

## **Becoming High Value**

### **Part 3: Value Enhancers**

In this chapter, we are going to talk about some other behaviors you can start implementing which have been shown through numerous research studies to help increase your “perceived value” to others.

I know that I wrote that being “high value” is mostly developing an internal mental makeup that is “high value”, and that is absolutely true.

However, there are a number of things that are scientifically shown to enhance the “high value” you display to the world, which I will call “value enhancers”. Developing a high value mental makeup is a process, but learning and implementing these “value enhancers” will help you ignite this process and see some earlier returns.

These value enhancers are like the MSG added to Chinese food in order to enhance its flavor, except without the gastrointestinal distress, thirstiness, and general ickiness.

Sure, you can ask for “no MSG” when you order the food, and it will still be delicious, but there is no doubt that the MSG flavored food is just a little more tasty.

In my opinion, these value enhancers are things you can start using immediately while you build your internal mental makeup into that of a “high value man”, so sprinkle these here and there, and I promise you will also see people start to perceive you differently and treat you better.

#### **1. Speech and Voice Tonality**

According to studies, individuals’ speech can serve as a cue to both their external status in society and their relative status in an interaction.

In particular, people with higher external status are likely to talk more than individuals with lower external status.

And, not only these people spend more time talking, but surprisingly, they also spend more time pausing.

Pausing is a sign of “controlling the conversation”. In these studies, lower status people spent less time in pauses, so it is hypothesized that silence, i.e. making people wait on your words, as well as talking, are indicators of status.

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In other words, in an interaction, the amount of talking you do is correlated with your status within an interaction.

The long and short of it is, don't be a wallflower. Make sure you do your fair share of talking and don't be afraid to "hold the floor" by pausing when you do speak.

In addition, not only do you want to speak as much as you reasonably can, you also want to speak authoritatively and with certainty. As I wrote in my book "[Vocal Superstar: How To Develop a High Status Voice](#)", you should work on your "vocal tone consistency" in order to appear more "high status".

Back when I was in high school and college and undoubtedly "low value", I remember that every time I talked to a girl, the pitch of my voice would change and go higher and softer.

Embarrassing! But, don't tell me that this has never happened to you!

Studies have shown that in an interaction, people who changed their vocal tonality more to accommodate another person's vocal tonality were lower status compared to the other person.

What this means is you should pay extra attention to ensure that the pitch and tone of your voice do not change when you interact with other people, even those who you perceive to have higher status than you.

## 2. Extraversion / Perception of Extraversion

One of the most important goals and outcomes of social life is to attain status in the groups to which we belong.

Such face-to-face status is defined by the amount of respect, influence, and prominence each member enjoys in the eyes of the others.

Based on studies of college social groups (such as fraternities, sororities, and dormitories), high extraversion is correlated to elevated status for men and women.

If you're introverted, this doesn't mean you are destined for life as a low value man, but just keep in mind that you need to display some extraverted characteristics at least occasionally.

Just like the studies on speech and vocal tonality showed that the amount of talking predicted status among people in a social interaction, extraversion is also similarly correlated.

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