

FIVE STEPS TO *gradually* CREATE MOMENTUM & TEST THE *capacity* FOR *depth* in *a surface-level friendship*



Let's dive in!



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FriendForward

YOU HAVE A *potential* FRIEND ("pt")
THAT YOU'VE *been* ADMIRING FOR A
while, BUT YOU'RE
not sure HOW TO TAKE HER FROM
AN *acquaintance* TO AN

actual friend.

USE THESE FIVE STEPS DESIGNED BY FRIENDSHIP EXPERT
DANIELLE BAYARD JACKSON TO GRADUALLY CREATE
MOMENTUM AND TEST THE CAPACITY FOR MORE DEPTH.



STEP 1. HIGHLIGHT YOUR *similarities*

RESEARCH SHOWS THAT WE TEND TO LIKE PEOPLE WHO ARE LIKE US.

So the next time you are talking to your "PT" (potential friend), work to highlight the things you have in common instead of emphasizing what you don't.

EXAMPLE

If she says,

"I have been bingeing a new horror show on Netflix."

You wouldn't say,

"Ugh, I don't watch much tv. I'd rather read."

INSTEAD, you'll say,

"I love that genre! Reading horror and thriller novels is literally my favorite thing."

This helps her to feel a sense of connection with you as opposed to creating resistance.



STEP 2. ASK FOLLOW-UP *questions*

DEMONSTRATE YOUR ATTENTIVENESS.

Ask her about something she mentioned to you in a previous interaction.

EXAMPLE

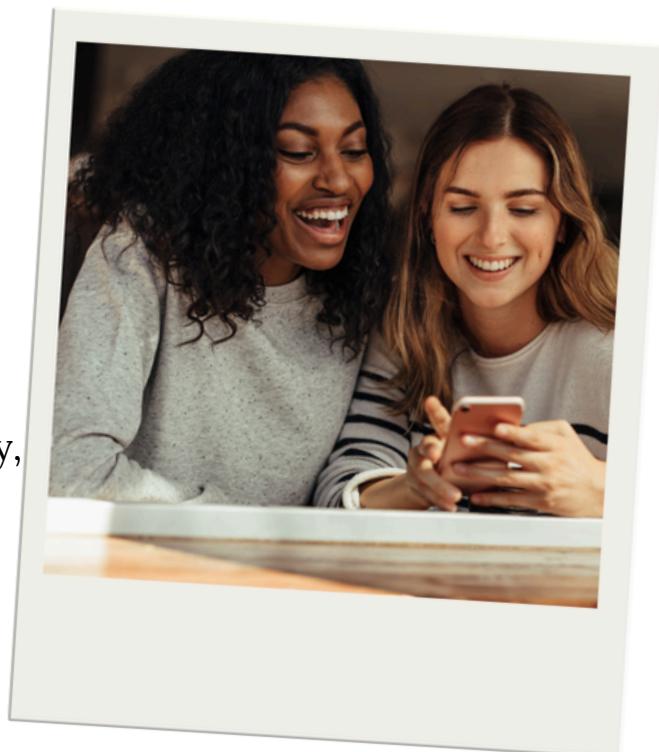
If she told you that her dog is sick, then a week later you might want to text her and say,

"Hey! Last week you said that Buddy wasn't feeling too good. What's the update-- is he feeling better?"

This shows that you care enough to remember, and helps to leave an emotional impression.

Note: If your conversation skills are a little rusty, [download our free guide](#) to learn 4 ways to start conversations with *anyone*.

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STEP 3.

INVITE HER OUT WITH THE “*movie trailer method*”

DID YOU KNOW THAT THERE'S AN ART TO ASKING PEOPLE TO HANGOUT?

The key is to preview the experience as much as possible, otherwise it will fall flat. Instead of asking, "Wanna get together some time?" You're going to take a few notes from movie trailers.

Movie trailers tell you what to expect, which actors are featured in the film, it gives you the general plot, and you can even look up the duration of the film. After watching a move trailer you feel like you have a good idea of what to expect, and it makes you excited.

Do the same thing when extending an invitation.

Preview the experience by saying something like,

"There's this cute new sangria bar near my house that just opened up. Would you want to meet me there this Saturday night around 7 and catch-up for about an hour or so? Apparently their white sangria is the best thing ever."

This paints a clear picture of where you're going, what you'll do there, and how long it'll last. Using this method greatly increases the chances of them saying "yes". [More on this method.]

STEP 4.

NURTURE

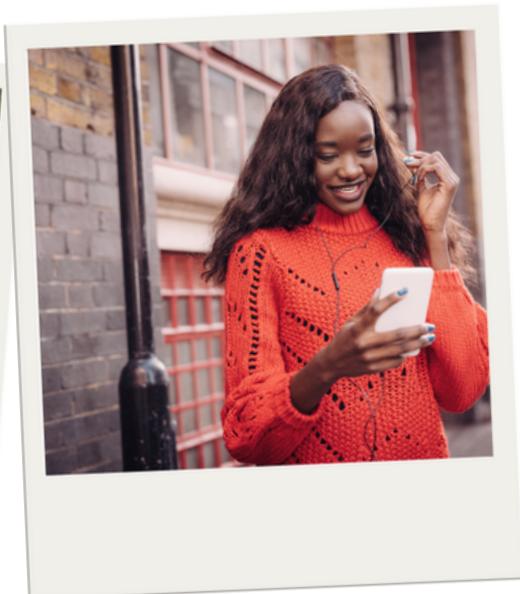
from afar

WHEN YOU'RE NOT HANGING OUT WITH YOUR "PT", YOU CAN STILL NURTURE THE CONNECTION

Refer to inside jokes, or DM her a video of something random. You can even send her links to podcasts or books you think she'll like.

This makes her feel like she is top of mind and builds a warm connection.

It also plays into the “Benjamin Franklin Effect”, which is a phenomenon where people tend to like those they help.



STEP 5.

CLOCK

more hours

HOW LONG DOES IT TAKE TO TURN AN ACQUAINTANCE INTO A FRIEND?

New research from evolutionary psychologist Robin Dunbar suggests that it takes **34 hours** to turn an acquaintance into a friend. This is consistent with a major study from the University of Kansas that revealed similar findings. If you think you can grab coffee with a "PT" every three months and expect that it will be enough to build a friendship, it might delay your progress.



Instead, think of ways you can be intentional about "clocking hours" together. We have suggestions to help you spend more time together on our weekly podcast, Friend Forward.

[Listen now.](#)

ABOUT us

Friend Forward is a company dedicated to teaching women how to improve their relational health by sharing the latest research through workshops, private coaching, and a special weekly podcast.

Founded by Danielle Bayard Jackson, Friend Forward aims to equip women with the knowledge and skills they need to create and maintain better female friendships.

If you're interested in learning more about our work including organizational keynotes and workshops about the science of women's friendships...

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