

# **Top ideas from the book - How to analyze people**

- Eye contact is one of the biggest clues you can use to determine how someone truly is. Maintaining eye contact is important to let a person know that you're interested in what they're saying and that they have your full attention. Pupil dilation can be a direct indication that a person is interested in what you're saying. Shifty eyes will indicate the opposite.
- Someone with tight or pursed lips might be trying to concentrate, or they also might be trying hard to hide a sour face. You can tell someone is genuinely smiling when they have creases in the corners of their eyes. A person that is continually covering their mouth also is usually nervous. They might bite their lip, finger, or put a fist over their mouth. Someone that nods their head rather quickly while listening to you might just be anxious, trying to move the conversation along as quickly as possible. Someone who tilts their head to the side might have a legitimate interest in what you're saying.
- Starting a conversation:- Next time you're sitting quietly in a room with another person, wait until they start the conversation to speak. This will allow you to study how they might start a conversation. Look at the signal they give before speaking. It can be as small as clearing the throat. When it comes to your turn to start a conversation, notice what you do before you begin speaking. Don't start with an "um," or "uh." Try starting a conversation without doing anything.

- Leading the conversation:- If you feel as though the other person isn't letting you talk enough, there are obvious phrases you can use to speak your mind like 'Can I just say...'. Sometimes we get so anxious to say our part we distract from the true conversation, invalidating any argument we have to the person that we interrupted. An alternative way to practice leading the conversation is to speak up the next time you want to say something. If you have something to say but you would rather just keep quiet, force yourself to say what you want. These two methods of practice will give you two alternate perspectives on leading a conversation that you might not get otherwise.
- Someone that starts opening their arms when they talk will begin to let others know that they are much more open-minded. If you stand with arms open, or just hanging relaxed by your side, you let the people around you know that you are confident and willing to talk with them about different things.
- When trying to persuade someone, you're going to want to have a pretty good argument already prepared in order to build your case. "This is important," "you need to know," "let me explain," are all phrases that grab the attention of the person that you're speaking to. Watch your pitch. Be careful not to let the end of your voice go up when speaking. It's important to find your optimal pitch. The greatest way to practice is alone, and if you record what you're saying. You don't want to deeply analyze the way you speak too much, but practicing always helps, especially for those that find difficulty in speaking their voice.

- Listen to others:- People like talking about themselves more than they enjoy listening to other people talk about themselves for the most part. This means that when conversing with other people, you should avoid talking about yourself too much. People generally don't engage as often with those that offer too much advice, especially when it isn't asked for.
- Creating vulnerability:- No one wants to feel as though they're talking to a refrigerator. Vulnerability is important in letting the other person know that you are human as well. It's comforting to know there is another person that's relatable. We all have our flaws, conscious mistakes. We look at those Instagram celebrities, see their perfect skin and hair, and deep down, wish that we could be like them. Most people don't realize that they wouldn't want to be friends with this person, however.
- There needs to be a balance when making deeper connections, so presenting yourself as too unattainable, too perfect, will only drive others away in the end. There are ways that a person can present themselves as vulnerable, and they'll find that people respond well to this. Sharing too much is something that can make many people uncomfortable. a) Ask for help. Asking for help is a way to present vulnerability. You're letting the other person know that not only do you need them, but you're choosing to ask them for help. By creating an interaction between you and the other person, you can connect with them on a human level.
- Making the connection:- Making connections is an important part of analyzing and persuading another person. No one wants to do favors for someone they have no relationship with.

- There are plenty of ways to get a deeper connection with those you already know and love, but when it comes to meeting new people, there are a few methods you can use to make a connection. a) Use their names b) Mirroring behavior:- Once you can start picking up on someone's body language, you can start to understand how to mimic their behavior. Someone that seems very confident, always standing with their arms above their heads or with them pointed out on their sides might be harder to match, but it's still important to try and mimic this behavior. Matching confidence is crucial, especially in a deal where you're trying to persuade the other person. c) Flattery gets you everywhere. Flattery doesn't just have to be telling someone how gorgeous or smart they are. It can be as simple as picking up their favorite snack when you're at the store or remembering to ask how their vacation went if you know they went away for the weekend.
- Power of words:- Following is the most popular five words. a) "You," is an important word, because people love hearing about themselves. b) "Because," is an important word, because many people are looking for an explanation. c) "Free," is also an important word because so many people desire freedom and independence in their lives. d) "Instantly," is a great word because so many people are obsessed with time. e) "New," is the last of the five most popular words. As humans, our brains are wired to constantly look for new growth. It represents growth and life at the same time.
- Psychological theories:- These are important theories in making connections with other people, as well as persuading them should you have to in a certain scenario. a) Priming.

- Priming involves setting up conversations and actions for future preparation. This idea is most important in negotiations or moments of persuasion. Priming involves slipping words, images, and ideas into conversations before confronting the actual thing. Priming is used for people that don't like surprises, or those that aren't as willing to change. Picture a husband and wife. Maybe the wife wants to have kids, but she isn't so sure her husband is ready. She knows that he reacts poorly to change and that when confronted, he tends to close himself off. It took her five years to get him to propose, so she needs to be careful about bringing up the baby conversation. She might start priming him by first putting on a movie about a baby. Maybe she'll make small comments here and there about wanting a baby or take detours through the baby sections at the local department stores. She'll want to prime him for the baby conversation, so he doesn't run and hide once she finally brings it up.
- b) Amplification Hypothesis:- The amplification hypothesis is one that involves heightening the excitement or negativity surrounding a certain subject. Many people probably use this sort of process without even realizing they are doing so. This involves either talking something down or building it up in order to alter perspectives. c) The scarcity effect:- The scarcity effect is the idea that when there is less of something, it can become more desirable. There are likely advertisements that said things like, "only two days left," "while supplies last," or "limited time only." When trying to persuade someone, limiting the time or availability of an option can help sway them quicker.

- Subliminal Persuasion:- The idea of subliminal persuasion involves convincing someone to do something below their conscious level. The idea of subliminal persuasion is mostly thought of in advertising. There are many companies that will do whatever they can to convince us to buy something, even if it means partially brainwashing us. Subliminal persuasion should never be about manipulation. You shouldn't be "tricking" someone into something that will only benefit you. It's also helpful for stubborn, intimidating, or other types of people that can't be so easily conversed with. An important part of subliminal persuasion is to actually speak clearly about what you want.
- Framing Conversations Tips:- a) Chose Positivity. Frame your sentence in a way it shows a positive outlook. Get people to start saying yes more. Instead of asking someone, "When are we going to set a date for the wedding?" try asking, "How does November first sound?" This puts the idea of the whole picture in their head so they're more likely to say yes, instead of making them confront an idea they might want to instantly say no to. b) Plan your outcome. If you can plan what you want to gain from a specific interaction, you can include hints to that at the beginning of the conversation. This is an important way to prime as well as lay the framework for whatever your argument might be. c) Choosing what to wear:- As much as most might not like to admit it, it can be important what we choose to wear, especially when making negotiations. The next step is to make sure that it appropriately matches the occasion.
- NLP Tactics:- NLP stands for neuro-linguistic programming. The idea is to look at the neurology, linguistics, and programming of a person to help determine what it is about them that makes them a unique individual.

- a) Visualization:- Visualization is a great way for some people to achieve their goals. There are so many things that might seem out of reach, but you'd be surprised at how much you can accomplish if you just visualize what you want. b) Taking away the ability to say 'No'- We briefly touched on this earlier but taking away the ability for another person to say no is an NLP tactic you can use for persuasion. Instead of saying, "Do you want to go out to dinner tonight?" ask someone, "Where are we going to dinner tonight?" You haven't given them the option to say no to your dinner date. They might say they can't anyway, but at least you tried to take away that option.