

92 LITTLE TRICKS FOR BIG SUCCESS

HOW

TO



TALK



TO

ANYONE

LEIL LOWNDES

INTERNATIONAL BESTSELLING AUTHOR

How to Talk to Anyone - 92 Little Tricks...

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Little Tricks...

Introduction

How to Get Anything You Want from Anybody (Well, at Least Have the Best Crack at It!)

Have you ever admired those successful people who seem to have it all? You see them chatting confidently at business meetings or comfortably at social parties. They're the ones with the best jobs, the nicest spouses, the finest friends, the biggest bank accounts, or the most fashionable zip codes.

But wait a minute! A lot of them aren't smarter than you. They're not more educated than you. They're not even better looking! So what is it? (Some people suspect they inherited it. Others say they married it or were just plain lucky. Tell them to think again.) What it boils down to is their more skillful way of dealing with fellow human beings.

You see, nobody gets to the top alone. Over the years, people who seem to have it all have captured the hearts and conquered the minds of hundreds of others who helped boost them, rung by rung, to the top of whatever corporate or social ladder they chose.

Wanna-bes wandering around at the foot of the ladder often gaze up and grouse that the big boys and big girls at the top are snobs. When big players don't give them their friendship, love, or business, they call them cliquish or accuse them of belonging to an old-boy network. Some grumble they hit their heads against a glass ceiling.

The complaining Little Leaguers never realize the rejection was their own fault. They'll never know they blew the affair, the friendship, or the deal because of their own communications fumbles. It's as though well-liked people have a bag of tricks, a magic, or a Midas touch that turns everything they do into success.

What's in their bag of tricks? You'll find a lot of things: a substance that solidifies friendships, a wizardry that wins minds, and a magic that makes people fall in love with them. They also possess a quality that makes bosses hire and then promote, a characteristic that keeps clients coming back, and an asset that makes customers buy from them and not the competition. We

all have a few of those tricks in our bags, some more than others. Those with a whole lot of them are big winners in life. How to Talk to Anyone gives you ninety-two of these little tricks they use every day so you, too, can play the game to perfection and get whatever you want in life.

How the Little Tricks Were Unveiled

Many years ago, a drama teacher, exasperated at my bad acting in a college play, shouted, No! No! Your body is belying your words. Every tiny movement, every body position, he howled, divulges your private thoughts. Your face can make seven thousand different expressions, and each exposes precisely who you are and what you are thinking at any particular moment. Then he said something I'll never forget: And your body! The way you move is your autobiography in motion.

How right he was! On the stage of real life, every physical move you make subliminally tells everyone in eyeshot the story of your life. Dogs hear sounds our ears can't detect. Bats see shapes in the darkness that elude our eyes. And people make moves that are beneath human consciousness but have tremendous power to attract or repel. Every smile, every frown, every syllable you utter, or every arbitrary choice of word that passes between your lips can draw others toward you or make them want to run away.

Men did your gut feeling ever tell you to jump ship on a deal? Women did your woman's intuition make you accept or reject an offer? On a conscious level, we may not be aware of what the hunch is. But like the ear of the dog or the eye of the bat, the elements that make up subliminal sentiments are very real.

Imagine, please, two humans in a complex box wired with circuits to record all the signals flowing between the two. As many as ten thousand units of information flow per second. Probably the lifetime efforts of roughly half the adult population of the United States would be required to sort the units in one hour's interaction between two subjects, a University of Pennsylvania communications authority estimates.

With the zillions of subtle actions and reactions zapping back and forth between two human beings, can we come up with concrete techniques to make our every communication clear, confident, credible, and charismatic?

Determined to find the answer, I read practically every book written on communications skills, charisma, and chemistry between people. I explored hundreds of studies conducted around the world on what qualities made up leadership and credibility. Intrepid social scientists left no stone unturned in their quest to find the formula. For example, optimistic Chinese researchers, hoping charisma might be in the diet, went so far as

to compare the relationship of personality type to the catecholamine level in subjects urine.

Needless to say, their thesis was soon shelved.

Dale Carnegie Was GREAT for the Twentieth Century, but This Is the Twent yF i r s t

Most of the studies simply confirmed Dale Carnegies 1936 classic, How to Win Friends and Influence People. His wisdom for the ages said success lay in smiling, showing interest in other people, and making them feel good about themselves. Thats no surprise, I thought. Its as true today as it was more than sixty years ago.

So if Dale Carnegie and hundreds of others since offer the same astute advice, why do we need another book telling us how to win friends and influence people? Two mammoth reasons.

Reason One: Suppose a sage told you, When in China, speak Chinese, but gave you no language lessons? Dale Carnegie and many communications experts are like that sage. They tell us what to do but not how to do it. In todays sophisticated world, its not enough to say smile or give sincere compliments. Cycical businesspeople today see more subtleties in your smile, more complexities in your compliment. Accomplished or attractive people are surrounded by smiling sycophants feigning interest and fawning all over them. Prospects are tired of salespeople who say, The suit looks great on you, when their fingers are caressing cash register keys. Women are wary of suitors who say, You are bea tiful, when the bedroom door is in view.

Reason Two: The world is a very different place than it was in 1936, and we need a new formula for success. To find it, I observed the superstars of today. I explored techniques used by top salespeople to close the sale, speakers to convince, clergy to convert, performers to engross, sex symbols to seduce, and atletes to win.

I found concrete building blocks to the elusive qualities that lead to their success. Then I broke them down into easily digestible, news-you-can-use techniques. I gave each a name that will quickly come to mind when you find yourself in a communications conudrum. As I developed the techniques, I began sharing them with audiences around the country. Participants in my communications seminars gave me their ideas. My clients, many of them CEOs of Fortune 500 companies, enthusiastically offered their observations.

When I was in the presence of the most successful and beloved leaders, I analyzed their body language and their facial expressions. I listened carefully to their casual conversations, their

timing, and their choice of words. I watched as they dealt with their families, friends, associates, and adversaries. Every time I detected a little nip of magic in their communicating, I asked them to pluck it out with tweezers and expose it to the bright light of consciousness. We analyzed it together, and I then turned it into an easy-to-do little trick others could duplicate and profit from.

My findings and the strokes of some of those very effective folks are in this book. Some are subtle. Some are surprising. But all are achievable. When you master them, everyone from new acquaintances to family, friends, and business associates will happily open their hearts, homes, companies, and even wallets to give you whatever they can.

There's a bonus. As you sail through life with your new communications skills, you'll look back and see some very happy givers smiling in your wake.

How to Talk to Anyone - 92 Little Tricks...

PART ONE

How to Intrigue Everyone Without Saying a Word

You Only Have Ten Seconds to Show You're a Somebody

The exact moment that two humans lay eyes on each other has awesome potency. The first sight of you is a brilliant hologram. It burns its way into your new acquaintances eyes and can stay emblazoned in his or her memory forever.

Artists are sometimes able to capture this quicksilver, fleeting emotional response. My friend Robert Grossman is an accomplished caricature artist who draws regularly for Forbes, Newsweek, Sports Illustrated, Rolling Stone, and other popular publications. Bob has a unique gift for capturing not only the physical appearance of his subjects, but for zeroing in on the essence of their personalities. The bodies and souls of hundreds of luminaries radiate from his sketch pad. One glance at his caricatures of famous people and you can actually see their personalities.

Sometimes at a party, Bob will do a quick sketch on a cocktail napkin of a guest. Hovering over Bob's shoulder, the onlookers gasp as they watch their friend's image and essence materialize before their eyes. When he's finished drawing, he puts his pen down and hands the napkin to the subject. Often a puzzled look comes over the subject's face. He or she usually mumbles some politeness like, Well, er, that's great. But it really isn't me.

The crowd's convincing crescendo of Oh yes it is! drowns the subject out and squelches any lingering doubt. The confused subject is left to stare back at the world's view of himself or herself in the napkin.

Once when I was visiting Bob's studio, I asked him how he could capture people's personalities so well. He said, It's simple. I just look at them.

No, I asked, How do you capture their personalities? Don't you have to do a lot of research about their lifestyle, their history?

No, I told you, Leil, I just look at them. Huh? He went on to explain, Almost every facet of people's personalities is evident from their appearance, their posture, the way they move. For instance . . . he said, calling me over to a file where he kept his caricatures of political figures.

See, Bob said, pointing to angles on various presidential body parts, here's the boyishness of Clinton, showing me his half smile; the awkwardness of the elder George Bush, pointing to his shoulder angle; the

charm of Reagan, noting the ex-presidents smiling eyes; the shiftiness of Nixon, pointing to the furtive tilt of his head. Digging a little deeper into his file, he pulled out Franklin Delano Roosevelt and, pointing to the nose high in the air, Heres the pride of FDR. Its all in the face and the body.

First impressions are indelible. Why? Because in our faspaced, information-overload world of multiple stimuli bombaring us every second, peoples heads are spinning. They must form

quick judgments to make sense of the world and get on with what they have to do. So, whenever people meet you, they take an instant mental snapshot. That image of you becomes the data they deal with for a very long time.

Your Body Shrieeks Before Your Lips Can Speak

Are their data accurate? Amazingly enough, yes. Even before your lips part and the first syllable escapes, the essence of YOU has already axed its way into their brains. The way you look and the way you move is more than 80 percent of someones first impresion of you. Not one word need be spoken.

Ive lived and worked in countries where I didnt speak the native language. Yet, without one understandable syllable spoken between us, the years proved my first impressions were on target. Whenever I met new colleagues, I could tell instantly how friendly they felt toward me, how confident they were, and approximately how much stature they had in the company. I could sense, just from seeing them move, who the heavyweights were and who were the welterweights.

I have no extrasensory skill. Youd know, too. How? Because before you have had time to process a rational thought, you get a sixth sense about someone. Studies have shown emotional reations occur even before the brain has had time to register whats causing that reaction. Thus the moment someone looks at you, he or she experiences a massive hit, the impact of which lays the groundwork for the entire relationship. Bob told me he captures that first hit in creating his caricatures.

Deciding to pursue my own agenda for How to Talk to Anone, I asked, Bob, if you wanted to portray somebody really cool you know, intelligent, strong, charismatic, principled, facinating, caring, interested in other people. . . .

Easy, Bob interrupted. He knew precisely what I was geting at. Just give em great posture, a heads-up look, a confident smile, and a direct gaze. Its the ideal image for somebody whos a Somebody.

How to Look Like a Somebody

My friend Karen is a highly respected professional in the

home furnishings business. Her husband is an equally big name in the communications field. They have two small sons.

Whenever Karen is at a home-furnishings industry event, everyone pays deference to her. She's a very important person in that world. Her colleagues at conventions jostle for position just to be seen casually chatting with her and, they hope, be photographed rubbing elbows with her for industry bibles like *Home Furnishings Executive* and *Furniture World*.

Yet, Karen complains, when she accompanies her husband to communications functions, she might as well be a nobody. When she takes her kids to school functions, she's just another mom. She once asked me, Leil, how can I stand out from the crowd so people who don't know me will approach me and at least assume I'm an interesting person? The techniques in this section accomplish precisely that. When you use the next nine techniques, you will come across as a special person to everyone you meet. You will stand out as a Somebody in whatever crowd you find yourself in, even if it's not your crowd.

Lets start with your smile.

How to Make Your Smile Magically Different

In 1936, one of Dale Carnegies six musts in *How to Win Friends and Influence People* was SMILE! His edict has been echoed each decade by practically every communications guru who ever put pen to paper or mouth to microphone. However, at the turn of the millennium, its high time we reexamine the role of the smile in high-level human relations. When you dig deeper into Dales dictum, you'll find a 1936 quick smile doesn't always work. Especially nowadays.

The old-fashioned instant grin carries no weight with today's sophisticated crowd. Look at world leaders, negotiators, and corporate giants. Not a smiling sycophant among them. Key players in all walks of life enrich their smile so, when it does erupt, it has more potency and the world smiles with them.

Researchers have catalogued dozens of different types of smiles. They range from the tight rubber band of a trapped liar to the soft squishy smile of a tickled infant. Some smiles are warm while others are cold. There are real smiles and fake smiles. (You've seen plenty of those plastered on the faces of friends who say they're delighted you decided to drop by, and presidential candidates visiting your city who say they're thrilled to be in, uh . . . uh. . . .)

Big winners know their smile is one of their most powerful weapons, so they've fine-tuned it for maximum impact.

How to Fine-Tune Your Smile

Just last year, my old college friend Missy took over her family business, a Midwestern company supplying corrugated boxes to manufacturers. One day she called saying she was coming to New York to court new clients and she invited me to dinner with several of her prospects. I was looking forward to once again seeing my friend's quicksilver smile and hearing her contagious laugh. Missy was an incurable giggler, and that was part of her charm.

When her Dad passed away last year, she told me she was taking over the business. I thought Missy's personality was a little bubbly to be a CEO in a tough business. But, hey, what do I know about the corrugated box biz?

She, three of her potential clients, and I met in the cocktail lounge of a midtown restaurant and, as we led them into the dining room, Missy whispered in my ear, Please call me Melissa tonight.

Of course, I winked back, not many company presidents are called Missy! Soon after the maître d' seated us, I began noticing Melissa was a very different woman from the giggling girl I'd known in college. She was just as charming; she smiled as much as ever. Yet something was different. I couldn't quite put my finger on it.

Although she was still effervescent, I had the distinct impression everything Melissa said was more insightful and sincere. She was responding with genuine warmth to her prospective clients, and I could tell they liked her, too. I was thrilled because my friend was scoring a knockout that night. By the end of the evening, Melissa had three big new clients.

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Afterward, alone with her in the cab, I said, Missy, you've really come a long way since you took over the company. Your whole personality has developed, well, a really cool, sharp corporate edge.

Uh uh, only one thing has changed, she said. What's that? My smile, she said. Your what? I asked incredulously.

My smile, she repeated as though I hadn't heard her. You see, she said, with a distant look coming into her eyes, when Dad got sick and knew in a few years I'd have to take over the business, he sat me down and had a life-changing conversation with me. I'll never forget his words. Dad said, Missy, Honey, remember that old song, I Loves Ya, Honey, But Yer Feets Too Big? Well, if you're going to make it big in the box business, let me say, I loves ya, Honey, but your smiles too quick.

He then brought out a yellowed newspaper article quoting a study he'd been saving to show me when the time was right. It concerned women in

business. The study showed women who were slower to smile in corporate life were perceived as more credible.

As Missy talked, I began to think about history-making women like Margaret Thatcher, Indira Gandhi, Golda Meir, Madeleine Albright, and other powerful women of their ilk. Not one was known for her quick smile.

Missy continued, The study went on to say a big, warm smile is an asset. But only when it comes a little slower, because then it has more credibility. From that moment on, Missy explained, she gave clients and business associates her big smile. However, she trained her lips to erupt more slowly. Thus her smile appeared more sincere and personalized for the recipient.

That was it! Missy's slower smile gave her personality a richer, deeper, more sincere cachet. Though the delay was less than a second, the recipients of her beautiful big smile felt it was special and just for them.

I decided to do more research on the smile. When you're in the market for shoes, you begin to look at everyone's feet. When you decide to change your hairstyle, you look at everyone's haircut. Well, for several months, I became a steady smile watcher. I watched smiles on the street. I watched smiles on TV. I watched the smiles of politicians, the clergy, corporate giants, and world leaders. My findings? Amid the sea of flashing teeth and parting lips, I discovered the people perceived to have the most credibility and integrity were just ever so slower to smile. Then, when they did, their smiles seemed to seep into every crevice of their faces and envelop them like a slow flood. Thus I call the following technique The Flooding Smile.

Let us now travel but a few inches north to two of the most powerful communications tools you possess, your eyes.

Technique #1

The Flooding Smile

Don't flash an immediate smile when you greet someone, as though anyone who walked into your line of sight would be the beneficiary. Instead, look at the other person's face for a second. Pause. Soak in their persona. Then let a big, warm, responsive smile flood over your face and overflow into your eyes. It will engulf the recipient like a warm wave. The split-second delay convinces people your flooding smile is genuine and only for them.

How to Strike Everyone as Intelligent and Insightful by Using Your Eyes

It's only a slight exaggeration to say Helen of Troy could launch ships with her eyes and Davy Crockett could stare down a bear. Your eyes are

personal grenades that have the power to detonate peoples emotions. Just as martial arts masters register their fists as lethal weapons, you can register your eyes as psychological lethal weapons when you master the following eye-contact techniques.

Beloved people in the game of life look beyond the convetional wisdom that teaches Keep good eye contact. For one, they understand that to certain suspicious or insecure people, intense eye contact can be a virulent intrusion.

When I was growing up, my family had a Haitian houskeeper whose fantasies were filled with witches, warlocks, and black magic. Zola refused to be left alone in a room with Louie, my Siamese cat. Louie looks right through mesees my soul, shed whisper to me fearfully.

In some cultures, intense eye contact is sorcery. In others, staing at someone can be threatening or disrespectful. Realizing this, big players in the international scene prefer to pack a book on cutural body-language differences in their carry-on rather than a Berlitz phrase book. In our culture, however, big winners know exaggerated eye contact can be extremely advantageous, especially

between the sexes. In business, even when romance is not in the picture, strong eye contact packs a powerful wallop between men and women.

A Boston center conducted a study to learn the precise effect.The researchers asked opposite-sex individuals to have a twminute casual conversation. They tricked half their subjects into maintaining intense eye contact by directing them to count the number of times their partner blinked. They gave the other half of the subjects no special eye-contact directions for the chat.

When they questioned the subjects afterward, the unsuspecting blinkers reported significantly higher feelings of respect and fondness for their colleagues who, unbeknownst to them, had siply been counting their blinks.

Ive experienced the closeness intense eye contact engenders with a stranger firsthand. Once, when giving a seminar to several hundred people, one womans face in the crowd caught my attetion. The participants appearance was not particularly unique. Yet she became the focus of my attention throughout my talk. Why? Because not for one moment did she take her eyes off my face. Even when I finished making a point and was silent, her eyes stayed hungrily on my face. I sensed she couldnt wait to savor the next insight to spout from my lips. I loved it! Her concentration and obvious fascination inspired me to remember stories and make

important points I'd long forgotten.

Right after my talk, I resolved to seek out this new friend who was so enthralled by my speech. As people were leaving the hall, I quickly sidled up behind my big fan. Excuse me, I said. My fan kept walking. Excuse me, I repeated a tad louder. My admirer didn't vary her pace as she continued out the door. I followed her into the corridor and tapped her shoulder gently. This time she whirled around with a surprised look on her face. I mumbled some excuse about my appreciating her concentration on my talk and wanting to ask her a few questions.

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Did you, uh, get much out of the seminar? I ventured.

Well, not really, she answered candidly. I had difficulty understanding what you were saying because you were walking around on the platform facing different directions.

In a heartbeat, I understood. The woman was hearing impaired. I did not captivate her as I had suspected. She was not intrigued by my talk as I had hoped. The only reason she kept her eyes glued on my face was because she was struggling to read my lips!

Nevertheless, her eye contact had given me such pleasure and inspiration during my talk that, tired as I was, I asked her to join me for coffee. I spent the next hour recapping my entire seminar just for her. Powerful stuff this eye contact.

Make Your Eyes Look Even More Intelligent

There is yet another argument for intense eye contact. In addition to awakening feelings of respect and affection, maintaining strong eye contact gives you the impression of being an intelligent and abstract thinker. Because abstract thinkers integrate incoming data more easily than concrete thinkers, they can continue looking into someone's eyes even during the silences. Their thought processes are not distracted by peering into their partners' peepers. Back to our valiant psychologists. Yale researchers, thinking they had the unswerving truth about eye contact, conducted another study that, they assumed, would confirm the more eye contact, the more positive feelings. This time, they directed subjects to deliver a personally revealing monologue. They asked the listeners to react with a sliding scale of eye contact while their partners talked.

The results? All went as expected when women told their personal stories to women. Increased eye contact encouraged feelings

of intimacy. But, whoops, it wasn't so with the men. Some men felt hostile when stared at too long by another man. Other men felt threatened.

Some few even suspected their partner was more interested than he should be and wanted to slug him.

Your partners emotional reaction to your profound gaze has a biological base. When you look intently at someone, it increases their heartbeat and shoots an adrenalinelike substance gushing through their veins. This is the same physical reaction people have when they start to fall in love. And when you consciously increase your eye contact, even during normal business or social interaction, people will feel they have captivated you.

Men talking to women and women talking to men or women: use the following technique, which I call Sticky Eyes, for the joy of the recipient and for your own advantage. (Guys, Ill have a man-to-man modification of this technique for you in a moment.)

What About Guys Eyes?

Now gentlemen: when talking to men, you, too, can use Sticky Eyes. Just make them a little less sticky when discussing personal matters with other men, lest your listener feel threatened or misinterpret your intentions. But do increase your eye contact slightly

Technique #2

Sticky Eyes

Pretend your eyes are glued to your conversation partners with sticky warm taffy. Dont break eye contact even after he or she has finished speaking. When you must look away, do it ever so slowly, reluctantly, stretching the gooey taffy until the tiny string finally breaks.

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more than normal with men on day-to-day communications and a lot more when talking to women. It broadcasts a visceral message of comprehension and respect.

I have a friend, Sammy, a salesman who unwittingly comes across as an arrogant chap. He doesnt mean to, but sometimes his brusque manner makes it look like hes running roughshod over peoples feelings.

Once while we were having dinner together in a restaurant, I told him about the Sticky Eyes technique. I guess he took it to heart. When the waiter came over, Sammy, uncharacteristically, instead of bluntly blurting out his order with his nose in the menu, looked at the waiter. He smiled, gave his order for the appetizer, and kept his eyes on the waiters for an extra second before looking down again at the menu to choose the main dish. I cant tell you how different Sammy seemed to me just then! He came across as a sensitive and caring man, and all it took was two extra

seconds of eye contact. I saw the effect it had on the waiter, too. We received exceptionally gracious service the rest of the evening.

A week later Sammy called me and said, Leil, Sticky Eyes has changed my life. I've been following it to a T. With women, I make my eyes real sticky and with men slightly sticky. And now everybody's treating me with such deference. I think it's part of the reason I've made more sales this week than all last month!

If you deal with customers or clients in your professional life, Sticky Eyes is a definite boon to your bottom line. To most people in our culture, profound eye contact signals trust, knowledge, an I'm here for you attitude.

Lets carry Sticky Eyes one step further. Like a potent medicine that has the power to kill or cure, the next eye-contact technique has the potential to captivate or annihilate.

How to Use Your Eyes to Make Someone Fall in Love with You

Now we haul in the heavy eyeball artillery: very sticky eyes or superglue eyes. Lets call them Epoxy Eyes. Big bosses use Epoxy Eyes to evaluate employees. Police investigators use Epoxy Eyes to intimidate suspected criminals. And clever Romeos use Epoxy Eyes to make women fall in love with them. (If romance is your goal, Epoxy Eyes is a proven aphrodisiac.)

The Epoxy Eyes technique takes at least three people to pull off you, your target, and one other person. Heres how it works. Usually, when youre chatting with two or more people, you gaze at the person who is speaking. However, the Epoxy Eyes technique suggests you concentrate on the listener rather than the speaker. This slightly disorients the target and he or she silently asks, Why is this person looking at me instead of the speaker? Your target senses you are extremely interested in his or her reactions. This can be beneficial in certain business situations when it is appropriate that you judge the listener.

Human resources professionals often use Epoxy Eyes, not as a technique, but because they are sincerely interested in a prospective employees reaction to certain ideas being presented. Attorneys, bosses, police investigators, psychologists, and others

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who must examine subjects reactions also use Epoxy Eyes for analytical purposes.

When you use Epoxy Eyes, it sends out signals of interest blended with complete confidence in yourself. But because Epoxy Eyes puts you in a position of evaluating or judging someone else, you must be careful. Dont overdo it or you could come across as arrogant and brazen.

Sometimes using full Epoxy Eyes is too potent, so here is a gentler, yet effective, form. Watch the speaker but let your glance bounce to your target each time the speaker finishes a point. This way Mr. or Ms. Target still feels you are intrigued by his or her reactions, yet there is relief from the intensity.

Use Epoxy Eyes to Push Their Erotic Button

If romance is on the horizon, Epoxy Eyes transmits yet another message. It says, I can't take my eyes off you or I only have eyes for you. Anthropologists have dubbed eyes the initial organ of romance because studies show intense eye contact plays havoc with our heartbeat. It also releases a druglike substance into our

Technique #3

Epoxy Eyes

This brazen technique packs a powerful punch. Watch your target person even when someone else is talking. No matter who is speaking, keep looking at the man or woman you want to impact.

nervous system called phenylethylamine. Since this is the hormone detected in the human body during erotic excitement, intense eye contact can be a turn-on.

Men, Epoxy Eyes is extremely effective on women if they find you attractive. The lady interprets her nervous reaction to your untoward gaze as budding infatuation. If she does not like you, however, your Epoxy Eyes is downright obnoxious. (Never use Epoxy Eyes on strangers in public settings or you could get arrested!)

How to Look Like a Big Winner Wherever You Go

Do you remember the lyrics to the old Shirley Bassey song? The minute you walked in the joint, I could see you were a man of distinction a real big spender. Good looking, so refined. Say wouldn't you like to know what's going on in my mind?

The goal of this first section is not to make you look like a real big spender. Rather it is to give you the cachet of a real big Somebody the moment people lay eyes on you. To that end, we now explore the most important technique to make you look like a very important person.

When the doctor smacks your knee with that nasty little hammer, your foot jerks forward. Thus the phrase knee-jerk reaction. Your body has another instinctive reaction. When a big jolt of happiness hits your heart and you feel like a winner, your head jerks up automatically and you throw your shoulders back. A smile frames your lips and softens your eyes.

This is the look winners have constantly. They stand with assurance. They move with confidence. They smile softly with pride. No doubt about

itgood posture symbolizes that you are a man or woman who is used to being on top.

Obviously millions of mothers sticking their knuckles between their kids shoulder blades, and trillions of teachers telling students, Stand up straight! hasn't done the trick. We are a nation of slouchers. We need a technique more stern than teachers and more persuasive than parents to make us stand like a Somebody.

In one profession, perfect posture, perfect equilibrium, perfect balance is not only desirable it's a matter of life and death. One false move, one slump of the shoulders, one hangdog look, can mean curtains for the high-wire acrobat.

I'll never forget the first time Mama took me to the circus. When seven men and women raced into the center ring, the crowd rose as though they were all joined at the hips. They cheered with one thunderous voice. Mama pressed her lips against my ear and reverently whispered these were the Great Wallendas, the only troupe in the world to perform the seven-person pyramid without a net.

In an instant, the crowd became hushed. Not a cough or a soda slurp was heard in the big top as Karl and Herman Wallenda shouted cues in German to their trusting relatives. The family meticulously and majestically ascended into the position of a human pyramid. They then balanced precariously on a thin wire hundreds of feet above the hard dirt with no net between them and sudden death. The vision was unforgettable.

To me, equally unforgettable was the beauty and grace of the seven Wallendas racing into the center of the big top to take their bows. Each perfectly aligned head high, shoulders backstaring so tall it still didn't seem like their feet were touching the ground. Every muscle in their bodies defined pride, success, and their joy of being alive. (Still!) Here is a visualization technique to get your body looking like a winner who is in the habit of feeling that pride, success, and joy of being alive.

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Your Posture Is Your Biggest Success Barometer

Imagine you are a world-renowned acrobat, master of the iron-jaw act waiting in the wings of the Ringling Bros. and Barnum & Baley Circus. Soon you will dart into the center ring to captivate the crowd with the precision and balance of your body.

Before walking through any door the door to your office, a party, a meeting, even your kitchen picture a leather bit hanging by a cable from the frame. It is swinging just an inch higher than your head. As you pass through the door, throw your head back and chomp on the imaginary

dental grip that first pulls your cheeks back into a smile and then lifts you up. As you ascend high above the gasping crowd, your body is stretched into perfect alignment head high, shoulders back, torso out of hips, feet weightless. At the zenith of the tent, you spin like a graceful top to the amazement and admiration of the crowd craning their necks to watch you. Now you look like a Somebody.

One day, to test Hang by Your Teeth, I decided to count how many times I walked through a doorway: sixty times, even at home. You calculate: twice out your front door, twice in, six times to the bathroom, eight times to the kitchen, and through countless doors at your office. It adds up. Visualize anything sixty times a day and it becomes a habit! Habitual good posture is the first mark of a big winner.

You are now ready to float into the room to captivate the crowd or close the sale (or maybe just settle for looking like the most important Somebody in the room).

You now have all the basics Bob the artist needs to portray you as a big winner. Like he said, great posture, a heads-up look, a confident smile, and a direct gaze. The ideal image for somebody who's a Somebody.

Technique #4

Hang by Your Teeth

Visualize a circus iron-jaw bit hanging from the frame of every door you walk through. Take a bite and, with it firmly between your teeth, let it swoop you to the peak of the big top. When you hang by your teeth, every muscle is stretched into perfect posture position.

Now let's put the whole act into motion. It's time to turn your attention outward to your conversation partner. Use the next two techniques to make him or her feel like a million.

How to Win Their Heart by Responding to Their Inner Infant

Remember the old joke? The comic comes onstage and the first words out of his mouth are, Well, how do you like me so far? The audience always cracks up. Why? Because we all silently ask that question. Whenever we meet someone, we know, consciously or subconsciously, how they're reacting to us.

Do they look at us? Do they smile? Do they lean toward us? Do they somehow recognize how wonderful and special we are? We like those people. They have good taste. Or do they turn away, obviously unimpressed by our magnificence. The cretins!

Two people getting to know each other are like little puppies sniffing each other out. We don't have tails that wag or hair that bristles. But we do have eyes that narrow or widen. And hands that flash knuckles or