

How To Be Attractive – The Art of Appeal

By Michael Angelo Caruso

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Mastering the art of appeal simply makes good business sense. A business that has customer appeal will attract profits. As personal representatives of our products and services, we need to be attractive, too. Let’s face it. We are the best salespeople for our work. People decide how they feel about our offerings based on how they feel about us. Are you attractive?

Let’s look at five cool ideas on how to be more attractive.

1. Let’s try getting back to the real meaning of the word attractive.

In America, we tend to think of being attractive as young, sexy and pretty. By that definition, when we are no longer young, we are no longer attractive. Let’s think of it another way. The root word of attractive is “attract.” Simply put, we are trying to attract our greatest resource – other people.

Being attractive, then, is not limited to a person’s physical properties. The art of appeal involves helping other people move toward us.

2. Understand that the world wants to appreciate your attractiveness.

In his fantastic book, *The Four Agreements*, author Miguel Ruiz writes that we often compare ourselves to an image of perfection in the vain hope that everybody will accept us. When we discover we are not perfect (which for me, happens every day), we reject ourselves and send signals to others that we are not good enough. Of course, this unfortunate sequence ultimately makes us less attractive to others.

The art of being attractive helps you focus on what makes you unique and special, rather than where you fall short. When you focus on your better qualities you will help others do the same.

3. Show and tell how you are special.

Develop an “elevator speech” and find clever ways to deliver it to everyone you meet. This succinct sound bite should be designed to stimulate conversation and provoke interest.

If you want to be thought of as special, you should send signals that you are special. If you send the same signals that everyone else does, you will be regarded as average. As in writing, avoid clichés. Never use the phrase “apples to oranges,” when you can use “apples to orange juice.”

For instance, instead of telling people, “I’m a writer,” intrigue them by whispering, “I’m a story teller.” Focus on leaving distinct, positive impressions with original style and panache.

4. Market your uniqueness and wrap it in benefits, not features.

Position yourself as an authority. Write a 500-word “value-added” essay that is built around your elevator speech. Make it available to local newspapers, corporate newsletters and various trade publications. Put important phrases from the essay into your e-mail signature file.

Create a twenty-minute presentation based on the essay’s theme and offer to deliver it anywhere at anytime. Your attractiveness will be directly proportionate to the uniqueness of your message. Be sure to offer listeners information that will improve their lives. Record phrases of that advice and the accompanying benefits onto your voice mail messages. You will be sowing seeds from which great things will grow.

5. Practice the law of reciprocity.

When you identify a unique quality in others and pay tribute to that characteristic, people will find you very, very attractive.

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