

HOW TO BE A BETTER LOVER

THE MISSIONARY POSITION

There's nothing wrong with business as usual. In fact, it's a pretty good way to work: You don't have to bend over backwards to do it. There's no groping around in the dark to make things fit. And it's made a lot of people very rich, and some very happy.

But there's a lot of people who want to get as kinky in the boardroom as they do in the bedroom. And business as usual just isn't sexy.

So if you're looking to get turned on by the work that you do, or if you're trying to get people to climb into bed with you, or if you're hungry for the money-shot to end all money-shots, this book is for you. You sexy thing.

To be sure, things might get sticky—maybe even messy—and you'll probably be a little scared most of the time. That's okay.

You don't have to go all the way if you don't want to. But if you keep it up, you'll learn some useful things about yourself and your work, and you'll hear a lot more people screaming your name.

**HERE'S HOW TO
STOP DOING IT LIKE
EVERYONE ELSE:**

COMPETITION KILLS THE MOOD

Common knowledge tells us that you've gotta be in it to win it. But common knowledge is a sucker. Fighting won't make you any friends, and if you're competing, you'll never win.

Sure, you can be on top for a night or two, but it won't last. In a game of winners and losers, everyone loses in the long run. That's just how it goes: the challenger becomes the champion, and eventually every champion falls.

So stop looking at others to figure out who you are. It's only gonna make you feel inadequate, which will poison your ability to make smart decisions. What's more, if you think too hard about what everyone else is doing, you'll wind up doing it too. And nobody wants to get down with a copycat.

Instead think long and hard about what they're not doing, and about how to do better what you do best. This will take more work than straight competition because there's nobody to follow.

But it's worth it. Pretty soon, there won't be a competitor in sight—they'll all have become potential partners and clients. Or else they'll have become completely irrelevant.

SOME THINGS SHOULDN'T BE STIFF

Sometime back in the day, people got it into their heads that you needed to be able to tell your whole story in a short elevator ride. Thus was born the strategist's quickie. It's known as the elevator pitch: a clear and compelling statement about who you are, what you do, and why it matters. Once you got one you liked, you defined yourself by it forever.

But the truth is, there's not much room to roll around in an elevator. And there isn't much in an elevator pitch either. You can still get busy, but every good player knows it's better to keep your options open.

So kick your stiff definition to the curb. Instead, figure out how to tell people what you do without telling them what you don't do. That way you'll always have the freedom to make new friends and try new things. You'll be more able to shift your work towards your passion, and beyond competition.

It ain't easy. In fact, it will always remain a work in progress. Just like you. And just like your business.

TALK DIRTY TO ME

Imagine you're in bed with your lover, who turns to you and says, "Baby, I'm gonna leverage our synergy tonight."

Does that make you want to get it on?

If you're like most of us, probably not. And there's the rub. Using cold language to woo warm bodies just doesn't work, but lots of companies use it anyway. They're stuck in the idea that it's better to be impressive than to be approachable, that big talk is better than pillow talk. These companies fail to see that they could get a lot more love by being a little more human.

The more you talk like a lover, the more action you'll get. So drop the industry jargon and the formal tone, and think hard about whether your language pulls people in. You'll make more new relationships, and you'll strengthen the old ones.

The good news is that you already know how to talk this way. In fact, you do it all the time with the people you care about. You do it because you want them to know you. And you want them to know you care.

FEAR ISN'T SEXY

Not that it doesn't get people into bed. It does. It's just that nobody falls in love.

In business school, people learn that companies succeed by finding what's broken and finding a way to fix it. Once you do that, you're off to a good start. But how you talk about it can be the difference between coercion and seduction.

If you want people to just give you their money, go ahead and tell'em they can't live without you. Remind them that something's broken, and convince them that only you can fix it. Pretty soon, you'll be rich. And lonely.

But really, nobody's gonna die without you. And nobody likes to be told that they will. If you want people to give you their hearts as well as their money, stop trying to scare them into giving it up.

Instead find ways of showing that you care. Be nice to them. Give them useful things. For free. Build them up and make them feel good about their options, and maybe even give them the tools to go it alone. Your generosity will make you irresistible.

CONTENT RUBS EVERYONE THE RIGHT WAY

When we were little, our teachers tried to teach us the golden rule: do unto others, and all that. We all smiled and nodded, and pretended we understood. But we didn't. We never really learned to ask: Was it good for you too?

That's why the world is full of messaging. Everywhere you look, someone's trying to hammer a message home, someone's trying to force themselves on you, and someone's getting pushy with your attention. It might work, but it's super icky, and not the best way to make friends.

A better way to make friends is to reward the attention that people give you, right there, in the moment they're giving it. Give them something useful, make them feel good—and do it for free. The more you give them, the more attention you'll get.

There's a big difference between content and messaging. Where messaging beats you into submission, content brings you flowers. Who would you rather have up for a drink?

FUN IS THE ULTIMATE APHRODISIAC

Fuck the focus groups, and ditch the demographics. You already know what your customers want, because we all want the same thing. It's called fun. And the demand for fun always exceeds the supply.

Hmmm...demand exceeds supply? Always? Sounds like a killer business opportunity.

And it is. No matter what line of business you're in, fun will bring people to you. Sure fun means different things to different people, but fun is also contagious. When people see someone else having a good time, they can't help but join in.

The place to start is with yourself. If you hold yourself to a high standard of fun in your work, lots of good things will happen. First, you'll like your job better. Second, you'll do your work better. And third, the fun will show through in your work, and that will make you wildly popular.

GIVERS GET MORE ACTION

Sometimes we go about running our businesses from the wrong end. We focus on becoming rich and famous instead of becoming indispensable. We focus on what we can get, rather than on what we can give. But first thing's first.

You've gotta give before you can get. Which ain't easy, because giving away the goods for free feels at first like unrequited love. But if what you've got to give is truly valuable, people will want more. And if they want more, they'll make sure you can keep it up.

So stop talking and start giving good. And not just on the first night, either. Because you're gonna get popular, and everyone's gonna want you, and it'll be tempting to get greedy. But don't give in to temptation. The minute you get greedy is the minute you stop being indispensable. If you want to keep your lovers from wandering, keep showing them the love.

DO ME, BABY.

Here's some games to get you turned on:

Use role-playing to explore your boundaries

What if your brand stood for something completely different?

What if you changed your audience?

What if you got into a whole new category?

Never use the same come-on twice

Briefly describe what you do. Now do it again, using totally different words. Now do it again, with a whole new set of words. Keep it up, and don't stop until you've surprised yourself.

The old in-out

Take a look at your business from different levels. Ask yourself why you do what you do. Now ask yourself, "So what?" Seeing yourself from all angles will help you clarify what it is you're trying to do and what you mean to others. And that clarity is the beginning of a plan.

Tell your mother

Whenever you've got something important to say to anybody, make sure it's as clear and as human as possible. You do this by imagining how you'd say it to mom. If she can understand it enough to be proud, you can be sure you've got it nailed.

Do what feels good

Pay attention to those times when your work is the most fun. You'll probably notice that the things you like most are also the things you do best. So focus on them and figure out how to make them a bigger part of your business. Then you can feel free to have as much fun as you like. After all, it's a strategic advantage.

**SO. WAS IT GOOD
FOR YOU TOO?**

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