



COMPANION EBOOK

Magnetism

A guided path to easier friendships – a practical guide to using the online program, making connection easier, and turning repeated contact into real friendship.

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Companion to the online
Magnetism program

A note from Matthew

Adult friendship has a strange problem: most of us know what friendship feels like once it exists, but nobody teaches us how to get from “person I keep seeing” to “person I can call.”

Magnetism is designed for that middle space. It is not about becoming the most social person in the room. It is about becoming easier to approach, easier to know, and more willing to make the small repeated moves that friendship actually needs.

NexSpark Friends handles part of the logistics by placing compatible, verified people into small Circles. Magnetism handles the human side: showing up, participating, noticing reciprocity, recovering from awkwardness, and giving a promising connection enough repetition to become real.

You do not need a bigger personality. You need a little more availability to the people already within reach.

HOW TO USE THIS EBOOK

Work through the live Magnetism program at nexspark.org/magnetism and use this book as your reflection and practice companion. The live program may change over time; follow its current screens and use these chapters to deepen what you are doing there.

Inside this guide

Use this book in order the first time. After that, return to the chapter that matches what is happening in your life right now. The online program is the active experience; this ebook is the place to slow down, reflect, and turn insight into practice.

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01 Start Here: What Friendship Magnetism Is

Friendship Magnetism is not popularity. It is the set of behaviors that make real friendship easier to begin and easier to continue.

NexSpark Friends describes Magnetism as a guided path to easier friendships. That wording matters. The objective is not to make people admire you from across a room. The objective is to lower the friction between meeting a compatible person and actually building something with them.

Adult friendship usually fails in the middle. Two people like each other, exchange numbers, say “we should do this again,” and then ordinary life absorbs the momentum. Magnetism is practice for that middle: approachability, curiosity, follow-through, repeated contact, and reciprocity.

The program belongs beside the Circle model. NexSpark can put four to six compatible people in the same orbit; Magnetism helps each person participate in the repetition that turns a group into a real social home.

WHAT FRIENDSHIP MAGNETISM IS NOT

- It is not networking.
- It is not collecting contacts.
- It is not forcing yourself to become extroverted.
- It is not tolerating one-sided relationships because you are afraid to be alone.
- It is not pretending every person you meet needs to become a close friend.

WORKBOOK · DEFINE EASIER FRIENDSHIP

Friendship feels easiest to me when...

I want people around me to experience me as...

The social behavior I most want to make easier is...

02 How to Use the Online Program

Use the online program as a cycle of noticing, trying, returning, and adjusting.

Open nexspark.org/magnetism. The live experience is interactive and is the source of truth for its current sequence. The strongest way to use it is not to read straight through but to pair each section with something you do in the real world.

Friendship change is usually behavioral before it is emotional. You may not feel confident before you send the text, go back to the same group, or invite someone for coffee. The point is to make the action small enough that confidence is not a prerequisite.

If a section brings up loneliness, grief, social anxiety, or something heavier than a self-guided program can hold, use the team check-in and reach for appropriate human support. The program prominently includes crisis resources because connection work can touch painful places.

THE PROGRAM RHYTHM

- 01 Check in with how connected or disconnected you feel today.
- 02 Complete the current online section honestly.
- 03 Write down one insight in your own words.
- 04 Choose one tiny social action.
- 05 Repeat the action enough times to gather evidence.
- 06 Return to the program and adjust.

WORKBOOK · SESSION TEMPLATE

What did I notice?

What social action does this point toward?

What is the smallest version I will actually do?

What happened when I tried it?

03 Your Social Baseline

Before trying to make more friends, understand the actual shape of your social life.

NexSpark Friends already offers tools that separate frequency, depth, and reciprocity because those are different shortages. Magnetism benefits from the same distinction. You can be around people constantly and still feel unknown. You can have one deep friend and still lack regular contact. You can initiate every plan and still lack reciprocity.

Your baseline should include both quantity and quality: how often you see people, who knows what is really happening in your life, who initiates, who follows through, and where repeated contact already exists.

Look especially for near-friends: coworkers you enjoy, neighbors you talk to, people from a class or club, Circle members you clicked with, or acquaintances you keep meaning to contact. Friendship often grows from existing weak ties, not dramatic new searches.

THREE DIMENSIONS

Frequency Do I see the same people often enough for familiarity to grow?	Depth Does anyone know what is really going on with me?	Reciprocity Does effort move in both directions?
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WORKBOOK · MAP YOUR SOCIAL BASELINE

Three people I already have some warmth with:

One place I can return to repeatedly:

Where my biggest shortage is right now — frequency, depth, or reciprocity:

04 Approachability Without Performing

Approachability is mostly about sending small signals that it is safe to continue.

Many adults accidentally look unavailable when they are simply self-protective: headphones on, phone out, arms closed, quick answers, leaving immediately when an activity ends. None of those behaviors are wrong, but together they remove the little openings friendship uses.

You do not have to become animated or talkative. Try micro-signals instead: use someone's name, look up when they speak, ask one follow-up, linger for two minutes after the activity, or make one small comment about the shared situation.

The goal is not to be impressive. It is to be reachable.

PRACTICE

The one-notch rule

Do not ask yourself to become social. Ask yourself to become one notch more available than your default. If you normally leave immediately, stay five minutes. If you normally smile but say nothing, add one sentence. If you normally wait for invitations, make one small one.

WORKBOOK · ONE NOTCH MORE OPEN

My default signal of unavailability is...

The smallest opposite signal I can practice is...

A place where I can test it this week is...

05 Presence, Curiosity, and Conversation

Friendship conversation gets easier when you stop trying to be interesting and become interested enough to stay with what someone gives you.

A good friendship conversation does not need instant vulnerability. It usually moves in layers: shared situation, preferences, stories, opinions, and eventually the more personal things that become safe through repetition.

The biggest conversational mistake is often switching topics too quickly. Someone mentions they are learning pottery, training for a race, dealing with a terrible commute, or trying a new restaurant. Stay there. Ask what made them start, what surprised them, or whether they would do it again.

Self-disclosure matters too. Friendship cannot grow if you remain a warm interviewer. Offer a little of yourself at roughly the depth the conversation has earned.

THE THREE REGISTERS

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| OPENING | Easy, shared-world questions that lower friction. |
| TURNING | Preferences, stories, and opinions that reveal personality. |
| DEEPENING | Values, worries, hopes, and real life — only when trust has started to exist. |

WORKBOOK · CONVERSATION PRACTICE

One opening question that sounds like me:

One story I can tell that gives someone something to know about me:

One topic I tend to deepen too quickly or avoid completely:

06 Turning Acquaintances into Friends

The difference between an acquaintance and a friend is often not chemistry. It is repetition plus somebody making the next move.

Research on friendship consistently points toward time together, and NexSpark Friends deliberately builds around repeated contact with the same small group. Magnetism turns that structure into behavior.

The next move should usually be sideways, not dramatic. Instead of “we should hang out sometime,” attach the invitation to what already exists: coffee after class, a walk before the next Circle meetup, sending the link you talked about, or arriving early together next time.

Follow-through is a form of warmth. Remembering the thing they mentioned, checking back after an interview, or actually sending the restaurant recommendation communicates that the interaction registered.

PRACTICE

The 48-hour bridge

When you meet someone you would genuinely like to know better, create a small bridge within about two days while the interaction is still easy to remember. The message does not need to be clever. Reference something real and make the next contact simple.

“Good talking tonight. Send me the name of that place you mentioned?”

“I am going back next Thursday – want to grab coffee right after?”

“You were right about that podcast. Episode three got me.”

WORKBOOK · MOVE ONE CONNECTION FORWARD

A near-friend I already know is...

The shared context I can build on is...

The smallest next invitation is...

07 Boundaries, Reciprocity, and Belonging

Belonging gets stronger when generosity and boundaries coexist.

Reciprocity does not mean every friendship is exactly equal every week. People go through seasons. What matters is whether effort can move both directions over time and whether you can express needs without the relationship collapsing.

A boundary can protect friendship from resentment. It can be as simple as not always being the planner, declining a hangout when you are exhausted, or saying that a joke did not land well with you.

Do not confuse being needed with being known. Some people become indispensable by doing favors, fixing problems, and absorbing everyone's emotions. That can create closeness, but it can also hide the question of whether anyone is interested in them when they are not useful.

RECIPROCITY SIGNALS

- They initiate sometimes.
- They remember details and follow up.
- Plans can survive small inconveniences.
- You can say no without punishment.
- You feel more like yourself, not less, after time together.

WORKBOOK · BELONGING WITHOUT OVERFUNCTIONING

Where I tend to do too much to secure friendship:

A relationship where effort is genuinely mutual:

A boundary that would protect my energy without closing me off:

08 Using Magnetism With Your NexSpark Circle

A Circle creates the conditions. Magnetism is how you use them.

NexSpark Friends forms Circles of roughly four to six compatible, verified people and helps get the first meetup moving. That design reduces the pressure of a one-on-one “friend date” and creates repetition with the same people.

Your job is not to make the whole Circle love you. Look for two kinds of success: group comfort and individual threads. Group comfort means you contribute, listen, and return. Individual threads are the smaller connections that start forming inside the group — the person who shares your humor, the one who lives nearby, the one who wants to try the same thing next weekend.

Do not wait for the group chat to become magically self-sustaining. Healthy groups usually need light initiative from multiple people. Make specific plans, keep them easy, and allow attendance to be imperfect.

AT YOUR FIRST THREE CIRCLE MEETUPS

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| MEETUP 1 | Learn names, find one shared detail with each person, and resist judging the whole group too fast. |
| MEETUP 2 | Follow up on something someone told you last time. Familiarity starts here. |
| MEETUP 3 | Make or support one concrete next plan. The group begins becoming a pattern rather than an event. |

WORKBOOK · CIRCLE FOLLOW-THROUGH

Who in my Circle felt easiest to talk to?

What detail can I remember and follow up on?

What low-effort plan could fit the group next?

09 Drift, Disappointment, and Repair

Not every promising connection becomes a friendship. The skill is staying open without chasing what is not reciprocal.

Friendship disappointment can be oddly difficult because there is often no official breakup. Someone stops replying, the group stops meeting, or a person you liked never initiates. Ambiguity makes it tempting to keep investing in order to force clarity.

Use behavior as information. One missed message is life. A repeated pattern is a pattern. You can make one clean repair attempt — name the drift, suggest a specific plan, or ask whether something changed — without turning yourself into the entire maintenance system for the relationship.

When a friendship is worth repairing, directness is usually kinder than quiet resentment. When it is not reciprocal, stepping back creates room for people who can meet you.

PRACTICE

A simple repair script

Keep it concrete and non-accusatory. The response — including whether a plan actually happens — gives you information.

“I feel like we have drifted a little. I have missed seeing you. Want to put something on the calendar?”

WORKBOOK · DRIFT WITHOUT CATASTROPHE

A friendship I am unsure about is...

The observable pattern is...

One clean repair attempt would be...

If nothing changes, the boundary I will use is...

10 Your 30-Day Friendship Practice

Friendship Magnetism compounds. Small repeated moves look unimpressive in a day and transformative across a month.

WEEK 1

Return

Pick one recurring place, activity, or Circle and show up more than once.

WEEK 2

Reach

Use names, follow up, and make yourself one notch more approachable.

WEEK 3

Bridge

Move two promising acquaintances sideways into a small adjacent plan.

WEEK 4

Reciprocate

Notice who responds, who initiates, and where effort starts becoming mutual.

YOUR FRIENDSHIP MAGNETISM SCORECARD

- ☐ I return to the same people instead of constantly starting over.
- ☐ I make small invitations instead of vague "sometime" statements.
- ☐ I follow up on details people share.
- ☐ I reveal enough of myself to be known.
- ☐ I tolerate a little awkwardness without disappearing.
- ☐ I notice reciprocity before overinvesting.
- ☐ I can be warm without making myself responsible for everyone.

THE FINISH LINE

The first cycle is complete when connection feels less like a personality trait you either have or do not have, and more like a set of small behaviors you know how to practice.

Program notes and sources

This companion guide is written for NexSpark and is designed to be used alongside the live Magnetism experience. Product wording and screens may evolve as the online program is improved. When this book and the live program differ, follow the live program.

OFFICIAL NEXSPARK PAGES REFERENCED

nexspark.org/magnetism

Magnetism: A Guided Path to Easier Friendships

nexspark.org

NexSpark Friends Circle model

nexspark.org/tools

NexSpark Friends quizzes and tools

nexspark.org/journal/how-your-circle-gets-made

How a Circle gets made

IMPORTANT SAFETY NOTE

Magnetism is educational and reflective. It is not psychotherapy, medical care, crisis care, or a substitute for professional treatment. If you are in immediate danger or crisis, contact local emergency services. In the United States, call or text 988 for the Suicide & Crisis Lifeline. For sexual violence support, the NexSpark dating program also points users to RAINN at 800-656-HOPE and rainn.org.

ABOUT THE AUTHOR

Matthew Firth is the founder of NexSpark. He built NexSpark around a simple idea: technology should help people get into better real-world connections, not keep them endlessly engaged with a feed. Magnetism extends that idea inward, helping people show up with more clarity, confidence, and intention once the opportunity for connection is in front of them.

