



How to Make People Like You in 90 Seconds or Less

By *Nicholas Boothman*

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How to Make People Like You in 90 Seconds or Less By Nicholas Boothman

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.

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How to Make People Like You in 90 Seconds or Less By Nicholas Boothman Bibliography

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Editorial Review

Amazon.com Review

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*

From Publishers Weekly

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 steps: meeting, establishing rapport and opening up communication. And 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.

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Review

"Dale Carnegie for a rushed era." --John Tierney, *The New York Times* (*The New York Times*)

"Nick Boothman is truly inspirational." --Matthew Bishop, *The Economist* (*The Economist*)

"Nick Boothman's brilliant stroke is to guarantee that within the first 90 seconds of meeting someone you'll

be communicating like old, trusted friends.” –Marty Edelston, Publisher, *Bottom Line/Personal (Bottom Line/Personal)*

Users Review

From reader reviews:

Belinda Timmer:

Book is to be different per grade. Book for children right up until adult are different content. We all know that that book is very important usually. The book *How to Make People Like You in 90 Seconds or Less* had been making you to know about other understanding and of course you can take more information. It is quite advantages for you. The reserve *How to Make People Like You in 90 Seconds or Less* is not only giving you a lot more new information but also for being your friend when you sense bored. You can spend your spend time to read your book. Try to make relationship with the book *How to Make People Like You in 90 Seconds or Less*. You never experience lose out for everything if you read some books.

Tyrone Knudson:

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Katherine Humphrey:

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