

# How To Become A Likeable Person

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*By Welly Mulia*

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You should become a likeable person so that your audience like, know, and trust you – and the end result is that they'd want to buy from you. In this report I want to share 5 ways on how to be a likeable person.

1. Admit Your FEARS And WEAKNESSES
2. Admit Your Mistakes
3. Empathize With Your Audience
4. Stop Boasting About How Great You Are
5. Entertain And Educate

## 1. Admit your FEARS and WEAKNESSES

Too many people don't want to admit their fears and weaknesses. I'm NOT talking only about gurus and experts. Everybody (even those who are not gurus and experts in their respective industries) does NOT want to admit his or her fears and weaknesses.

To admit and actually acknowledge to OURSELVES that we possess fears and weaknesses is already not easy, let alone admitting to OTHER PEOPLE (ESPECIALLY our audience to whom we must look "cool" and "be the know-it-all" guy).

Most people (and marketers) do NOT want to admit their fears and weaknesses.

This is a FACT.

Look around you. How many times do you actually have someone confess their fears and weaknesses to you?

Especially if you're a well-known guru in your marketplace - do you want to admit your fears and weaknesses to your audience?

Of course not!

Even your family members and close friends sometimes do not really want to admit their DEEPEST fears to you unless you really drill them down.

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By admitting your fears and weaknesses, your audience will feel that you are like them; and people like those people who are like them.

## 2. Admit your mistakes

Similar to admitting your fears and weaknesses, most people do NOT want to admit their mistakes to themselves and to others. You don't want to admit your mistake and so do I.

Let's talk about admitting mistakes to **OURSELVES** first.

When something goes wrong because of a mistake we committed, don't you think it's better (even though it's hard for us to take deep down in our hearts) to admit and acknowledge that we've made a mistake, learn from it and get better, so that we don't make the SAME mistake again in the future?

After all, we humans LEARN from mistakes. It's not like we're foolish enough to commit the same mistakes over and over again. This is especially true if the mistake we made causes SEVERE pain and discomfort. We definitely don't want to make the same mistake again.

Now let's talk about admitting mistakes to **OTHER PEOPLE** (including your audience).

Most of the time your audience (at least your TARGETED audience anyway) are NORMAL, AVERAGE people who are going to make the SAME mistakes (related to your niche) that you've made in the past.

If you tell them HONESTLY and DIRECTLY about this – that you're just another normal person like them and that you've made the same mistakes in the past – and then you provide them with tips and solutions on how to overcome these mistakes, then they're going to CONNECT with you.

And when you CONNECT with them, it's SO MUCH EASIER to sell to them.

## 3. Empathize with your audience

When I FAIL to achieve what I wanted to achieve (not just in my online business), I feel down and depressed, like the whole world is going to come down on me.

Till this day, I still "fail" from time to time.

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Okay, maybe “fail” is not an appropriate word to use in this case. A more accurate word to use is: till this day, I still do things wrongly from time to time.

Let me be honest with you...

NO expert or guru knows EVERYTHING about their field! If they claim they do, it’s because they’re embarrassed and they want to look cool in front of you.

Instead of becoming the “you-know-it-all-guy” like all your competitors, why not do the EXACT OPPOSITE and empathize with your audience and tell them that you also face the same problems when you’re starting out. Tell them you understand where they’re coming from. EMPATHIZE with them to CONNECT with them.

STOP telling them how cool you are and that you know everything!

## 4. Stop boasting about how great you are

You need to STOP boasting how great you are.

Though it’s important that you need to stamp your authority as an expert in your marketplace, the way to do it is NOT to BOAST about how great a person you are.

To stamp your authority, you let your audience know what you’re doing – how you failed when you first got started, and then move on to how you eventually found solutions to overcome the problems, and how they can do the same.

Stamp your authority in a way that lets them know that you’ve been where they are now, that you have the skills and expertise necessary to help them overcome their problems.

Boasting about your Ferrari, million dollar yacht, and how you go the playboy mansion is not the way to do it. People don’t like arrogant creatures.

If I get into a conversation with someone who keeps boasting to me ALL THE TIME how cool he is with his Ferrari and big mansion, I FEEL like punching him in the face.

Don’t you?

## 5. Entertain and educate

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While most marketers talk about the importance of educating your audience with useful tips and tricks that they can use, there is another important “aspect” that is even of an equal or higher importance.

And that is – Entertaining your audience.

No matter who you are, no matter what your background is, and no matter what business you’re in, you LIKE and LOVE to be entertained.

This is why entertainers get paid a lot of money for what they do. Look at singers, actors, actresses, comedians, and TV reality shows. These people earn insane money.

Compare them with educators (teachers and professors).

I’m not saying that you want to entertain your audience all the time. After all, we’re in the business of teaching and selling information products.

What I’m implying is that you should ENTERTAIN AND EDUCATE instead of just educating all the time. Mix in your PERSONAL stories (even those that are not related to your industry) so that people can get to know you better.

Stories are very POWERFUL elements that you can and should use in your business to attract your audience’s attention and build a CONNECTION with them.

I’ve shared 5 ways on how you can become a LIKEABLE person in the eyes of your audience. Remember to apply them in your business and in your personal life so that you become likeable.

When you’ve learned how to be a likeable person, you can sell your products and services MUCH EASIER.

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