

# 3 Methods to Build Powerful Rapport in Any Interaction – A Free Practical PDF Guide

I'm the author of the very positively reviewed and award-winning eBook "*The Ultimate Guide to Rapport: How to Enhance Your Communications and Relationships with Anyone, Anytime, Anywhere.*" Rapport is the real foundation of effective communication and strong relationships. The 3 methods in this PDF are adapted from my eBook, and to give you a quick sense of them, I've simplified the description below.

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## ▫ 1. Matching

Matching means subtly reflecting the other person's behavior to create synchronization — both mentally, physiologically and neurologically. It includes ten possible variants, of which even a few can be powerful. The key is subtlety so they do not consciously notice what you do.

- Posture: Slightly adjust your posture in a similar way. Avoid obvious imitation.
  - Movements: Use comparable gestures after a short delay.
  - Facial Expressions: Reflect expressions like a smile or a serious look when appropriate.
  - Tone of Voice: Match speed, pitch, rhythm, and volume naturally — never the accent.
  - Breathing Patterns: Align rhythm and depth subtly, without forcing your own breathing.
  - Speech Patterns: Use related words and phrasing to reflect their way of expression.
  - Emotional State: Sense their emotional tone and recall or imagine a similar feeling.
  - Energy Level: Adjust your overall liveliness and engagement to their level.
  - Inside Speed: Tune in to the tempo of their thoughts and reactions.
  - Crossover Matching: Match rhythm or pace with a different behavior (e.g., nodding with their speech rhythm) to stay natural and undetected.
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## ▫ 2. Commonalities

While Matching works primarily on an unconscious level, Commonalities involve shared traits or experiences that people can consciously perceive. Every recognized commonality can increase liking and strengthen rapport.

- **Discovering Commonalities:** Use conversation and open-ended questions to uncover similarities. You may also make exploratory statements to prompt responses.
  - **Awareness Matters:** People need at least unconscious recognition of the similarity. Explicit acknowledgment often enhances rapport further.
  - **Types of Commonalities:** Shared experiences, upbringing, education, work, interests, values, beliefs, or even subtle details like clothing or hairstyle.
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### ▫ **3. Active Listening**

Active Listening goes beyond just hearing words. It involves tuning in to the underlying thoughts, emotions, and intentions of the other person. You listen with your mind, heart, and body. This helps the other person feel heard, understood, and valued, which builds trust and encourages openness.

Key Approaches:

- **Presence** – Be fully attentive to the conversation. Remove distractions and focus completely on the other person. Presence allows you to notice verbal and nonverbal cues, showing that you value the interaction.
  - **Empathy** – Acknowledge the other person’s emotions. Statements like “I understand why you feel that way” can help. Tone, sincerity, and genuine concern matter. Use cognitive empathy, where you understand their perspective, if it is natural for you.
  - **Nonverbal Cues** – Show engagement through gestures: eye contact, nodding, leaning in, and positive facial expressions. This validates the person and demonstrates attentiveness.
  - **Open-Ended Questions** – Encourage elaboration by asking questions that cannot be answered with “yes” or “no.” Begin with words like “How,” “What,” or “Why” to gain insight and discover commonalities.
  - **Reflection and Summarizing** – Periodically paraphrase or summarize what the person says. Confirm both verbal and nonverbal messages to ensure understanding. This demonstrates that you are actively listening and clarifies communication.
  - **Pauses and Silence** – Allow moments of silence after the other person speaks. This gives space for deeper reflection and encourages them to express themselves further.
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Those three methods are much more fully explained in my book, along with other methods and supporting measures. The book is for both beginners and experienced readers. You’ll find everything worth knowing about rapport in this comprehensive yet concise book.

Here’s a link to the book page on Amazon:

<http://www.amazon.com/Ultimate-Guide-Rapport-Communications-Relationships-ebook/dp/B0DGN52WD2/>

# **The Ultimate Guide to Rapport:**

**How to Enhance Your  
Communications and  
Relationships with Anyone,  
Anytime, Anywhere**



**Stig Ernsund**