea is a bad idea until it's been tested in the marketplace.'

I clayed my own vehicle, and it changed colors. So I wondered if people would pay for that same experience. I knocked on 30 doors, got through to 18 people, 16 people said no. but 2 said yes!

Understanding your values takes effort

Okay, I know that's work. But understanding your values takes effort. When you can communicate them and show you're living them out, you'll gain the respect of those around you.

Next week, I'll share how to turn the spotlight back onto the other person. You don't want to miss it.

Talk to you then.

-Daniel

P.S. I know your name isn't Andre. Andre is the 24 year old guy I'm writing these letters to. He's a business owner and doing well, and is working to grow his friendships. Sometimes he doesn't understand people. But he understands process and business quite well. So I'm doing my best to break down social skills and friendship into a process. I hope this helps you too, whether you're 27, 41 or 73.

Turning the spotlight (day 4)

Day 4:

Dear Andre, (3-minute read)

This week, I want you to do one thing:

Wake the dead.

What? (you'll see in a second)

Let's see if this conversation sounds familiar:

- "How are you today?" Good.
- "How are you?" Good.
- "What do you do?" I have a business. Cool.
- "What do you do?" I work at this company. Nice.

Boring.

We're still in the land of the dead.

People are sleepwalking through conversations.

ANDRE, WAKE UP.

If you keep reading, I promise you'll learn how to break people out of their zombie autopilot. You'll watch them actually think about their life.

but it starts with you.

Most people are zombies.

Hoping someone will wake them up.

That someone is you.

Why Conversations Feel Dead

Ever noticed how most interactions feel like a scripted scene from a bad sitcom? That's because people are stuck in default mode.

And here's the crazy part: you're probably guilty of this too. (I know it still happens to me sometimes)

So, this week, I want you to do two things:

1. Watch how often YOU give autopilot answers.
2. Shake people out of theirs.

You don't need to slap them (HR wouldn't approve).

You just need to ask better questions.

There Are 4 Steps to a Great First Impression

1. [Fun](#) (because zombies don't laugh)
2. [Trust](#) (because trust wakes people up)
3. [Respect](#) (because respect keeps them listening)
4. Turning the spotlight on the other person (because connection isn't about you)

Now, let's talk about where most people mess this up...

Why Compliments Fall Flat

Ever had someone compliment you, but it felt... off? Like they were saying something nice, but it didn't land?

That's because compliments without connection are like a zombie's handshake. cold, limp, and lifeless.

- If you're not adding [fun](#) to the work you do...
- If you're not building [trust](#) through high-fives, hugs, and handshakes...
- If you're not gaining [respect](#) by aligning your words with your actions...
- If you're not genuinely curious about other people (turning the spotlight)...

Then your words won't carry weight.

But here's the good news...

The opposite is also true.

The Secret to Making People Feel Seen

It's simple: ask better questions (and actually care about the response).

Questions drive down to values.

1. Not just what someone does, but why they do it.
2. Not just where they're from, but how it shaped them.
3. Not just what's new, but what's been challenging them lately?

Most people never get asked these kinds of questions.

When you do, you wake them up.

You bring them back to life.

You wake the dead.

Assume people are fascinating.

You know those people who barely talk?

The ones standing awkwardly at the edge of the conversation?

They're often the most interesting people in the room.

I can't tell you how many times I've met someone and thought, "Eh, they probably don't have much to say." Then I started asking them about their life, and BOOM. Turns out, they're running a business, have wild stories, or know things I've never even thought about.

Here's the mindset:

Instead of assuming people are boring until they prove otherwise...

Assume people are fascinating until they prove otherwise.

Most won't.

Your Challenge This Week

This week, you're going to turn the spotlight on others.

1. Define your own values ([step by step in last week's newsletter](#)).
2. When you ask people what they do, ask about their values.
3. Be genuinely curious. Everyone has a story. Find out what makes them tick.
4. Pay attention to the quiet ones. They're often the most interesting people in the room.

If you won't see anyone today, call a friend.

When they say, "Eh, nothing exciting happened today," don't stop there.

Ask, "Do you like routine days, or do you prefer adventure?"

Boom.

You just cracked open a real conversation.

You just woke the dead.

Most people sleepwalk through conversations.

Don't let them.

Be genuinely interested.

Define your values.

Try to understand others'.

Wake the dead.

Well, that's all for now.

New Space. No problem (just do this)

Dear Andre, (2 min read)

Ever walked into a new space and thought: everyone already knows someone... How do I break in? if so, you aren't alone. Keep reading.

I was going to get into respect this week. (the third element of a great first impression)

But I wanted to give you something you can use this week when you walk into a new space for the first time.

I know starting a conversation in a new space can feel like the hardest part. You told me, "Once we get into conversation, it's easy," but starting? That's the tricky bit.

It can feel overwhelming and scary.

You're not alone. In this newsletter, I'm going to show you exactly how I approach these situations. When you read this, you might think, "Does it really take all that?"

At first, yes—it takes concentrated effort. But over time, it'll become second nature.

Sidenote: Have you practiced adding [fun](#) and building [trust](#) into your first impressions? (if not go out and do that first. learning without application is useless)

Here's what I want you to do: (To go from overwhelmed to confident in new settings)

Preparation Before the Meeting

Before you head into that meeting, Bible study, or hangout, take **3–5 minutes to listen to a stand-up comedian**. (I listen to Michael Jr, Hasan Minhaj, Nate Bargatze)

Why? Two reasons:

1. **It'll prime your brain to find funny moments.**
2. **It'll boost your energy and enthusiasm.**

Both of these make you more attractive to people. You'll develop an enthusiasm that you carry with you everywhere. people will notice. (it'll also ease the anxiety of walking into a new space)

The Right Mindset

Now that you've prepped with a little humor, let's talk about your mindset when you walk into the room.

What NOT to do:

Try to meet everyone.

What TO do:

Aim for **1–3 quality conversations** at each event or meeting.

Why?

It's far better to have one meaningful conversation and remember someone's name than to meet 12 people and remember none of them next week.

The long-term value? If you consistently meet 1–3 people each week, you'll naturally build deeper connections over time—without the pressure of trying to “network” with everyone.

Your Go-To Opener

My favorite line to start a conversation is simple: **"Hey, I don't think I've met you yet. I'm [Your Name]."**

Pro Tips:

- **Eye Contact:** Look them in the eyes.
- **Smile:** Make it genuine.
- **Handshake:** Firm but not crushing. No limp noodles, either. Practice with a friend if you're unsure.

Why this line works:

It subtly suggests you already know other people in the room. You just haven't met them yet. That small shift in perception makes a big difference.

Practice it out loud a few times. Seriously. It'll feel natural when you use it.

Making a Great First Impression

Once you've started the conversation, it's all about leaving a great impression. There are **four key elements** to focus on:

1. **Fun:** Add a little humor to your answers.
 - For example, when someone asks, “Where are you from?” I'll say, “I'm from the traffic capital of the world.”
 - Or if they ask what I do, I might say, “I karate chop the dirt off cars.”

The goal is to spark a smile or laugh. People remember how you make them feel, not just what you say.

2. **Trust:** Use high fives.
 - Any time someone shares a win or good news, give them a high five.

- It's small, but it builds trust through physical touch in a non-intrusive way.
- 3. **Respect:** Show congruency between your values and actions.
 - For example, I'll explain that my business aligns with my values: Love, Growth, and Adventure.
 - Love means visiting family. Growth comes from running a business. Adventure is the freedom to travel and try new things.
 - People respect you when they see you living out your values.
- 4. **Spotlight:** Turn the focus back on them.
 - Ask follow-up questions. Be genuinely curious.

Ending the Conversation

Here's how to gracefully wrap things up: **"Would it be overstepping to grab your number or IG/LinkedIn?"**

Use context to decide:

- Phone numbers/Facebook/business cards for older contacts.
- Instagram for people closer to your age.

Once you exchange info, text them your full name right away to avoid typos.

Quick Recap (TLDR)

1. **Mindset:** 1–3 quality conversations.
2. **Preparation:** Listen to 3–5 minutes of a comedian.
3. **Opener:** "Hey, I don't think I've met you yet. I'm [Your Name]."
4. **Impressions:** Focus on Fun, Trust, Respect, and Spotlighting them.
5. **Ending:** Ask for their contact info politely.

This might feel like a lot at first, but with practice, it'll become natural. Don't feel bad for trying—it's okay to put effort into improving your social skills.

I'm here to make caring cool again.

Well, that's all for now. Adios!

—Daniel

P.S. Thank you for responding/DMing/texting me that this content is helpful. Seems like a small thing, but I really appreciate it. (and it helps me know what to write about that will be truly useful to you)