

Wealden Business group Book Review 20 April 2016: Make People Like You in 90 seconds, by Nicholas Boothman

Why did I choose this book?

- Communication and Rapport are vital business skills. I considered Dale Carnegie's classic "How to Win Friends and Influence People"
- Boothman explains aspects of reading body language that were unknown in 1910.
- WBG speakers on NLP have proved popular recently.
- UK author (although he lives in Canada)
- Short book

Nicholas Boothman was a fashion photographer; he learned to quickly establish rapport with models. You don't tell models what not to do...

We are offered an eclectic collection of techniques from 'body language' to NLP, for quickly establishing good rapport with anyone you meet. The subject matter has many applications - sales, business, romance, making friends.

TECHNIQUES TO GET RAPPORT

Attitude/Posture. When speaking, keep your body open to the other person, as if you're exposing your heart. Closed body indicates a fight-or-flight posture and is a put-off.

Look right – if you are a bank manager, look like one, be memorable (maybe have a USP!)

Communication: listening is more important than talking, completing another person's sentence is annoying, use vivid language to deepen a connection. Use open ended questions to maintain the interchange.

Remember Kipling's advice:

I keep six honest serving-men
■ (They taught me all I knew);

Their names are What and Why and When

■ And How and Where and Who.

We are subconsciously attracted to people who we perceive to have similar traits as us, who move like us. "I like him" really means "I AM like him." So, subtly mirror and match the behaviour of the other person (from breathing to posture to gestures).

Synchronizing the other's attitude may also help, if they're angry show empathy by being angry too.

Be likeable: Likeability largely boils down to active listening and we all want friends who are careful, active listeners.

One of the most annoying and "unlikeable" qualities when you initially meet someone is over-excitement and over-cheerfulness.

Also, be aware that the person who seems so interested in you may simply be a keen student of NLP. Keep probing for trustworthiness!

SELLING: identify VAK from vocabulary, pace of speech. If V show them something...If A let them listen to it...and if K let them touch it.

There are three primary modes that people use to process thoughts, emotions and physical feelings (visual, auditory, and kinesthetic), and remembered and imagined versions of each one. Look at the eyes.

If you were a salesman, would it be useful to know if your client was remembering or imagining?

Calibrate: recall vs construct with VAK

'What colour is your car?' Vr. "What would it look like with striped paintwork?" Vc

"What does it sound like when you drive on the gravel?" Ar. "What if it was squeaky polystyrene beads?" Ac.

"How does the steering wheel feel?" Kr "What if it was lined with thick velvet?" Kc

*Locate commonalities, use the correct conversational modes, and emphasize the sensory preferences of the other person.

* Dr Bandler has changed his teaching on this topic: advice now is to use all vocabulary

ADVICE

Avoid negativity, avoid self-deprecation. Respond to compliments with "thank you" and a smile. There is no failure only feedback – KFC

K: Know what you want,

F: Find out what you're getting,

C: Change what you do until you get what you want.

APHORISMS

You're either growing or you're going - it's either growth or decay
We only grow when we take risks, when we step out of our comfort zone

To break out of your comfort zone you need to find new people (you are the average of the 5 people you spend most time with), new places (your post code has more influence than your genetic code), new routines (horizons get obscured by habits)

We all need these 4 Ps in our life: People, Purpose, Projects and Passion
Be brave, take risks, blame no one

TESTIMONIALS

- A big guy with a scary appearance...
- A shy 16 year old...

The workbook at the end provides 21 exercises to put the skills into practice.

MY FAVOURITES:

- remember names,
- imagine your nostrils are below your navel,
- reframe: excited rather than nervous

WANT TO KNOW MORE?

Website: <http://nicholasboothman.com/>

Podcast interview (44min)

<https://www.youtube.com/watch?v=xYlx2X7Sj-M>

Dale Carnegie: How to Win Friends and Influence People, the audiobook pops up on youtube every so often, grab it while you can

<https://www.youtube.com/watch?v=giauKImDe60>