

# THE EXTRA POINT

BY JERRY ROBERTS



## # 1299 You're Two Questions Away From Being More Likable

We all want to be liked. Though some people may say they don't care about that, deep down it's part of our DNA. We are born with a desire to have people like us. What if I told you that you are only two questions away from being more likable? I'm Jerry Roberts, and what if I said the details of your impending increase in likability are coming next, on The Extra Point?

Fact: Likability helps drive success. Are you onboard with that claim? The research shows that likable people are:

1. More likely to be more effective leaders.
2. More likely to be more successful in sales.
3. More likely to get promoted or hired.
4. More likely to build good relationships.
5. More likely to make other people feel better about themselves.

There's nothing wrong with any of that. Let me ask you: Do you know anyone who fits that description?

A 2017 Harvard study published in the *Journal of Personality and Social Psychology*, says that you and I can harness a small slice of the human condition through asking questions, that will greatly influence how likable we are to others.

Let's dig in. A previous study published with the National Academy of Sciences found that about 40 percent of what we say involves telling other people what we think or feel. Not about facts, and not about outcomes or actual experiences we had. We have this great need to express our opinions, to let the world know how we feel about things. Do you know anyone like that?

The researchers in that study concluded that these thoughts and feelings are therefore very important to us. Further, when we ask people how they think and feel about the specifics of life, they will quite likely judge us as being more likable. Not just that, they may see us as being smarter, too.

So, how do we make this work to have people think better of us? I've said for years that God gave each of us two ears and one mouth, and we should use them accordingly. If we ask questions and listen twice as much as we talk, we learn more that way. We also control conversations.

Joe meets Donna at a gathering. He wants to strike up a conversation, but he's a bit of an introvert and doesn't know where to begin. Thus, he asks the default question we all use when we don't know what else to ask: "Uhh Donna, so what do you do?"

Donna replies that she works in radio, and sings at weddings, then returns the favor and asks Joe what he does.

Joe responds briefly, then takes the initiative and asks a followup question. "Donna, when did you decide you wanted to be on the radio?"

Donna, impressed with Joe's lightning-fast transition — or *segue* as they call it in the business — unconsciously flips her hair back, and begins to tell him all about how she got into radio.

Joe sees that Donna's body language is relaxed and confident. She is enjoying the attention and telling her story. As she finishes, she likely anticipates that Joe will tell his story. He doesn't. Quite unexpectedly, Joe looks into her eyes and says:

"Donna, how amazing must it feel for you to know that you and your songs will be a permanent part of the beautiful memories each couple will have of their wedding day?"

Joe's question touches Donna's heart and she feels a slight weakness in her knees. "There's something different about this man," she thinks to herself.

(Con't.)

She starts to answer but her voice cracks. Joe presses the question, “Donna, how does it feel?”

Donna takes a deep breath and with a tear beginning to fall from her eye, looks up at Joe and says: “Heck if I know, I’m in it for the money.”

Joe is sure that he’s met the girl of his dreams. Donna realizes that Joe listens, understands, validates her emotions and is...likable.

Two questions. Joe asked two simple questions that had Donna talking about herself and how she achieved a goal, then how she added financial meaning to her own life by adding memories, through song, to her wedding clients.

He impressed her because he made it possible for her to talk about herself, and about her thoughts and feelings.

If you want to be more likable, remember, it’s not about you...it’s about them. Ask at least two sincere follow-up questions when you meet someone. Watch the magic happen.

That’s the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I’m Jerry Roberts.

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