

## What's YOUR Social Style?

When people come to us to help them improve their social skills and social life, each of them has their own particular set of issues or weakness that is holding them back from achieve their full potential:

- A woman who get anxious whenever she has to go to a party.
- A man who is starting a business, but doesn't know how to build his client list.
- A girl who just moved to a new city and isn't really sure how to go about making friends.
- A guy who can't get up the nerve to approach a woman he likes.

To help understand the exact issues that are holding people like you back, we at Social Charm have broken down the 36 skills or factors that affect your ability to interact well with others. We call this the SocialMatrix™:

Using 36 factors as a guide, we've developed an assessment tool that will help identify the exact factors that are most holding back your success. When you purchase the Core Program, one of the first things we do is help you identify which of these areas you need to work on the most.

In our experience, however, most people generally fall into one of seven general categories:

### The Wallflower

May have lots of knowledge and desires, but is always an observer of life, never a participant.

- Strengths: Intelligence, Self-Awareness
- Weaknesses: Physical, Emotional Strength, Emotional Flexibility, Lifestyle
- Skill(s) to Focus On: Taking action

### Mr. /Mrs. Nice Guy (or Gal)

Sensitive, aware, and insightful; often suffers from social anxiety, shyness, and a lack of assertiveness and comfort with sexuality.

- Strengths: Intelligence, Self-Awareness, Emotional Flexibility
- Weaknesses: Physical, Emotional Strength, Lifestyle
- Skill(s) to Focus On: Taking chances, being assertive

### The Fun One

Fun and light-hearted, people like being around you, but often don't take you seriously.

- Strengths: Intelligence, Humor, Engaging Content, Access to Events, Social Network
- Weaknesses: Self-Awareness, Self-Control, Self-Esteem, Patience
- Skill(s) to Focus On: Developing sincerity, gravitas; adjusting as appropriate

### The Jerk/Bitch

Assertive and bold, they may attract people's attention, but often have few genuine relationships.

- Strengths: Assertiveness, decisiveness, non-reactivity
- Weaknesses: Emotional flexibility, self-awareness, self-control, values & ethics
- Skill(s) to Focus On: Patience, Empathy, Sensitivity

### The Best Friend

Fun to be around and empathetic, you listen to other's problems but people never think of you as anything more. If you're the one always listening to that guy or girl you like complain about their boyfriend/girlfriend while secretly wishing you two could be more, this is you.

- Strengths: Sensitivity, empathy, engaging content, patience
- Weaknesses: Comfort with sexuality, assertiveness, decisiveness, self-esteem
- Skill(s) to Focus On: Understanding emotional progression, comfort with sexuality

#### Mr. or Mrs. Responsibility

The designated driver. Dependable, empathetic, and aware, you live by strict moral codes that often hinder your ability to connect with others. You secretly wish you could just "have fun", but you have a sense of guilt about just "letting go".

- Strengths: Values & ethics, self-discipline, self-control
- Weaknesses: Confidence, humor, self-esteem, non-reactivity
- Skill(s) to Focus On: Learning to relax, try something new, have fun

#### The Party Animal

The opposite of Mr. or Mrs. Responsibility. You live a life of fun, moving from party to party, crazy story to crazy story. People think of you as fun and exciting, but you have a hard time forming, deep, meaningful connections with them. You have style, but lack substance.

- Strengths: Assertiveness, decisiveness, energy, "having fun"
- Weaknesses: Values & ethics, self-awareness, self-control, empathy
- Skill(s) to Focus On: Understanding your values, self-esteem, patience, empathy

#### Which one are YOU?

Getting this area of your life handled starts by understanding where you are now and where you want to be. Our SocialMatrix™ helps you isolate the areas of your life that you need to work on most, and our CoreProgram gives you the tools you need to quickly and effectively target those areas to get you on your way.

So where do you fit?

Let us know! [Click here to take our poll!](#)