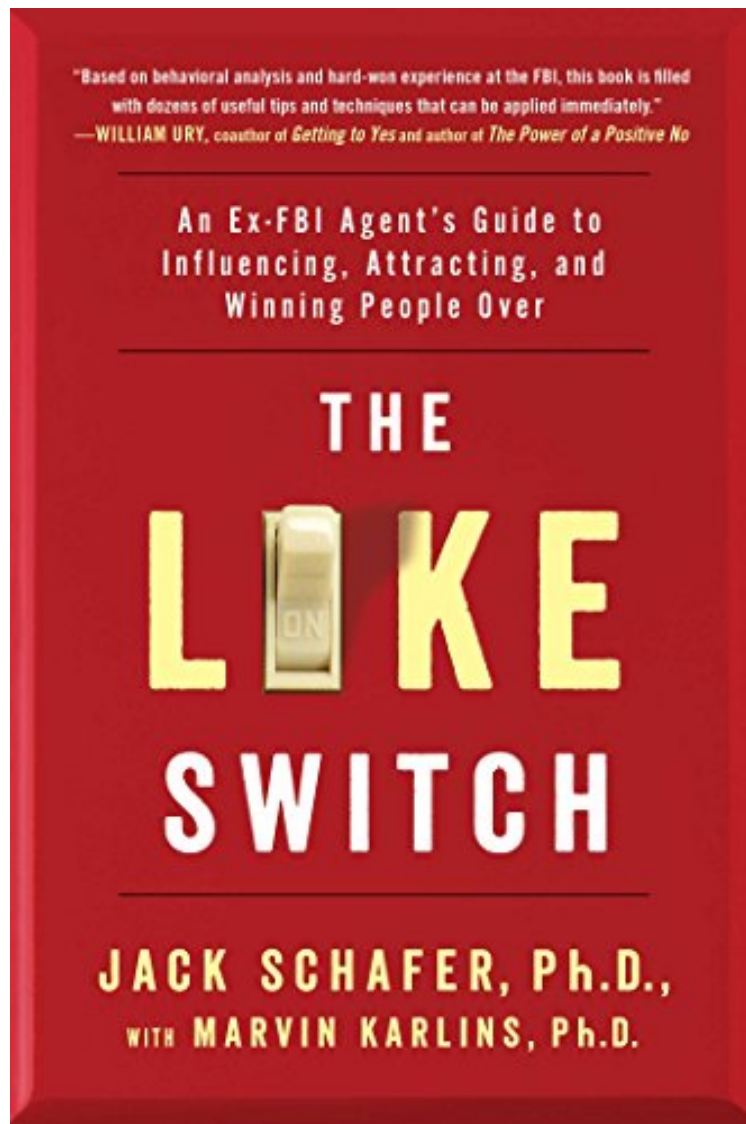


[Ebook pdf] The Like Switch: An Ex-FBI Agent's Guide to Influencing, Attracting, and Winning People Over

## The Like Switch: An Ex-FBI Agent's Guide to Influencing, Attracting, and Winning People Over

Jack Schafer, Marvin Karlins

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Jack Schafer, Marvin Karlins : **The Like Switch: An Ex-FBI Agent's Guide to Influencing, Attracting, and Winning People Over** before purchasing it in order to gauge whether or not it would be worth my time, and all praised **The Like Switch: An Ex-FBI Agent's Guide to Influencing, Attracting, and Winning People Over**:

76 of 79 people found the following review helpful. Intriguing book about non verbals (in some cases) and "liking" people  
By JC\_N\_VA  
The man who wrote this book is a smart man. There is a great deal of useful information here--of

all types. I'm pleased to say that some of it I was aware of and practicing. The rest however, was a real eye opener, and will require me to go back, and think it through to teach myself a new response. After reading this book, I feel as though I was "unmasked" (it's embarrassing). I see my own attitudes and behavior in an entirely new light. (I am pretty solid introvert). Now I see why I've had some problems in the past. I will tell you, I'm not good with this kind of thing, and friends who "get this" just make me sad. I guess I just have to learn to do this the hard way, but these are skills you can learn. This subject is interesting to me, and I'm putting his ideas to the test. I can see why I've had so many problems with people--I've been giving off "foe" signals instead of "friend" signals. For example; when I'm interested in what's being said, I furrow my brow. That can be construed as not believing or not agreeing; when in fact, I am concentrating deeply. Worth the read, but it's not a quick read. I'm going to have to learn it a piece at a time.

36 of 37 people found the following review helpful. Okay on personal communication with little reference to FBI stuff. By ServantofGod. My review title says it all. Sorry to say that those who want insights from an ex FBI agent will be disappointed. So will be those who had read more than two books on personal communications. There are many good and practical ideas. Yet, it would be much better if the author had employed a better editor and made the chapters/topics more organized and structured, and the whole book more coherent.

p.s. Below please find some favorite passages of mine for your reference.

Friendship = Proximity + Frequency + Duration + Intensity pg4

You can extricate yourself from unwanted relationships by slowly decreasing each of the basic elements of the Friendship Formula. This gradual decrease will let the unwanted person down incrementally without hurting their feelings and without seeming like an abrupt break in the relationship. In most cases, the unwanted person will naturally come to the conclusion that the relationship is no longer viable and seek more rewarding interactions. Pg9

In dating environments, men should make a conscious effort to cant their heads to one side of the other when approaching women or else they may be perceived as predators. Pg30

The telltale signs of a genuine smile are the upturned corners of the mouth and upward movement of the cheeks accompanied by wrinkling around the edges of the eyes. Pg32

Isopraxism is the fancy term for mirroring, a nonverbal practice that can be used to make friendship development easier and more effective. Pg40

The Golden Rule of Friendship ndash; If you want people to like you, make them feel good about themselves. Pg75

The basic formula for constructing empathic statements is ldquo;So youhellip;rdquo; We naturally tend to say something to the effect of ldquo;I understand how you feel.rdquo; The other person then automatically thinks , NO, you donrsquo;t know I feel because you are not me. Pg77

Empathic statements also serve as effective conversation fillershellip;. All you have to remember is the last thing the person said and construct an empathic statement based on that informationhellip;. It is far better to use a series of empathic statements when you have nothing to say than to say something inappropriate. Pg80

If you go looking for a friend, yoursquo;re going to find theirsquo;re very scarce. If you go out to be a friend, yoursquo;ll find them everywhere. ndash; Zig Zigar pg96

Ultimately the bond of all companionship, whether in marriage or friendship, is conversation. ndash; Oscar Wilde pg121

The more you can encourage the other person to speak, the more you listen to what they say, display empathy, and respond positively when reacting to their comments, the greater the likelihood that person will feel good about themselves and you like as a result. Pg121

LOVE - Listen. Observe. Vocalize. Empathize. Pg126

Giving someone the feeling they have some control over a situation can work wonders, even with childrenhellip;. Salespeople use the alternate response question all the time. When you go to a car dealership, a good salesperson will not ask you if you want to buy a car. They will ask you if you like blue cars or red carshellip;. Good salespeople give the customers the illusion that they are in control of the car buying experience, when in fact the salespeople are directing you through a well-choreographed presentation. Pg147

People have a need to be right, but people have a stronger need to correct othershellip;. Making presumptive statements is an elicitation technique that presents a fact that can be either right or wronghellip;hellip;. ME: How much is this diamond? Clerk: One hundred and ninety dollars. ME: Wooh, the markup must be at least 150%. (presumptive statement) Clerk: No. Itrsquo;s only 50%. ME: And then your 10% commission. (presumptive statement) Clerk: Not that much. I only get 5%. ME: I suppose you donrsquo;t have the authority to discount. (presumptive statement) Clerk: I am authorized to give a 10% discount. Anything after that, the manager has to approve. ME: Ask the manager if he will sell this at a 40% discounthellip;.. Pg150

When people receive something either physically or emotionally they feel the need to reciprocate by giving back something of equal or greater value (Law of Reciprocity). Quid pro quo is an elicitation technique that encourages people to match information provided by others. Pg154

During your conversation, you should seek common ground (Law of Similarity) with the other person. You should also use empathic statements to keep the focus on that individual. In short, you want to make the other person feel good about themselves (Golden Rule of Friendship). Pg155

Elicitation technique known as internal/external foci. To find out what your loved one really thinks about cheating, you need to approach the topic from a third person perspective. Instead of the direct question, ldquo;what do you think about cheating?rdquo; you want to say, ldquo;My friend Susan caught her husband cheating. What do you think about that?rdquo;pg155

And as every spy knows, common enemies are how allies always begin. ndash; Ally Carter, Donrsquo;t judge a girl by her cover pg242

91 of 100 people found the following review helpful. More like 4.5 stars. By Michelle Sutton. This book ended up being more enjoyable and interesting than I initially expected. When I first considered reading it I thought... "Hmmm...non-fiction. Well this will take me awhile." I ended up reading the entire book in a few weeks, which never happens with non-fiction books. But the subject interested me,

so I tried it out. I am glad I did because it gave me some insight and made me more aware of non-verbal cues that I may be giving people when I am listening to them. I learned a lot of this body language info in counseling classes back in the 80s, but it was a nice refresher. It would be a great resource for people who have difficulty reading non-verbal cues, like someone with Asperger's Disorder. The way the book is described it gives the impression that it's more of a how to book in order to get what you want from people, but it's really more of a, "Why won't this person talk to me?" Or, "Why do I have trouble making and/or keeping friends?" type of book. Yes, there are some parts that go into interviewing techniques, but anyone who has done an investigation or conducted hiring interviews might find these portions helpful as well. There are also many techniques shown that you can use to talk with someone about a controversial subject and still get heard. I loved how the authors included pictures to explain some things like body language and what to look for. There are suggestions on what to do when dealing with anger and how to assess where to go in a heated conversation. There are even some sections that talk about verbal communication and non-verbal communication between couples, and about how to get your spouse to talk to you about a difficult subject so it's a win-win situation. There are references and resources at the end of the book so you can delve further into this subject matter if you want to. Overall, I found it to be a very helpful book.

From a former FBI Special Agent specializing in behavior analysis and recruiting spies comes a handbook filled with his proven strategies on how to instantly read people and influence how they perceive you, so you can easily turn on the like switch. The Like Switch is packed with all the tools you need for turning strangers into friends, whether you are on a sales call, a first date, or a job interview. As a Special Agent for the FBI's National Security Division's Behavioral Analysis Program, Dr. Jack Schafer developed dynamic and breakthrough strategies for profiling terrorists and detecting deception. Now, Dr. Schafer has evolved his proven-on-the-battlefield tactics for the day-to-day, but no less critical battle of getting people to like you. In The Like Switch, he presents these techniques for how you can influence, attract, and win people over. Learn how to think and react like your favorite TV investigators from Criminal Minds or CSI as Dr. Schafer shows you how to improve your LQ (Likeability Quotient), spot the lier, both in person and online, master nonverbal cues that influence how people perceive you, and turn up or turn down the intensity of a relationship. Dr. Schafer cracks the code on making great first impressions, building lasting relationships, and understanding others' behavior to learn what they really think about you. With tips and techniques that hold the key to taking control of your communications, interactions, and relationships, The Like Switch shows you how to read others and get people to like you for a moment or a lifetime.

Whether you wish to be better at sales, reading a room, or recruiting Soviet spies, Jack outlines the skills necessary to make you a better communicator at all levels. As a professional, I learned something new on almost every page that will help to influence others. You will find hundreds of tips and insights in this book that will be immensely useful in any business or social setting." (Dr. Jim Reilly, former astronaut, Mach25Management) "This practical and insightful guide to influencing people, based on behavioral analysis and hard-won experience at the FBI, is filled with dozens of useful tips and techniques that can be applied immediately. I enjoyed it and learned a lot!" (William Ury, coauthor of Getting to Yes and author of The Power of a Positive No) Whether you wish to be better at sales, reading a room, or recruiting Soviet spies, Jack outlines the skills necessary to make you a better communicator at all levels. As a professional, I learned something new on almost every page that will help to influence others. You will find hundreds of tips and insights in this book that will be immensely useful in any business or social setting." (Dr. Jim Reilly, former astronaut, Mach25Management) "This practical and insightful guide to influencing people, based on behavioral analysis and hard-won experience at the FBI, is filled with dozens of useful tips and techniques that can be applied immediately. I enjoyed it and learned a lot!" (William Ury, coauthor of Getting to Yes and author of The Power of a Positive No) About the Author John R. Jack, PhD, is a psychologist, professor, intelligence consultant, and former FBI Special Agent. Dr. Schafer spent fifteen years conducting counter-intelligence and counterterrorism investigations, and seven years as a behavioral analyst for the FBI's National Security Division's Behavioral Analysis Program. He developed spy recruitment techniques, interviewed terrorists, and trained agents in the art of interrogation and persuasion. Dr. Schafer contributes online pieces for Psychology Today Magazine, has authored/coauthored six books, and has published numerous articles in professional and popular journals. He is a professor with the School of Law Enforcement and Criminal Justice at Western Illinois University. Marvin Karlins received his PhD in Psychology from Princeton University and is currently Professor of Management at the University of South Florida's College of Business Administration. Dr. Karlins consults internationally on issues of interpersonal effectiveness and has also authored twenty-four books, including two national bestsellers, What Every Body Is Saying and It's a Jungle in There. He resides in Riverview, Florida, with his wife, Edyth, and daughter, Amber.