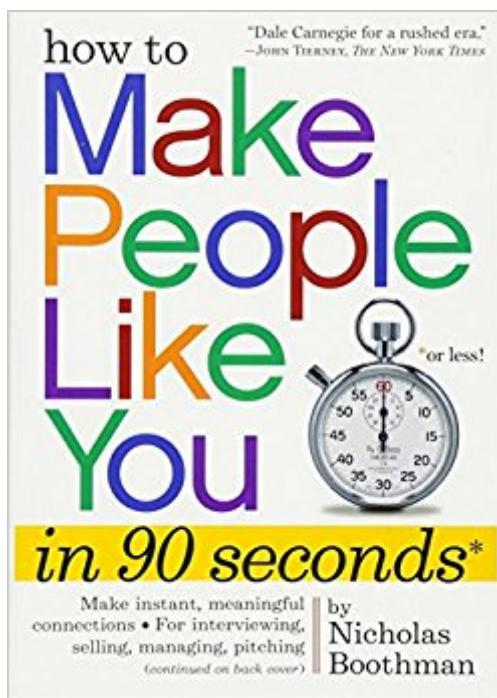


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# How To Make People Like You In 90 Seconds Or Less



## **Synopsis**

Yes, it really works: Nicholas Boothman's breakthrough program of "rapport by design" really does show you how to make people like you in 90 seconds or less. Now it's available in paperback, with a newly created workbook section based on the author's hundreds of workshops. Whether selling, managing, applying to college, looking for a job-or looking for a soulmate-the secret of success is connecting with other people. Nicholas Boothman shows exactly how to make the best out of any relationship's most critical moment-those first 90 seconds that make up a first impression. Armed with his program, readers learn how to establish immediate trust by synchronizing voice tone and body language; the power of a Really Useful Attitude; and how to get people talking and keep them talking. He discusses eye cues, the magic of opposites attracting, and sensory preferences-some of us are Visual people, others are Kinesthetic (responding most to the sense of touch), and a few are Auditory. So when you say "I see what you mean" to a Visual, you're really speaking his or her language.

## **Book Information**

Paperback: 203 pages

Publisher: Workman Publishing Company; Reprint edition (July 2, 2008)

Language: English

ISBN-10: 0761149465

ISBN-13: 978-0761149460

Product Dimensions: 5 x 0.6 x 7 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 191 customer reviews

Best Sellers Rank: #61,838 in Books (See Top 100 in Books) #44 in Books > Self-Help > Relationships > Friendship #432 in Books > Business & Money > Skills > Communications #509 in Books > Self-Help > Relationships > Interpersonal Relations

## **Customer Reviews**

The average person's attention span lasts about 30 seconds. That means first and immediate impressions count, and big. In this modern-day update of Dale Carnegie's classic *How to Win Friends and Influence People*, former fashion photographer Nicholas Boothman instructs you in how to mold those 30 seconds to your greatest advantage and connect with others at business and social functions. Boothman, now a lecturer and licensed master practitioner of neurolinguistic programming (the art and science of how the brain affects human connections), says that the key to

making others like you quickly lies in establishing a rapport: you have to find out what you have in common or, if you seemingly have nothing in common, purposely try to become like the other person for a short time. He then goes on to offer simple techniques for getting a rapport going: adopt a positive attitude; make sure your words, tone, and gestures are all saying the same thing; synchronize your attitude and body movements to those of another person's (which makes the person feel comfortable with you--although he or she may not know why); and ask lots of open-ended questions. Boothman also describes how to figure out a stranger's favored sense for receiving information about the world--some rely on visual cues, others on auditory or kinesthetic (touch) input--and use it to your best advantage. If discovering how to connect with others is the secret to business and life success, as Boothman contends, then employing the strategies in this book will make you instantly likeable and give you a leg up on the competition. --Nancy Monson  
--This text refers to an out of print or unavailable edition of this title.

Blessed with an irresistible premise and title, this well-packaged self-help book draws its advice from neuro-linguistic programming and a study of interpersonal communication conducted by two UCLA doctors. While its clearly presented techniques may help readers clear communications hurdles in social and professional interactions, this upbeat volume will probably appeal most to readers interested in dating and nurturing romantic attachments. A former fashion photographer who gives "Positive Connection" seminars, Boothman breaks down the process of connecting with people into discrete stepsAmeeting, establishing rapport and opening up communicationAand provides simple examples, self-assessments, exercises and sample dialogue. He contends that a key to establishing rapport lies in synchronizing behavior or mimicking the other person's pose, facial expression, gestures, body language and tone of voice. According to the principles of neuro-linguistic programming, Boothman recommends categorizing people according to how they take in information (e.g., visually, aurally or by feel) and responding in kind. Though the book reads like an adapted seminar or puffed-up magazine article, Workman's ambitious promotional campaign and usual canny marketing may well make this little book one of the season's most popular impulse purchases. 20-city author tour. Copyright 2000 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

I am in introvert and hoped this could give me some tools to be better with meeting new people. I was right. This is a great book that has scientifically based concepts. It really helped me to be aware of my body language and how my attitude effects that and how people perceive me. I gave this to

my daughter who is a teacher and she loved it and felt that it would help her with her students and their parents.

If you want to make a great first impression, take to heart what is presented here. He has lots of experience as a photographer, so using his tips will improve your efficiency in that career, definitely helping hone those people skills. I imagine if you are not naturally comfortable meeting people, this audio book will help you see where you can connect, quickly, and seem to be acceptable. That is okay. We are talking 90 seconds here. My comfort level is high when meeting new people, so this information confirmed what I already do regularly, but it also revealed some interesting information I had never considered. It is much shorter than I expected, but again, we are talking 90 seconds here. Some of the examples to practice need a friend to interact with and prove the author's theory. Since this information deals with some very ingrained habits of each person's skills developed over a lifetime, meditating on how we already come across, and changing that if needed, will take some time. I am putting what I learned into practice and listening again to glean all I can.

I've always considered myself somewhat of a natural at making connections and building rapport. I learned that there are many specific strategies I can put in place to take what is natural and make it even better. I'm excited about the added relationships to come and the growth in my current relationships due to the content of this book.

Overall I wish the book was more in depth. It took forever talking about what it was going to go over and then when it actually went over the principles it felt underwhelming. Much of the practices also relied on having someone who is already willing to practice with you. The information was helpful though. I recommend it as a good starting point for better communication.

So far this is a wonderful book

Good information!!

This book is disappointing. Lots of fluff and written in an overly simple tone. I feel like the author is trying to be cute or charming, but he's trying way too hard and it comes across as awkward. I'm only a few chapters in but I'm ready to abandon it.

A short read that lays out a specific plan for creating an instant connection with people. It covers body language, appearance, words, and attitude. My favorite chapter was on attitudes, and how they can work for you or against you in creating a connection. The section on body language was also very informative. Very good for anyone who wants to have a better experience in their personal interactions.

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