

SOCIAL MEDIA EMPIRE

CHEAT SHEET: F.O.R.M

Dani Johnson’s Core Rapport Methodology™ is a tool thousands have already used to improve and build relationships in their everyday life. This simple skill can help you talk to any person with ease and instantly build rapport and trust with them.

The key component of Core Rapport Methodology™ is to control the conversation by F.O.R.M.ing (Family, Occupation, Recreation, and Message) and then listening closely to discover the person’s S.I.G.N. (Strengths, Interests, Goals, and Needs) and personality GEM. Below are *suggested* types of F.O.R.M. questions you would ask to get to know a new friend, renew an old relationship, or better know a current friend. Realize some people will not go into full detail over the internet unless they know you so be careful about your questions. *Remember*, do not overload your friends with lots of questions at once! Ask only 1 or 2 questions at a time.

<p>F. Family</p> <p>Use these or similar questions when re-connecting with old friends or starting to build new long-term relationships:</p> <ul style="list-style-type: none"> • It’s been a long time since we talked. Where are you living now? OR Where do you live? • How long have you been there? • How do you like the area? • Do you have family there? 	<p>O. Occupation</p> <p>Use these or similar questions throughout your conversations:</p> <ul style="list-style-type: none"> • (If you do not know already) What do you do for work? • How long have you worked there? • What do you like about the company? And not like? • Where do you see your role there in the next 5 years?
<p>R. Recreation</p> <p>Use these or similar questions throughout your private message conversations:</p> <ul style="list-style-type: none"> • What is there to do for fun in your area? • What do you like about ____ activity? • What other activities do you enjoy? 	<p>M. Message</p> <p>After asking F.O.R. questions in a conversation, you will have discovered their S.I.G.N. Be sure to close with message based on their S.I.G.N.</p>