

# BODY LANGUAGE 101



**DISCOVER THE PSYCHOLOGY SECRETS OF  
HOW TO READ AND UNDERSTAND NON VERBAL  
COMMUNICATION AND ALWAYS BE ONE  
MOVE AHEAD**

**[MIND HACKS]**

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Part of the [**Mind  
Hacks**] series

By **Hanif Raah**

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# **Introduction – Why Should You Read This Book?**

Body language is one of the most fascinating subjects in the world. To be able to read what a person wants, thinks and/ or plans to do without exchanging a word is exciting. This book will take you through the basics of body language. You will learn in this book where and how to look to be able to identify whether you have hooked a person or not.

Contrary to common belief, reading body language is easy enough. We already know the language. We do it all the time. How many times you have met



a person and felt that you need to raise your guard against the person? How many times have you instantly liked someone and got together like a house on fire. These would be the result of the innate ability we all have to read body language.

So, why should we read any further if we know it already? It is important to identify the signs and know how these conclusions are drawn so you can protect yourself from harm and heartbreak. It is also important that you know what you highlight and what to downplay in your own demeanor to ensure that you do not attract the wrong kind of attention and/ or response.

Though it is easy to recognize the various body language signs that indicate love, hostility, subservience, challenge, disagreement, agreement, etc. it is not easy to accurately interpret these signs without experience. Inexperienced persons often make the mistake of judging the thoughts and/ or plans of a person judging by one or two major indicators.

However, this would ensure wrong interpretation because body language – as the name indicates – needs to be taken in full context. Unless you read the signs transmitted by the whole body plus the tone and decibel level of the voice, you cannot really read correctly.

The good news is that it is possible to gather information in one quick scan and this book will help you do just that. This Book attempts to bring to you the key factors that go into the reading of body language. Be patient. Do not attempt doing too much too soon or you will end up frustrated. As long as you are willing to take one step at a time, rest assured that you would become an expert at reading body language in no time.

Use this as a tool to improve your relationships at home, at work place and in general with your friends. This is also a very potent device to build your career. You could upgrade your knowledge and expertise with practice

and very soon you will be able to read your boss, your interviewer, your date and so on. This is a tool, which indeed will give you the ability to read a person like a book.

On the other hand, you would know what needs to be done to hide your fear, insecurity, doubts when you are faced with any type of problem. You would also learn how to project confidence using body language, how to be happy and how to use body language to your advantage.

Happy reading!





# Chapter 1: What Is Body Language?

Body language is the language you speak without words. When you say, “communication” you often think of “words”, “speeches”, and “presentations”. However, communication is much more than words. You can communicate exceptionally accurately without saying one word just with your body. Every part of your body can speak as eloquently as words; perhaps, even better than words.

The way you stand, the way you hold your head, the way you position your

palms, hands, arms, legs – everything says something. Sometimes, you can pick up the unsaid message in an instant – like when someone is aggressive – and sometimes it takes a little time.

There are many theories about how much communication we actually do through body language. One that you will find quoted most often is the Mehrabian theory – by Dr Albert Mehrabian - which states that about 7 percent of communication is done through words, 38 percent is through the tone of our voice and a whopping 55 percent through body language. In other words, the non-verbal communication amounts to an astounding 93 percent.



# Why is Body Language Important?

You would say something that amount to 93 percent is significant. This number itself – even if many say it approximate – is hugely impressive. This indicates how important it is to learn to read body language – because the actual message comes from there. It is indeed very important to know what the other person really wants to convey. This type of information would make your life quite easy.

Most people are able to “pick up the signals” even if they do not actually know how to read body language. For

example, you enter a room and you “know” whether they were talking something friendly or arguing about something. The body language of the people in the room will “tell” you the mood instantly, though if you were asked why you deduced that you’d not be able to explain.

Learning to accurately read body language is a skill like any other. We all love Sherlock Holmes and his amazing observation skills. Detectives, FBI agents, people working in intelligence and espionage, professional gamblers, magicians, and the like, are trained in the art of reading body language. They use this skill to fool you into believing that

they are what-they-are-not.

There are many signals that your body will send involuntarily. For example, you'll grimace at the sight of vomit or feces on a plate; you may smile at the picture of a kitten playing or flower blooming or car or horse racing with abandon. Knowing what these signals are would help you control communication so you could "transmit" the message you want transmitted.

Knowing to read body language would help you:

- establish leadership and maintain it in spite of competition;
- establish a friendly and conducive environment formally and informally

wherever you go;

- amplify and optimize your persuasion powers and thereby being able to get people do what you want them to do;
- win people's trust;
- ensure that you choose friends, colleagues, employees, etc. better.

These are only a handful benefits you may gain from learning to read body language. The best is that you would be able to stay in control of most situations because you would know not only to read other people's signals but also know what signals you should send when and where. Sounds like a foolproof recipe for success!

# Reading Body Language Is All In Context

You already know to read body language, even if you may not know that you know. Some examples:

- you know when your boss walks in a foul mood even before he says one word;
- you know your spouse is worried about something even if he/ she acts like nothing happened;
- you know your child is hiding something without any real reason whatsoever;
- you know when your lover is cheating without a shred of proof;

- you know that someone is going to give you good news or bad news before they even opened their mouth;
- you know that someone is ripe for a fight even if that person never addressed you in any manner;
- you know that someone dislikes you without them saying it words; and so on.

This “you know” is you reading body language involuntarily. Autistic people cannot read body language; they only understate and process words – hence, it is easy to “cheat” them because they process only what is communicated through words.

Most people know to read what others

convey through their body language. However, that will not help you too much. Only when you learn to identify the finer signals conveyed and interpret it voluntarily you would be able to benefit fully from this knowledge. This is because when you reach that level, you no longer wonder or doubt what you see; you know for sure and that knowledge would put you in an advantageous position. It's almost like you are able to read that person's mind.

### ***Personal Telltale Body Language***

You would find it easy to “understand” people whom you see often – your family, colleagues, friends, etc. Every person has a telltale signal for

happiness, arousal, anger, irritation, telling lies and so on. For example, you will know that:

- when your boss starts drumming his fingers on the table, he is about to burst into a stream of abuse;
- when your spouse touches her lower lip she is sexually excited;
- when your spouse answers you while avoiding to look at you, she is mighty annoyed about what you're saying or doing; and so on.

### ***Baselining: How Do You Do It***

Over time, it would become easy for you to read the nonverbal signals from the people you know. How do you read other people; people whom you never



met in your life? In math, when you need to add two fractions with different denominator, you first get both fractions to a common denominator. Similarly, before you even attempt reading the person/ persons, you need to baseline them first; get them to a common denominator, a base.

This would mean that you should be able to take about 3-5 minutes to watch the person/ persons to observe how they behave normally. The factors that will help you “read” the person correctly are, among others:

- the overall posture – is the person slouching or standing straight with shoulders squared?

- the sitting style – are the legs crossed or are the feet kept grounded on the floor?

- the style of crossing – if the legs are crossed, are they crossed to form the figure four (one leg high on the thigh of the other), crossed at the ankle or crossed at the knee?

- the standing style – is the person standing with feet together or wide apart?

- the gesticulating style – are hand gestures moving outside the body's frame or are the gestures contained within a small circle? Are the gestures vivid and animated? Are they refined or blatant?

- the tone of the voice soft and subdued, or in tune with the general voice of the room?
- is the person speaking fast or the words come with a measured pace?
- is the person listening more or speaking more?
- does the person make full eye contact, or keeps eyes averted or down?

Also watch how the person manages his vulnerable areas, i.e. the neck area, the belly button area and the groin area. If the hands are hovering around, the person is at the least uncomfortable and at the most fearful, anxious. If the person keeps these areas exposed and open, the message is that he is self-

assured and confident.

You will know the person is open to the idea/ people/ place if:

- he allows the vulnerable areas of his body to be exposed and open;
- he stands with feet wide apart taking more space than needed;
- he keeps his hands on the hip or at the sides open and loose;
- he sits crossing his legs to form figure-4.

You will know he is more likely to be non-responsive, hostile or not interested if:

- hands are hovering to cover the vulnerable areas;

- the arms are folded across the chest;
- legs are tightly crossed like intertwined;
- stands with legs touching or very close together;
- one arm catching the other, which is at the side of the body.

Once you baseline a person, you would be able to read his body language better, because it would be in context. The change in body language would be the non-verbal response to your communication. Non-verbal communication would help decipher what actually the other person wants. What are the signals saying?

## **Notice the changes.**

- Is the person the same while talking with you as he when he was moving alone (unwatched)?
- Is he smiling less or more? Is the smile genuine or fake?
- Are the hands fidgety? Did they disappear into the pockets? Do they make choppy gestures?
- Are they comfortable standing close or they move away?
- Do the shoulders come down or square up or are they rigid?
- Does the voice becomes louder or softer?
- Is the tone friendly, cold, threatening,

inviting?

**Check how the verbal and nonverbal signals match to one another.**

- Repeats what the words say. For example, the sentence, “I’m hungry” would be accompanied by the hand moving to the stomach patting it. This means the person is telling 100% the truth.

- Contradicts what the words are saying. For example, saying “I love you” while the eyes check out all other women in the room.

- Substitutes non-verbal signs for words. For example, eyes bored or filled with disgust say much more than words can say.

- Complement the words. For example, the boss praising an employee while landing a pat on the back.

- Accenting the words. For example, saying loudly, “I disagree” and at the same time banging your fist on the table in front of you.

It is very hard to fake non-verbal language. Your body automatically reacts to the thoughts that go through your mind and that reaction is not involuntary, but also very primitive. It most often defies control. When you attempt to control it, you actually come out as fake.

**Know what signs to look for to achieve your own goal.**



- You want to know whether the person is listening to you with interest? The signs that will confirm this is direct eye contact, body leaning towards you, body's position is open and the arms and legs are relaxed.

- You want to know if someone is attracted to you? Watch for prolonged eye contact, warm smile, closer to you standing, slight but warm and inviting touch, head and body leaning towards you.

- You want to know whether the person is lying or telling the truth? Look to signs such as fidgety hands, touching face (nose and mouth area), darting eye contact, increasing blinking or

unblinking look.

# Common Idioms on Body Language Translated

The meaning of body language is more common than you'd think. Many expressions and idioms we use in our day-to-day dialogues have deeper meanings that refer to body language. Here are a few examples:

***Look into my eyes and say, "This is not true"***

This is based on the fact that a person who is telling lies would not be able to look a person in the eye. Hence, when you tell someone, "Look into my eyes and say it", you are referring to this premise.

However, as you would see in the chapters that follow, this premise is not always true – especially when observed in isolation. To be sure that the person who is not “looking into your eyes” is not lying you need to look at in context. Sometimes, looking here and there is not because the person wants to avoid your gaze, but because they are thinking or analyzing information.

### ***Read my lips***

You speak words with your lips. This is obvious and true. However, your lips can speak without uttering a word as well. Curved upwards it indicates happiness, curved down sadness, biting lips nervousness, curl one side snigger,

straight line disagreeable and so on. You know when you watch the lips what the person might be thinking – good bad, insolent, challenging, happy, sad, angry, etc.

Hence, “read my lips” actually drawn attention to what is not said, i.e. the non-verbal cue. Observing what people do with their lips is a great way to gain insight into what they are thinking and plan to do.

### *Talk to my hand*

There are many gestures that are so eloquent that words could become irrelevant. However, hand gestures unlike general facial gestures can mean different things in different countries. It

is therefore very important that you do not use hand gesture in a foreign country unless you are 100 percent sure that you know what it actually means there.

### ***These feet were meant for walking***

This looks like a no brainer. Of course, feet are meant for walking. However, feet are eloquent speakers as well. They do indicate a desire “to walk away” – and this in the context would show disinterest, excitement, fear, and so on.

For example, girl’s feet when pointed inwards say that she would rather be by herself; she is not comfortable. A salesperson’s feet, if dancing, would mean that he is excited that he is about to close a deal/ make a sale. If two people

are talking and one of them has his upper body leaning towards the other, but feet pointing outward it means that he wants to leave.

Isn't it fascinating how eloquently can the feet speak?

### ***Make a first impression***

The way a person sees you for the first time does imprint itself on the mind and the body's reaction will for a long time respond to that image of you. This is why it is important to make that "first impression" a good one. This means that your whole body speaks the same language.

For example, you are going for an interview for a middle management or

entry level position. They are looking for a dependable, grounded person with solid background in marketing. You arrive with an impeccable academic track record, good experience speak great – but have a sailor’s tattoo on your neck, an earring and combed your hair like a mafia don. Do you think you’ll land the job?

Let us look at another scene. You’re negotiating a big deal for your company and you want to come across confident and dependable. You give a limp and sweaty handshake, your hands aren’t still for one moment and your eyes are darting to and fro the room. Do you think you are inspiring the company’s



representative with trust and confidence?

It is very important that you know what your body is saying, just as much you know how to read what the other person's body is saying. Communication, after all, is a two-way road.

# **Body Language Myths You Should Know About**

Not always the body language signals are readable as given in the book. Sometimes – in fact, most of the times – you need to pay attention to the context to be able to read accurately what you see. Also, there are myths that abound around body language that could throw you off pretty bad. It is important that you are aware about some of these most often encountered myths so you do not end up in awkward or even dangerous situations because you misread the signals.

***Myth 1: No Eye Contact Means Lying***

**Truth:** Not necessarily. Basically, not meeting the eyes means the person is not comfortable with what he is doing or saying. There could be 1001 reasons why the person is not comfortable – other than lying. On the other hand, a practiced liar would actually meet your eyes square on and tell you a lie without blinking. Might shift the eyes after he told the lie; but one can tell a lie while looking you straight in the eye.

Hence, not all the people who cannot look you in the eye are telling lies; as not all people who look you in the eye, are not telling you the truth. You need to look for a combination of other telltale signs to make an accurate observation.

It is worthwhile to mention here that most people process information with the help of their feelings, hearing and sight. Hence, if they are visualizing it they will look up; if they want to hear it, they will look from side to side; if they are feeling it, they would look down on their hands and feet. Looking up, side to side or to the hands – all mean that a process of thinking/ judging is taking place. This is definitely not even close to lying.

***Myth 2: Crossing Arms Means “Not Interested”***

**Truth:** While it is true that people would normally cross their arms when they want to put a barrier between something

and themselves, it does not always mean that. Sometimes, it's too cold and you cross your arms. Sometimes, that is the most comfortable position – for example, when the chair does not have arm rest. Sometimes, crossing arms means the person is thinking something in depth and with great concentration.

You need to look beyond the posture in most cases, to get the real picture. Check the context before you draw any conclusions. On the other hand, avoid crossing your arms across your chest while you are meeting new people lest you'll be read as uninterested or hostile.

### ***Myth 3: Fidgety People Are Perhaps Hiding Something***

**Truth:** The common belief is that hiding something makes a person uncomfortable and hence, the person comes across as fidgety. Once again, you need to look at this aspect in context. Suppose the person is facing an important interview, presentation, or any such event which is of critical importance, it is normal for a person to be slightly nervous. It is nervousness that makes people fidget. If the situation is stressful, some degree of fidgetiness is acceptable.

### ***Myth 4: Anyone Who Talks Fast Is Conning You***

**Truth:** People who are nervous may

sometimes talk fast. People who are overenthusiastic about something will talk fast. Also people who are anxious to convince you about something they feel is either very important to you or to them, will talk fast. Lastly, sometimes people talk fast because that is the way they talk.

Before you draw your conclusions, ensure that you understand the background. It is always good to look for other telltale signs before deciding that the person who talks fast is not to be trusted.

***Myth 5: A Good Verbal Communication Will Compensate For Inadequate Body Language***

This is often the idea with people who make presentations or require giving speeches. The truth is that however well prepared you are words are never enough. Over a half-an-hour two people can exchange about 800 non-verbal signs. Do you still think you don't need to prepare for the non-verbal side of the conversation?







## **Chapter 2: The Telltale Signs of Body Language**

No matter how good you get at reading body language, you may never feel that you have perfected it because this is such a vast subject. However, there are a few basics that will always help you get a fair idea of what is going on. The first and foremost skill you'll need to develop is a keen observation.

You need start looking for the telltale signs – but this must done naturally and in tandem with your verbal communication unless you want to completely freak the other person out completely. The telltale signs are:

**Inconsistencies** – is the body language in sync with the verbal language? Is the person saying “yes” while the body is saying “no”?

**Non-verbal communication grouped** – one single gesture may not really mean too much. Do not read too much there. Rather, pay attention to clusters of group signals that are sent – like the tone of the voice, facial expression, eye movement, hands movements, etc. What do they say together?

**Tune in to your gut feelings** – most people “know” what the other actually says. You will have that gut feeling that this person is not actually telling the truth, or is not interested or that he is

preoccupied with something else – don't ignore your gut feeling just because the person is saying the opposite too eloquently.

Be aware and more careful when your gut feeling is sending you warning signals. Watch closely for body language that does not match the words.

- **Eye contact** – is the eye contact just right? Or is it furtive or too intense?

- **Facial expression** – is the face responsive? Is it a mask of indifference? Is it hard and unforgiving? Is it animated with interest? Does it match the words?

- **Tone of the voice** – there is 1001 ways to say “come here” or “thank you”. Try it. Say it with surprise, anger,

sadness, eagerness, happiness and so on. The tone of voice can tell you plenty. Do you find warmth there or coldness? Is it strained? Is it confident or timid? Is it challenging or encouraging? Sometimes, a mere “how do you do” could set the pace of the discussion.

- **Posture of the body and gestures** – take a quick look at how the person is holding his body. Is stiff and unfriendly? Is it “I’m into you” type? Is it slouched and dejected? Is it tense – are shoulders rigid and raised? Is the upper body turned one side while feet are another? Are the hands gestures within the body frame or move much outward?

- **Touch** – is there touching? If yes, is it

appropriate? Is the person invading your safety zone? Is the touching dominating or friendly? Does it make you feel good, annoys you or it fills you with dread?

- **Intensity of the personality** – is the person too melodramatic? Too quiet? Too cold? Too dangerous? Too flat?

- **Timing and pace of the conversation/dialogue** – is the verbal communication too fast that it looks impatient? Or too slow that it looks uninterested? Do the nonverbal signals keep up with the words – or is the mouth saying something and the body language something else.

All these are signals that will tell you what the other person is actually thinking

and planning to do. The ability to read it accurately would help you preempt the action and intervene in such a manner that you get the action you want from the person you are talking to. In the end, it is all about getting your way.



# Facial Expression

In most cases what you think and feel is reflected in your face. Some people master the art to keep a blank face, but that would be for a limited time like when appearing an interview or gambling – and this would be in order to prevent the other person read what the real feelings are. There are 6 basic expressions that are common to the human species and can be read same all over the world:

## *Anger*

You will know from the face of the person that he is angry. There is a frown, eyelids become narrowed, lips are tight and often in a straight line and nostrils

flare.

## ***Disgust***

The nose wrinkles in disgust and the face crumples – eyebrows come down and cheek muscles are pulled up.

## ***Fear***

The facial expression for fear is universal. Eyes widen, mouth opens in a gasping gesture, cheek muscles get tense and eyebrows shoot up wrinkling the forehead.

## ***Happiness***

Smiling is the first and most common facial expression that says, “I’m happy”. The face is relaxed, welcoming and warm. Wrinkles are formed at the corner

of the eyes – laugh lines.

### ***Sadness***

You will find that the inside corners of the eyebrow go slightly up, lips corners come down (sad smiley or emoticon) sometime they quiver announcing tears. Tears are also a sign of sadness (also of intense happiness).

### ***Surprise***

Jaw drops, eyebrows shoot up and eyes widen. Wrinkles would be formed in the middle of the forehead and the mouth would be open.

Besides, these 6 universal and easy-to-read expressions are many more combination and permutations. The eyes

are the most “talkative” in the facial expressions. Besides showing these 6 basic expressions/ emotions there are:

- **Uncomfortable** – sideway glancing, furtive glancing, darting eye contact, looking down, looking all over the room or towards the door may convey this. Too much blinking also can be taken as a sign of nervousness.

- **Lying** – furtive looks, inability to maintain steady eye contact, looking at hands, cold be signs that the person is not telling the truth.

- **Giving space** – the “I don’t see you look” is used in crowded places where eye contact could become overwhelming. You would experience

this look in elevators, subways, railway stations, airports, etc. where you are in a crowd, but do not want to connect not allow anyone to reach out to you.

- **Deference** – in many cultures “looking straight in the eye” is considered disrespectful and challenging authority. Hence, the lower rank would lower their eyes when addressing someone of higher rank. In some culture, women are expected to look down as a confirmation of modesty. Women who make eye contact would be interpreted as “lose character” or “soliciting sex” in certain parts of the world.

- **Dominance** – you’d have heard of the expression, “staring him down”. This is

when the eyes are boring and unflinching forcing the other person to break contact first. This is the dominating look and is used normally by one who either believes he is higher in rank, or want to intimidate others into believing that.

# Posture

The way a person carries his body says a lot about what the person feels. A timid person will carry himself differently from how a confident and self-assured person does.

- **Nervous, timid, low self-esteem** – the body is slouching, shoulders down in an almost cringing posture, head bent forward, eyes looking down or darting furtively around, legs either crossed tightly or with feet very close together, arms covering the vulnerably zone of the body (neck, belly button level and groin). It says, “Let me out of here. I’m not comfortable here.”

- **Dominant, full of confidence, leader**

– body upright, jaw thrust forward, head tilted upwards, powerful gait, feet at shoulder's width or slightly more, hands at the side and outward, chest swollen, shoulders squared, hands moving within the body width with precise movements, eyes full contact, gauging you.

- **Arrogant, pompous, full of himself** – body taking more space than required, head tilted backwards, eyes challenging, feet wide apart, hands gestures loud, brisk and wide, groin exposed in an inappropriate manner, eyes pushing you into the ground.



# Arm Position

The way you hold your arms vis-à-vis your body will also tell a lot about what you feel and think. People tend to make self-protective gestures when they are not comfortable with what they see, hear or feel. When comfortable and agreeable, they allow themselves to be exposed and open.

- **Uncomfortable, untrusting, closed** – the arms and hands will try to cover the vulnerable parts of the body. You will find the arms touching the neck portion, round the bellybutton or in the lap covering the groin area. You may also find the arms crossed in front of the chest.

- **Trusting, interested, open** – the arms of the person who is interested, open and trusting would have the arms away from the vulnerable areas of the body. The hands would either be hanging loosely at the side of the body or used for articulate gesturing.

# Space Zones

Space is not exactly body language, but is a very important factor. The space one makes around him can indicate fairly accurately how they are feeling. There are four types of zones, i.e. the public zone, the social zone, the personal zone and the intimate zone.

- **The Public Zone** – this would be by Western standards, about 12 feet from any other person. This is generally the distance one puts between himself and a public speaker. This is totally non-threatening and non-invading. It is also a zone where there is little or no commitment between the speaker and listener.

- **The Social Zone** – this would be a distance of 4-12 feet and would define the space put between us and the person whom we know, but not personally. The cashier, the copier machine operator and so on. In this zone are people who you do not allow to access your private feelings; however, in this zone there is a degree of friendliness and comfort.

- **The Personal zone** – this covers a distance on 1½ - 4 feet around us. This is the zone where we allow people when interacting in public places such as restaurants, work place, parties, etc.

- **The Intimate Zone** – this is about 18 inches to touching distance and in this circle/ zone we allow only those whom

we trust completely. When you find strangers in this space, it makes you uncomfortable. This is why in crowded of tiny places such as elevators, train, etc. people avoid eye contact. This is to say, “I’m not willing invading your private space. I respect your privacy.”

# Hand Gestures

Hand gestures betray what you feel in many ways; most of it is involuntary, unless you are aware what the gestures indicate and you want to stress your verbal statement with the help of your hand gestures. We instinctively read hand gestures even if we would not be able to explain them. For example, shaking a forefinger at someone spells, “reprimand” or “blame”; clenched fists could mean fear, anger or pain, palms upwards would invite discussion, palms down would not be so encouraging.

Unconscious gestures – and often very difficult to control – are those which happen without thinking. For example,

when you lie your hand might move to your mouth without you even noticing it. If you are afraid or very anxious hands might clench into a fist.

Some gestures are universal such as

- waving with open palm means goodbye;
- waving a fist in someone's face means threat, anger;
- thumbs up means all is okay (not everywhere though, in some places like Japan and Germany it indicates ordering beer);
- thumbs down means rejected or something that went wrong;
- clapping means appreciation and/ or

happiness;

- putting your hands to your face indicates you are feeling moved – indicates sadness;

- putting your hand behind your head indicates super confidence and self-assurance;

- hands rubbing together indicates satisfaction or anticipation something good;

- wave of one hand could mean “I dismiss you” or “this is not important”; and so on.

Sometimes one gesture can have many nuances – such as a handshake. A limp handshake indicates insecurity, while a



strong handshake means self-assurance.  
A handshake that turns the other hand  
palm up indicates desire to dominate.

# Foot Placement

Foot placement can tell you quite accurately what a person feels and wants.

- When the body is turned to a person, but feet are pointing in another direction it means they want to get away.
- When the feet are close together, the person is timid and wants to disappear.
- When the feet are spread at the width of the shoulders or a little extra it shows the characteristic of “alpha” or a leader. They tend to take more air than needed just because they can. That stance exudes power and dominance – not necessarily in a negative manner.

- When the feet are too wide, it means the person is loud to cover for their insecurities. These are bullies – basically cowards, but who pose as “big guys” to cover up their low self-esteem.





# **Chapter 3: Body Language Facts You Can Use**

As you can see,

The complexity of body language can fill volumes. But we are not here to read volumes of academic stuff on what body language indicates. We can leave that for scientists and academics. What we need to know is how to use it on our day to day lives to improve our relationships at work and at home. In this Chapter we will learn how to do just that.

# How to Pick Up the Signals

## *Open or Closed*

The first and most important thing would be to gauge a person's degree of openness to you (and your idea). Here are the telltale signs that will give you quite an accurate interpretation of body language.

- **They raise their eyebrows often.**

This is because an open person would look for answers when something new is presented and when you look for answers you raise your eyebrows often. The forehead of an open person will often have horizontal wrinkles (fine lines) because of this habit.

On the other hand, if the forehead is smooth – it could be because of botox; or it could be that this person is closed to new ideas.

- **They open their eyes wide.** Wide or narrow is a relative term. To know it, you need to baseline the person (as described in earlier chapter) and then observe whether he opens his eyes a little wider.

The closed person on the other hand, would narrow his eyes with suspicion. If the eye becomes smaller and the head tilts towards right, the person does not really believe or wants to believe what you are saying.

- **The nostrils flare.** Flared nostrils



might not be too easy to identify, but it is a very important body language sign that indicates attraction – usually with a sexual connotation. This is because the person might find the smell of the person arousing and hence, they make an effort to inhale more of the scent they find exciting.

On the other hand, the person might be repelled by the smell and in such a case you would have a wrinkled nose as a sign. For people who are very subtle, you would observe the hand going to the nose a number of times for scratching, pinching, touching – trying to avoid the annoying and repelling smell.

- **The mouth is smiling.** There is no

better encouraging sign that the smile of the person. Sometimes, the smile is no more than a little an upward curve at the corners of the mouth. Of course, the smile should be genuine and travelling to the eyes. A stiff smile may indicate just the opposite of openness.

If the smile is hard, is a warning of rejection. If the smile is false, there is the possibility that the person might want to give the impression of interest, but interest is not there,

- **The body is turned toward you.** When somebody wants to know more, they tune in to what you say. To do so, they tend to turn all their attention to you. This is indicated by the alignment of their body

to yours. If the body is turned to yours completely with the head tilted towards you, it means interest.

When the body turns away, from you it means that the person would rather be elsewhere.

- **Arms will be away from the body.** This shows trust and openness. Covering the body with your arms indicates mistrust, doubt and possibly “not interested” message.

- **Gestures would be encouraging and non-threatening.** Hands would go to the chin or toward the person in an attempt to encourage dialogue.

Gestures can be thousands; each one indicating something. The closed person

normally makes brisk gesture that seem awkward and out of place. On the other hand an open person would have fluid and non-threatening hand gestures.

- **Legs will be uncrossed and comfortable.** Tightly crossed legs are often an indication of non-interest. If they are crossed comfortably, it says the opposite.

- **Feet are turned inwards or away.** If the feet are turned away from the direction the torso is, it might be an indication that the person would rather go away. If however, the feet are aligned with the rest of the body and faces square on the other person, it would indicate an open mind.

## *Telling the Truth or Lying*

Are they telling the truth are they lying? This is a question that we often have flashing in our mind when talking with someone – new or known. How do we tell? There are many tiny signals that will answer this question.

**- Is the whole body in sync or not?** When people are lying some parts of their body will betray the fact, even when they would try their best to mask it. In most cases, the telltale sign would be throw the big picture off sync. Check it out. For example, they might smile, but the smile does not reach the eyes, which remain calculative and cold. Or the eyes

are centered on you trying to indicate interest, while the hands are fidgety and restless.

Normally, the body language of the person who is not telling the truth is awkward. It is like there is something that you cannot just lie your finger on, but you're sure it's there. This is why it is very important that you should look at the whole picture than any one part of the body in particular.

**- Check the head for telltale signs.** This is often one of those signs that come involuntary and are difficult to control. An insincere person would tilt their head away from the target. This is because in spite of themselves, the insincere

person's body react to what the mind tell it – not interested/ not sincere ergo lying.

- **Voice variations.** This would be more visible after baselining the person. However, with experience you would be able to discern the variations quite easily. Sometimes, the person would slow down in an unconscious move to make the words more powerful. Others would find lying so uncomfortable that they would fast-forward through it – and hence, the voice would be a little higher pitched and words come out a little rushed.

### ***On Your Side Or Against***

In an argument, at a presentation, or even

in a friendly group is always good to know who is on your side and who isn't. The first and most basic telltale sign is the mirroring. You will almost immediately spot the couples who are happy and those who are not by this fact. The happy couples will mirror one another moves and gestures, while those who have moved apart would not.

Take this simple test – adopt a posture. Watch for those who follow suit. Change ever so slightly and check whether over the next 20-30 second the other person or person also changes to follow suit. If this happens, you have found an ally. This person or groups of persons would be easy to persuade to your line of



thought – if that is your aim.

This happens because agreement comes with logic from the brain. Hence, when you agree the signal comes from the brain and the whole body obeys.

### *Dominant or Subservient*

There are two major factors that will tell you about power, i.e. height and space. The alpha or the leader, would more often than not on the highest possible place in the room or area. This is one of the reasons why kings and emperors would have their thrones so tall and magnificent.

There have been some very interesting

experiments to test this theory. CEOs or leaders were asked to convene meetings where they would be seated along with their employees at conference tables. They were asked to initially sit tall, but as the meeting progresses to slip almost imperceptibly downwards. Surprisingly, the other unconsciously responded by moving downwards to maintain the status quo and keep the CEO/ leader in a higher place than they were.

Other telltale signs of dominance are:

- **Space grabbing.** The dominant person would take more personal space without asking or giving explanations. You will see the dominant person almost instantly.

This would be the person who sits in a sprawled manner with both legs and hands occupying much more space than necessary.

On the other hand, the subservient person would take as little as possible and he will always be found in the most unobtrusive place – like the corners or on the sidelines.

- **Eye contact is dominant.** Dominant people would literally stare you down or totally look through you. Either way they indicate that they are in charge.

The subservient person would often talk with lowered eyes and head bowed. If they make eye contact, it would be for the briefest period and then they look

away as they are not comfortable with looking anyone in the eye, lest the other would interpret it as challenging.

- **Hands position.** The dominant person would have powerful hand gesture that are domineering and often intimidating without being threatening. Just try this out and see the reaction of the people around you. Put your hands behind your head while leaning back in your seat. You will observe an almost instant deference to you.

The hands of the subservient person would be trying to cover and protect their vulnerable areas – neck, abdomen and groin. Hands would be one upon the other, holding tight trying to give strength

to the body and mind.

- **Legs position.** Legs would be sprawled wherever they seat. If they stand they would be apart slightly wider than the shoulders. The legs would try to grab as much space as possible.

The subservient person on the other hand, would try to fit in wherever they find themselves. Far from occupying extra space, they would actually try fitting in smaller places than necessary in an attempt to look invisible.

- **Voice tone** – dominant people are not loud; they are grave. Very often they speak slow and use a deep resonant voice to control you; to get you in the pace they want.

Subservient people, on the other hand would try to blend in and use voice that matched the general tone of the room. If face to face with a dominating personality, they would speak less and in a calming and soothing voice.

- **Body is squared and large.** The dominant person would carry themselves tall, with squared-up shoulders, chest out, head tilted a little back and chin jutting forward and walk with a gait as if their feet are heavy. These signs transmit one thing – “I am larger than life – and you will obey me.”

### *Committed or Could Not Care Less*

How to read whether people are the

committed type or indifferent types? Committed people are often subservient. They are sincere and eager to please. The telltale signs are in the space and body and verbal language alignment. A committed person would move into your personal space because he is open and interested. The eyes are wide and focused on you. There could even be touch – such as repeated handshakes.

The person would more often than not mirror your movements and stance. The body makes a positive statement; you feel drawn (in a non-sexual manner) towards this person. A committed person is almost always open, pleasant and inviting (in a trusting manner).





# 10 Tips on How to Use Body Language to Your Advantage

Now that you have learned such a lot about body language, let us look at a few points that would help advance in life. Here are few simple yet very powerful tips that would help get ahead of the competition.

## *Show That You Are In Control*

Before you enter a room where you want to make the right impact, or before you meet a person you need to impress take a long and deep breath. When you do this, the muscles of your jaw, neck and shoulder would relax giving you a

natural posture – instead of a rigid and false one. The natural look would have you received better than an aggressive look that would have been perceived had you walked in with rigid neck and shoulder muscles (rigid because you were anxious).

### ***Move and Speak For Best Impact***

Human beings are instinctively drawn to movement. When you move, the eyes instantly become focused on you – and with the eyes your brain. Hence, to attract attention and hold it, move while you speak or make a presentation. To ensure maximum attention move for a slight while and stand still and deliver the statement you want.

## ***Rotating Your Palms Downward To Confirm Authority***

People read the palms down sign as authority. Hence, when you want people to listen to you and take you as a decisive and no-nonsense person, all you have to do is use gestures that get your palms to rotate downwards. This is especially important if you feel very strongly about anything and want to make a big deal out of it.

## ***Want To Be Respected For Your Opinion at Meetings, Speak First***

At meetings or in discussion groups the person who talks early is remembered as important and assertive. This is because in the beginning most people feel they

need time to warm up before giving their opinion and hence, admire those who speak early are looked up as leaders in minor way.

### ***Gauge the Readiness of Your Audience***

If the person is interested in what you have to say, he would sink back into the chair and assume a relaxed stance, i.e. he is ready to listen to you patiently. If the person is not interested, he would get himself poised to get up and go. If this happens, you should either wrap up what you have to say quickly, or change the topic and see whether you can capture the person's or the audience's attention and interest.

## *Know Whether It's A Good or Bad Time to Negotiate*

Before you launch into negotiations, it would be good if you test the water a little. It is always best to negotiate when the time is ripe to get the best outcome. To find out whether that is a good time or not test the rapport you have established with the others using body language.

Let us say you are seated at a conference table. Facing one of the person (or more), suddenly lean away from him pushing your seat back. In most cases, you will find that the other person too would more or less mirror your actions. This is how you alienate a person.

To bring him back to the connect, all you have to do is lean towards the person now and ensure that hands are visible with one or both palms facing upwards. Look at him, and flash a genuine smile. It would very rare that you would not get an instant friendly reaction from the other person.

If you are able to sway the person in this manner – it is the best time to talk about whatever you want to negotiate. It is most likely that you would win.

### ***To Make an Impact and Get Them Listen Widen Your Stance***

We have spoken in the earlier chapters about how importance stance is. When

you want to make a statement that everyone should listen and obey, widen your stance, take a deep breath and keeping both feet firm on the ground feel the breath in and out and the calmness and centering it brings you. When you are relaxed and use this stance the voice would come out more resonant and deeper.

A confident stance and deep voice is the recipe for the highest level of persuasion ability. When you master this type of stance, few would be able to resist your charm.

### ***To Get Back Into the Saddle, Take a Step Back – Literally***

There would be times when you find that

you have lost all control. When you want to get back the reigns in whatever crowd you are in, all you need to do is take a few steps back. That is about all – and it is an excellent tip. Try it anywhere and see the other person's reaction instant.

### *To Give the Impression of Trust, a Cup of Coffee Will Help*

Trust is the basic ingredient in any type of relationship – without establishing trust you would not be able to proceed with negotiations. To show you are trusting, you need to have the cup of coffee at chest level. Surprisingly, when you do so, more often than not people will warm up to you and bam! You have them eating out of your hand.



## *Shake Hands Before And After*

People who shake hands as soon as they meet are more likely to get the deal inside the bag. It is easy to remember this tip. Offer to shake hands before and shake hands again at the end of the deal. Studies show that people who have taken the trouble to shake hands before negotiations, have better chances to close the deal. This is because there is a higher degree of trust and better rapport between the two persons.

# **Confident Body Language – The Dos and the Don'ts**

You need to come across confident, if you want to get what you want. How do you project a confident and self-assured personality – even if you're scared out of your mind? Easy. They say the easiest solution to this problem is “fake it until you get it”. In other words, send all the signals in the book that say you are confident and prepared for what's coming – whatever that may be.

There are TWO ways to project confidence. First, start believing that you are on the top of the world. You are confident. You know it all and no one

can challenge you. You are in control and in charge. The more you believe it, the better you would be able to send the message across.

Second, you send the signals that signify these inner beliefs. Use all possible signs that indicate to an onlooker that you are confident and ready for whatever comes your way.

### ***The Dos***

- Do pay attention to the way you stand. To display confidence, stand with your hands lightly on your hips, feet rooted to the ground. Strike this stance in the mirror until you perfect it. Do this wherever you need to make an impression.

- Men, cross your legs across the knee to form the 4 figure. This exposes the groin to the eye – though not inappropriately – which projects full self-confidence.
- Spread over the area. Let your body lose; square your body and occupy more space than your body normally does.
- You can put your hands in the front pocket of your trousers, but leave the thumbs out; or hook your thumbs inside and leave the hand out.
- Spread the fingers of your hands apart and push the tips against one another.
- Grasp and rub your chin very slowly.

### ***The Don'ts***

- Don't talk too loudly, too quickly – this

shows that you're nervous and unsure of yourself.

- Don't gesticulate outside your body frame. Your hands should move within the width of your shoulders.

- Don't cover your neck, abdomen or groin. This is a defensive posture which signals anxiety.

- Don't fidget. Crossing and uncrossing your legs, cracking knuckles, wringing hands indicate nervousness.

- Don't scowl. This puts people off and shuts you out from any possible conversation.





# Chapter 4: The Different Body Languages

We have established that body language is a powerful method of communication. We have also established that body language is not universal to be read and interpreted as one throughout the world. Besides the basics, there are factors that change the interpretation of body language. What are those factors?

Among the key factors that could change the meaning of body language are gender, culture and age. Let us have a look at these difference and find out how these factors can influence body language reading.



# The Gender (Body) Language

You would have heard of the book, “*Men are from Mars and Women are from Venus*” by John Gray where the author explains how women and men are genetically programmed differently. Hence, their reaction, understanding, emoting ability and ability to respond in a relationship are different.

“Different” here does not mean “bad”; it just means different. In other words, both could be looking at the same thing, but come to totally different conclusions – and both would be correct. Knowing to identify these differences would help

read accurately their body language, and save precious time and effort.

### ***Body Language for Her***

Women, as per research studies, are far better at reading and interpreting body language than men. This is why women are known to be “intuitive” in their approach – particularly because they can read with much more accuracy an individual’s body language.

How do they differ in body language?

### ***Facial Expressions***

Women use facial expression the most in transmitting what they want and what they want. You would see many women who literally can “talk” with their eyes.

Their children would know the “eye language” and even pets would obey the “eye commands”. This is because women are emotional beings, interpreting most things through emotions and feelings.

You can read a woman’s face quickly and easily – because she lets you. However, if she chooses that you do not read anything, you may not and cannot. Women can put a mask and go through official and social events without allowing anything to be betrayed on their face.

In day to day life however, women have a tougher time to hide their feelings from spilling out on their face than men.

## ***Proximity***

Women prefer a side-to-side approach rather than the men's face to face approach. This is because with the side-by-side allows more intimacy and warmth. Women are very comfortable with proximity to their body. When women are happy or anxious or sad - or everything in between - they feel the need to touch. Touching, hugging, crying – are some of the ways women use to cope.

Generally, women are okay with people in close proximity and are not scared or feel threatened by it.

## ***Touching***

Women consider touching as expression

of friendship and empathy/sympathy. This is why they almost always welcome it. It comes easy to women to touch and rarely think twice about a pat on the back, a hug or a peck on the cheek.

### ***Body Language for Him***

Men are not very subtle with their body language and do not understand why this is necessary. Most men think that actions speak louder than any language – and hence, if you want to prove a point, then you should just go ahead and do it. At the same time it is important to understand that their body language differs quite some from their counterparts.

## *Facial Expression*

It is not easy for men to emote as women do. Neither is it a matter of pride that anyone can read a man's face. Hence, men by default pull within themselves and do not show they are ruffled or worried about anything. Their faces do show various expressions, but they are often inscrutable.

Men hide their feelings voluntarily – because that is a macho thing. Hence, there would be difficult to read too much from their face.

## *Proximity*

Men do not like people, especially

strangers stray into their personal space; neither do men go into another's personal place unless they knowingly want to intimidate in person. . They consider the invasion of their personal space a threat and hence, would resist with all their might.

When people move in a man's personal space, they would either be close friends/ significant other or an enemy. There are rarely any in-between variations for men.

## ***Touching***

Touching makes men uncomfortable when it comes from a man; unless it is a handshake or a pat on the back. If they

want to touch, it is more often than not sexual or for a fight.

When a man touches the other it is often interpreted as two colleagues establishing a working report. If the man touches a woman, the best bet is that he lusts for her.



# **The Culture (Body) Language**

Culture plays a very large role in how you interpret body language. In high-contact cultures there is a lot of touching, eye contact, body positioning, and facial expression. In low-contact cultures the trend is reverse; they tend to overcompensate for this fact by perfecting non-verbal language through eyes.

You will find that low-contact cultures have a huge, huge repertoire of books that specialize in interpreting eye contact body language. Other factors that affect body language expression and reading

are as under:

## ***Geography***

It is very important to observe that different countries have different cultures and every region and country has its own nuances. The classification of low-contact culture would be applicable in East Asia and many parts of Europe. Other parts of Europe and the USA would fall in between low and high body contact.

In most countries touching in public between genders or same gender is a taboo. This is because it has sexual (read that as indecent) connotation. However, even in this backdrop in China two young boys can be seen holding

hands, strolling here and there. This normally indicates that they are friends – not necessarily lovers. Refrain from reading too much in any gesture when you are out of your own country.

### *Connotation*

It is not very easy to understand the significance of any gesture unless it is put in context. The context can be anything, hence when you are outside the country you should be very careful when you try communicating through sign language.

Hand gestures, body postures, facial expressions and eye movement – all can create serious havoc in your communication if you don't really know

what you are doing given the fact that each new place has its own “body language” rules and interpretations.

# **The Age (Body) Language**

Age too has its say when it comes to body language. Young children who are almost always open communicate differently. Young women send different signals than those who are on with their years. Young men, too project a different body language.

It is not easy to read body language per se and all these variations make it mind-boggling difficult at times. However, even though you do not get to know all the nitty-gritties of body language, it is important that you know how many types are out there and how it is used.

## **Did You Know ...?**

... that body language is also known as “kinesics”.

... the concept of body language is not new. As long ago as 350 years, John Bulwer wrote a book on the subject, “Cirologia: Or the Natural Language of the Hand” (1644) which dealt with the various hand gestures.

... that men are more often caught “checking out” women because their eyes have tunnel vision; hence, it is easier to see/ check where they are looking. Women on the other hand have better peripheral sight and hence, can see the whole picture without even moving our head.

... that the personal space is also called “the personal bubble” –and this varies from one country/continent to another. In the USA the personal bubble requires about 14-18 inches, in Japan however, this space is about 10 inches.

... that when a person has crossed both hands and legs, he is totally out of this conversation.

... that most women find it easier to get into the mirroring body language mode for one another. They also have no trouble mirroring the image of men, if they find them attractive. However, men very rarely mirror other men and almost never women. Exceptions might be there in this regard, during courtship.

... that two more universal facial expressions have been added in the recent past to the existing 6 (surprise, sadness, happiness, fear, disgust and anger), i.e. embarrassment and contempt.

... that men find women who laugh at their jokes attractive. When men say they love women with a sense of humor, more often than not they mean that they loves women who are able to laugh at their jokes – and not that they love women who are witty/ funny, etc.

... that when they acute discomfort, men would be found touching their faces. Women on the other hand, would be see touching their necks, hair, arms and clothes.



... that feet and legs are often the body parts that almost always tell the truth about the intentions of the person. If the feet and body are out of sync, it means disagreement. It is very hard to control this reaction – even if you know about it – and hence, one of the most accurate yard sticks of body language.

... discomfort can also be identified when a person suddenly decides to zip up his jacket or close the buttons of his jacket. The same person may be seen unbuttoning the jacket after the discussion is over.

... that one shoulder shrug means that the person who is speaking does not agree to what is said.

... that a sure way to calm down is to puff your cheeks and exhale. You will feel calm almost immediately.

... that you can make yourself feel happier just by smiling – even if you do not feel like it. Just smile for 2-3 minutes and you will find the mood elevated.

... that even children who are born blind and never seen the world, would cover their eyes when they hear that someone they loved passed away.

... that children whose parents are excessively abusive would often project “frozen” postures, i.e. hands by the side and no eye contact like they are frozen. This is a shortcut method for the brain to try to make the body disappear and mind

to cope.

... that blind people would show the same body language as those who are born with sight.

... that women see men who show dominant body language as more fertile (and hence eligible) than non-dominant ones.

... that when women find a man attractive, they will not allow anything to stand in between them – literally. They would remove coffee mugs, purse, etc. that is placed between the man and the woman. On the other hand, when she feels uncomfortable, she will put the purse/ handbag in between and cross her hands.

... that women use about 16 areas in their brain when they try reading body language; men on the other hand show only 4-6 area for the same task.

... that the ability to laugh (or to see the funny side of life) diminishes with age. While a young child will laugh about 400 per day, an adult laugh only about 15 times per day.

... that contrary to common belief, most practiced liars would be able to maintain eye contact with the person to whom they are lying to.

... that autistic people are not able to read anything “inferred” and hence, they cannot read what is said through body language.

... that squinting is an indication that the person does not really what he is seeing.

... that arched eyebrows usually indicate they the listener is intrigued and curious.

... that tilting the head and smiling to the left often means you are flirting.

... that it takes about 4 minutes to decide whether you like a person or not.

... that when two people fall in love and look deep in one another's eyes, their heart beats start beating in sync.

... that the hormone oxytocin is produced when two people in love cuddle or embrace. This hormone would be found instant in the brain, testicles and ovaries and helps the bonding between the two

young lovers.

... that most people prefer an attractive face to an attractive body for a long terms relationship.

... touching or holding the hand of a person whom you love (not necessarily your lover) can reduce physical pain to a large extent.

... the butterflies in the stomach is a real feeling caused by anxiety, which in turn causes the increase in the production of adrenalin. It is adrenalin that gives that queasy feeling.

... that when you try reading body language, your body language would betray that fact to anyone who knows to read it.

... that studies show that pedestrians who meet the eye of the driver are less likely to get run over while crossing the street.





# **Conclusion: Forewarned Means Forearmed**

Body language is a formidable tool in your hand if you know how to use it to your advantage. The ability to check whether a person is telling the truth, is attracted to you, is likely to oppose you, etc. can be invaluable. At the same time, it is important that you never forget what you already have, i.e. your gut feeling.

In most cases, you will know the truth almost instant because your gut feeling already sent you the indication. The identification of the body language signs would be “collecting evidence”. It takes practice and you need to develop keen

observation ability, i.e. you need to train yourself to take the whole picture in at a glance. You need to learn to recognize the context in which the body language would “inform” you about what is going on.

The individual body language signs are often not enough to draw conclusions; and if you do draw any inferences, it would be the wrong ones. It is therefore, of paramount importance that you learn how to read the context together with the body language individual signs.

Use this Book to promote your career, to get people do what you want when you want and to be able to recognize your friends and enemies quicker and easier.

In this case, forewarned is indeed forearmed.

Finally, if you have enjoyed reading this book or found any form of value in it, then I'd like to ask for a favor, would you be kind enough to share your thoughts and leave a review for this book on Amazon?

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# **Preview of ‘Persuasion: The Subtle Art’**

## **Chapter 1: The Basics**

Before you embark on this endeavor, let us look at a few basic skills that are required to become successful in persuasion. You need to understand what makes this trait so special.

### **3 Basic Premises**

#### ***Persuasion Is Not Manipulation or Coercion***

Persuasion is the art of making people agree to your idea or selling your idea to people. In other words, it is making them want what you want. There are many

terms that are considered synonymous to persuasion such as manipulation and coercion. This is definitely not the same thing.

Manipulation is tricking people into doing something you want. Coercion is making them do it against their will. Persuasion is getting people see it from your point of view and agreeing to it. Also, it is important that you understand that there would be cases where persuasion does not work; however, in most cases you would be able to do it, if you know how to do it.

### ***Context and Timing***

To be able to persuade someone into doing anything, they should be able to

connect to the proposal. In other words, the proposal should go to the right audience. Hence, you should when and what you are saying to get the person or person sees your point of view. This is an important aspect of the art of persuasion. One will always tend to do what they believe is right and suitable for the present time.

You need to develop the ability to watch for the right time to make a pitch. At the same time, the pitch should connect and build on the beliefs to which the person conforms. When these two factors converge perfectly, persuasion becomes a piece of cake.

People who have mastered the art have



learned to read people instinctively. This does not come easy. It take time and effort to be able to catch at a glance whether the person is receptive or not to your idea. Normally, the telltale cues would come from the body language and the way the person expresses themselves. With experience, you would be able to “catch on” immediately what are the right things to say to get the person on your side.

### ***Connect and Anchor***

There has to be something that connects you to the person. Without a connect, there is no way you can persuade anyone to do your bidding. The good thing about “connect” is that there is always

something that can connect you to another person. The key is to get to know what it is while the person is still interested in what you are saying. This is where the art of listening comes in handy.

“Listening” is not always about words; it is more often about what the person is trying to tell you through his body language and behavior. When a person likes what he hears he behaves in certain way, when he doesn't he behaves in certain ways. There are always enough subtle hints that would tell you loud and clear what the person is thinking about what you are talking. The key is to read those signs and quickly readjust what

you are saying so it connects to this person.

The moment you get a point of connect you can start building on that and bring the person to your perspective or view.

## **10 Basic Laws**

### ***The Law of Compulsion of Reciprocity***

Basically, every person feels compelled to return a favor. This is why companies who offer quality freebies almost always get the receiver to buy something. A person who receives something of value feels obligated and that is not a pleasant feeling. Hence, they will take the trouble to find out a way to repay a favor.

A master persuader would know how to

leverage a favor for something they want smoothly and flawlessly.

## *The Law of Persistence*

You would be familiar with the adage, “Where there is a will, there is a way.” In other words, a master of persuasion knows that there is always a way; sometimes, you just need more time to find it. If it is important, you will always find a way to get the other person do what you want.

Sometimes, just being at it on and on and on gets it done. However, there is a very fine line between being persuasive and being an annoying pest. This is where you need to thread very carefully. The trick lies in focusing and highlighting the

benefits to the other person while underplaying your side of the story. Hiding your benefit would make the person skeptical. Hence, your agenda should be on the table; however, it should be amply underplayed.

For example, let us say you are negotiating for a higher salary because you cannot make both ends meet on the present package. Instead of going to your boss and saying, “Boss, I seriously need a raise in the salary because I am unable to manage on what I am getting now.” You should go to him and say, “Boss, I think I am ready for additional responsibilities such as x, y, z and that would save the company a lot of money.

Instead of hiring another person or persons, I could do this for a just a small increment raise. This would be a complete win-win situation.”

By focusing on the benefit of the person, you increase the probability rate of your success in persuading him to do as you want him to do. As you observe, you did not hide that you needed a raise; at the same time, the focus remains on the benefit the company gets (whom your boss represents).

What if he says “No”? You keep at it, until he sees your request in the right perspective. In the meantime, you work harder and show your boss your abilities to do more and better. Using the

“compulsion to reciprocate” principle, you make the boss look good and he will reciprocate by giving in to your request.

### ***The Law of Positive Reinforcement***

Learn to see the good in others. Everybody has some excellent quality that sometimes is readily visible, and sometimes it is not. Teach yourself to...

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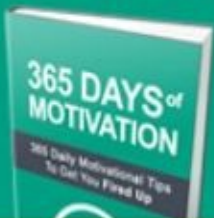
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2. Body Language for Dummies - <http://www.dummies.com/how-to/content/body-language-for-dummies-cheat-sheet.html>
3. The Importance of Effective Communication - <https://ysrinfo.files.wordpress.com/20>
4. Using Body Language - <http://changingminds.org/techniques/b>
5. Body language -

<http://www.businessballs.com/body-language.htm>

6. How to read body language - <http://www.wikihow.com/Read-Body-Language>
7. Low-cost course on Body Language - <https://www.universalclass.com/i/course/body-language-101.htm>
8. Free videos on Body Language - <http://www.microexpressionstraining.com>
9. 4 Sites that offer free courses on How To Learn Body Language - <http://www.ilovefreesoftware.com/23>



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10. Free Course on Body Language -

<http://www.easyskillz.com/course/life-development/fundamentals-of-confident-body-language-by-success-coach-nilesh>