



BODY LANGUAGE CHECKLIST

Posture

Your posture is what people first notice about you. Are you standing upright, confident, commanding respect?

- Head up
- Shoulders back
- Chest out
- Stomach in

Eye Contact

If you're not amazed by the seductive power you wield with just your eyes, you're not making enough eye contact.

- Make eye contact before a handshake, then maintain while engaging in conversation
- If you're trying to get someone's attention, make eye contact first
- Practice by locking eyes with people you pass on the street, store clerks, coworkers, etc.; look long enough to register their eye color, then look away
- Work your way up to more sustained eye contact with more people

Smile

To increase confidence and respect, and ensure you have people's attention, establish your presence when entering a room, and then smile.

- A smile makes you more attractive to others; indicates approachability, interest, excitement, empathy, and happiness
- Smiling relieves stress and releases endorphins and serotonin; makes you happier and more confident, even if you weren't before
- Smiling is contagious; makes those around you feel good about themselves, creating a positive environment for all involved
- When you meet somebody, check your posture, make eye contact, and smile

Handshake

A solid handshake can make the difference between getting a job, winning the contract, or earning more respect, while a poor handshake can do exactly the opposite.

- Web to web
- Squeeze firmly, but don't crush their hand
- Lasts about 2-5 seconds
- May be "pumped" (up and down motion) once or twice
- Release after the shake, even if the introduction continues
- Maintain good eye contact throughout (remember the triangle)