

## **Build Rapport By Affiliating**

One can spend a lot of time building rapport.

But there is a shortcut! Yes.

If you want to get yourself, company or product accepted and liked in an instant, all you have to do is affiliate it with something that the potential customer already likes and is in agreement with.

**For one thing, you can use quotes from famous people that aligns with your message and intentions.**

This works because celebrities often set the new trends, and the majority of the population wants to be part of the new trends.

**Another thing you can do is use “old sayings” that aligns with your message and intentions.**

Old sayings work because they became a part of society for a reason. Likely because they sounded catchy, or that the population agreed that these sayings have some teachable value in them.

**You can use celebrity endorsements.**

This is like the first example, only it works even better. A celebrity that bought your product and publicly recommends it has a huge impact on people’s buying psychology.

**You can also use the names of opinion leaders who are supporting your intentions, company and or bought from you guys.**

An opinion leader is not necessarily a celebrity. An Opinion Leader (or often referred to as thought leader), is a person that others look at to have an idea on how to view certain things. In this case, how to view your product. If your prospect has an opinion leader whose intentions align to yours, make sure to mention it.

How do you know what to quote, from who and or who to mention that is affiliated with you and what you represent?

It all depends on the prospect. If the prospect is pro a celebrity, you can use that celebrity.

If a prospect is against a celebrity, simply don't mention that celebrity. And so forth.

Why does these endorsements and affiliations work? Because the prospect has already rapport with the source of the endorser or quoted figure. When you quote them or mention them, and show the prospect how much you guys share with the said person, that rapport between the prospect and the mentioned person automatically transfers to you.