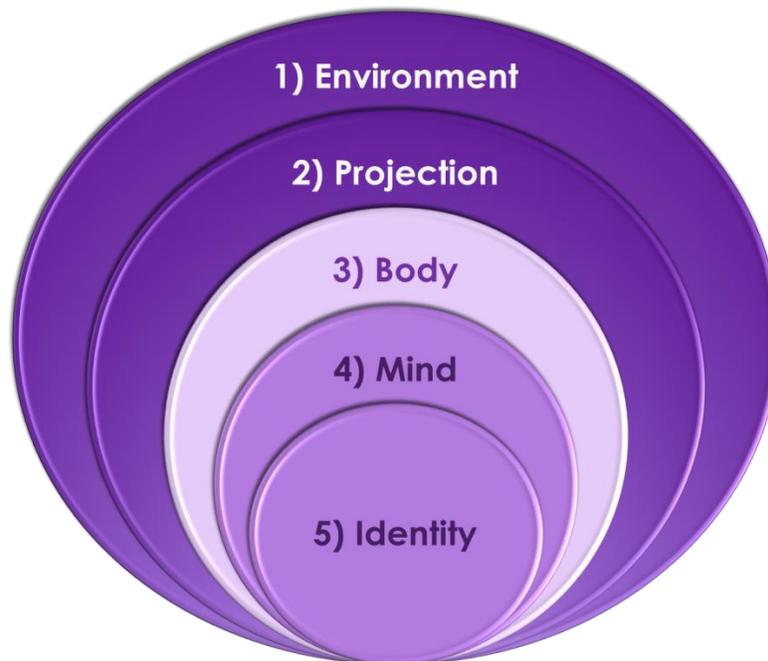


People are committed to their investments. When you understand how to create emotional investment during conversation, your ability to form lasting relationships will become nearly effortless.

The JAM Relational Model is an investment enticing model consisting of 5 “Intimacy Layers”. Metaphorically, you have to go through each of these layers to get “inside” of a person.

1. Environment – Their surroundings
2. Outer Projection – Their observable traits
3. Body – Their physical boundaries
4. Mind – Their views and opinions on other people, places and things (external views)
5. Identity – Who they believe they are (internal views)



The first 2 layers are outside. The 3<sup>rd</sup> layer is a transition layer signaling that perhaps it is time to move to layers 4 and 5, which are inside.

Layers 1 and 2, and layers 4 and 5, are grouped together because the differences are subtle and depending on how the topic is discussed, it can be difficult to separate the two.

These layers can be discussed out of order in different scenarios.

Self-disclosure is an important building block for intimacy. As you get further inside, feelings of emotional investment increase.

# JAM Relational Model

## Layer 1 - Environment

Layer 1 focuses on observations about their surroundings. This can be classified as “surface conversation” or “small talk” topics.

Observations on can include:

- Whatever their attention is on
- An object nearby
- The location you met them in
- Something that happened in the current location
- Their reason for being in the current location
- A future event with some relevance to the environment
- Current events in pop culture

Generally, minimal self-disclosure is required. Most strangers engage one another on this layer because it is not intrusive.

## Layer 2 - Outer Projection

Layer 2 focuses on observations about their visible outer projection. In short, this layer explores how they present themselves and appear to others.

Observations can include:

- Their style of clothing
- Art, such as tattoos and piercings
- Their physical attractiveness
- The energy they exude
  - Can be positive or negative

Simply make observations that are true and state them explicitly, in a positive tone. People self-monitor constantly. If they allow themselves to appear a certain way, then it is a topic for conversation.

## Layer 3 - Body

Layer 3 focuses on observations about their physical boundaries. This includes their comfort with touching, but some studies have proposed that personal space and eye contact can be substitutes for actual touching.

Observations can include:

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- They turn to face you directly while talking
- They allow you in their personal space
- They welcome unbroken eye contact
- They initiate or allow light touches
- They welcome sustained physical contact

This is a transitional stage and can be used as a test. If they are not open to any of the clues mentioned above, then maybe you should change your approach slightly and return to layers 1 and 2 for a longer period of time until they get comfortable with you.

If you encounter any resistance, it's best to let them lead the progression through layer 3 before trying again. For instance, don't turn to face them until they face you, allow them to come into your personal space, let them touch you, etc.

If there is reciprocation on layer 3, moving on to layers 4 and 5 should happen fluently.

### Layer 4 - Mind

Layer 4 focuses on observations about their views, interests and opinions on other nouns.

Observations can include:

- Do you have a wide circle of friends or a close few?
- What do you think about people who...
- Where's the one place you want to travel to and why?
- What was it like where you grew up?
- You look like you're into (sports, art, this, that, etc.)
- Do you love what you do or is it just a job?
- What's your favorite type of food, movie, etc.?

Ingratiation, a term coined by social psychologist Edward E. Jones, should start here. Ingratiation is a term used to describe the psychological technique in which an individual attempts to become more likeable to another person. Examples of comments you can say include:

- "You seem like a very (compliment) person"
- "I like the way you put that"
- "I completely agree"
- "I'm the same way"
- "I'm the type of person that (positive trait)"

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If there is too much ingratiation during the first 2 layers, your interest is expressed too early and can lead to greater resistance if they haven't already decided they are interested in you. Also, if you only give ingratiation during the first 2 layers, they may get the impression that you are only interested for surface reasons rather than who they are.

In every conversation, there is what I call the MOMENT OF IMPACT. This is when the conversation shifts from a casual conversation into a definite bond that will continue in the future. It is the moment when you have officially made an impact on them, one that will entice them to continue investing in you.

In layers 4 and 5, when you notice something personal about them that you are impressed by, bring it to their attention verbally. This establishes that they have made an impact on you, which communicates your continued interest in them is based on their personal qualities rather than superficial reasons.

### Layer 5 - Identity

Layer 5 focuses on observations about who they believe they are as a person. It gets to the core of how they see themselves fitting into the world and their life's purpose.

Observations can include:

- The labels they accept
- Their strongest personality traits
- Their best and worst qualities
- Their most important goals
- Their biggest fears
- Their personal values
- Their spiritual beliefs
- Their life's purpose
- How experiences have affected them

Transitioning between 4 and 5 can be seamless. For instance, they tell you about where they traveled and you ask how it made them different or what it taught them about life.

You can transition to this layer whenever they are explaining what ISN'T important to them by responding with "So what IS important to you?" or "What DO you believe in?" It's a direct way to find out how they see the world and their place in it.

You're asking not only about their experiences, but also how those experiences have affected them and how they find meaning in life. What are their values? You're getting to know what's important to them and what aspirations cause them to light up when they speak.

You may ask something along the lines of:

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- Do you feel like you are living your purpose?
- What quality about yourself are you most proud of?
- Are you a deep thinker or do you usually just follow your feelings?
- What is your passion? What lights you up?
- What's the one thing would you do if you knew you would be successful?
- What do you think about more often than anything else?
- What did you learn from that experience? How did it change you?
- Tell me something I wouldn't know just by looking at you.
- We all have more to us than what meets the eye. What's (their name)'s story?
- Why is (topic) important to you?
- What's your perspective on the meaning of (life, relationships, etc.)?

### Goals for the JAM Relational Model

Mindset matters. Remember this phrase: "With the right intentions, the words will follow." When you enter into a conversation with altruistic motives, you spend less time trying to find the perfect words to say.

The conversation feels natural because you are sincere and there is no hesitation about whether your intentions would be acceptable to the other person if they were revealed.

Here are your goals during the conversation:

- Flirt
- Get information
- Empower them

If you don't look for opportunities to flirt, you end up in the friend zone. Be playful and keep the mood light. Your energy is contagious. Have fun!

The more information they give you, the more they are invested. When your focus is to ask the right questions versus following the correct script, all of the pressure is off of you.

When you desire their passions, help them believe it's possible. Supporting their passions makes you a part of their passions and increases their perception of your value.