

how to

"Dale Carnegie for a rushed era."  
—JOHN TIERNEY, *THE NEW YORK TIMES*

# Make People Like You



or less!

*in 90 seconds\**

Make instant, meaningful  
connections • For interviewing,  
selling, managing, pitching  
(continued on back cover)

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# How to Make People Like You in 90 Seconds or Less

**ATTITUDE IS EVERYTHING**

**ACTIONS SPEAK LOUDER THAN WORDS**

**MAKING SENSE OF OUR SENSES**



# Attitude is Everything



## KNOW WHAT YOU WANT

- There are only two types of human attitudes: useless and useful.
- Your mind and your body are part of the same system. They influence each other. Your attitude controls your mind and your mind delivers the body language.
- Successful people know their desired outcome of every conversation.
- Successful people don't go out loaded up with skills everyday, they go out and find skills.

## MEETING

- According to research, when meeting someone new we have 90 seconds to build favorable rapport.
- We learn to align ourselves with the signals people send us.
- Reduce distance between one another by finding commonalities. We like each other because we are like each other.
- The goal here is not to change yourself, but to give two people time to accept each other.
- A warm human interaction can cause the brain to release opioids.

## BODY LANGUAGE

- Body posture is the attitude of the body. People make reactions based on the signals you emit.
- Most of the body language that people read is from our neck up.
- Open body language exposes the heart, while closed body language defends or protects it.



# Actions Speak Louder Than Words



## BUILD RAPPORT

- People respond to: 55% what we see (visual), 38% sound (vocal), 7% words (verbal). To be believable all must be aligned.
- Spend 90 seconds to intentionally build rapport by design.
- Get the other person talking and find out what is important to him/her.
- To build rapport use open questions: who, what, when, where, how. They illicit more than a yes or no and give you free information.
- Connect with people by being as similar to them as possible for 90 seconds.
- Specific complements are perceived as more sincere than a non-descriptive compliment.
- To find rapport, hunt for common ground.
- Synchronized facial expressions and head movements identify agreement and understanding.

## COMMUNICATING

- Clearly demonstrate that you are interested in the other person. Make a sincere effort to absorb what the other person is saying and feeling.
- Talk in color: the more vividly you describe events the more interesting people will find you.
- Don't interrupt and end people's sentences. Don't complain, don't condemn, and don't criticize.
- Talking at the same speed as someone else makes as much sense as walking at the same speed with someone.
- Using metaphors to explain your thinking will reach all senses. They make understanding easier, quicker, and richer.
- Add sensory rich words into open questions to bring in emotion and feelings: see, sound, taste feel, smell.





# Making Sense of Our Senses



## SYNCHRONIZE BODY AND VOICE

- We have been synchronizing ourselves with other people since we were in our mother's womb.
- We process each other's signals subconsciously and then transmit to each other emotionally.
- The ability to figure out how other people tune into the world can be one of the most important discoveries of your life.
- Figure out which sense people rely on most and change your approach to take this into consideration.
- Everyone of us has a dominant sense. 55% of the world's population is dominated by sight, 15% by what they hear, and 30% by what they feel.

## ACTIVELY LISTEN

- Actively listen for free information and ask more open questions on those keys.
- Listen with your eyes and your body: Eye contact, head nodding, open stance.
- Make people feel that your listening and feel that you care.
- Questions are the spark plugs of conversation. Stop talking and start asking.

## BE PROACTIVE WITH PEOPLE NOT REACTIVE

- Approach people with confidence and sincerity and enjoy each interaction as a learning experience.
- People who connect evolve. People are our greatest resource.
- Give other people a reason to remember you and they will. Find something that sets you apart from everyone else.
- The more you act on what you learn the more success you will have.

