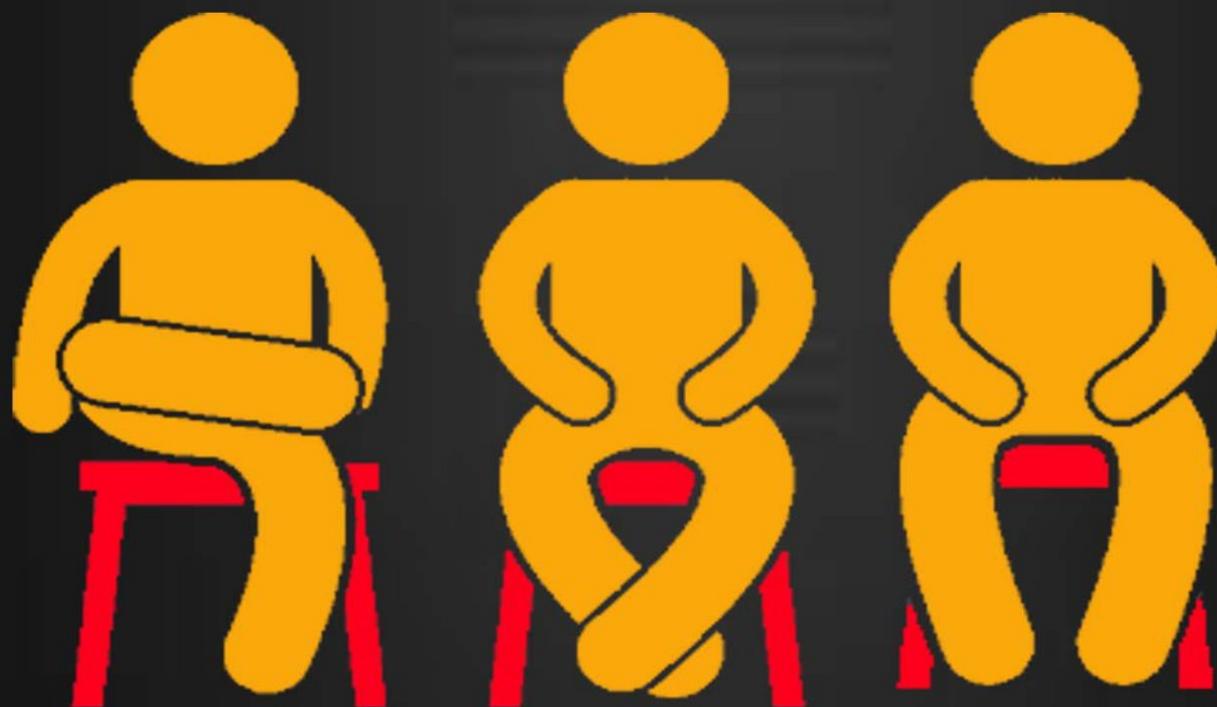


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HOW TO ANALYZE PEOPLE AND USE POWERFUL COMMUNICATION,  
PERSUASION AND NEGOTIATION SKILLS TO INFLUENCE PEOPLE



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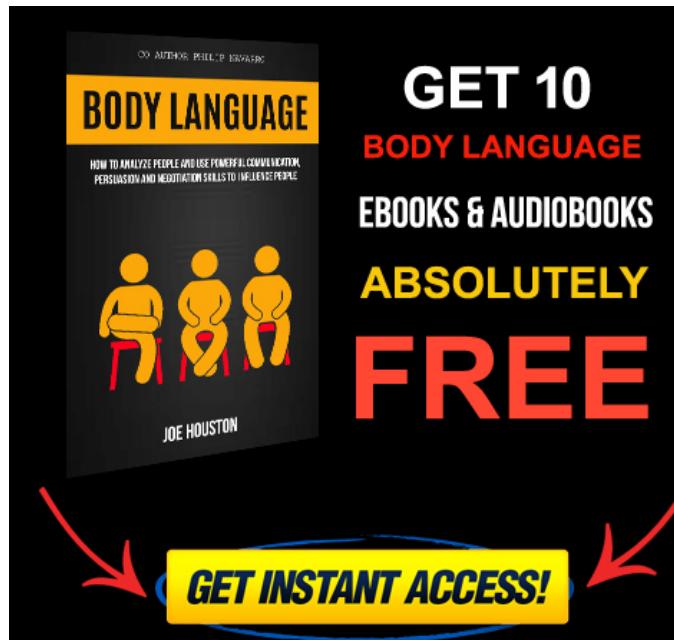
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## Chapter 1: Introduction

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Have you ever been in a conversation where you just had that nagging feeling that something was off? The other person was sincerely trying to convince you off something, but you just weren't sold. Maybe it was the way they weren't making eye contact with you or maybe they were trying too hard to keep smiling. Often enough when we're lying we're betrayed by our body language. Body language can sometimes reveal a person's true thoughts, emotions, & intentions. People can be oblivious of all the non-verbal clues they're displaying so their body language can actually be more honest than their verbal exchange. They can mould their words to suit their needs as they'll speak to further their agendas but they often forget about body language.

You can say that body language falls under the heading of non-verbal communication. It's all about people expressing their thoughts & emotions, intentions & hesitations through physical gestures. It can simply include all of the various manifestations including gestures & body postures, gaze

directions & space invasions along with facial expressions of course.

Have you noticed how some people somehow add colour to their stories by moving their hands as they speak? Have you ever been charmed by someone's smile. Perhaps taken in so completely by someone's enthusiasm that you went along with the craziest of plans? Also do you wish that you'd the same skill, that you could easily read people? By understanding the signs & signals of body language, you can more easily read other people. Hence, you can even communicate better with them.

Body language, which's a form of non-verbal communication, actually aids verbal communication. This's only when it's not contrary to what's being said. Some experiments have even concluded that most of the information we derive from an exchange with someone doesn't come from their words but rather from their own body language.

Try & observe someone who's known as a good speaker. All good salesmen use effective body language to communicate with people & convince them. A pat on the back can signal encouragement & encroach on someone's personal space can be taken as a sign of menace. You also don't always have to speak to express but rather sometimes, actions do speak louder than words.

This book is aimed towards providing you a better understanding of body language. We'll methodically cover all components. It'll provide you with a basic understanding of human behaviour & it'll help you arrive at better communication by providing you with practical examples & exercises.

You'll see the most common body language gestures people adopt in various settings & how you can use nonverbal cues & signals to communicate more effectively.

### Body language & connection

Jack always believed that he got along very well with all of the people t work. However, if you were to ask them, the story would've been different. They would've told you that they're

not at very friendly terms with him but rather happen to find him scary & intimidating. Some might not be able to tell you exactly why that is. Others would say that maybe it's the way he looks at you very intensely, like he's measuring you up & finding you lacking like he wouldn't want to be friends. Some would say that he always sounds combative, like everything he says is a rebuttal to what you said. One co-worker would say that Jack often makes him feel stupid while another would say that Jack isn't very open to sharing.

Jack is actually a nice guy who doesn't realize that he's creating trouble for himself. He cares about his friends & he's likely to offer help to anyone who needs it. He doesn't know what's holding him back from forging a proper connection with people. Irene is another example. She has never done a mean thing in her life & she has a kind word for everyone yet her overtures are often rebuffed. Her dinner invitations are never met with enthusiasm & she's sometimes not even included in social gatherings. She tries hard, but she doesn't know why people just don't get along well with her.

If you were to ask someone she works with, they'll tell you that it's difficult to be in the same room with her because she just fills it with nervous energy. They'll tell you that her voice is too shrill & she laughs too loudly. She tries to hard to be friendly & comes off as being fake. She has no concept of personal space & often can be too touchy feely. She's not much liked.

Both Jack & Irene are suffering from obliviousness.

So often people are blind to what's going on around them. They fail to notice the subtle clues in other people's behaviours that should give them their own cues. If you asked people to walk into a room with some people & then come outside, close their eyes & describe them, often they'd fail to remember important details. It's not that things aren't in front of them but rather they fail to register or notice those things. People are always seeing what's going on in front of them but often they fail to notice even the most glaring of situations.

Poor Jack & Irene fail to notice the effect they've on people & they also fail to notice their own behaviours that set people

off.

We interact with the world around us with our bodies. A simple wave can be seen as a sign of welcome & a grinding of teeth as a sign of aggression. Smart people pick up on those subtle clues in the other person's behaviours & they modify their own behaviour accordingly.

### Body language: YOUR GUIDE TO THE INNER WORKINGS OF THE MIND

We often pride ourselves unduly on our ability to read people. We think that we can judge what's going on in their heads by merely looking at their faces. After all, a smiling & laughing person might be happy, right. & tears are more often than not a sign of distress. While this actually might be true in some cases it doesn't always work this way, especially when it comes to strong emotions. We think that we're reading someone's emotions from their face but we're also subconsciously picking up clues from their body language.

Even research has proved this. There was a very famous study which was conducted recently in which people were presented with pictures of people who were in the midst of having strong emotions of all kinds. There were pictures of athletes who just had either just lost or won important matches; there were pictures of people who were undergoing painful procedures like nipple piercings as well as pictures of people engaged in activities of pleasure.

The pictures also varied in their depictions of the subjects. Some only showed their faces while others only showed their bodies. Some however showed both. Now we're likely to assume that by looking at a picture of someone's face we should be able to tell whether they're in pain or whether they're just elated at the moment. The results shockingly pointed out something different.

It also turned out that people weren't good at reading someone's emotions from the pictures of their faces alone. However, when they were given the pictures depicting both the face & the body, they had more success in guessing what the person in the picture was going through.

This's quite surprising because it's very different from what we've always believed. It quite firmly establishes the fact that body language is a better predictor of emotions than merely facial expression alone. It means that our body language does display our thoughts & feelings.

Rule no. 1: Observation is key to reading body language

The origins

Much research & debate have been done to discover how we acquire all these non-verbal signals, are we born with them or perhaps do we learn them as we grow older. Blind people who couldn't have learned these gestures by observing the people around them were studied as were intercultural differences. The conclusions of this research indicate that some gestures fall into each category. Also much of our basic non-verbal behavior is learned & the meaning of many movements & gestures is culturally determined.

Rule 2: Learn to recognize & interpret universal non-verbal gestures:

Most of the basic communication gestures are perhaps the same all over the world. When people are actually happy they smile or laugh. When they're sad or angry, they frown & scowl. Nodding the head is universally taken to mean yes & shaking the head is taken to mean no. However, as languages differ all around the world, gestures might as well. Some of the gestures just might be meaningless in a particular culture while others might just have a different meaning.

The thumbs up gesture

This's one of those gestures, which has different meanings around the world. Hitchhikers use it to ask for lifts & rides. People sometimes use it to gesture that everything is okay. However it can also be used to insult someone & might've negative connotations as well. So if someone's travelling in a

foreign country, it's usually better to respect the native traditions & be conscious of all of their gestures & emotions. This can help prevent any potentially sticky situations.

### The V sign

You may know this as a sign signaling victory. It rose to prominence during the days of World War II when Winston Churchill finally started using it. However the version signifying victory is done with the palm facing away while if you do it with the palm facing towards you, it can actually be taken for an insult. Holding up two of your fingers can also mean the number two.

This shows that a lot of gestures aren't universal & can sometimes be quite insulting & land someone in hot water. Therefore it's better to look at where someone's coming from before deciding anything about the meanings of their particular gestures.

### Rule 3: Observing in context is key to understanding:

If you want to gain effectiveness in reading body language, you must also learn to read all the non-verbal gestures together, rather than in isolation. A single gesture can easily mean a lot of things. It's exactly like how sentences help clarify a word's meaning; looking at the entire body will help clarify what a particular gesture meant.

Gestures should always be considered in the context that they occurred. If, for example, you saw a person sitting all huddled up with their arms folded tightly & their legs gathered up & their chin pointing towards their chest, you should look at the surroundings. If they're outdoors during winters, it means that they're merely cold. However if you've a meeting going on with them indoors & you're trying to convince them of something, the interpretation would be completely different. In this scenario you can quite correctly take it to mean that they're not very receptive to your ideas.

### Rule 4: Always look for congruence

One of the most important tip for noticing whether someone's lying or not is to watch & see whether their body language matches their words. Also research has shown that non-verbal signals carry much more impact than verbal interactions & that, when the two don't match, people are more likely to believe the non-verbal clues rather than all that they're hearing.

While a lot of people might consciously alter their words to lie, they often don't pay attention to their body language & hence can be caught out. There's famous story concerning Sigmund Freud that once he had a patient & while she continued saying that she was very happy with her marriage, he noticed that she kept twisting her wedding ring, pulling it on & off. He correctly deduced that she was having marital troubles & he turned out to be right.

## Chapter 2: Being Lie Detector

Humans are social beings. We therefore just spend much of our time in conversation with others. For the most part, this's an essential & joyful part of life. Talking, in-depth communication & the exchange of information such as life stories form the bedrock of many happy relationships. It's these bonds with family, friends & colleagues that can see us through some very difficult times. For these reasons, we should use any & all means at our disposal to enrich these relationships.

On the other hand, it's also part of human nature to decieve sometimes. In fact, society would also rapidly crumble if we didn't lie on occasion! Also it wouldn't be a good idea to be consistently honest about everything we're thinking & feeling. Just imagine if your friend turned up to lunch wearing a new suit or dress that really didn't look that good on them. Would you actually give them your honest opinion when they asked for it, especially if they were smiling & looking happy at the time? Probably not! It also certainly isn't a bad thing to lie sometimes. It perhaps isn't a good idea to aim for complete transparency. You'd quickly lose friends & your relationships would start to suffer.

Unfortunately, there're many situations in which lies are destructive to other people & relationships. Lies can snowball, grow bigger, & cause immense fallout. Whether in personal relationships or even business affairs, deception is rife & can result in tremendous pain, whether that be divorce following an extra-marital affair or perhaps a potentially great business deal turning sour following the exposure of one party as a fraud or perhaps even a liar.

The flipside is that with a bit of training & practice, anyone can learn how to read people adequately enough that they can spot a liar. You just need to know the key essentials behind the psychology of lying, together with some practical tips as to how you can spot someone who's deliberately setting out to mislead you. Once you've this power, you'll be much less vulnerable to those who would wish you harm. Although

there's no sure-fire way to fully protect yourself at all times, you can also greatly increase your chances of differentiating fact from fiction.

Although there're lie detector machines out there, commonly referred to as 'polygraphs,' we still need to use our human abilities to properly distinguish the truth-tellers from the liars. Why? Well, for a start, you can't very well carry around a lie detector with you. Secondly, people can also learn to fool a polygraph, which's really just a machine that measures physiological signs of arousal such as body temperature & the degree to which someone's sweating.

Polygraphs are basic machines. In fact, you could almost call them crude. They can be extremely effective in eliciting confessions, because people believe they work & so in some situations are more likely to actually 'own up' to their own misdeeds because they believe the machine is bound to pick up on the truth anyway. However, they're not going to represent a substitute for human interviewers & criminal justice systems any time soon. They don't allow, for example, the possibility that someone's temperature or even blood pressure has increased because they're tense or anxious at the prospect of being interviewed. Polygraphs are also very limited in that they cannot spot verbal cues to deception, which can also be very valuable information. It takes human intelligence & experience to closely monitor someone's body language, whilst taking into account what it's they're actually saying. The key to becoming a human lie detector is to learn how to tell when these don't match up, & then set out to elicit the truth.

This book will help you spot the liars, fakers & cheaters that walk amongst us. The information in the chapters isn't meant to turn you into a cynic when it comes to our own human nature. Think of it instead as a preventative measure that'll help you move through the world more safely. Starting with the next chapter, you'll learn the practical tips & tricks you need that'll mean you can start uncovering liars with ease. Although it's nearly impossible to remember all this information when you first read it, the more you practice, the

better you'll become. You'll quickly become accustomed to scanning other people for any signs of deceit.

There's another benefit to becoming a human lie detector. As well as protecting yourself with your ability to spot deception, you'll also gain a reputation as an excellent judge of character. You'll begin to notice that you'll be able to identify liars for who they're long before others do so, & others will begin to notice your talent. In turn, you'll come to be established as a person to whom others turn when they're unsure about a potentially dodgy person or situation. This will make you a popular friend & confidante, & may lead to increased professional opportunities.

Please bear in mind that whilst what you read in this book will indeed change your life – you'll be learning a new skill, after all – when you're able to spot lies, this may land you in some uncomfortable situations. You'll be able to spot when friends & family are lying to you, which may cause you to feel annoyed or even angry. You may also realize a new side of someone's character. In addition, knowing this information may help you become a better liar. What you do with this knowledge is up to you, but think please carefully before using it for any destructive purpose. Remember that it's much less stressful & fruitful in the long run to base your life on integrity & truth than it's to live in a state of deception.

With these caveats in mind, turn to the next chapter & begin.

## Chapter 3: Another Real Language

Let me just repeat what we've learned so far.

You may remember having the option to learn a new language when you were in high school. For some of you, it was a requirement. You'd have to take a year or two of another language, hands down, no choice, no questions asked.

You were, however, also given the opportunity to choose the language you wanted to learn, whether it be German, French, Spanish, or even American Sign Language were options for some schools. For all of you that opted for the sign language, I'm pretty sure you remember that there were the kids that argued that signing with your hands wasn't a "real" language, & therefore it wasn't a "real" grade.

If you'd taken that course, however, or if you've ever had the opportunity to witness two people conversing in sign language, you know for a fact that it's indeed a real language & it's difficult to learn at first.

Then we've those dead languages. The ones that nobody speaks anymore, or the ones that so few people speak that the language is no longer classified as living. You're probably thinking of Latin right now. Even though there're countless medical, legal, & even religious terms that're Latin, this language is still considered to be dead.

There's yet another language that's alive & well. Perhaps the most universal of all languages, as anyone can read it without either person saying a single word.

I'm referring to body language.

But, you argue, that's not a real language.

Let me stop you there for a second. Body language, also better known as nonverbal communication in social science, is basically the display of an emotion or thought without ever saying a word.

Still not convinced?

Consider this: we as people are often fascinated with body language. If we see two people across the street making wild gestures at each other we all automatically pause to see what's going to happen next. If we see through the window two people being close & passionate, we can assume they're going to take it further.

If a celebrity or even high ranking official makes a gesture or refuses a gesture, we talk about it for weeks on end.

Why?

Because we want to know the drama that's going on behind it. We want to know why the person made the gesture or didn't. We all want to know why the people are arguing or if they're going to take it further. We want to know more about the story, because the part of the story we read from their body language wasn't actually enough to satisfy our curiosity.

While you can all spend your entire day chasing after the latest gossip based on body language, you can also all see it taking place all around you in your day.

Your date says they just don't care where you go for dinner, but you can "just tell" the entire evening that they didn't want to go to the restaurant you actually chose. Your boss says good morning to you as always, but you wonder if something's wrong because of the way the whole interaction took place.

You don't feel the person at the customer service counter treated you with respect, even though they actually didn't say anything impolite.

And, we've all been in that situation where we can use the phrase, "He/she didn't say anything, but they didn't have to. I could just tell..."

In all of these situations, you were all reading body language.

Remember everyone else is reading body language throughout the day the same way you are. That means they're reading you.

What does your body language actually tell the world?

Exercise 1.

I want you to take a moment right now, & analyze how you're sitting. Whether you're in an office, in the library, at home, or wherever, don't change a thing about yourself.

Think about how you're sitting. Are you crouched over? Are you crossing your legs? Are you folding your arms?

Are you taking up as little space as possible? Or, on the other hand, are you perhaps taking up as much space as possible?

How're you presenting yourself to those around you right at this moment?

Have you also analyzed yourself? Ok, good.

What you just analyzed about yourself is called a nonverbal expression

We all subconsciously express ourselves this way, whether we give it any thought or not. The way you sit, stand, relax, or even speak to people will spring from your perception of yourself.

What, what?

That's right. We all carry ourselves according to the power & dominance we feel we possess. & this isn't just true of humans, animals do it, too.

If you've ever seen a porcupine or a badger, you know that they make themselves as large as they can when they're confronted by danger. They do this because they're showing off to whatever it's in front of them.

Bears do it, birds do it. Primates do it. All across the board you see different animals that do this same thing.

Imagine a turkey or even a peacock. They strut around with their tails spread behind them, open wide for the world to see. You can easily tell just by looking at them they don't fear anything. They're presenting themselves to the world as they see themselves... the best.

People do the same exact thing. If you stop & think for a moment, consider the confident people you know. They just don't slump, they don't stare at the floor when they speak with

someone. They don't "mouse" around. They stand tall, hold their head up high, & take the world in.

Consider the athletes you see in the Olympics or even on sports games. Whenever one of the athletes does well, what does he do?

He extends his hands up & out in a V shape, looking slightly up to the sky, opening his body wide. We've all seen it, & many of us have likely also done it when we've won something we were working hard for. This's an expression of power & dominance.

It's interesting to note, this's an act that's born into us. In other words, we don't learn to take on that form when we win based on what we see in the world around us. A person that's blind from birth will do the same exact thing if they've this feeling, even though they've never seen it done by anyone else before.

But what do we do when we feel powerless?

The exact opposite. When we feel like we lost, or that we perhaps can't win at anything (literally or even figuratively) we do the opposite action. We pull our arms in. We also draw our legs in.

We take up as little space as we possibly can, somehow trying not to make contact with the world around us. Think about the people you've seen that do this. Think about your reaction to them. If they're someone you don't know, you probably wonder what's wrong with them.

If you do know them, you wonder if there's something bad that happened, or if you know what happened, you know why they're doing that, & you may describe it as 'pouting' or 'sulking'. Whatever your thoughts are behind it, you read what the person is feeling based on what they're doing in either sense.

## Chapter 4: Benefits of understanding Nonverbal Cues

Having the ability to interpret & understand nonverbal cues enables you to:

- Better understand other people, including the deeper meaning of their unspoken messages & their true feelings
- Establish & strengthen trust in relationships by being aware of the nonverbal signals you send & not misleading others
- Respond in ways & actions that clearly show others that you care & understand
- Gauge if a particular relationship meets your emotional needs, what's actually lacking in the relationship, or what's positive & negative about it, & knowing how to better handle it.

Basic techniques to easily improve your body language:

There's no specific definitive advice on how one must actually use body language because interpretation depends on the setting, situation, & cultural context. The way you use body language when talking to your own mother compared to when you talk to your boss, or a person you're intensely attracted to all differ from each other. There're simple ways that can help you communicate effectively with your body.

1. Be aware of your own body. Simply observe yourself—the way you sit, stand, & walk, how you use your arms, legs, & hands, & what your body does while talking to someone you know, for example. You may already be aware of some of your mannerisms & particular bodily quirks, like biting your nails when you're nervous, or pinching your nose when you're upset, or just twirling your hair when you're with someone you like, but you may be surprised to discover new ones. A lot of these quirks, mannerisms, & knee jerk reactions we cannot control, but when we're aware of them, we understand why we do them.

2. Maintain steady eye contact, but don't stare for too long. Eye contact is like a requirement when talking to someone, but the intensity & frequency of eye contact also depends heavily

on your own relationship with the person you're talking, the setting or context, & the nature of your conversation.

For some people, prolonged eye contact & being stared at makes them so uncomfortable or even creeps them out. On the flip side, if you don't maintain eye contact, you'll also more likely come across as insecure, timid, hiding something, or even lying.

What's the best thing to do then? If you're talking to several people, give some time to make eye contact with all of them to establish connections & gauge whether they're really listening to you & are interested. If talking with one person, find that balance between maintaining eye contact at the most crucial points of the conversation, & looking away every once in a while. That way, the other person will also know that you're still interested in the conversation & won't feel offended by your gaze.

3. Sit & stand up straighter. How many times have we been told to sit or stand up straight & not slouch? More often than not, a slouched posture is immediately associated with a lack of confidence. You wouldn't want to just give away that kind of impression especially during a job interview or a first date. Whatever situation you find yourself in, it's always better to be aware of your stance & your posture & fix it when you find yourself slouching. Keep your back & head straight, your spine aligned, & your shoulders level.

4. Keep your head up. Like a slouched posture, just keeping your eyes down on the ground is also associated with insecurity & lack of confidence. Keep your chin up, with your head straight & your eyes looking straight in front of you.

5. Don't be afraid to take up some space. Simply taking up a bit of space by sitting or standing with your legs apart is a sign of having self-confidence & being comfortable in your skin. Please don't worry about offending other people's sense of personal space, though. It's all still within the acceptable bounds of personal space as long as you just don't bump or graze into someone in the process.

6. Relax your shoulders. When you're tense, it's also most obvious in the way your shoulders hunch up or down. Try to relax & lose a bit of the tension by pulling your shoulders back & shaking them slightly. Also, leaning back slightly makes you look confident & at ease.

7. Avoid crossing your arms & legs. That's if you don't want to be perceived as defensive, guarded, or insecure in business & social gatherings or situations.

8. Give indications of interest in conversations. Nod, smile, laugh, lean your own head to the side, & react at appropriate times during conversations. Insert sounds that indicate interest or agreement like "uh-huh", "yeah", or "ok". Also showing positive signals encourage people to listen & pay attention to you. Otherwise, the other person will unequivocally come to the conclusion that you aren't interested at all. Please be careful, not to overdo it though so as not to seem overeager or needy for approval.

9. Slow down your movements. This's helpful especially when you're feeling nervous, uncomfortable, or shy. Deliberately slowing your movements like just walking slowly, can make you look more at ease with yourself, calm, & confident.

10. Eliminate or even minimize distracting movements. As much as possible, try to be conscious of & avoid distracting mannerisms like fidgeting in your seat when you're nervous, drumming your fingers on a surface when impatient, touching your face when you're flustered, or even shaking your legs back & forth. Body movements such as these're not only distracting to others, but clearly indicate your level of discomfort.

11. Be aware of others' personal space. As a general rule, don't stand too close when talking to someone you aren't close with on a personal level. Especially at work & other professional settings, boundaries are always expected to be given respect & consideration.

12. Please always maintain a positive attitude. No matter what kind of situation you find yourself in, try to always keep your cool & a positive attitude. Strive to be relaxed & open. How

you're feeling inside will also always find its way in your body language if not in the words you speak.

13. Learn to manage stress. Stress somehow messes up your physical, emotional, & mental well-being. It even compromises your ability to communicate well. The more you're stressed out, the more likely you're to misread people & send confusing, mismatched signals. If you're feeling overwhelmed by stress, just take a moment to calm down before joining the conversation again. Now once you feel more at ease, you can better deal with the situation or conversation you're involved in.

## Chapter 5: Simple Rules to Make a Great Impression

People can easily take advantage of this power to make excellent, lasting impressions on people they meet. This can work especially well when you're meeting with mentors, partners or investors, in-laws or even other people that you need to get on your good side.

### Why's It So Difficult to Connect?

In today's time, almost every conversation can transform itself into a heated argument. This's because people are becoming less willing to compromise. Each individual holds on to what he or she thinks is true, regardless of what the other person may think is true.

This transfers to everyday interactions. When meeting new people, we easily tend to notice things that these new people do that we don't agree with. Sometimes, we get offended by their mannerisms or choice of words. We actually look for those people who agree with what our beliefs are.

This's the reason that we easily become irritated or bored at other people whom we just met. We aren't willing to compromise to interact with people with different views. This shouldn't be the case. We should meet new people & engage with conversations in the hope that we've something new to learn. Thus, to become a more impressive individual, you must be willing to actually engage with other people & listen to the things that they believe in.

## Seven Ways to Make Good First Impressions

The following are simple rules that you can follow so you'll become more likable. This works for people who still don't know you very well. Remember, as the old saying goes, "First impressions last."

First, a person must control the urge to talk about himself & all the impressive things about him. He must actually encourage the other person to talk about himself by responding in a genuine manner. He must also not bring attention to his own stories.

In fact, when in a conversation (no matter if the other person is a stranger or a very close friend), he must simply set himself aside completely. No one enjoys talking to someone who's full of himself. He should simply take this opportunity to learn more about life from the viewpoint of this other person.

Second, even if he's not very knowledgeable about a subject, he can make an impression by focusing on the other person.

It's said that everybody is an expert in something. He doesn't need to be an expert at whatever it's the other person wants to talk about. However, he must not interrogate a new friend. He must make sure that his questions aren't intrusive. All he needs is to make impressions that he's paying attention, & agree or ask questions. The time will come when the other person, as soon as he or she becomes comfortable with him, turns the table & asks about something in a field that he's an expert of. Conversations are give & take.

In terms of body language, he must control his movements if he's jittery. Lastly, he must try to speak slowly. These contribute to making the other person actually feel better about themselves.

Third, it's good to suppress a bad mood when meeting someone new. Although some self-help gurus & cognitive scientists are prescribing to "be you", a new friend may think that this person is a full-time complainer. Furthermore, a bad mood can also affect this new acquaintance; therefore, it's good practice to make a good start.

If he can't keep his mind off of his own problem, it's better that he lets the conversation revolve around the other person. To do this, he must ask simple questions with key words that ask how the person feels. For example, you could ask "How did that feel?" Or "What did you do afterward?" The person will easily react with the key words "feel" or "do" in the examples, & they'll tell you their story. This tip is also effective in general. He should let the other people tell his story, because it's them who felt it & not him.

Fourth, in meeting a stranger, it's good to look at him in the eye for at least one second. Posture, smile & eye contact can enliven any conversation.

Eye contact can establish a connection between two people. However, eye contact is tricky, because there's a precise number of seconds he should maintain it, depending on the situation. Too little, & it looks like he's not interested. Too much, & it looks like he's interested in something else. Too little eye contact implies that he doesn't care in the conversation. Many patients feel this way with their doctors, & it would appear that the doctor was only doing it for the money. This wouldn't encourage the patients to go back to the same doctor. Too much eye contact is felt to be rude or aggressive. Similar to our discussions on the power dimension, it's also interpreted as a way of gaining dominance.

The right amount of eye contact can also change depending on the conversation & the setting.

When it comes to posture, always keep your body upright & smile. You shouldn't overextend the space he's occupying because you might invade the personal space of the other person. Also remember not to power pose so as not to make your other person feel submissive or even threatened. Keep your posture relaxed but attentive.

Fifth, gestures, words, voice & posture must match those of the new friend because human beings are attracted to other people who share similarities with them. Furthermore, such similarities can easily build instant rapport.

Where people who're interested in each other copy each other's gestures or expressions, the Cultural Advantage Model suggests us that we connect better with people whom we feel we belong with. This person, as we emulates the other person, subconsciously convinces the other that both of them are actually somewhat similar. This's a simple hack to making people appreciate him better. However, like eye contact, he shouldn't follow everything the other person does.

Sixth, although humans like flattery, judicious use of flattery will actually make other people believe that this person is sincere with his compliments. It's best to focus on the other person's achievements or accomplishments.

Seventh, even if something bad happened before arriving at an event, a person must also be aware that he may be making a bad impression if he storms into the venue fuming; thus, he can recover by approaching a cheery guest & acknowledging that he made a bad entrance.

### How to Make a Grand Entrance

Body language can affect the way a person impresses others. Impression management is crucial in creating an impact. In most cases, a person's first impression is crucial. He, who wants to impress others, must basically focus on the way he enters a room to be able to handle the whole encounter successfully.

Body language lets other people take an instant look at another person's relationships, motivation, & personality. It can control the reaction of other people. In a study by Friedrich Platz & Reinhard Kopiez (2013), it was discovered that attractiveness & clothing don't influence how a person impresses other people. His pleasing & confident entrance influences the manner through which he impresses others. In the same study, it showed that a grand entrance might be inappropriate for some situations. For example, a person needn't make a grand entrance when entering his living room.

Since a grand entrance may not be appropriate in all circumstances, a person must first learn to assess the situation if he needs to make such entrance. If it's just an informal

event, he doesn't need to make one. In addition, if most people in the room are already his acquaintances & friends, he did his grand entrance a long time ago. Other people will perceive him as self-centered & narcissistic if he draws attention to himself in an informal affair.

To make a good entrance, a person must confidently walk into the room, smile, & become aware of his body language. He shouldn't perform any body language that can be perceived as anything negative. Depending on who he's trying to impress, a closed, tight posture might impress seniors or people in authority in the belief that he's a self-conserved, quiet individual. In big parties, however, people generally get impressed by confident, proud body language that simply occupies a lot of space.

Next, to make a good impression, he must make it a point to arrive early. If he's always late, other people will think that he's unreliable. If he's not the last person to arrive, he can still recover the bad impression by warmly welcoming those people who came after him with a handshake, a nod or a smile.

It's also important to show the right emotions. If he's going to a funeral, he cannot make a grand entrance by laughing loudly. On the other hand, he can weep noisily when he enters a party. Also each event requires an emotional context. A business meeting is a serious gathering. A person can be relaxed & pleasant in a holiday party; therefore, he must be able to measure the emotional temperature & show his genuine feelings accordingly.

There're unfortunate things that can happen even if a person tries hard not to be late. He has to collect himself before entering the venue. He cannot show he's anxious or stressed because of his late arrival. He can apologize for it then ensure that he doesn't draw attention to himself anymore.

In entering a crowded venue, it's best to return the gaze. He needn't wave but he has to acknowledge the presence of other people just by nodding to them. The entrance needn't be grandiose but it may be dignified. He must establish to himself that he's not the center of attention. Upon arrival in the venue, he can use his body language to show that he's pleased to be in

the event. Even if he's anxious about the gathering, he must look glad to attend.

Lastly, even if something goes wrong with the opening move, he must simply acknowledge that bad things can happen to anyone. He can smile then focus on the event or gathering.

### **Exercises**

1. The next time you interact with a stranger, just practice the lesson in this chapter by asking with key words. Also note how much the other person responds to your question depending on the topic.

If the topic were something that he or she was comfortable with, the other person would've a lot to say. Keep your interaction with the stranger in mind & use this knowledge to know how to initiate better conversations with strangers. You must become aware of perceiving the topics that the another person may become comfortable with. This varies greatly among people, although it may happen that members of one group might share similar interests.

2. Recall an instance where you & a friend had fallen short because of an argument.

How close were you prior to both of you falling out? What actually happened that caused your argument? This instance will simply teach you how people value their own beliefs & aren't easily willing to compromise. People get into heated arguments because they refuse to lower their pride & negotiate with the other party. Also people can also get into heated arguments when they say or perform things that're offensive to the other party but they don't necessarily think it's so. What could you've done to save your relationship?

3. The most difficult stranger to interact intimately with is the shy person. They usually don't respond well to questions with key words because they choose not to talk at all. However, you shouldn't stop trying to reach out & try to make a new friend. The next time you interact with a shy strange that doesn't enjoy conversations, try finding a small activity that the both of you can bond over, such as jokes. To become a better person, you must always clearly understand other people, even

if they don't appear to be responding to your efforts. Use this as a learning opportunity to understand that people can have very different personalities.

4. The next time you're at a social event, note down how you feel when you watch somebody who's late. Does it bother you? Does it also bother the other people in the occasion? Or, do you think that it's an acceptable behavior? Evaluate your answers. This's a learning opportunity to act in a way that's sensitive to the views & opinions of other people. Remember that you don't need to offend or make somebody else feel bad. Unless there was a valid reason, you could just always turn up early for a social event.

5. In a notebook, simply write down specific events that you may need to attend such as conferences or funerals. On another column, please write down the emotion of your body language that you think is appropriate for the situation. Specify what kind of body language you'd have (posture, facial expression, etc.) Evaluate your answers. Do you think these're realistic? Who're the specific people that you're trying to impress? Remember that body language isn't so much as to make yourself look better, it's also mostly to make other people feel better about themselves. How'd other people feel watching you enter the scene portraying body language like that?

## Chapter 6: The Five C's of Body Language

Body language is like a computer. We all know what it is, but a lot of us are never exactly sure how it works. That's because the process of receiving & decoding nonverbal communication is often done without our own conscious awareness. It simply happens. Human beings are genetically programmed to look for facial and behavioural cues & to quickly understand their meaning. We see someone gesture & automatically make a judgment about the intention of that gesture.

And we've been doing this for a long, long time. As species we perhaps knew how to win friends & influence people—or avoid/placate/confront those we couldn't befriend—long before we knew how to use words. Our ancestors also made survival decisions based solely on intricate bits of visual information they were actually picking up from others. & they did so quickly. In our prehistory, rapidly deciding if a situation or person was dangerous was often a matter of life or death.

There is a world of information you can easily learn about people simply by observing how they use their bodies to send nonverbal cues. But to accurately & properly decode those signals, you need to interrupt your automatic judgment system & analyze your impressions. To uncover its true meaning, body language needs to be understood in context, and also viewed in clusters, evaluated for congruence with what is being said, assessed for consistency, & filtered for cultural influences.

This chapter shows you how to do that. Filtering Your First Impressions: The Five C's Nonverbal signals often play a key role in helping us form quick impressions. Our ability to do so is one of our basic survival instincts. But, as innate as this ability may be, not all our first impressions are accurate. Although our brains are basically hardwired to respond instantly to certain nonverbal cues, that circuitry was put in place a long time ago—when our ancient ancestors faced threats & challenges that were very different from those we face in today's modern society. Life is more complex today,

with layers of social restrictions & nuanced meanings adding to the intricacies of our interpersonal dealings. This is especially true in workplace settings, where corporate culture adds its own complexities—a unique set of restrictions & guidelines for behavior. Although first impressions may not always be accurate, you can easily improve your ability to read someone's body language by quickly filtering your impressions through the five c's: context, clusters, congruence, consistency, and culture.

### Context

Imagine this scene: It's a freezing-cold winter evening with a light snow falling & a north wind blowing. You see a woman—you realize it's a co-worker—somehow sitting on a bench at a bus stop. Her small head is down, her eyes are tightly closed, and she's hunched over, shivering slightly and hugging herself. Now the scene changes: It's the same woman in the same physical position. But now instead of sitting outdoors on a bench, she's seated behind her desk in the office next to yours. Her body language is identical: head down, eyes closed, hunched over, shivering, & just hugging herself. The nonverbal signals are the same, but the new setting has altered your perception of those signals. In a flash she's gone from telling you, "I'm really cold!" To quickly saying, "I'm in distress."

The meaning of nonverbal communication quickly changes as the context changes. Just like in real estate, location matters. We can't simply begin to understand someone's behavior without actually considering the circumstances under which the behavior occurred. As illustrated by our example, the message that was sent by that woman's body language changed dramatically depending on whether she was sitting outside in the cold or just alone in her office. & some situations require more-formal behaviors that might be interpreted very differently in any other setting.

When people are interacting, their own relationship determines much of the context. The same man talking with a client, his boss, or even a subordinate may display very different body language with each. Time of day, or the expectations based on

past encounters, & whether the interaction is taking place in a private or public setting—all these variables also form the context in which body language occurs, and they need to be taken into consideration when you actually evaluate meaning. The key is to judge if the nonverbal behaviors are appropriate to the context in which they actually occur. For example, Mike and Lane had been friends and colleagues for years. As such they stood close to each other, maintained strong eye contact, and touched one another on the arm, and even smiled often during their workplace conversations. No one thought to comment on this until Lane finally announced her engagement to another employee in the same company. Armed with that information, the next time a co-worker saw Mike and Lane smiling & enjoying each other's company, he quickly said, "Careful now, she's engaged!" The relationship context had now suddenly changed. Apparently, nonverbal behavior that was deemed appropriate for Mike when Lane was "single," was now simply viewed as a potential problem.

### Clusters

Nonverbal cues often occur in a gesture cluster—a group of movements, postures, & actions that reinforce a common point. A single gesture can easily have several meanings or mean nothing at all (sometimes a cigar is just a cigar), but when you couple that single gesture with other nonverbal signals, the meaning becomes clearer. A person may actually cross her arms for any number of reasons, but when the gesture is coupled with a scowl, a headshake, & legs turned away from you, you have a composite picture and a firm reinforcement to conclude that she's resistant to whatever you just proposed. Always remember to simply look for clusters of behaviors. A person's overall demeanor is far more telling than a single gesture viewed independently.

**Tip** - Count to three. That is, just refrain from assuming that any single gesture has a particular meaning until you see two corroborating gestures that actually reinforce that same meaning.

### Congruence

Obviously, you can't just watch a person speaking in a foreign language and understand 93 percent of what is being communicated. Still, you can easily bet that when the verbal and nonverbal channels of communication are out of sync, people—especially women—tend to simply rely on the nonverbal message & disregard the verbal content. When thoughts and words are in tune (that is, when people actually believe what they are saying), you see it corroborated in their body language. Their gestures & expressions are in alignment with what's being said. You also see incongruence, where gestures contradict words: a side-to-side headshake while saying yes or perhaps someone frowning and staring at the ground while telling you she is happy. Incongruence is a sign not so much of intentional deceit but rather of inner conflict between what someone is thinking and what he or she is saying.

### Consistency

You need to know a person's baseline behavior under relaxed or even generally stress-free conditions so that you can compare it with the expressions & the gestures that appear when that person is under stress. What is his typical way of looking around, of sitting, of standing when relaxed? How does he actually respond when discussing some nonthreatening topic? Also knowing someone's behavioral baseline enhances your own ability to spot meaningful deviations. One of the strategies that experienced police interrogators use for quickly spotting dishonesty is to ask a series of nonthreatening questions while observing how the subject actually behaves when there is no reason to lie. Then, when the more difficult issues get addressed, the officers just watch for changes in nonverbal behavior that indicate deception around key points. The best way to understand someone's baseline behavior is to just observe him over an extended period of time. So, when you interact with your business colleagues, begin to notice—really notice—how they actually look when they are relaxed & comfortable.

How much eye contact do they make? What kind of gestures do they actually use? What body postures do they assume? Then, once you know what is normal for your co-workers,

you'll be able to quickly & accurately detect even minor shifts when their body language behavior is out of character. We all run into problems trying to evaluate the consistency of someone we've just met. At times we often might judge the nonverbal signals we received from someone to be negative. While in actual fact it could perhaps be the individual's normal behavior.

## Culture

All nonverbal communication is also influenced by our cultural heritage, which is For now it's important to simply understand that when reading body language you should consider the amount of stress the person is actually under. That's because the higher the emotional level, the more likely it is that culture-specific gestures will all show up. In addition, body language is also affected by the many subcultures of which we're a part. Take posture, for example. Ballet dancers are actually trained to hold their bodies chest-forward, so you'll often see them standing like this with their heels together & toes pointed out (a modified first position). A lot of office workers are round-shouldered with a slight slump in the chest from hours spent hunched over their keyboards. Almost all military personnel often carry a shoulders-back, spine-straight stance long after their tour of duty has concluded.

People from different regions of the same country may also use their own bodies very differently. Take, for example, the fast-paced stride of a typical New Yorker & contrast it with the more leisurely gait of someone from the South. Or just think of the potential body language differences between a prototypically reserved & formal New Englander and his more casual California counterpart.

The more you know about a person's background, hobbies, & interests, the more you can actually understand why certain gestures or postures are part of her unique repertoire—and why deviation from these patterns is significant. Sometimes people simply shift postures as they shift subjects. Keep in mind the five c's—context, clusters, congruence, consistency, & culture—as you go through the rest of this book. There's no doubt that people use nonverbal communication to simply

reveal their state of mind. But reading body language isn't just about learning nonverbal signals; it is also about properly understanding how to get to the real meaning behind those signals.

## Chapter 7: Body Language in Other Countries



If you've ever been to another country, you're sure to realize that some of the body languages that you use at home are going to be translated differently than it would at home. This's because there're cultural differences that're present between America & the country you're visiting & each group of people is going to see things in a slightly different way. This chapter is basically going to discuss some of the differences that might occur between cultures to show how different groups are actually going to come up with meanings for the way that someone acts.

The differences that show up in various cultures are also going to be present in many different circumstances. This might simply include interactions that occur between different genders, the interactions that occur between those of the same gender, the conversational distance that you should've with people & how much physical touch should be allowed in the conversation. For example, there're some cultures that feel that physical touch is expressive & they use it a lot in their country. You'll be able to find this in places such as Italy where a kiss on each cheek & a big hug is considered acceptable & even common when it comes to greetings. On the other hand, when you're in Japan you'll find that a proper greeting is going to include a respectful bow & there'll be no touch at all.

Comfort distances & personal space are often influenced by the culture that you live in or are visiting. For example, those who're from South America will see that their comfort distances & personal space tend to be a lot smaller than those you expect to find in other cultures. People from these countries will stand close to each other when they're talking; it doesn't really matter whether they know each other that well or not. On the other hand, people in the United States also value a larger personal space & they're not that comfortable when others are standing close to them, especially when the other person isn't known to them.

These kinds of cultural differences that're found in body language are often going to be the most pronounced when it comes to gender interactions. A lot of cultures still see the man as the dominant gender & assume the male to be of higher status than the female. Often, the body language that's used in these interactions will be reflected from this viewpoint. You may find in some cultures that women are required to avert their eyes when they're in the presence of a man, or they might be required to walk a few steps behind any male they're with. On the other hand, in western cultures you'll find that gender expectations have changed & this allows men & women to share a more equal status when it comes to acceptable body language.

You may wonder why these differences in cultural body language are going to be so important. These differences are a direct result of how the culture thinks & acts & so you'll be able to learn a lot about that culture by the body language exhibited. If you're planning on going to visit an unfamiliar country, whether that vis it's for pleasure or for business, it's often good to have an understanding of the body language that they value. Displaying the wrong kind of body language could land you in a lot of trouble with people who're unfamiliar with this style of behaviour. For example, if you're on a trip for business & you use the wrong kind of body language, you can send out messages that're going to hurt the deal that you're trying to make really fast. In the world of travelling for pleasure, the wrong kind of body language is going to lead to hostile & sometimes dangerous situations.

A good example of this's in the Middle East. In this scenario, a male businessperson is going to have much more leeway in the manner that he conducts business there as well as where he's able to walk. There's also more access to local business opportunities at many different levels. This's in comparison to women, most of whom aren't able to do business in this area due to the cultural aversion to interacting with women which's often too much to overcome so most businesses will avoid that happening.

If you're planning on going on a vacation to a different culture, it might be a good idea to pay some attention to the

body language that's expected in that area in order to understand what's going on better & help you to avoid any problems that may arise. For instance, if you happen to get lost in Japan, you're more likely to receive some help from a citizen there if you're able to show some respectful body language & then follow the local customs such as avoiding touch & perhaps respecting that you bow when you ask for help. If you're rude or don't follow customs, it might be difficult to get the kind of help that you need.

There're a lot of different things that you can consider when you're looking at body language in the United States compared to other countries. Some of these would include:

- **Eye contact**— In the U.S. & Canada intermittent eye contact is very important in order to show that you're interested & paying attention to the other person. On the other hand, in a lot of the cultures of the Middle East, intense eye contact that's shared between those of the same gender is a symbol of sincerity & trust while eye contact that occurs between those of opposite genders, especially when it comes Muslim cultures, anything that's longer than a brief eye contact is going to be seen as inappropriate. In addition, Latin American, African & Asian cultures are going to see extended eye contact as a challenge & the Japanese see even a little bit of eye contact as something that's uncomfortable. In some other cultures, it's expected that a woman look down when she's talking to a man.
- **Handshakes** —In Western cultures it's acceptable to shake hands as a form of greeting another person when you're meeting up. In other cultures, there're quite a few differences that might surprise you. For example, a lot of northern European cultures will also use a firm one pump handshake as a greeting while parts of South America, Central America & Southern Europe will use a longer handshake that's considered warmer; this means that they'll take the left hand & use it to clasp the hand, elbow, & sometimes the lapel of the other person. You should be careful with the handshake in Turkey, this kind of thing is often considered aggressive & rude. In some African countries, a limp form of handshake is

the norm. In Islamic countries, a man will also never shake the hand of a woman who's not a part of his family.

- **Greetings** —In America, there're many different types of standard greetings that can be used, & many people have learned these greetings since their childhood. But these kinds of greetings aren't going to be found everywhere that you look & sometimes you might confuse another culture by using them abroad. For example, if you're in Japan, you'll be expected to bow to those you're greeting while in Italy you'd give people kisses on the cheek.
- **Personal Space** —This was mentioned briefly above, but each culture is also going to have a different meaning for personal space. In America, personal space is valued & most people don't want to have others too close to them, especially if they've just met. In China, those who're doing business together wouldn't find it acceptable to have any personal space at all. Strangers are going to touch often when they're in crowded meetings.
- **Touching** —Touching is another thing that's going to vary depending on the country you're in. While touching is fine in America, there're many cultures that would've rules on how this should take place. In countries which are Islamic, a man is only allowed ever to touch his wife. In England, Scandinavia & Japan, touching isn't that frequent. Latino cultures go the opposite way in that touching is often encouraged. Often, it's best to follow the lead when visiting other countries. Let the other people guide you a bit & soon you'll be able to determine what behavior is appropriate. There're certain countries that don't encourage the touching of the heads of children, for example, so steer clear of this unless you're sure this's acceptable.
- **Personal hygiene & dress** —About the only thing that's common between cultures is that brushing teeth is usually normal practice. Otherwise, there're a lot of differences that you'll find as you travel. In some cultures, women aren't expected to shave. Some cultures are never going to wear deodorant & might not reserve as much time for bathing. You must make sure that when you're going to

another country that you aren't offending anyone or that you're easily offended.

- **Gestures** —The gestures that you make with your hands are also going to mean different things in various parts of the world. You may find that avoiding these gestures is the best bet when you're in another country. If you were to use a rude hand gesture toward someone in one country, they may not realize what you're doing & won't get offended because it has no meaning in their country. In some cultures, the middle finger is going to be used as the pointer finger so they'll really not understand what you're trying to do. The thumbs up signal is often different as well. Other signs that you should actually watch out for would include the OK sign & placing your hands on your hips. If you aren't sure that they'll be recognized as polite, then it's best to avoid gestures that may cause offense.

The thing to remember about this's that when it comes to the differences in body language culturally, it's important to have a little bit of knowledge ahead of time. This will allow you to understand what's expected of you so that you can enjoy your experience in the new country without actually causing any issues with the citizens who live there.

## Chapter 8: The Classic Mirror Test

This helps you to see how other people see you, but only if you approach it in that manner. If you've a full length mirror this trick works much better.

### *The mirror test for men*

Walk into the room & walk toward the mirror & really look at what you see coming toward you. Now detach yourself from your image & instead of seeing the familiar, pretend you're looking at a stranger across the room. What're your first impressions? These're what other people see. You can now list them as items to work on.

Now stand there in front of the mirror for five minutes. This's a long time when you're simply standing up, but it's a test. What do you do with your hands? What gestures tell you that you're getting impatient? Look at your face. Do you keep looking down? Do you look bored? What're you doing with your arms & your hands? Are you slouching or are you standing up straight? Also do you keep shifting your weight from leg to leg or are you constantly standing in the same position?

If a man is speaking at a public gathering & places his hands crossed across his chest, he'll come off as defensive & people won't like it. So, if you've this habit you need to understand that this's a very off-putting body signal, & you need to get rid of it as soon as you can.

Placing your hands in your pockets may perhaps look casual, but perhaps a little too casual in an interview or even formal situation, so you need to avoid that stance. If you really just don't know what to do with your hands, place them behind your back & clasp them together. This also stops the person opposite of you from picking up any negative signals or any even sort of unappealing behavior from your demeanor.

Now, look at your shoulders. Are they slumped? If they are, this simply shows a tendency to be lazy. Quickly pull them back, but not so much that you look like an army sergeant

who's pulling rank over someone else. When you stand with your shoulders straight, you give off an aura of being responsible. The person standing opposite you judges simply you to be confident, competent & a person who'll perform their task at given cost without a whimper.

These may sound like very subtle changes, but they alter the whole image that other people see & change that first impression straight away. These little quirks also make a very large difference. If you aren't sure, just stand up straighter while looking in the mirror. You'll notice how your body posture changes & how the whole look that you project also changes with it!

### *Sit in front of the mirror*

Sitting in front of the mirror will quickly show you how people see you within an interview situation or even any other situation which requires you to sit, like a date. Do you slump? Do you wriggle in your chair? You perhaps need to set your watch to five minutes for this exercise, because this gives you time to observe. Also do you cross your legs? Do you cross your legs at your ankles or your knees? Do you mess around with your feet? This shows boredom & inattentiveness & is a real giveaway in an interview. You may wonder who'll see your feet under the table, but the whole movement of your body is being noticed.

Legs crossed at the knee (which is coupled with crossed arms) are an indication of withdrawal from a conversation. So, when an interviewer or a date or perhaps even an acquaintance you're chatting with crosses their arms & legs, take a hint & stop talking, they're not interested in the conversation anymore. Similarly, when you cross your legs, you also give off an impression of being done with the conversation, while you may just find the position more comfortable, so avoid crossing your arms & legs unless you're done with the conversation.

### *The mirror test for women*

Often women dress up for a date or for an interview. They may end up wearing shoes that they're not comfortable in, because

they think those shoes actually look good. As mentioned earlier, open the door to the room & walk toward the mirror dressed as you'd be for an interview or for a date. If your feet wobble, then you're wearing the wrong shoes & giving the impression that you're foolish enough to believe shoes make all the difference & that wearing towering heels is going to get you the job or the guy. The person opposite you may simply take this as an insult to his or her intelligence, as he or she assume you wore fancy shoes in an attempt to woe him or her & fool him or her.

Now, just look at the way in which you walk. Do you pick your feet up with each step or are you lazy & just drag your feet along? Also do you approach head first or is your body straight? Those who do approach head first tend to be judged as overly keen & perhaps a little too pushy.

Now, try it again & straighten up your body. Stand in front of the mirror for five minutes & notice all of your facial tics, what you do with your eyes & your arms. Do you've trouble keeping them in perfect control over an extended period of time? Do you cross your arms & uncross them again & again? It's far better to keep your arms either by your side or behind you, because there're so many giveaways when it comes to body language & what you do with your hands. Crossed arms are an indication of hostility & disinterest & avoid crossing them at all!

The state of your nail polish says a lot about who you are. If your hands aren't looked after, this simply means that you don't pay attention to looking after yourself. That's a bad sign not only from a relationship point of view, but also from a work one. Why will someone actually date you or hire you when you're incapable of taking care of yourself? Even if you don't apply nail polish, make sure that your nails are clean & dirt free & properly shaped. Chipped nails & haphazardly over grown nails are a strict no-no!

If you find yourself looking down often, this's a sign of dishonesty or boredom. You're implying to the person opposite you that you find your feet more interesting than their conversation or that you've to hide something & cannot meet

their eye. Keep your eyes in check & be clear about what you're observing, rather than letting them drop.

Keep your head held up, your shoulders straight & give the impression you're listening intently to what's being said. This gives the opposite person a sense of importance that you care enough to listen to what they've to say.

The classic mirror test is only for first reactions & to get rid of the niggling habits that you may've acquired over the course of your lifetime. If you tend to look down, correct it. If you tend to lick your lips, correct it. Also licking of lips is considered to be a sexual gesture or a gesture of nervousness, & both of these conclusions aren't very good while you're at an interview or on a first date.

You should be able to give your full attention to whatever situation you find yourself placed in, whether in a work environment or even in a personal relationship. If you've self esteem issues, these'll show in your body language, creating a negative impression in the mind of the interviewer or your date. This's why it's extremely important to know what each particular little action can be interpreted as & to stop doing those things which invoke a negative image in the mind of the interviewer or date.

## Chapter 9: Oclesics — Decoding the Eyes

we've already seen how different parts of your body make a difference to the way you communicate. But I'm dedicating an entire chapter to how you can decode the movement of a person's eyes, because the eyes also truly speak a language of their own. Not for nothing are they said to reveal what you're thinking & feeling — the movement of your eyes, the dilation of your pupil & the like are all things that communicate things on their own. In fact, there's an entire branch of study dedicated to the social & behavioral science of eye movement as nonverbal communication called oclesics.

A famous person once called eyes the windows of the soul & rightly so. Eyes say a lot about a person, more than words ever can. Aishwarya Rai, a former Miss Universe, is actually known more for her beautiful eyes than her amazing figure.

We look at people's eyes in general. Be it while talking, buying groceries, or even driving, looking into someone's eyes isn't actually restricted to the area of romance, it's as normal as farting. However, just gazing at someone's body parts could be considered rude. Just from looking at the eyes of others, anyone with an observant mind can also easily know what kind of person he/she is. Somehow, the gleam in the eyes can also give out the real identity of a person.

One thing that also changes in our eyes is the pupil. Physically, the pupils change their diameter because of the light environment — the darker the surroundings, the larger pupils dilate to just let more light in the eyes. However, what most of us don't know about pupils is that they can also dilate & contract depending on our attitude & emotions. & you cannot really control the rate of dilation of the pupils (come on, I dare you, do it!). They're also controlled by your state of mind & can change after use of drugs or alcohol.

Researchers have also discovered that looking upwards & then to the left shows that the person is trying to recall a fading memory. Looking upwards & then to the right denotes that the

person is trying to create something imaginary so as to quickly lie to the person in front of him. Often times just looking up also signifies boredom as it says that the person looking up isn't finding the surroundings interesting enough for his attention. He's searching for things that're more interesting than the thing at hand. In some interesting cases, a person, when asked a question, just looks straight ahead, exerting no movement & defocused eyes. This's his way of accessing deep information.

When you look down, you aren't looking at a person in a particular manner but you're looking away from them. This can have several body language interpretations.

Looking down could be a signal of submission. When a person just looks down, he shows guilt & hence submissiveness. Usually associated with crime, a person looking down is considered a suspect & a threat. He has most probably committed the crime he's accused of & has already confessed to it through his eyes.

The phrase 'looking down on someone' basically means one having a low opinion of another. Some people may practice it by literally following the idiom & physically looking down on an inferior person so as to signify disgust & irritation. Usually men with power & money use this method to look down upon someone with lesser amounts of either or both.

When you look down slightly to the left of your body, it indicates that you're thinking very hard & struggling with the words. You're most likely even talking to yourself, trying to assess some situation that has suddenly cropped up. On the other hand, looking down to the right denotes that you're torn between two sets of extreme emotions, such as anger/pity, happiness/sadness, etc.

Also looking down while talking to someone also shows respect given by the speaker to the listener. However, this sign isn't universal in nature. In contrast, other parts of the world follow the trend in which respect is given when a person looks into the eyes of the listener. If you're really tall, or just significantly taller than the person you're talking to, you must look down, even if taken out of context. If talking to a child or

a young person, you can crouch a little bit so that you'll achieve a more equal eye level — which others will also appreciate as humility on your part. However, with a business contact or anything formal, rather than crouching down a bit, it'll be better if you stand far from the person in order to lessen the angle at which your head points downward.

The length of time for which a person maintains eye contact can also be a great indicator of body language. If one refuses to maintain eye contact for more than a fraction of a second, that person may be feeling guilty about something. The duration of friendly eye contact is actually neither too long nor too short — it depends on how many people there're in the conversation. Maintaining eye contact doesn't only mean looking directly in the eyes; good eye contact also involves looking at other parts of the face, such as the eyebrows.

Likewise, the behavior of eyes can also be easily judged based on their sideways movement. When people look sideways, it's safe to assume that something on the horizontal plane of eyesight has either ticked them off or even has dipped their interest level in the direct conversation to favor the adjoining plane of vision. Also looking sideways could be an indication of irritation or even being fed up with something in front of a person. It could also mean that the person is checking for a sudden source of disturbance or even threat of any kind. It can also be to tell others about either the person's interest or hostility, depending on the doer's other actions. A friendly smile which is coupled with a sideways glance generally conveys interest in the person.

However, a sideways glance coupled with a sinister smile or negative gestures may indicate anger & hostility. Studies have also proved that when a person looks sideways to his left, he's trying to recall a specific sound that has been receding from his living memory. However, just looking sideways to the right can mean that the person is trying to fabricate or imagine a sound. Naturally, looking sideways to the right will also consume more time than looking sideways to the left.

Shifty eyes indicate guilt or a recent crime. This's referred to as lateral movement of the eyes. It could also denote that the

person performing such movement is perhaps looking for a way to escape. Damp & red eyes denote that the person is sad or something grave has happened to them. 'Puppy dog eyes' is a particular expression that's made when a person is basically trying to convince you to agree to something to which you may be reluctant.

People also use eyes to also perform conspiring movements like winking. Winking is an action that says, "It's something only you & I understand & no one else has got a single clue about it." Winking can actually also denote sexual desire as it points towards sexual intercourse in the near future. Dilated pupils say a lot about a person's state of mind. Dilated pupils often indicate that a person is trying to sexually attract you. Some gentlemen's magazines have their models' eyes doctored in order for them to appear more seductive & welcoming. Closed eyes signify disinterest & in extreme cases disgust or reluctance to see what's in front of them.

All of these non-behavioral cues of the eyes can be sorted into different dimensions of oculistics. There're four main dimensions — eye contact, eye movement, blinking & gaze direction. As we've already seen, eye contact is indicative of a person's confidence levels. A person who makes direct eye contact is quite confident in himself & his ability, while a person who makes indirect eye contact is a bit more suspect. Eye movement, from voluntarily looking up or down to involuntarily blinking also says things about you. & the third dimension, pupil dilation can also be voluntary & involuntary & also say things about your behavior. The final dimension of oculistics is gaze direction.

Research studies have been done on how to further read a person's emotional state through the movement of their eyes. Of all the studies, there're two important methodologies, created by two people who went by the names of Dr. Paul Ekman & Dr. Robert Plutchik.

The former advocates the existence of fifteen basic emotional states, which are:

- Disgust

- Embarrassment
- Anger
- Excitement
- Amusement
- Contentment
- Contempt
- Guilt
- Sensory Pleasure
- Satisfaction
- Shame
- Pride
- Fear
- Relief
- Distress

All other feelings are all related to these fifteen basic emotions that can be read through the four dimensions of oculistics.

Dr. Plutchik, on the other hand, believes that there're only eight emotional states, along with eight **opposing** states & went on to come up with what's known as the Plutchik's Wheel of Emotions to further prove his theory.

Unlike some of the other body language gestures, the movement of eyes & the study of eyes as a language is something that's a bit more universal. As we've seen, perceptions of emotional states & their displays change over cultures. However, even scientists agree that there're some truths about oculistics that cut across borders & cultures. For instance, if you just hold someone's eye for a long time, it **does** become uncomfortable, both physically & emotionally. While different hand gestures can also mean different things across countries, the movement of eyes is an inherent human trait that tends to have similar meanings more or less.

Collating all research together, studies have put together a key list of some of the major emotional states that people

experience & how their eyes move in response to what they're feeling:

**Anger** - When you're angry, your eyes tend to go wide open & glare at whatever or whoever is in front of you, which is typically the object of your rage.

**Anxiety** - When you're anxious or worried, your eyes will just tend to become moist & slightly wet; you may or may not start crying.

**Boredom/Interest** - When you're interested in something, your body language will speak for itself; your eyes will be focused on the object that's holding your interest & they may even be squinting. When you're bored, on the other hand, your eyes will be completely unfocused on the subject & have that 'faraway' look, or possibly be focused on some other object that you find interesting, rather than what you're supposed to be paying attention to.

**Desire** - Sexual desire is often best indicated with the eyes; your eyes go wide & your pupils dilate. But this kind of eye movement needn't necessarily indicate sexual interest alone; any kind of desire is capable of actually triggering such a response. So the next time you actually see that gorgeous new car you've been eyeing, don't be surprised if your pupils dilate!

**Disgust** - If you're disgusted by something, you obviously don't want to look at it for any longer than you've to; disgust is usually conveyed by the rapid turning away of one's eyes.

**Fear** - When you're afraid, you've trouble looking straight at the object that brings out that fear within you. Your eyes will also either go impossibly wide, or they'd be clenched shut. You could also keep your gaze directed downward, simply staring at your shoe or something equally innocuous, that your brain associates with safety, thereby quickly helping you deal with that fear.

**Happiness/Sadness** - When you're happy & excited, your eyes will literally 'glow', going wide & possibly wrinkled at the sides with smile lines. On the other hand, sadness simply

makes your eyes droop downward, & may even bring them a glossy sheen with tears.

**Surprise** - When you're surprised, your eyes go extremely wide & you tend to simply stare at the object that has surprised you.

these're some of the basic eye movements that happen with changing emotional states; reading eye behavior, of course, is also a bit more complex than just reading a single emotion. Different eye movements often have different meanings based on the context of the situation, as we already saw before. we've discussed how looking up or looking down or to the sides can mean different things. Here is a quick summary of all the different eye behaviors & how you can read them:

**Moving Eyes Up** - When a person looks up, it's usually because they're thinking & when you couple that looking up with a look to the side, it's possible that the person is actually trying to jog his memory of something. Other than this, looking up can also be a sign that a person is just bored & trying to look for other things to attract his attention. One thing to also keep in mind is this — when you couple eye movement with the movement of the head, the meaning could also change slightly. Say a person's head is just slightly angled & lowered to one side. Then looking upwards or slightly to the side could be a coy & suggestive action, indicating sexual interest or seduction.

**Moving Eyes Down** - As we saw, when you try to avoid looking at someone & look down instead, you're possibly feeling fear or guilt. Looking down is generally taken to be a sign of submission. Also in a lot of regressive cultures, women are expected to look down while they're speaking to their husbands or even potential suitors, given that looking down means submitting to them or even showing them respect. Looking down on someone can also be a sign of dominance; when you look down, it somehow displays your unease with the situation & gives away that you aren't feeling very confident.

**Moving Your Eyes Laterally** - When you look at something 'from the corner of your eye' or move your gaze to the sides, it could easily be an indicator of your boredom with the object in front of you. Another explanation for looking to the sides is that the person is actually easily distracted; the slightest movement from the sides & the attention wanders from the primary focus. A person looking to his or her right side is perhaps possibly trying to remember a sound a person looking to the left is actually imagining the sound. Shifty, side-to-side movement is also a clear indicator of lying, while rolling your eyes to the side is telling or even irritation or frustration with the person or object in front of you.

**Staring or Gazing** - As we've already seen, when you want something ardently, you end up staring at it quite often. Your mind is simply supplying you with images of possessing that item. The same also applies to staring at a person; staring at someone could be an indicator of desire — if someone simply stares at another person's lips, they might want to kiss them. However, if a person is just staring longer than is decent, they might possibly have nefarious intentions; so take careful note of who's gazing 'longingly' at you for too long!

**Quick Glances** - these're possibly some of the best indicators of a person's mood or his true desires. A lot of times, people cannot reveal what they're feeling & are consciously holding themselves in positions that display the behavior they ought to display in a social setting. However, if they just glance quickly at the door, it could mean that they're bored or in a hurry to leave. A glance at a glass at the clock could basically mean the same thing, while a glance at a glass of water could indicate thirst. People believe that they can get away with these quick glances because they're not evident; if you observe the pattern of these glances, you'll easily understand the true desires a person is hiding beneath the jovial air they put on.

**Maintaining Eye Contact** - As we've seen, eye contact is one of the most powerful tools of communication between people. The longer you actually maintain eye contact, the more intimate the scenario generally tends to become. Unbroken eye contact is also an indicator of sincere interest, just as softening your stare & 'looking into another person's eyes' can easily

indicate your sexual desire for them. In these cases, if you break eye contact, it could indicate that you're uncomfortable with the level of intimacy that's displayed — it could potentially make the other person feel threatened or insecure about the relationship. Also maintaining eye contact for a long period of time can also be a show of dominance; the person to look away first forfeits & is taken to have submitted to the other.

**Following with Eyes** - If you like something or someone, you'll naturally follow their movement with your eyes. Following with the eyes is normally considered to be a sign of interest, just as staring or gazing at someone is.

**Squinting** - When a person squints, it could mean that they're interested in what they're seeing & would like to get a closer look at the object. Squinting could also be an indicator of their thought & decision making process; the harder a person considers an option, the more they'll possibly squint. Of course, in innocuous situations, squinting could simply be because of the sun or because the person is having trouble seeing & is need of their glasses.

**Blinking Eyes** - Obviously when a person has dry eyes, they'll blink to moisten them. You also need to blink every six seconds so that your eyes remain moist & you don't end up tearing up. When you blink your eyes rapidly, however, it could mean that you're trying to hold back tears because you don't want to cry, in public or otherwise. Rapid blinking, when coupled with head movement, could also be an indication of seduction, though this's more a culturally specific behavior than anything else.

**Winking** - As we saw, winking could indicate a special message between two people. When I wink at you, it's because there's a secret message between us that doesn't require any more communication other than the small wink. Winking is also a sign of flirtation in a lot of cultures, though in some, it can be taken to be sexual harassment, especially when you take the person's body language into account.

**Closing the Eyes** - It goes without saying that when you shut your eyes; you're trying to shut out the world around you. This

normally happens when a person is afraid or embarrassed — they don't want to face the judgement they fear they'll find if they look at the people around them. Closing your eyes can also be an indicator of tiredness, especially when coupled with drooping shoulders & back. Another interpretation to closed eyes is that a person is trying to recall something; you also tend to close your eyes when you just want to remember something that has already happened.

**Dilation of the Pupil** - this's the most telling of all eye behaviors, as we've seen clearly. When the pupils dilate, it's a clear indication of desire, sexual or otherwise. Obviously, you need to get extremely close to someone to be able to see if their pupils are dilated or not, so this behavior is also limited to contact between lovers. Of course, the function of the pupil is to also regulate the amount of light that enters the eye, so in a dark setting, they'll dilate so as to let in more light.

**Rubbing the Eyes** - While this behavior is more often used by children & babies, it's not restricted to them alone. Rubbing the eyes could mean that a person is tired or frustrated & they want a break from whatever is irritating them. It could be that they're trying to hide their tears & don't want to display vulnerability to others.

## Chapter 10: The Method Behind the Madness

There're certain things that you can't just change about yourself, however, & they're things that you can't really ignore, either. Sure, you can actually work around them... virtually everything in life can be worked with or around in some way, but they're still things that you need to be aware of. Not to mention the science behind anything is also simply fascinating, & it backs up the why behind it all.

First of all, let's take a moment to discuss hormones. The science of body language is also more evident in the outside appearance of any individual, but let me assure you, there's definitely more to it than meets the eye. There're certain hormones that're very much involved in how we react to things, & something as simple as the balance of hormones in one person's body can easily make them vastly different than another person.

There're two main hormones that're involved in this area of study. They're testosterone & cortisol.

The reason these're the two hormones of interest is because they're the two hormones that relate to leadership. A person that's an ideal leader has the perfect balance between these two hormones, & that isn't a 50/50 split, either.

To better understand what I mean, let's quickly take a look at each one separately, & put together what we find.

Testosterone is the dominance hormone

Almost all of us in life are familiar with Testosterone, at least to some extent. We all know that it's primarily a male hormone, but that women do have a level of it, too. We know that the more Testosterone a person actually has in their bloodstream, the more outspoken & aggressive they tend to be.

There's a reason for this, & that's because Testosterone is the dominance hormone. It's the hormone that's responsible for ruling over others, for elevating the confidence of the individual that has it, & for managing power.

It's a hormone that you can actually take supplements to get more of, but I recommend you hold off on that. The supplements are easily too much for your system, & you may end up with more problems than you want.

Cortisol is the stress hormone

The other hormone that's involved in this study is Cortisol. Now, Cortisol is the stress hormone. It's produced in both men & women equally, & it's produced when we feel stress.

You can also take other things to suppress this hormone in yourself, anti-depressants being one of those things, but again I just urge you to wait before you head for external interventions, as there're all kinds of ways you can manage these hormones without any outward help at all.

The reason I bring up these two hormones in particular is because they're the two hormones that show up in the testing of weak & powerful individuals.

There have been a number of tests done to try to determine the relationship between these two hormones in our bodies, & what we can do to balance them better.

The American Psychology Association ran a test on the two to basically determine how the mix of these hormones affects our social interactions. They say that the results varied, but in a study that was done by Princeton University, they actually found very consistent results.

### ***Testosterone & Cortisol testing***

In this test, 50 adults were taken into a room & had their baseline hormone levels taken. The results were recorded.

Then, they were directed to use power poses for 2 minutes

There're power poses that increase the feeling of power in our lives, & there're poses that decrease that feeling. The adults were all simply told how to hold themselves for the two minutes, & weren't shown which poses were linked to power or weakness.

They were also tested in seclusion, there wasn't anyone else in the room during these two minutes, & after the two minutes,

they were all again tested for their hormone levels.

The results were astounding.

They found that all of the adults that were using the powerful power poses had an increase in Testosterone & a decrease in Cortisol. Also both levels had changed dramatically.

But here's where it also gets interesting. They found that in all of the adults that were in the weakened power poses, hormones had actually taken the opposite turn. Cortisol was actually higher in these people than it was before, & Testosterone had dropped.

This, of course, led the researchers and doctors to a whole new realm of questions.

If these adults responded to these poses after two minutes, is there a specific way that we can prepare ourselves for things that we need power for?

All they used was their own bodies & time... that's exactly what anyone has.

So, they quickly conducted another experiment.

### ***The Job Interview Experiment***

It took a while for the doctors to decide what test they ought to do next. They all wanted to have some sort of scenario that most anyone could relate to, & they finally decided that job interviewing was the way to go.

Most all of us have gone through that dreaded process, & most all of us dread having to do it again. With this in mind, they all decided that this was the best choice of scenario as it's the most relatable.

So again, they selected a number of adults to take part in the study, & they chose a single person to conduct the mock interviews. The person that was actually conducting the interviews was to remain expressionless the entire time. Studies also actually show that we as people can't stand to talk to someone with no expression. We'd rather be ridiculed, made fun of, yelled at, or even pretty much anything besides dealing with lack of expression.

So again this new set of adults was quickly instructed to go into these power poses for two minutes. They were to do this in the other room, alone, & wait for their turn in the interview. People out of sight watched & analyzed how the interview went from behind glass.

Again, the results were consistent & astounding. The people that engaged in the powerful power poses from the beginning were the ones that were all confident in the room. They were open, outspoken, relaxed, & clearly more at ease than the people that were in the weaker power poses.

Upon further examination, these doctors realized that when most of us are waiting for a job interview, we're in the weakest pose while waiting. This actually does nothing for our confidence level except to damage it, & if we want to see better results in the interview room. We've to break this cycle.

When you're waiting for a job interview, what do you do? We simply tend to sit with our arms crossed. We perhaps look down at our phones or our notes, we cross our legs. Those're all things we subconsciously do when we feel insecure... which, as we learned already, if we do things that essentially make us feel a certain way, it's only a matter of time before we start to really feel that way.

With that in mind, you can easily see how sitting this way before your job interview is going to negatively affect how it goes.

But, there's good news! If you want it to go better, you can see by these examples here proven facts that you can do things that'll increase your confidence.

**Ok, I can see how this all works together, but you said earlier that powerful people have a good balance of Testosterone & Cortisol. What exactly is that balance then?**

A lot of people think that the more Testosterone they have, the better off they'll be. They think they'll be powerful, confident, tough, & able to move anything & everything out of their way. The problem with hormone supplements, however, is that it

only raises one hormone, but actually doesn't do anything to the others.

You see, if you're a person that's highly stressed out, & you think you want to be more confident, the worst thing you can do is add Testosterone into your life. You're then going to feel rough & tough, but also incredibly stressed out.

Your stress is going to go up even further as you feel this way, because you'll stress about why it isn't working. You'll be more defensive, you won't feel any of the positives out of this experience, which, in turn, won't actually give you that confidence you need.

Power is also how you react to stress

It's a mistake to think that power is all glory. You're going to have your fair share of stress in life, no matter who you're or what position you hold. In fact, it seems that the more powerful a person is in life, the more stressful situations arise.

The key to effective power is to just react to stress well. You can't ever eliminate it from your life, but you can learn how to respond to it in a healthy & non-invasive way. If you do this, you'll feel your Testosterone levels increase, but at the same time your Cortisol levels are going to decrease. The combination of this is the exact match you're hoping for.

When you balance these two levels in this way, you'll actually begin to feel powerful, & your confidence is going to rise.

Your increased confidence is then just going to cause you to hold yourself in a powerful way, telling the world you're a confident person, just through your body language.

Tying it all together

There's a lot of information here that's very important to understand, but to summarize it now, you can see that:

You can manage your hormone levels by just doing certain poses for a few minutes in a day. The better you're able to manage your hormone levels, the more confident you're going to feel.

The more confident you feel, the more your body is going to carry itself with confidence, which's going to balance out your hormone levels.

As you can see here, this's going to start in you a cycle, & that cycle is going to keep you in the powerful & confident mindset you're looking for.

So with this understanding in mind, let's move on to how you can effectively put this into practice, & start to build up that confidence in yourself.

## Chapter 11: Body Language & Relationship Insights

Your knowledge in the use of body language can easily be used in any type of relationship. You may use it to learn about the interest of other people in you. You could also use it to know the disposition of your family members.

### **Spotting interest**

When showing interest, women statistically are more inclined to use body language. They're less vocal to men about their interest but they'll show it through other means to provoke men to make the first move.

This goes against women however, because a lot of men aren't very good at detecting these signs. They're hardwired to think that any sign of friendly affection is a signal to make a move.

When a man shows interest through body language on the other hand, he's not trying to provoke a woman to make a move but he's trying to show that he's has the qualities of a good partner. This's mostly composed of physical qualities like a good physique & pleasing facial features.

### **Spotting anger**

It's also necessary for us to spot anger among the people around us. Women tend to show anger differently than men. Men are vocal & they talk directly about their anger. A mature men talk logically about the things that make them upset while less mature men tend to use transference of anger. The facial expression of men will also easily tell you that they're angry. Their gaze tends to be more intense & their jaw muscles tend to become more pronounced.

Women on the other hand show anger by avoiding the topic that made them angry all together. When asked about it, they'll say common expressions like "nothing" or "whatever". You'll know that they're angry because they'll try as much as they can to avoid giving you any sign of affectionate attention. This's their way of showing anger.

### **Knowing when she's losing interest**

A man should also be aware of the signs that a woman is losing interest in him & take the necessary steps to make sure that the relationship remains intact. In most cases, women quickly tend to withdraw signs of vulnerability when they're losing interest. They also tend to avoid showing parts of the body that're sensitive to touch like the wrist & the inner regions of the upper arm. They also tend to avoid exposing their necks. Dominant women who just don't want to show vulnerability will want to use the space around her. When carrying a handbag, women who're not comfortable with the man they're with will cling to their handbags & not let the man close to it.

A man can win back her interest by quickly doing gestures that she finds meaningful. Each woman has a different definition of a meaningful gestures & it's the man's responsibility to know the right gesture.

## Chapter 12: Tune out the distractions

The first step to figuring out what people are saying with their body language is to quickly tune out their words. This can be very difficult, especially during a heated argument or even other tense discussion. When everything is coming at you all at once, it can also be near impossible to isolate the variations in signals you may be receiving from several parties. Also practicing ahead of time may be the best way to train yourself in this art.

### Make Use of Those Close to You

Inform your family & friends that you'll be using them as guinea pigs for this learning process. Grab a pair of earplugs & spend a day focusing on people's body language. It's not as hard as it may seem, take a hint from the family dog. With limited vocal abilities, animals do this every day. You can too. This'll be much easier with people you know well, as you're already in tune with their daily habits.

You don't even have to attempt communication, at first. Simply sit back & watch your spouse & kids interact. Invite some friends over & watch them as they talk, eat & play. At first you'll notice an overall expression & may not be able to discern the details. This's normal. As the day goes on you'll begin to separate different movements in to categories. Different parts of the body will all react to certain stimuli & emotions.

### Take Your Research on the Road

You may want to take this experiment to your local coffee shop. Situate yourself in a corner, & quietly observe. You'll notice that you already know more about body language than you thought you did. You'll probably be able to tell the difference between a happy couple & a tense relationship. You'll be able to discern whether someone's stressed out or relaxed. Interactions between people will perhaps also be easy to read.

Groups of people give different clues that alert us to their inner feelings. These clues can also subconsciously mandate how others react to us. Introverts may just give off a very different vibe in a social situation than extroverts. A socially reserved individual will actually simply be more closed off with their body language, while an extrovert will appear more relaxed. Their comfort levels can clearly be seen by their actions. You'll also be able to tell who's enjoying the group visit & who would like to be somewhere else. Those that'd rather be elsewhere will be looking around at different things & not be interested in focusing on the group. Content group members will also be intently focused on the company in their presence. If you verbally confronted the distracted individual, you'd most likely be met with a response that conflicted with the signals their body was clearly giving. Hopefully, you've gained some confidence about reading peoples' bodily clues from this exercise. You now know that you're already somewhat versed in the ways of early man. Perhaps the modern world has taken many of your natural instincts, but not this one. You're ready to communicate on a higher level. Now, get ready to put this knowledge to use.

### Advanced People Watching

Take out your earplugs & repeat the previous steps. This's the second part of your people watching assignment. Always remember to focus on people's bodies first. Initially, you should make a conscious effort to tune out what people are saying. Also warn your family & friends. They may otherwise wonder why you're ogling their bodies so intently. Remind yourself to practice being more natural about looking at people's body language.

Remember: the truth will more likely be displayed by how a person is acting, rather than what they're saying. This said, people do want to be heard when they've something to say. This can get tricky when you're trying to figure out how to respond to the situation. Some people may just not want you to respond to the truthfulness of the situation, while others will appreciate that you seem to understand what they need from you. Once you feel comfortable using your own new skills in

conjunction with talking, please take the time to compare their words to their actions. Interactive Skills

Tell your friends & family you're almost done practicing on them. This time, they get to play too! Have your test subjects say something they don't mean & see if you can figure out the truth from their movements. Just ask simple questions, like their favorite food or color. While you won't be able to discern detailed answers from their body language, you should be able to tell when they're lying to you. You should also be able to notice a collaboration between their words & body movements when they're telling the truth. Congratulations! You've now scared your kids by making them believe you can read their minds. Enjoy the power. Okay, get yourself back out into the real world.

Back to the coffee shop you go. Just listen to people talking. Yes, this may be considered rude in many cases. No worries; your own research might just save humanity. Carry on until you make someone so nervous they call security & have you escorted out. You probably won't have any trouble reading the body language of the security guard. Just be Inconspicuous

In all seriousness, be discreet. Sit with your computer or notebook & look like you're doing something important. Yes, this's you trying to confuse people with your body language. This's an advanced skill. You are, however, doing something important, so just relax & carry on. During this exercise, take care to document the differences between people's words & actions. If you've ever been in a bad relationship, you've been sufficiently prepped to do this. See, you already know what you're doing. Also continue to amaze yourself for a couple of hours until you feel comfortable being inconspicuous in your observations.

You should be able to take these skills out in to the real world now. The next time you've a discussion with a coworker or even a stranger, give these skills a try. Remember what you've learned. Relax & take a moment to understand the entire situation, let the person speak, & subtly contemplate body movements. The trick is to tune out the distraction of the

words themselves & focus on the emotion & movement of the person you're talking to. .

## Chapter 13: Body Positions

The way you sit & stand when interacting with others can communicate a great deal about you to them without you or them being conscious about it. If you somehow find that statement a bit vague, consider this: have you ever felt "suspicious" of someone who looks nice, talks nice, & smells nice? I mean despite the "nice" appearance, have you ever felt that deep inside, this actually may be a dubious character that's just trying to put one over you? If you have, then you may not have been aware of it, but you were actually able to pick up on his or her body language - particularly their body positions - on a subconscious level. Through their posture, you were also able to somehow pick up on what they're really about on a subconscious level. & if you can master the art of using body language to your advantage, you can very easily make people trust you & be persuaded by you. Eventually, you can also succeed in your relationships & in your career or business life.

Let's take a look at some of the most common positions that contribute to your body language.

### **Sitting positions**

A lot of people - maybe you included - aren't aware but the way we sit can tell others much about how we're feeling at the moment or even our current mood, as well as our personality. The way we sit can actually project a shy or insecure vibe or project a more confident, even aggressive one. Let's take a look at these sitting positions.

#### *The Cross-Legged Position*

For the most part, sitting with legs crossed projects a feeling of being carefree & open. Crossing the legs with knees spread to the side can actually give people the subconscious impression that physically, you're all game to take on new ideas, which can also be subconsciously perceived to mean that emotionally speaking, you're also open to some new things. Being open means you're a person that's fun & interesting to be with,

which can actually make more people be drawn to you naturally.

### *The Erect Sitting Position*

Without thinking much about it, it's also easy to see that a person who usually sits this way is a confident, reliable, & secure one. & if you sit this way most of the time, regardless if consciously or unconsciously, people will think of you as such a person. & this's a great thing to have, especially when it comes to doing business with others. This's because if people think you're actually reliable & secure, they'll more easily trust you to do business with you. & don't get me started about how this can help you in your dating or love life.

### *The Reclined Sitting Position*

Of all the sitting positions, this one's perhaps the one that can give you a Big Bang Theory vibe, i.e., an analytical one. Leaning back is a gesture that simply shows you're able to properly think about or observe situations without necessarily or hastily acting upon them. This also means you may be more objective than most other people being able to separate yourself enough from a situation to think about it first before taking action. & from a relational perspective, this can give others the impression that you're a person who's very much aware of how others feel, which can also help you connect to people on a deeper level & easily earn their trust & loyalty.

### *Crossed Ankle Sitting Position*

In most cases, sitting with ankles crossed simply gives others the impression that the person sitting in this position isn't only elegant & refined but is also humble & open-minded. Coupled with slightly open legs, this position conveys a feeling of being comfortable both under one's own skin & in the environment.

### *Clutching Armrests Sitting Position*

Sitting stiffly & are practically clutching at the chair's armrests shows awareness of & sensitivity to one's surroundings. & by clutching on armrests, the seated person comes across to most other people as emotionally & physically

unsure because of the need to clutch on to the chair's armrests for stability most of the time.

But merely using the armrests by resting your arms on them instead of actually clutching to them can also give a much different impression - an opposite one in fact. Doing so can communicate that you're a stable person – emotionally, physically, & mentally - so much so that people are predisposed to depending on you for their own emotional & intellectual stability. You'll likely become their figurative armrests.

### *Crossed Arm Sitting Position*

Often times crossed arms are often perceived as indicators of confidence, defensiveness, & strength. But it can also be taken as an indicator of being closed to new ideas or being protective of one's self, with arms crossed in front of the body being taken to mean as protection of one's body from the rest of the world. Either way, a crossed arm sitting position is actually a body language that says a person is neither open nor weak.

### *Sidesaddle Sitting Position*

If you're a lady, then this one's for you specifically. The amazing sidesaddle sitting position is one where you sit with your knees to the side. This type of sitting position basically communicates a naturally sweet, caring, & delicate personality. & oh...it can also communicate a personality that's a wee bit flirtatious. So choose wisely to whom you'll show this particular body position. & when you point your knees & chest to the other person, it can be subconsciously taken as being available & open to something new, i.e., a possible relationship.

### *Hands on Lap Sitting Position*

When your hands are on your thighs & are still, it can be construed as a sign that you're a thoughtful & shy person. Also, you can come across as a calm & collected person if you're actually able to keep your hands still while sitting down.

### *Dead Center Sitting Position*

Sitting smack in the center of a couch, bench, or even table communicates to others that you're a totally confident person. Why? It's because people who aren't confident, i.e., insecure or even tentative, tend to worry about where to sit down - they practically fuss over where they should sit & sitting in the center is very uncomfortable for most of them. So by sitting in the middle, it essentially communicates to others that you're not afraid of being in the center of attention & that you can choose to sit anywhere you want to. & by subtly communicating to others that you're confident, you can also come across & friendly & bold, which can make it easier for you to establish rapport with others, which's a crucial skill for business.

### *Legs on Chair Arm Sitting Position*

This's a sitting position that's mostly taken by men as it also makes use of the spread legs position. This sitting position is also one where a person stakes his ownership of the chair & communicates an aggressive & informal attitude.

While it's not unusual to see this sitting position among two friends who're whiling time away joking & laughing with each other, it's not appropriate for other, more serious situations. For example, you're a boss & your subordinate comes to you after making a big mistake at work, which's totally ok with you. Say your subordinate felt really bad about the mistake & he sits in front of your table with head held low & hands on his knees - a submissive body language. Let's say after listening for a while to what your subordinate has to say, you quickly adopt a legs on chair arm position. By doing so, you've just subtly communicated to your subordinate that you don't give a rat's ass about how he's feeling & that he's wasting your time. It's as if you're telling him you're tired of the same old story. Through this position, you're actually coming off as aggressively dismissing your subordinate's feelings.

Now maybe the reason you're dismissing your subordinate's feelings is actually a very good one: that you don't think he's done anything seriously wrong & that he shouldn't feel that bad about his mistake. Now even if you verbally communicate

that, remember how powerful body language can be when it comes to communicating with others - about how it's more powerful than verbal communications? Therefore, even if you meant well & really wanted to encourage him, your body language, i.e., the legs-on-the-chair-arm position, essentially communicates a vastly different message; one that aggressively says you're not interested in how he feels & that he's just wasting your time.

On your end, you should actually avoid this body language at all costs, save for informal interactions with people who you already have deep relationships with. Now if you use this in a business setting, chances are high that you'll perhaps just piss off your counterparts & substantially lower your chances of being able to successfully discuss or negotiate with them & persuade them to side with you.

If during a business or even professional meeting, the other person takes this stance, it's a sign that this person thinks lowly of you & believes he can get away with everything with you. That's unless you respond accordingly. How can you do so without actually coming across as angry or disruptive?

You can make a light & funny but indirect attempt to tell him that you noticed he's doing that posture & that it's not appropriate. For example, you can perhaps half-jokingly tell him that his pants have split between his legs or even putting something just in front of him at a distance that'd require him to break the position & ask him to look at that thing. If he returns to the position, just continue breaking it in a subtle & if possible, a funny way.

### *The Chair Straddling Sitting Position*

Ages ago, it normally used to be that men used shields for protection against their enemies' weapons. These days, people whatever's available to symbolize their attempts at protecting themselves against the perceived verbal & physical attacks. & these attempts may include hiding behind an object - such as doors, fences, or even gates, & by straddling a chair.

By straddling a chair, a person is also able to symbolically protect him or herself using a chair's backside. Moreover, such

a position can make a person look dominant & aggressive, which can help fend off “attackers.” & because straddling a chair requires a spread legs posture, it also allows a person to take up more space & thus, adding extra assertion to the posture.

When you encounter a straddler, chances are that he or she's a person with a very domineering personality who likes controlling others as soon as they become bored with their interactions. & in most cases, they're very discreet, i.e., you hardly notice them slipping into this sitting position during interaction. So how do you handle such a person, take the power back, & increase your chances of successfully persuading him or her to your way position?

As with other dominating positions, change your position so that they'll also be forced to break theirs. For example, you can stand up & go behind him or her, which will force her to turn around & break the straddling position in order to continue interacting with you. The chances of this working are also high because by going behind the straddler, you put him or her in a position where he or she just can't cover his or her back, which's a vulnerable position that people with strong personalities don't like.

Now, what if the straddler is sitting on swivel chair that can also very easily turn around without having to break the straddling position? Breaking his or her perceived dominance will actually require you to add another action to changing your position: moving into his or her personal space. After standing up to continue conversing with a straddler, which also puts you in a position to look down on him or her, moving in to his or her personal space will also make it very uncomfortable for him or her to continue straddling the chair, which will eventually force him or her to finally abandon the straddling position & change into something more comfortable.

### **Standing positions**

When standing up, the legs & feet are obviously the body parts that do most of the work. & because of this, legs & feet can be

a very good source of information - whether about you or others. But how's this so?

Dr. Paul Ekman & William Friesen have conducted researches on deceptive habits & those researches have shown that people who're lying tend to give away more signals of such through lower body movements, regardless of gender. It appears that the reason for this's consciousness of movements - or lack thereof. People, in general, are more aware of their upper body movements & gestures & aren't as conscious of lower body part ones. This's probably because the legs & feet are generally out of the lines of sight of people when interacting with others & so most people aren't able to consciously control their lower body movements compared to upper body ones.

Being aware of the common standing positions & the subconscious messages they generally send can help you effectively communicate to others & to read them with relatively high accuracy.

### *The Parallel Stance Standing Position*

This standing position is one taken usually by a subordinate & is taken by standing with both legs straight & both feet positioned closely with each other. This's a formal standing position that can subconsciously communicate a neutral attitude such as that of a child student when talking to the teacher, an army member when addressing his commanding officer, or standing in front of a panel of judges while simply waiting for their verdict during a competition.

This particular standing position is also relatively more precarious than the others because feet close together while actually standing is a relatively weak standing foundation compared to wider-stance ones. With this position, you can be easily pushed out of balance when caught off guard or you can also do the same to another person.

As mentioned earlier, this's a stand taken by people who're usually neutral on a particular topic or situation, i.e., they're unsure, tentative, or hesitant.

### *The Spread Legs Standing Position*

With this standing position, which's normally a position taken by men, subconsciously or subtly communicates a stable, resolute, & unmoving posture. By taking this position, you can subtly communicate to other people that you'll stand your ground & you're showing your dominance. This standing position is taken with legs straight but this time, both feet are actually positioned widely apart - normally wider than shoulder width - & bodyweight equally distributed between both feet.

One of the main reasons why this's a predominantly male standing position is average height, i.e., men are generally taller than women & thus, have higher centers of gravity. But height notwithstanding, it's also used more by men because it actually uses the genital area to highlight dominance through a virile look, which isn't the case with ladies. Another reason is that men normally just don't wear skirts, which can make the spread legs standing position a bit challenging & uncomfortable.

And more than just convincing others to look at you with a positive view, adapting the spread legs standing position can also easily help you feel much better about yourself during times when you're feeling down. Couple this standing position with your shoulders pulled back & head held high, it's a short matter of time before your motion or position will affect your emotion, i.e., you'll feel more confident & positive about yourself.

### *Foot Forward Standing Position*

This position, done by with one leg & foot forward, can help you send subconscious signals to other people about the direction you want to go or the person in a group you find most interesting or even attractive. In particular, the direction or person your lead foot is pointing to is a subtle way of simply telling others where you want to go or who the most interesting person in the group for you is, respectively.

### *Crossed Legs Standing Position*

When in a gathering, I want you to do something: observe the people around you who're standing & watch out for those

who're doing so with crossed arms & legs. In particular, I'd like you to observe how far they're from other people compared to those whose legs & arms aren't crossed. You'll find that they position themselves farther to others than those whose legs & arms are open while standing. Closed legs communicate that a person has a generally closed or defensive attitude, which's symbolized by crossed legs that appear to deny access to the genital area.

There's a good chance that crossed legs & arms while standing up merely communicate that the person is feeling cold & not defensive. So how'd you know? First, observe the temperature of the place. If it's cold, it's also probably done as a way to keep warm. Yet another way is to check where the hands are placed. If they're tucked between armpits, they're cold. If the legs are straight, pressed hard against each other, & stiff, chances are it's an attempt to keep warm rather than a defensive attitude.

## Chapter 14: The poker face myth.

In what should be a surprise to no one, the face also contains the most expressive body language signals on the body. Unless someone has made a concerted effort to study, learn, & overcome all subconscious movements, how someone's face looks & how people touch it'll often be a key to their inner thoughts & feelings.

There's a reason that the poker face is so prized & difficult to truly learn, even for the most professional & lucrative of poker professionals. It's why so many of them still wear sunglasses when they play poker. It's just damn difficult to not have a facial tic or expression that shows what someone's really thinking.

The funny part about facial signals is that a lot of people think that they know what the signals mean because they're so common & widespread – they're constantly written about!

Of course, this presents a huge problem. Just as with every other body language signal, such as crossing the arms, there's a ton of ambiguity, lack of clarity, & context-dependence in interpreting someone's facial signals... especially with close friends.

We can easily imagine this: you've a great friend & you've spent enough time with them to know that scratching their left eyebrow is indicative of fatigue & tiredness. This doesn't translate to others however, so we're left with blank slates for the most part for each individual.

Sometimes people are correct regardless, but the goal of this book is to basically present best practices & awareness of the most common interpretations of body language.

Facial signals are often tiny, but detectable with awareness & a little bit of practice.

Unconscious micro-expressions.

Micro expressions are tiny facial expressions that we barely realize that we're making. They usually also come from

emotions that we want to hide, but aren't able to... And people don't typically feel the need to hide the positive emotions.

So imagine that a friend has told you that she actually just went on a date with someone that you despise. The most positive remark you can squeeze out is "Oh... cool!" You may think you didn't show your displeasure.

But you'd be wrong. You'd likely suddenly flash a slight frown for a tiny fraction of a second. The thing with micro expressions is that true poker faces are just nearly impossible.

If you're anticipating something pleasant to happen, you'll also have a slight smile for a fraction of a second. The most common ranges of micro expressions are happiness, surprise, disgust, anger, confidence, & comfort, among many others. These micro expressions are often developed over time.

Of course, people do sometimes notice micro expressions, but their own nature makes them extremely difficult to understand & interpret. Moreover, a lot of micro expressions are really combinations of many different facial signals.

You may be sending separate signals with your eyebrows, eyes, & smile, all combined into a series of micro expressions. So how can we break micro expressions into smaller components?

### **Eye brows.**

Eyebrows are very expressive & an easy signal to read. Raised eyebrows are typically signs of heightened awareness. If you're talking to someone & their eyebrows raise throughout the conversation, you've piqued their curiosity & said something to make them pay attention – for better or worse.

Key emotions to focus on when you see both eyebrows raise are interest, anger, joy, curiosity, & engagement.

Aside from heightened awareness, raised eyebrows are often seen as a sign of friendliness & submission. It creates an effect of '**soft eyes**,' & is to show that you mean someone no harm, & come in peace. It's the kind of body language signal you might unconsciously do when you're meeting someone new, or approaching a puppy.

This's definitely not a negative aspect of submission – it just telegraphs that you want to be liked by others & that you aren't a threat of any kind. This's the kind of body language signal that you want to send out to lubricate social situations, like easily closing a business deal, or flirting up a storm.

A single raised eyebrow actually has a much different meaning than when both eyebrows rise at the same time. A single raised eyebrow is also a much quicker & momentary action, whereas both eyebrows being raised is something that's typically held. This indicates some degree of skepticism, surprise, shock, or novelty. As a general rule, the emotion to focus on is surprise at the reveal of something unexpected, for positive or even negative.

Finally, when you lower your eyebrows, this's almost universally interpreted as menacing or threatening. In other words, you're angry or upset. In some cases, it can also be interpreted as you feeling sad or feeling threatened.

Eye direction.

We've all heard that strong eye contact – a good balance between strong eye contact & breaking it, is ideal for creating trust & empathy.

But we also all know that most people don't do this, & unconsciously move their eyes in directions that can indicate a range of the emotions that they're feeling.

You're not going to be able to read them completely, but the following guidelines have been shown to be tested & true.

If someone's moving their eyes upwards to the right, this usually means that they're trying to recall something from their memory. They're trying to recollect something that they've seen in the past, & redirect their eyes to try to scan their memory. This's typically harmless, unless it's paired with some body language signals that might indicate that there's a lie brewing.

However, if someone's talking & their eyes drift to the upper left, this will usually mean one of two things. First, they might be imagining something creative, & be thinking about how to

express themselves artistically. You can also think of this mode as daydreaming.

Second, the eyes might drift to the upper left if they're actively lying to you. But of course, this's very contextual & best judged with paired with other signals.

You also have to take into account that studies have shown that visual people tend to utilize the upwards left look while they're lying – because they're literally painting a fake memory for themselves to recite.

On the other hand, people who tend to be more auditory, or who tend to navigate the world & their feelings in terms of sounds, tend to talk while moving their eyes at the center level.

If they move their eyes to the right, they're just essentially trying to remember something that they've heard in the past. If they tend to move their eyes to the left while they're talking, they're just trying to imagine something that they've heard. Again, this may lead to supporting a conclusion that the person is lying. It just all depends upon the question you ask them while they're talking.

People who tend to look at the lower corner of their eyes while talking are people who tend to navigate their emotions & the world, in general, through their feelings, taste, or smell. If they simply look to their lower right while they're talking, it means that they're trying to remember something that they've felt, tasted, or smelled in the past. If they're talking & they're looking to their lower left, they might be talking to themselves. They're going into an internal dialogue.

Finally, a non-directional tip. If someone just appears to be squinting at you, it gives the indication of annoyance or even skepticism.

### **Glasses.**

One of the most common quirks people have when it comes to their face, & their eyes, is what they do with their glasses. A lot of people reposition their own glasses on their nose while they're talking. You might think this's innocent & harmless.

But in reality, it actually is giving away a lot of their thinking processes.

The good news is that when somebody's repositioning their glasses to the tip of their nose while you're talking to them, it also means that they want to hear more.

This's actually a good sign because when somebody wants to hear more, they've a positive evaluation of what's going on. This's a crucial piece of information to know & understand if you're job, in any way, shape, or form, involves sales.

One of the most frustrating things about sales is that you just don't necessarily know what's going on in the mind of your prospect. But when they reposition their eyeglasses on their nose, that's your cue to quickly change your pitch a bit so you can give them the message they want to hear & make that sale.

Whenever you're talking to people, you've to remember that they're paying attention to more than the words that you're saying. In a lot of cases, your message is really only interpreted based on the totality of the experience of talking with you. This also involves your tone of voice, how excited you seem to be, your facial expressions, & your microexpressions. If you want to be a more effective communicator, you really have to be more aware of your microexpressions, & control them in such a way that they lead to a consistent interpretation.

## Chapter 15: How Salespeople Use Body Language?

According to psychologists, your influence over others simply rely on the words you say (7 percent), the way you speak (38 percent), & the way you move your body (fifty-five percent). Thus, you convey 93 percent of your ideas & emotions without saying what you want to say. This statement also applies to selling.

People sell ideas, services & physical products. If you want to sell quickly & effectively, you may harness the power of body language.

Whenever you're selling something, you may use gestures, postures, physical appearance & facial expressions to close sales. Almost all customers rely on their senses when buying stuff, thus, you also need to do whatever you can in order to influence your customers' senses positively.

Many people think that Apple's image is a positive one. Apple Inc. Uses its corporate personality to project an image of simplicity, elegance, innovation & technical excellence. People buy not just the devices offered by Apple, but also the company's image & reputation.

Additionally, people believe that non-verbal communication is often directly linked to a person's credibility. The fewer the words you say, the more credible you are. Most of the time, you influence others with the words you're not saying, & not with the words you actually say. The signs you actually show through body movements indicate morality, comprehension, compassion & disposition.

When you're selling, your customer will also analyze you as soon as he sees you. This analysis takes about ten seconds & relies on the image you project. The first few seconds of the meeting play a crucial part. The impressions your customer will make about you'll have great influences on the outcome of the transaction.

The non-verbal cues you send during the initial phase of the meeting can spell the difference between success & failure.

### Important Notes

Body language is also "universal." A lot of people from all over the world use the same body movements to express messages. For example, a person simply nods his head when he agrees to a statement.

Americans also use countless non-verbal cues. This's the reason why they can read body language easily.

Thanks to their natural instincts, women are more skilled than men when it comes to reading & using body language. No wonder some women enjoy more success than men in different fields.

You also need to observe these intricate signs to discover the real message behind them. Also discovering the actual message is as easy as analyzing patterns. Search for sets of gestures that may possess identical meanings regarding the word-based expressions & the situation you're actually in.

### *The Techniques*

Here are some of the things you can do when selling something:

Always analyze how your client shakes your hand. You can use this technique to quickly assess an individual's personality quickly. Assertive people give firm handshakes. Those who've low confidence, however, give weak handshakes. People who're trying to gain your trust will cover the handshake using their other hand (some of them may hold your elbow instead). When shaking a person's hand, please be firm but don't exert crushing force. Your handshake must actually express professionalism, not aggressiveness.

**Check the other party's posture. A disinterested person keeps his eyes on the floor & slouches his shoulders. You can give a comfortable & confident image by standing straight & distributing your weight between your feet.**

Make sure that your facial expression is genuine. Please don't wear sunglasses: your customer may think that you're suspicious since he can't see your eyes. People can tell whether you're lying or hiding something just by looking into your eyes. However, also refrain from giving piercing looks: this may intimidate your client.

Use open body movements while you're making sales presentations. Crossing your arms may actually ruin your client's trust. It would also be great to make upward and/or outward hand movements while speaking. Please don't hold the rear part of your head while leaning back on your chair: this gesture exudes arrogance.

**Never point your finger at your client: this gesture can end the meeting quickly & negatively. Pointing your finger at**

**someone's a “hostile” gesture – forget about this body movement while talking to your clients.**

Unbutton/remove your jacket. This gesture simply tells your client that you're prepared for his counter offer. Please roll your sleeves to show your client that you're prepared to make a decision or accept their offer.

### Typical Scenarios

Here are some situations that you may perhaps encounter while using body language in selling:

If your client's arms are crossed, that means he perhaps lacks interest. Use positive body movements to actually make them change their pose. Don't start the selling process until the person actually uncrosses his arms. Once the client opens his hands & uncrosses his arms, state your offer clearly & confidently.

If your client copies your body movements, you've great chances of closing the sale. Once that customer mimics your movements, just state all of the benefits and/or features of your offering.

If the customer touches his mouth, nose or even eyes, your chances of completing the transaction is extremely low. Your previous actions and/or statements probably just discouraged him. Here, you don't have to lose hope. Just simply go back to the first part of the selling process & make some adjustments. Assure your customer that he'll get an excellent deal. Put your hands on your chest several times (i.e. To show that your being honest) & keep your palms open. This way, you can easily establish a positive selling atmosphere.

Also monitor the signs shown by your client. If his movements indicate interest and/or acceptance, deliver your best sales pitch & complete the transaction. The body language of your customer may also change from negative to positive, & vice versa. Show your sincerity in all of your words & actions. Do everything you can to gain your customer's trust.

If the person refuses to buy, you must exhibit diplomacy & professionalism. Be sincere while shaking his hands &

thanking him. Regardless of your “selling skills”, you’ll surely encounter clients who don’t want to buy from you. When facing this kind of customer, end your sales presentation with energy & enthusiasm. It’s possible that that person will become a paying customer next time.

## Chapter 16: Using Body Language to Negotiate

Whether it’s a new job or a new car, knowing how to use your skills at reading body language to improve any negotiations you find yourself in the midst of can actually make a significant difference when it comes to the amount of money you either receive or pay in many diverse scenarios. Studies have shows that over a 30-minute period, a pair of negotiators can trade over 700 different & distinct nonverbal cues. Here are a few tips to ensure that the ones you’re sending are going to help things will eventually work out in your favor.

**Start out poised for success:** When it comes to making the best first impression, studies show that those who enter into a negotiation with multiple items in their own hands or on their person are statistically likely to actually begin the negotiation from a negative position. Ensuring you enter the room the negotiation is taking place in as streamlined & ready for business as possible will make your overall odds of success much higher in the long run. It’s important to take this momentum & keep it going by choosing a seat that indicates you hope this will be a collaborative process, not an adversarial one this means aiming for a chair that’s at a 45-degree angle from that of the opposite party.

**Take stock of the other party:** Blinking, sweating, shaking, murmuring & erratic looks or gestures are all strong indicators that the other party isn’t ready for the negotiation. While few negotiators are so obvious, it’s important to take stock of the other party to see if you can quickly determine a baseline that you can use when moving forward. Be aware of negotiators who’re too clearly ill prepared, it’s possible that they’re putting on a show in the hopes of luring you into a state of false security.

**Maintain eye contact as much as possible:** During any negotiation, maintaining eye contact indicates trust, sincerity & openness both for you & the other party. What's more, failing to do so can make it difficult for you & the other party to build the sort of rapport that's more likely to lead to a mutually beneficial position. This doesn't mean you should hold the other party's eye contact indefinitely, only when you're speaking directly to them. Too much eye contact will instead make you seem overly aggressive & will make the other party less likely to give into your demands.

**Lock down your facial expressions:** As previously discussed, common emotions are actually tied to similar facial expressions the world over. This means that if you allow your face to give away your position during the negotiation it'll be unlikely that you'll be able to prevent the other party from seeing your true intentions clearly. Take the time to quickly practice how you hope the negotiation will go beforehand & consider what types of facial expressions would really drive your specific points home. On the other hand, it's equally important to keep an eye on any expressions the other party might accidentally let slip, they could just give away key information that you otherwise might not be aware of.

**Consider the personal space in the room:** Studies also suggest that the ideal amount of space between negotiating parties is roughly 4 feet. This essentially gives each party enough space to feel comfortable without providing either party an advantage that they can use over one another. Remember, if it's possible to gain any extra height compared to the other party it's in your best interest to take it. Likewise, if you're negotiating with a superior anything you can do to make the interaction less personal will ultimately work in your favor.

**Act relaxed & confident:** Even if, internally, you're extremely nervous about the way the negotiation is going either for you or against you, it's important to maintain an outward composure that's calm, collected & always in control. Ensure that your feet are firmly planted & that your arms & hands are loose & relaxed. Whatever you do, it's important not to twitch or fidget as doing either will betray your lack of

confidence & cause the negotiation to turn back in the other party's favor. It's also important to avoid any outward nonverbal cues which signal discomfort in the other party. Depending on what it's in regards to, this can either be the sign that you just need to push your advantage or pull back to avoid losing the other party entirely.

**Avoid smiling:** In these types of situations, smiling is akin to giving in & saying that you're the weaker party in this exchange. Negotiating is serious business, show that you treat the current discussion as such & keep a calm face until the final details have been ironed out to your satisfaction.

**Mitigating negative body language:** If, despite your best efforts, the other party remains unwilling to accept your best nonverbal cues & continues to display negative body language, there're a number of things you can try to get them back to the comfort zone. One of the most effective tactics in this scenario is to hand the other party something relevant to the negotiation that they can hold & hopefully interact with. This will also get them in the mindset of changing their body language which will help to get their mind changing as well. Use this as an opportunity to take control of the negotiation & get the results you know you deserve.

## Chapter 17: Body Language Tips for Job Interviews

More often than not, interviews are also very competitive with every candidate having some tricks up his or her sleeves to ensure he or she's the one who lands the job at the end of the day. However, many interview candidates fail to consider their body language.

Career experts often believe proper body language communication can also help you land a job because body language is one of the many things interviewers use to determine an interviewee's character.

To ensure you're the one who scores that job after an interview, you should:

### Sit properly

Sit firmly & straight with your back resting on the chair. This shows your interviewers that you're a very confident person. If you're so accustomed to slouching that you find it difficult to sit straight, you can adopt this helpful trick – sit straight & assume there's an imaginary string hanging on the roof & pulling you up from the crown of your head. This will help you avoid unconscious slouching.

### Avoid direct eye contact

When communicating, maintaining eye contact is crucial; however, in interviews, maintain face contact instead of a direct eye contact. This helps you to look engaged & interested in the discussion. Imagine there's an object rotating on the face of the interviewer & use your eye to follow this object. You can rotate your look from the person's forehead to his/her nostrils, lips, eyes, & so on so you don't end up staring at the interviewer & seeming clueless.

### Use hand gestures

During interviews, you should also use hand gestures to your advantage. When you fail to use your hands, interviewers can misinterpret this to mean you're hiding your hands, which means you're either anxious or not confident. These're not the things you want to project during an interview.

## Put your palms up

In the previous section, we talked about what it means to keep your palms open during a discussion. Keeping your palms open signifies honesty & having nothing to hide. During interviews, adopt an open body language that includes putting your palms up so you can build trust & project yourself as a confident & straightforward person.

## Plant Your Feet on the Ground

Sit straight, face the interviewer, & plant your feet on the ground. At no point during the interview should you turn away from the interviewer or even look at the door.

## Breathe

Telling you not to be anxious before, during, & shortly after an interview would be asking too much of us because everybody, even the most confident person, feels a bit of anxiety & apprehension before an important interview such as a job interview.

Even when your inside is a nervous wreck, learn how to control your anxiety so that it doesn't appear so obvious. One way to control anxiety is to breathe: inhale & exhale when you speak so that your anxiety doesn't seem so obvious & you slow down your heart rate.

## Walk confidently

Your walk is part of your body language; walk confidently with your shoulders pulled back & your neck elongated. Walk with your feet pointing towards the interviewer, initiate eye contact with the occasional side-glances until you get to where the interviewer is, & then initiate a handshake before you sit confidently.

## Nod when listening

Don't just sit there looking when the interviewer is speaking, nod your head as he or she speaks to show understanding, concentration, & intelligence. You can even smile warmly if the situation calls for it. Lastly, lean in. You can also lean in to couple your speech with body language.

In everything you do, ensure to avoid making the mistakes we'll discuss next.

## Chapter 18: Using Body Language When Public Speaking

If you're looking to do more than simply convey information while speaking in public, you need to adopt the right types of body language to actively lead, inspire or even engage your audience & ultimately drive them towards your desired action. The body language you use while speaking affects the way your audience perceives you & keeping the following dos & don'ts in mind will help ensure your message reaches as many minds as possible.

### **Dos**

**Use forceful gestures:** When speaking in public it's important to always start in a position that's considered neutral. Keep your hands at your sides to indicate that you're open to those who're listening to you, subconsciously indicating to them that energy will flow easily both ways while you're speaking. Don't keep yourself from gesturing completely, however, & instead, ensure the gestures you do use are done consciously in a way that's both concise & clean. Ensuring your gestures are strong will amplify the efficacy of everything you say.

When it comes to deciding on which gestures to use & when, the trick is to stop thinking about how you're going to move & gesture while speaking & instead simply place all of your focus on the topic you're discussing. Think about limiting gestures to those that generate the most emphasis but otherwise don't worry about what your hands, arms, feet & legs are doing & simply let them move naturally while you speak. The gestures that do slip through using this method will typically be the most emphatic & ultimately work in your favor.

**Make use of the space:** When you're speaking publicly, the space dedicated to the task at hand, whether it's a stage, the space at the front of the conference room, or anywhere in-between, is yours by right; it's simply up to you to claim it for your own. There's little that's more effective at quelling any fears the audience might've as to your capabilities as using the

space allotted properly. This action demonstrates that you've confidence in yourself & whatever it's that you're saying.

In order to use the space you're allotted appropriately there're a number of different tactics you can use.

If your speech is broken up into distinct sections, please present the main point of each at distinct points in the allotted space. This may also be as simple as moving a few steps in either direction in a smaller venue, the distance covered doesn't really matter, using all of the space available does.

If your speech or even presentation discusses issues in a chronological way, the most effective way to present them is to move left to right as you discuss the topics in question. this's how most timelines are typically visualized & the natural progression will naturally actually make it easier for your audience to follow along.

If your speech or even presentation instead is about outlining two different sides of an argument, the most effective presentation method is to simply start in the middle of the allotted space & denote each side of the space as relating to a different side of the topic. When using this approach, it's important to always end on the side of the room which aligns with the way you wish to sway your audience.

**Use props effectively:** If you plan on using things such as handouts, samples, powerpoint Presentations or even a simple lectern, it's also important to practice how the prop plays into your speech or presentation prior to using it in the wild. Controlling the props, you bring in to play effectively makes it appear as though you're prepared & confident & lends additional credibility to whatever it's you're discussing. If you're using a lectern it's important to not make it appear as though you're shielding yourself from your audience which will cause them to find you less confident. If you do plan on using a lectern, it's important to try & station it closer to the audience, without violating their personal space. As a rule of thumb, the closer you can get to the audience without making

them feel uncomfortable the more receptive they'll be to your intended message.

### **Don'ts**

**Focus on too many spots in the room:** When it comes to speaking in public or even giving a big presentation, eye contact is important. In fact, the more eye contact you make with individual audience members, the more likely they're to go along with your ultimate suggestions. As such, it's important to memorize whatever it's you're going to say so you can keep your eyes on the audience & not on your notes or the powerpoint Screen. Shifting your own focus to ensure the powerpoint presentation is presenting the right information or the very occasional glance at your notes to ensure you're on the right track is acceptable, but the more infrequent these actions are the better.

**Move around unnecessarily:** Also moving around the space allotted to you is a great way to show your confidence in your speech or even presentation; moving around constantly, however, is a great way to demonstrate how nervous you're while making the audience more nervous as well. Like everything else you do while speaking, it's important to move with purpose or otherwise not move at all. Bouncing back & forth will make you look weak & as though you can't decide which way to fall on the conversation in question, do yourself a favor & pick two or three spots & stick to them.

## Chapter 19: Body Language Mistakes to Avoid

In a business setting, you must also avoid various types of body language mistakes simply because using specific body language gestures can sabotage your career. We've mentioned most of them in the previous chapters, but it's necessary to emphasize these mistakes by dedicating an entire section to it.

Some of these mistakes include:

### Exaggerated gestures

When talking to people, avoid using exaggerated gestures because using such gestures may imply you're overstretching the truth or trying to hide dishonesty. To show honesty & confidence, use small & controlled gestures.

### Don't look at Your Wristwatch

Looking at your wristwatch, especially when you do it consistently is actually a sign of complete disrespect interpreted to mean you aren't interested in the conversation or you find the current conversation boring. It could also make you seem an impatient person.

### Don't look at the Door

Don't constantly glance at the door & completely avoid looking at the door except of course when the conversation is over & you'd like to take your leave.

### Don't Turn Away from Others

People interpret turning away from them as rudeness or as a sign of discomfort. Turning away could also make it seem as if you're uninterested in the conversation or you don't trust the person speaking.

### Don't Cross Your Arms or Legs

As stated earlier, crossing your arms & legs is a closed body language. Crossed body language isn't good for business. When you display closed body language, business associates may interpret it to mean you're being dishonest, hiding something, or are deliberately shutting the other person out.

Crossing your arms & legs could also signify stubbornness or defiance.

### Inconsistent Facial Expression is bad

Your words & tone of voice should match your facial expressions. You cannot be speaking strongly & passionately, expressing displeasure & at the same time, smiling. This sort of inconsistency will send the wrong message & may end up confusing your addressee.

### Avoid heavy nods

Heavy nodes make you appear as if you're feigning an understanding the topic in discussion. Although nodding is a sign of agreement or concentration on the discussion, avoid heavy nods & whenever you don't understand something, rather than nod, ask directly related questions because questions. Questions make you appear attentive & interested. If you don't understand something, ask the other party for clarification.

### Don't Roll Your Eyes

Also under no circumstance should you role your eyes. Rolling your eyes is a sign of disrespect.

### Avoid clenching your fists

Clenched fist is actually a form of closed body language that makes you seem defensive & argumentative.

### Don't get too close

Respect people's personal spaces & avoid going too close to them except if you already have a personal relationship with the person you're engaging in conversation/discussion.

## Chapter 20: Rules for Accurate Reading

***There're three rules that you must remember when it comes to reading body language to avoid making any errors.***

### **Rule 1: Read gestures Together**

**A mistake that an amateur makes is to isolate a particular gesture & interpret it while forgetting to consider the circumstance & other gestures. For instance, when a person is scratching his or her head, it could mean many things – dandruff, fleas, lying, forgetfulness, uncertainty & sweating. This gesture would also depend on many other gestures that may occur at the very same time.**

Like every language, body language also has words that form sentences & punctuation. Every gesture performed is a word & each word may've multiple meanings. For instance, the word season has two meanings – it could also mean to season your food or could be talking about the four seasons. If you just assume it to be one of the meanings without paying heed to the conversation that was happening, you'll have failed to grasp the central idea of the conversation. Another example for such a word would be dressing – it could mean your clothing or could also easily mean the salad dressing, or the act of putting clothes on or applying a medicine to a wound & so on.

It's only when you're able to put a word along with other words into a sentence that you'll be able to grasp the meaning of the sentence fully. Gestures, like words, come in sentences or clusters which reveal the truth of a person's feelings or attitude. Like a verbal sentence, body language also actually needs three words to form a sentence which would define the feelings or the emotions of the person. A perceptive person will be able to read the sentences of body language & will also be able to accurately match this sentence with a verbal sentence.

You'll always need to look at the clusters of gestures if you're looking at reading correctly. Every person has certain gestures that're repetitive which would imply that the person is feeling

under pressure or is bored. When a person is twirling their hair or touching their hair repetitively, it could also mean that the person is bored. But, when you isolate this gesture it could easily mean that the person could either be anxious or uncertain. People often stroke their head or their hair just because their mother comforted them that way when they were children.

For instance, let's look at a gesture that people would perform when they're disinterested or unimpressed by what they're hearing.

The most important critical evaluation gesture is the hand- to – face. This's where the person points his index finger up his cheek while the other finger covers the mouth & the thumb is placed below the chin. The further evidence that he actually has a lot of critical thoughts is supported by the arm that's crossing the body while the legs are crossed tightly. This's a defensive gesture & could also mean that the person is hostile or negative towards the speaker. This would say something like, 'I don't like what's being said by you & I'm trying to hold my negative feelings back.'

## **Rule 2: Look for Consistency**

**There's research that shows that non –verbal signals & gestures have a greater impact as opposed to verbal communication. When two people who're not congruent with each other, especially women, they only rely on the non – verbal messages & completely disregard any verbal content.**

If you were the speaker & you were to ask the listener in the example above to give you his opinion about what you'd just said, & if he said that he did disagree with you, his gestures & body language would be consistent with what he just said. This implies that the two would definitely match. If he did say that he just agreed with what you were saying, he'd be lying since his words wouldn't be congruent with what his body language says.

If you see a politician speaking confidently to a large group of people with his arms folded tightly across his chest & his chin

is down, which shows that he's defensive & hostile; would you believe what he's saying? Would you trust him when he said that he was receptive towards the ideas of the youth, would you trust him? What if he were to tell you that he's warm & he does indeed care for the people while he made rude gestures or was pointing fingers at the crowd? Would you trust him then?

Freud once reported that a patient was expressing how happy she was in her marriage while slipping her wedding ring on & off while speaking to Freud about happiness in general. He was also aware of how significantly important this gesture was & wasn't surprised when problems began to surface in that patient's marriage.

Observing clusters & consistency between words & the body language are extremely important to understanding & interpreting the attitude of a person correctly.

### **Rule 3: Always understand the context**

You've to make sure that you consider the context behind how the gestures are made or at the time in which they occur. For example, if a person is sitting at the bus terminal with his legs & arms tightly crossed & his chin is pressed towards his chest on a cold winters' day, it may most likely mean that the person is feeling cold & not being defensive. But, if the person used the very same gesture while actually sitting across you while you were perhaps telling him an idea, this would be interpreted correctly as a negative reaction towards your idea. You could also probably imply or infer that he's going to reject your offer.

### **Why's it easy to misread?**

If a person, especially a man has a weak or a limp handshake, he's considered to have a very weak character. You'll learn over the course of the book on the different handshake techniques. But, if a person has arthritis in their hands, they'll definitely have a softer handshake to avoid the pain as opposed to a strong handshake. Artists, surgeons, musicians & others who've an occupation that's delicate prefer not to shake hands with people. If they're forced to shake hands, they'll just use a lame handshake in order to protect their hands.

A person who wears tight clothing or ill – fitting clothing wouldn't be able to use certain gestures & this would affect their body language. For instance, a person who's obese will be unable to cross his or her legs. Women who wear very short skirts would cross their legs tightly in order to protect themselves. But, this can be misconstrued as them being inapproachable & people would shy away from asking them anything.

Such circumstances apply only to a minority of people, but it's extremely important certain physical restrictions or disabilities that a person may've in order to avoid misreading any gestures or movements made by that person.

### **Can a person fake it?**

**People often wonder if they can fake body language. The honest & general answer to this's no since there would be no consistency between the gestures made by you, along with the micro signals made by your body & the words spoken by you.**

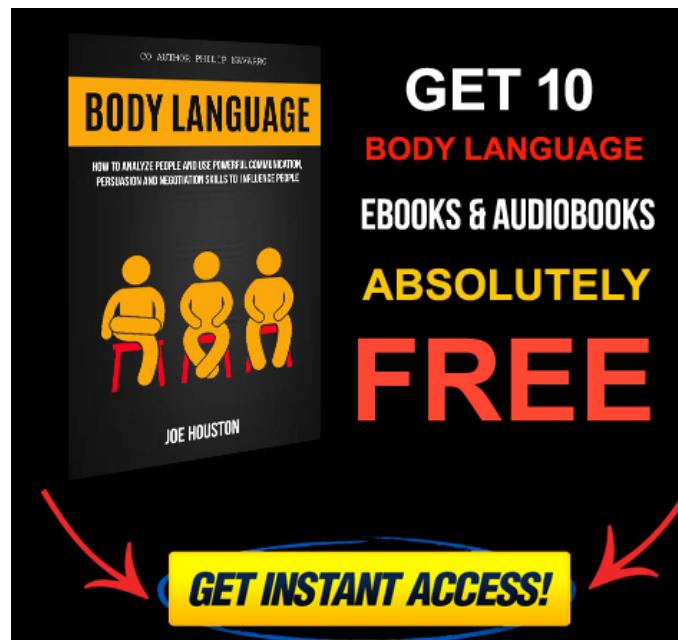
For instance, when you place open palms on your lap, it's associated with honesty. If a person is faking it, he'd put his palms out & also smile at you while telling you the lie. But, his micro gestures would give him away - the corner of his mouth may twitch & his eyebrow may lift or his pupils may contract. This would mean that the person listening wouldn't believe what the person is saying, women especially will not.

## Conclusion

As you continue to practice reading nonverbal cues, & pay attention more to the wordless signals you send & receive, you'll eventually become better at communicating & interpreting nonverbal cues. Use this book as a guide & practice what you've learned, eventually you'll be a master of understanding other peoples body language. It's our hope that after reading this book you'll become a better communicator, establish deeper connections, & build better relationships with the people around you.

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