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Charisma is a very important quality today. Each of us is subject to different claims from society, and everyone should be charismatic in their own way.

However, what is charisma? Is it an innate or acquired quality? How to become a charismatic person?

Charisma as a quality of personality is a special gift to attract, influence and draw attention to one's own personality, to make a strong impression on people, under the influence of which they unconditionally trust, believe in its unlimited possibilities and are ready to follow it.

Today we can list various features of charismatic people.

first of all, when communicating with such people, it seems that they fill everything around with their energy.

They also have a Special appearance. A charismatic person doesn't have to be beautiful. But he always has a memorable appearance, good posture, ability to speak well and stay in society.

They have excellent rhetorical skills, as well as their own opinion and independence. In his quest for well-being and respect, charismatic personality always counts only on himself.

They are also distinguished By the ability to behave with dignity in society. As a rule, people are influenced by those who, in their opinion, worthy of admiration, whom they consider ideal, to whom they try to be like.

Such charismatic personalities, often taking advantage of their peculiarity, participate in various advertising projects. This is because they can easily convince potential buyers to purchase this product in this place and right now.

Charismatic leaders also often set an example for their subordinates. It can even be a simple imitation of the style of behavior, manners, clothing style of the head, which is called charisma.

There is an opinion that this quality should be born. Of course, there is an innate

charisma. But that doesn't mean you can't develop certain qualities to convince people to reach out to you

There are many different ways to develop charisma. first of all, It is necessary to work on your image and behavior: increase self-confidence, attractiveness, develop the ability to respond quickly to changes and act in unusual circumstances.

If you have an idea-you need to work it out and understand how it can be important for people, what benefits it will bring to improve their lives. Then you need to bring it to others in simple and understandable language. It is necessary to learn the art of rhetoric and persuasion, to develop the power and expressiveness of speech.

it is also very important to clearly understand your goals and ways to bring them to others.