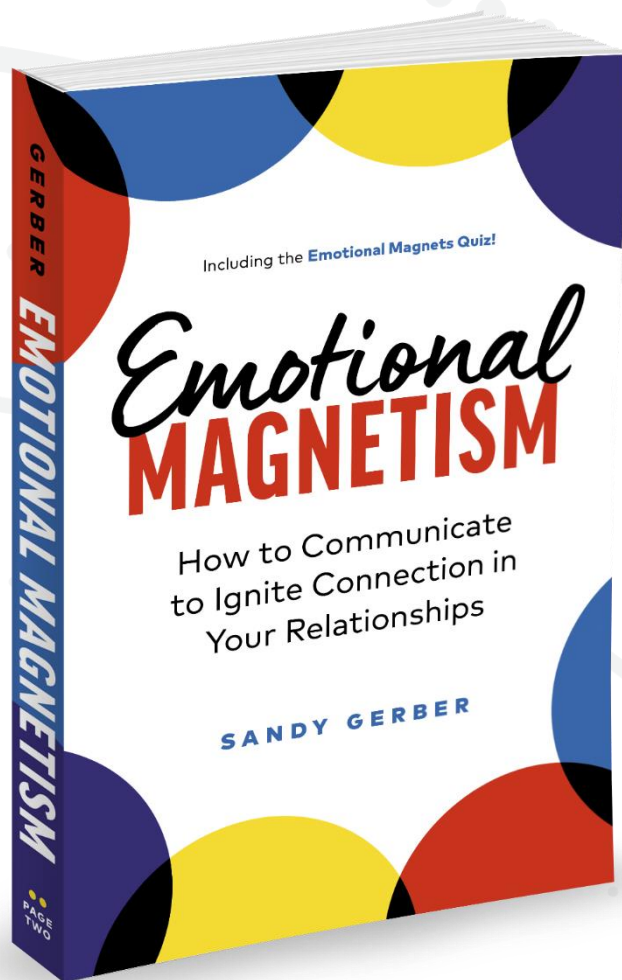


Sandy Gerber

EMOTIONAL MAGNETISM

BOOK CLUB KIT

You've read the book – now let's talk about it!



WELCOME

Message from Sandy

I want to start by saying thank you. Thank you for introducing your book club to the *Emotional Magnetism* book and committing to improve your communication to connect better in your relationships. Trust me, this knowledge will change the way you communicate with people, forever.

My journey discovering and creating the *Emotional Magnetism* communication technique spanned a decade, and it was a rollercoaster ride! I am amazed and grateful every day for the lessons this journey has taught me. My discovery began with a burning desire to evaluate my pattern of failed personal relationships. I had two failed marriages and was raising my two children as a single mompreneur. I knew in my heart, I needed to do work to understand my motivations and needs for a successful, loving relationship. My insatiable curiosity led me to greatly increase my communication skills and fueled my passion to share and teach others how to improve their communication in their relationships.

My incredible mentors in this journey included multiple pioneers of psychology, marketing, advertising, relationship studies and sales. These people forged the way to improve our self awareness, relationship dynamics understanding, verbal and nonverbal communication techniques and our empathy for others.

Emotional Magnetism is really your bridge to better understanding of yourself and having happier, successful relationships. Once you learn and understand what motivates your and others' decisions, you can create remarkable relationships.

My mission is to change the way we communicate with one another to create more love in this world. Imagine a world where we all communicate in our relationships clearly, with understanding, empathy, and influence!

I call it a "love train". My philosophy: the more of us there are who want to learn, communicate, and share our Emotional Magnets, the more connections we create, the more relationships we nurture and potentially save, and the more love we create in this world.

Thank you! Now let's get talking...



EMOTIONAL MAGNETISM DISCUSSION QUESTIONS

1. How did the book make you feel?

- Were you engaged, intrigued, confused, restless?
- Did you have to force yourself to get through it or were you unable to put it down?
- Are you glad you read it?

2. What made you decide to read this book?

- Were you told by someone who read it?
- Did the book find you? Did you find it intuitively?
- What were you hoping to learn and receive from the book?

3. Which parts of the book stood out to you?

- Are there any quotes, passages, or stories you found particularly compelling or relatable?
- Were there parts of the book you thought were incredibly unique, out of place, or thought-provoking?

5. What themes did you detect in the story?

- What were the main points you think the author was trying to make?
- What will you remember most from reading this book?

6. What is your impression of the author?

- What do you think about the author's writing style?
- What do you think about the author's storytelling ability?
- Would you read another book by the same author?

7. How did this book change you?

- What was your biggest takeaway from the book?
- Do you have a new perspective because of reading this book?
- Did you learn something you didn't know before?
- Has your attitude or communication behavior changed?

GROUP REFLECTION EXERCISES

Below are suggested Emotional Magnetism reflection exercises for your book club to help fuel a memorable and rich group sharing experience...

1. Sandy Gerber states, "*Communication is at the root of who we are. It's the glue that holds any relationship together. Yet, most of us are either getting by or are frankly, terrible at it.*"
Drawing from your own communication experiences, what communication challenges led you to the *Emotional Magnetism* book?
2. To be a magnetic communicator ask your group what we must understand about people's motivations and choices? Invite the group to share their main Emotional Magnets.
3. Emotional needs dictate what we pay attention to (including whom we listen to), what choices we make, and what ultimately leads us to act. How can we magnetize our messages in our relationships to connect to people's emotional needs?
4. Gerber describes Emotional Magnets as a four-lane highway. Each lane has a different Emotional Magnet - "Safety", "Achievement", "Value" and "Experience". Invite the group to discuss if they swerve or tend to stick to one lane predominately. What is their partner's Emotional Magnet(s)?
5. Our main Emotional Magnet(s) are formed from our lifestyle, upbringing and life experiences and can shift over time. Invite your book club members to share an experience when their Emotional Magnet shifted due to a life experience, challenge, or extreme circumstance.
6. Behaviours like manipulating or nagging negatively impact our relationships. Think about something that repeatedly bugs you about your partner's behaviour (like leaving socks on the floor) and why it bothers you. With the help of the group, determine how you could communicate this concern to your partner's Emotional Magnet so you will be heard?
7. Self-talk can sabotage communication and we all do it. Think about a repeating negative inner dialogue or verbalized statement you often make to yourself. Working with the group or on your own, determine how you could re-word this statement to minimize the negativity and bring yourself into the present moment more.

8. When our minds are full of thoughts, we can't communicate successfully with others. Of the sixteen communication blockers, which one do you use? Which one will you consciously work to eliminate?
9. Ask the group who is driven by the "Safety" Emotional Magnet what motivators and speedbumps they identified with in the book. How is "Safety" showing up in their choices (relationships, career, hobbies, etc.)?
10. Who in the group has had a hard time trying to motivate a person driven by "Safety"? After reading *Emotional Magnetism*, do they have more empathy for that person now?
11. All of us have the emotional need for recognition to some degree. Ask the group to share if their main Emotional Magnet is "Achievement". How has this shown up in their choices at work and home? Do they have examples to share of specific speedbumps they encountered along the way?
12. Does anyone in the group care to share a time when a person with the "Value" Emotional Magnet irritated or frustrated them? Does now knowing it's an emotional need ignite more empathy for this person?
13. Ask the group whom they think in the club is driven by the "Experience" Emotional Magnet? Sharing and creating a moment with the group will matter to this person. How can we support a person with the "Experience" Emotional Magnet?
14. Sandy Gerber writes, "*Once you understand what you need to be happy, you can find ways to meet your own emotional needs.*"
What are ways you currently or plan to meet your own emotional needs?

COMMUNICATION RESOURCES

Below are additional communication resources available to you to keep developing your Emotional Magnetism and communication skills.

- ✓ **Emotional Magnets Quiz** - In this 22-question online quiz, you can quickly find out your main Emotional Magnet(s) that drive your decisions in life with a detailed percentage weighting.
- ✓ **Communication Blockers** - Choose 1-2 of the 16 communication barriers we went through in the book and work to remove those barriers in your communication. You will not believe the impact this will have on your connections.
- ✓ **Improve Your Listening Skills** - Complete the listening assessment and find out areas you can improve quickly. Create a baseline evaluation of your current listening skills by completing the Listening Self Assessment.
- ✓ **Minimize your Negative Self Talk** - Identify your negative self-talk phrases, and begin the process of Listening, Exploring and Releasing your inner judgements by completing the three column Self-Talk Communication exercise.
- ✓ **Develop Your Communication Skills** - Enroll in the Emotionally Magnetic Communications ecourse. This course takes your understanding of Emotional Magnets further and teaches you key rapport building skills, effective questioning, active listening skills and body language techniques to influence people in your relationships
- ✓ **Sandy's Recommended Reading List** - Sandy is an avid non-fiction reader. Check out her recommended self-development and communication books.

ALL RESOURCES ARE AVAILABLE ON SANDYGERBER.COM