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# How to Instantly Connect With Anyone

Leil Lowndes

How to

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**Instantly  
Connect**  
with  
**Anyone**

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LEIL LOWNDES

Vermilion  
LONDON

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# Contents

Cover

Title

Copyright

Introduction: What Determines Social and Professional Success?

**PART ONE: SEVEN LITTLE TRICKS TO MAKE A GREAT IMPRESSION BEFORE PEOPLE EVEN MEET YOU**

How to Develop Excellent Eye Contact in Ten Easy Steps

How to Use Your Eyes to Make People Crave Your Approval

How to Wear Confidence When Meeting People

How to Make People Appreciate Your Introduction

How to Get Them “Dying to Meet You”

How to Make Everyone Anxious to Hear Your Opinion

**PART TWO: ELEVEN LITTLE TRICKS TO TAKE THE “HELL” OUT OF “HELLO” AND PUT THE “GOOD” IN “GOOD-BYE”**

How to Have a One-of-a-Kind, Noticeably Outstanding Handshake

How to Exchange Business Cards with Class

How to Be a Successful Networking Conversationalist

How to Give—or Avoid—Social Hugs

How to Detect if Someone’s Hug Is Fake

How to Show You Like Someone Without Being Forward  
How to Play It Cool or Play It Hot in Business and Love  
How to Say Hello to Prestigious People  
How to Meet the People You Want  
How to Make a Great Last Impression

**PART THREE: TWELVE LITTLE TRICKS TO DEVELOP AN  
EXTRAORDINARY GIFT OF GAB**

How to Get Lively Conversation Going with People You've  
Just Met  
How to Start a Friendship with Complete Strangers  
How to Never Hesitate Starting or Joining a  
Conversation  
How to Make Your Point When You Keep Getting  
Interrupted  
How to Make Friends with Those Who Don't Speak Your  
Native Language  
How to Tailor Your Talk to Your Listener(s)  
How to Talk to Less Advantaged People  
How to Save Someone from "Dying of Embarrassment"  
How to Smoothly Change the Subject  
How to Know When to Never Change the Subject  
How to Not Give the Same Answer Twice

**PART FOUR: TEN LITTLE TRICKS TO ACTUALLY ENJOY PARTIES!**

How to Make Friends at a Big Party  
How to Meet the People You Want in an Unusual Way  
How to Never Look Lost and Lonely at a Gathering  
How to Ask Great Conversation-Starter Questions  
How to Save Face When You've Forgotten a Name  
How to Hide the Fact That You Haven't a Clue What  
They're Talking About  
How to Get away from Nonstop Talkers  
How to Deal with VIPs at Social Events

**PART FIVE: FIVE LITTLE TRICKS TO HANDLE INVITATIONS: THE GOOD, THE BAD, AND THE BUMMERS**

How to Increase the Chances of Someone Saying "Yes" to Your Invitation

How to Turn Someone Down While Retaining His or Her Affection

How to Handle an Unavoidable Bummer

How to Prevent People Wishing They'd Never Invited You

How to Impress Guests

**PART SIX: THIRTEEN LITTLE TRICKS TO BE A COOL COMMUNICATOR**

How to Play It Cool When You're Late

How to Come Out Smelling like a Rose When You're as Guilty as Heck

How to Come Across as Dependable and Competent

How to Talk Behind People's Backs so They Love It

How to Make Everyone Comfortable Speaking with You

How to Make People Look Up to You

How to Exude a More Authoritative Air

How to Make Your Signature 21 Percent More Prestigious

How to Laugh Your Way to Being Respected

How to Escape Bores Without Hurting Their Feelings

How to Read People's Minds

**PART SEVEN: TWELVE LITTLE TRICKS TO AVOID THE THIRTEEN MOST COMMON DUMB THINGS YOU SHOULD NEVER SAY OR DO**

How to Avoid People Thinking You Have No Status at Your Job

How to Avoid Sounding like Someone Else Rules Your Life

How to Avoid People Saying "Get a Life!"

How to Know When Not to Be Friendly



[How to Avoid Sounding Dishonest](#)  
[How to Avoid Sounding Immature](#)  
[How to Avoid Big Cats Considering You Commonplace](#)  
[How to Avoid Common Dumb Phrases People Say All the Time](#)  
[How to Avoid Alienating Friends When Traveling](#)  
[How to Avoid a Common Holiday Custom That Makes You Look like a Little Puss to Big Cats](#)

**PART EIGHT: ELEVEN LITTLE TRICKS TO GIVE YOUR E-MAIL TODAY'S PERSONALITY AND TOMORROW'S PROFESSIONALISM**

[How to Prove You Are Special When You Are Out of the Office](#)  
[How to Make People Smile When They See Your Message](#)  
[How to Make Your E-Mail Sound Confident](#)  
[How to Avoid Sounding Egotistical in Your E-Mail](#)  
[How to Sound like You Have a Crystal Ball](#)  
[How to Avoid Making People Think You're Goofing Off at Work](#)  
[How to Avoid E-Mail Humiliation—or Worse!](#)  
[How to Sign Your Messages in the New Millennium](#)

**PART NINE: TEN LITTLE TRICKS TO MAKE A BIG IMPRESSION ON YOUR CELL (A.K.A. "PHONE")**

[How to Know When to E-Mail, When to Phone](#)  
[How to Boost Their Self-Esteem with Your Cell Phone](#)  
[How to Deal with a Caller When You Don't Know Who the Heck It Is](#)  
[How to Get Rid of "Talk Your Ear Off" People](#)  
[How to Please Them by Hanging Up on Them](#)  
[How to Sound Cool Giving Your Phone Number](#)  
[How to Impress Them with Your Voice Mail Message](#)  
[How to Make Your Phone Voice "Music to Their Ears"](#)

How the Phone Can Reveal Who the Boss Is in a Relationship

**PART TEN: FIVE LITTLE TRICKS TO DEEPEN THE RELATIONSHIPS YOU ALREADY HAVE**

How to Win Their Hearts—a Year Later!

How to Make Them Always Remember Your “Thank You”

How to Give Them Compliments They’ll Never Forget

How to Enhance Your Relationship with Your Partner

How to React When Your Partner Calls You the Wrong Name

A Final Visit to the Laboratory

Bibliography



## Introduction

### *What Determines Social and Professional Success?*

For all the hair styling, shoe shining, suit buying, and personality projecting we do, we never really know why some people succeed in life and others don't. Some highly successful and beloved people are shy. Others are boisterous. Some big winners in life are sophisticated. Others are simple. Many introverts are esteemed, while some extroverts are shunned. And, unless you are auditioning to host the Academy Awards, your personality and looks are not the keys to becoming beloved and successful in life. So what is the key? Will this book help you find out?

Let me tell you what this book will do—and what it will not do—and then you decide. I do not guarantee you will soon be chatting comfortably with a commodities broker about crude oil futures. Nor do I assure deep discourse with a doctor of philosophy on his dissertation. What I do pledge, however, is that you will be able to meet people confidently, converse comfortably, and quickly connect with everyone you encounter.

You have probably already discovered the invisible personal and professional glass ceiling constructed solidly

over your head, my head, and everybody else's head. This book will help you craft a weapon to smash this invidious enemy by mastering communication subtleties you may have never even known existed. And, of course, it will also tell you how to avoid saying and doing those "dumb little things" that make people disconnect from you—thereby losing their potential business, friendship, or love.

You will also learn how to give them an extraordinary gift, the gift of self-esteem. This is something that, sadly, people seldom consider when dealing with others.

How do you do this?

## Let's Go to the Laboratory to Find Out

You and a professor of psychiatry walk into a lab and see two naked men sitting in straight-back chairs, wearing nothing but embarrassed smiles on their faces. The professor mercifully throws each a blanket while explaining your assignment for the day.

"These two gentlemen," he informs you, "both work in a multinational corporation. One is the CEO. He has a loving family, faithful employees, and adoring friends. He has enough money to enjoy life, care for everyone he loves, and even donate generously to charity.

"The other," he continues, "cleans floors at the company. He, too, is a good and honest man. However, this fellow has a string of failed relationships and few friends, and he has trouble making ends meet.

"You, my dear student, are to determine which is which."

You look at the two men quizzically. There doesn't seem to be much difference between them. They look to be about the same age, of comparable weight, similar complexions, and, if it can be determined by looks, equal intelligence.

The professor walks toward the men and lifts the bottoms of the blankets, revealing four bare feet. “Is this a hint?” he asks you.

“Uh, no,” you respond, bewildered by his insinuation that it might be.

He then pulls the blanket up higher to reveal their knees and thighs. Walking back to you, he asks, “Is this a hint?”

Now you are more befuddled. You shake your head no. As the professor returns to the blankets, you close your eyes and fear the worst. Then, you haltingly open them. You *and* the gentlemen under the blankets breathe a sigh of relief. The professor has merely revealed their heads and upper torsos.

He strokes his goatee, looks at you piercingly, asking the same question with his eyes. You look at one man, then the other, then back at the first. Neither would make the cut for a *Cosmo* centerfold, but you would classify both as handsome.

“I’m sorry, I can’t tell who has which job,” you respond.

The professor is not surprised. He continues, “What if I were to tell you that both men were born into families of the same socioeconomic status, grew up in the same neighborhood, played together as children, went to the same schools, and tested similarly on an IQ test?”

Now you are completely flummoxed.

## If It’s Not Looks, Intelligence, Education, Money, or Upbringing, What Is It?

Have you ever been similarly confused? You see two people who, from all outward appearances, are similar. Yet one is successful, the other a failure. One lives above that glass ceiling where only winners dwell. The other looks up

longingly, asking himself, “Why are they up there, and I’m still struggling down here?”

Some people think the big boys and big girls residing above the glass ceiling are shielding their turf and won’t let anyone else in. That’s not true. They *want* you to break through. It can be lonely up there. In a sense, they are auditioning you to be one of them.

I have several actor friends who, after not “making the cut” in an audition, don’t realize the directors are even more disappointed. They are desperate to find the right person to cast. Likewise, big winners long to find others to welcome to their club. Like all of us, they want to enjoy the company of companions on their own level. Unfortunately, many people who think the big cats are biased don’t recognize that their own blunders barred them from being accepted.

## Back to the Laboratory

The professor repeats his question. “Which of these gentlemen is the CEO and which cleans the floors?”

You shrug, “I give up.”

The professor smiles, turns to his subjects, and says, “Thank you gentlemen, you may go now.” They are as thankful as you that the experiment is over. Grasping their blankets tightly around themselves, they stand.

Subject number one turns to subject number two and says, “Bet you’re glad that’s over, Joe. Good job!” Walking out the door, he looks at you and says, “I know that must have been an uncomfortable experiment for both of you. I hope the next is pleasanter. You must be doing very important research.”

As subject number two starts to leave, he says, “Glad I could help you out.” He pauses for a moment at the door,

looking expectant. The professor hands him some money. Subject number two quickly takes it and starts to put it in his pocket ... until he realizes he doesn't have one.

The professor closes the door and once again asks you the big question: "So, my dear student, which is the CEO and which is the cleaner?"

With a big smile, you confidently reply, "The first is the CEO."

"Right!" The professor is ecstatic. "And *how* did you know?"

You conjecture, "Well, the first fellow was concerned with the other man's feelings, and ours too. The other guy, come to think of it, said 'I am glad *I* could help you out,' putting the emphasis on himself. That made it sound like we owed him something."

"Exactly!" With a eureka expression, the professor clarifies, "You see, the first gentleman put himself in the other person's mind-set, thus creating an instant connection with him. He predicted Joe's discomfort and complimented him to alleviate it.

"The second fellow, because he had the 'you owe me' attitude, encouraged me to 'pay him off.' Thus we have no further debt to him."

You agree, "Yes, whereas if the first man asked us a small favor, even years from now, we would gladly grant it.

"Uh, but Professor," you hesitantly ask, "Why were they naked?"

He answers, "The reason I stripped them of their clothes for this experiment was to shrink their comfort level and thus see how each would react in a strange or new situation—as we all must do daily."

The professor looks at you. "Did you sense how much more confident the CEO was? That was because he

predicted how the other fellow felt being put in that painful position. Therefore, his own discomfort took a back seat. Do you remember his first words? ‘Bet you’re glad that’s over, Joe. Good job!’ He sensed that Joe needed a self-esteem booster.

“He was also confident because, over the years, people have given him their respect and warmth. And why is that? Because he treats everyone the way he did the three of us. He predicted our various emotions and responded accordingly.

“The CEO also thought about *our* emotions. He understood that conducting an experiment with two naked men was probably uncomfortable for us as well. Do you remember what he said?”

You do. “He forecast our emotions and expressed trust in the significance of our research. He then wished us well.”

## The Difference Between Winners and Losers in Life

The CEO displayed what I call *Emotional Prediction*, or EP. He was able to predict how Joe, the professor, and you would feel right after the experiment. With just a few sentences, he connected with everyone and made them feel more comfortable.

Some people instinctively possess this heretofore unnamed quality. Unfortunately, the majority doesn’t. EP is so complex that people can seldom predict their *own* emotions, let alone those of others.

In a study published in the *Journal of Personality and Social Psychology*, researchers queried students in the weeks before a major exam about how they would feel in the hours immediately before and just after the test. Later,



the researchers asked them about their feelings just before grades were posted. Finally, the researchers inquired, “Precisely how will you feel if you pass? What about if you fail?” Very few students could accurately predict what their own emotional reactions would be.

That’s where *you* come in. By the time you have finished this book, you will sense other people’s emotions, even before *they* understand them. You can then connect with them accordingly. This does not mean you have to be a CEO, or even want to be. It does mean, however, you must have Emotional Prediction to achieve your highest goals—whatever they are in life. Whether it is winning friends, finding love, getting a better job, or just being able to connect with people.

## How Does Emotional Prediction Differ from Emotional Intelligence?

Good question. *Emotional intelligence* is the concept Daniel Goleman fleshed out in his excellent book of the same name. It involves (1) knowing your own emotions, (2) managing your own emotions, (3) motivating yourself, (4) recognizing emotions in others, and (5) handling relationships.

Emotional *Prediction* is yet another layer of communicating. It is *predicting ahead of time* what someone’s immediate or distant emotions will be in reaction to something said or done. You can then orchestrate your own behavior accordingly, usually to reinforce the confidence and self-respect of those you are dealing with. This, in turn, augments their affection for you and boosts your own self-confidence. Why? Because you will soon be in the habit of reacting sensitively to others and thus receiving positive feedback from everyone.

The majority of people's reactions to you are subconscious. Their quicksilver responses bypass the brain and go right to their "gut." Malcolm Gladwell's well-researched book, *Blink*, proved and popularized the concept. People no longer doubt this unseen reality and the pivotal role it plays.

## Emotional Prediction Is Vital for Love to Last

I have often wondered how people who once loved each other, lived together, even created a child or built a company together can wind up in a state of mutual loathing.

More than 40 percent of today's marriages end in divorce, many of them bitter. If partners are blind to each other's emotions, their loving moments can morph into hidden hostility. People often hold their explosive feelings inside like undetonated grenades. Then one day, he says one more thing that confirms, "He's a dictator." Or she does something that absolutely proves, "She's a twit!"

That is the tipping point. When the couple recognizes that they receive more *pain* from the relationship than *pleasure*, one of them pulls the pin. The injuries are intense. The couple splits.

Psychiatrists and psychologists have acknowledged the "pleasure-pain principle" since 300 B.C., when the Greek philosopher Epicurus put pen to papyrus. Sigmund Freud, often credited with creating the concept, fleshed it out in his tomes. More recently, megamotivator Tony Robbins (of walking barefoot on hot coals fame) danced around the stage shouting about his theory that people run toward that which is pleasurable and race away from that which is not.

Whatever packaging of the concept one prefers, the time-honored truth is this: The pleasure-pain principle affects all our relationships. The tiniest ways you touch someone's life add up. If you inadvertently give someone enough negative feelings, she soon wants you out of her life. On the other hand, if each time she comes in contact with you, she leaves feeling better about herself, she will reward you with respect and affection.

We are not talking about giving compliments here. That's Dale Carnegie stuff from seventy years ago. Nowadays, overt compliments are clunky and obvious. To win people's respect and affection, you must dig deeper into their psyche and locate the site, size, and shape of their fragile self-esteem. Once accomplished, you can accurately predict their emotions, respond with sensitivity, and make them feel connected to you.

## Let's Revisit the CEO and the Floor Cleaner

The naked CEO in the laboratory echoed your emotions and those of the professor. When he said, "I know that must have been an uncomfortable experiment for both of you," that wasn't obvious praise. He merely expressed awareness and predicted how you might feel about conducting the strange experiment.

In contrast, the floor scrubber spoke only of himself. He expressed no perception of how you and the professor might feel. You can see how his selfishness and lack of sensitivity could be a tiny pinprick—let's call it a "pain prick." Since it was your only contact with Joe and you had no others to offset it, it was sharp enough to deflate any desire you might have had to do things for him or to see him again. Throughout his life, this poor chap had probably

let too many pain pricks pile up with people. No one promoted him from floor scrubber.

Someone's ego is like a hemophiliac with unspeakably thin skin. The slightest prick causes profuse bleeding. If you thoughtlessly give someone enough tiny pricks of pain, their internal bleeding ego tells its landlord, "Stay away from him or her. It's dangerous for me!"

## Anchor Yourself to Pleasure, Not Pain

Neurolinguistic programming, or NLP, is a form of psychotherapy developed in the 1970s. The philosophy's advocates would say the floor scrubber had "anchored" himself to pain. In fact, if someone had a few more negative experiences with Joe, just spotting him would invoke unpleasant feelings. I know a woman who, for years afterward, suffered extreme nausea passing the hospital where she had had chemotherapy driving to work. She chose a route that made her commute twenty minutes longer just to avoid it.

The NLP teachings tell us if you, say, tap your nose each time you feel happy, just tapping your nose will re-create those joyful feelings. I haven't tried the happy nose-tapping bit. However, just seeing a photo of certain people and children in my life fills me with joy. In other words, they are anchored to joy.

The following 96 unique communication skills, which we will call "Little Tricks," will help you anchor yourself to pleasure in people's lives. After using several of these techniques with someone, she will feel joyful seeing—or even thinking—about you.

If you have found yourself doing any of them already, smile and applaud yourself. You have Emotional Prediction. This rare quality comes naturally to some people, but most

of us have to learn it. I sure did, many times the hard way. Often I will tell you how.

Before we begin, let me tell you about two unusual contributors to this book.

## Dogs and Cats

Charlie Brown's dog, Snoopy, was America's most beloved pooch for half a century from 1950 to 2000. Snoopy was a little beagle with big fantasies and a Walter Mitty complex.

He was the master of everything—at least in his day-dreams atop his doghouse. Yet he never said a word. His thoughts floated up in cloudlike balloons connected to his head by a series of small bubbles. In the cartoon biz, this is called a “thought bubble.”

Just like Snoopy, everyone has unspoken thoughts. They play a big factor in *How to Instantly Connect with Anyone*. Since I don't have a bubble key on my computer, I will put the secret sentiments of the person I am writing about in italics. They wouldn't express their thoughts out loud.

*But they are thinking them, just like Snoopy.*

Cat lovers, your favorite animal also plays a role in the book. You will come across the name “big cat” a number of times. Why do I call people that? Because we're talking about what many call the human jungle. When two lions, tigers, or cougars encounter each other in the jungle, they slowly circle each other. With steely eyes, they carefully calculate which of them has the stronger survival skills. People in the human jungle do the same—some consciously, some unconsciously. However, they are not staring at size, sharp teeth, or claws. The crucial survival factor is skill in communicating well with other cats in the human jungle.

Since the designations “big shot,” “big wheel,” “big cheese,” and “big enchilada” carry negative connotations, I

will call those who have mastered communication skills *and* Emotional Prediction “big cats.” Like the naked CEO, big cats are always conscious of themselves, their surroundings, the current situation, and other people. They make a concerted effort to harmonize all four.

## Why Is Much of the Book Aimed at Making People Respect *Me*?

Many of the following Little Tricks are techniques to enhance your own confidence and prestige. You might think this is incongruent with the goal of helping others feel good about themselves. It is not, for this reason. As much as people would like everyone to respect them, they long for acceptance from someone they look up to.

The need for this type of appreciation starts early. Preschoolers want approval from their parents. Kids want the admiration of their teachers. And teens crave acceptance by the cool crowd. Even as adults, people still yearn for recognition from those they respect.

When people revere you, your deference in dealing with them gives their self-esteem a powerful boost. And, as you become more sensitive to their sometimes suppressed emotions, their affection and esteem can turn into genuine love for you.

## In Defense of Manipulation

Countless kindhearted readers have asked me, “But, Leil, aren’t some your Little Tricks manipulative?”

For my answer, let’s go back to the Roaring Twenties. Specifically 11:45 P.M. on January 16, 1920. That was the moment when Americans could legally have their last drink

in the United States for what turned out to be thirteen years. Prohibition of liquor took effect at midnight.

A wise politician, when asked if he were for or against Prohibition, answered:

If, by alcohol, you mean the dangerous drink which destroys families, makes husbands monsters, beat their wives, and neglect their children, then I am fully for Prohibition. But if, by alcohol, you mean the noble drink which promotes good fellowship and makes every meal a pleasure, then I am against it.

I'd like to draw a parallel here. If, by manipulation, you mean using circuitous, unfair means to get something out of someone, sway them to your way of thinking, cheat themselves or others, or do something solely for your own benefit, then I am against it.

But if, by manipulation, you mean predicting people's emotions and helping them feel good about themselves, gain confidence—and at the same time enjoy your company and value their relationship with you—then I am for it.

I sincerely hope you'll use the 96 Little Tricks in that spirit. And I pray that everyone you come in contact with will benefit from your having read them. If afterward, they just happen do something nice for you, it was not your manipulation. It is merely a happy by-product.

*Ask not what you can do to make them like you.*

*Ask what you can do to make them like themselves.*

*And then they'll love you.*





PART ONE

# SEVEN LITTLE TRICKS

*to Make a Great Impression Before  
People Even Meet You*



## How to Develop Excellent Eye Contact in Ten Easy Steps

Ever since Mommy yanked you out from hiding behind her skirts and told you to look people in the eyes, you've known how crucial good eye contact is. In the Western world, it signifies honesty, respect, interest, intelligence, candor, and confidence. Yet, for many, the most difficult aspect of meeting people is looking into their eyes long enough to really connect with them. Why is this a challenge, even for some self-assured people? Because, like tigers staring each other down in the jungle, intense eye contact ignites a primitive fight-or-flight instinct. If the tiger looks away, it could get pounced on. Weak eye contact is a handicap in the human jungle, too. Here is a ten-step physical therapy program to strengthen your eye contact.

While gazing at someone, slowly describe the color of her eyes to yourself. Don't stop at blue or brown, light to dark. There are sapphire, pale, and ice blue eyes. Brown eyes can be hazel, almond, or earthy. Grey can range from light slate to dark storm cloud. Sometimes we've known people for years and can't accurately describe their eye color. Think of half a dozen friends. Can you picture the precise color of their eyes?

The second time you look at the same person, check out the shape of her eyes. Are they round? Oval? Almond? How

much of the whites of her eyes are showing? And how white are they? A bit bloodshot?

Here is another crutch for the “eye-contact challenged”: Study how far apart her eyes are. Ask yourself, “If she loaned me her binoculars, would I have to separate the eyepieces or bring them together?”

Are her eyes symmetrical? Is one eye a little smaller or droopier than the other?

Another time, concentrate on the length of her eyelashes. Are they straight? Curly? What color are they?

When you are with a small group, watch each person’s eyes to determine whom he is looking at most.

When extended eye contact is called for, such as when someone is speaking, count his blinks. A study reported in the *Journal of Research in Personality* called “The Effects of Mutual Gaze on Feelings of Romantic Love” proved that people who were directed to count each other’s eye blinks during a conversation developed stronger romantic feelings than members of a control group who were given no eye contact directions.

Here are a few more ways to train yourself to become comfortable with maintaining excellent eye contact. Try to determine if he is wearing contact lenses. And are the lenses colored or clear?

If he is wearing glasses, are his eyes in the center of the frame? A bit above? A bit below? Are they bifocals?

This last one is for women only. Determine how much eye makeup another female is wearing. Mascara? Shadow? Eyeliner? (Stop laughing, gentlemen, we women do that naturally.)

If you practice these ten techniques, looking into someone’s eyes will gradually become more natural and less daunting, without depending on these crutches.



**LITTLE Trick #1**

## **Examine Ten Characteristics of Their Eyes**

To boost your eye contact with people, alternate between defining the color, shape, and whites of their eyes. Check out the length and color of their lashes. Are they wearing contact lenses or glasses? How far apart are their eyes? Count their blinks. Determine whom they are looking at most. Ladies, check out a woman's eye makeup. Is she wearing false eyelashes? Meow.

After a few months of doing these exercises, looking into peoples' eyes will be a breeze. Strong eye contact will be second nature.

After you have practiced [Little Trick #1](#), you graduate to a strategic way to use your eyes—when appropriate.



## How to Use Your Eyes to Make People Crave Your Approval

In certain circumstances, the following facial expression can be quite potent and help you achieve your goals be they professional, social, or romantic.

As an example, I'll take the latter because it's a personal story of how [Little Trick #2](#) helped me "take the tumble."

I was on a cruise ship called the *Homeric*. One night, I and a group of other fawning passengers were invited to sit at the captain's table. While someone else was speaking, I happened to see Captain Accornero's face. He was looking at me and—BLAM!—his expression made me want to be a blob of putty in his hands. His head was tilted, his brow was furrowed, and he was looking at me intently with slightly squinted eyes. The expression gave his face an intensity, as though he were searching for something. Giorgio seemed to be assessing me, judging me. It gave him a superior demeanor. I felt like a Roman gladiator praying for the thumbs-up from the emperor.

But, I must admit, I liked it. When Giorgio's lips softened into a smile, it was as though he had saved me from the lions.

Sadly, months later after we started dating, I realized Giorgio was not using the scrutinizing expression as a "capture Leil" technique, although it unquestionably achieved that goal. The reason for his searching look was

that, as a ship's captain, he spends many nights on the ship's bridge searching for signs of other vessels through dense fog. That's why I call this Little Trick "Searching Eyes."

First let me tell you how to make the expression, and then I'll share some suggestions on where and why to use it.

## How Do You Make Searching Eyes?

Imagine yourself driving on a winding country road in a sparsely populated part of the country. The night is inky black—no moon, no street lights. Suddenly, a dense fog encircles you and your car stalls. You pray there is a house in the distance so you can call for help. You get out of the car, squint your eyes, and search intently through the thick fog for any sign of light.

You have now have executed Step One of Searching Eyes.

Step Two: Finally you see the distant headlights of a car coming your way. At last, help. Your face relaxes and a slight smile softens your lips.

The first phase of the expression gives people the impression that you are evaluating them—not in an unfriendly way, but thoughtfully. Then, when they see the second phase, they will interpret your expression as contemplative acceptance. Therefore, they value it all the more.

## How to Use It in Business

Searching Eyes is an effective tool in the corporate world. It demonstrates contemplation behind your final approval of an individual or even of an idea someone has just