

C R E A T I V E L I V E

# THE POWER OF BODY LANGUAGE

with VANESSA VAN EDWARDS



Class Materials

# The Power of Body Language

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## COURSE OVERVIEW

How strong is your first impression? Join body language expert Vanessa Van Edwards for a three-day course on using non-verbal communication to become the most memorable person in any room. Vanessa will show you how to read people by gauging their visual cues, how to use body language to your advantage in meetings, and how to tell if people are lying. This course will positively affect every part of your professional life -- Vanessa will even cover voice modulation so you can impress clients in phone conversations, as well as "statement analysis" to help you write powerful emails, website copy, and business cards! By the end of the course, you'll be able to identify exactly what impression your verbal and nonverbal language is giving, and how to increase it.

## GOALS

- Master your nonverbal communication and brand.
- Decode other people's hidden emotions and spot deception.

## RESOURCES

Find videos and other resources that will contribute to getting more out of this course: <https://www.scienceofpeople.com/courses/power-body-language/>

# COURSE SCHEDULE

## DAY 1

|          |                          |  |
|----------|--------------------------|--|
| <b>1</b> | Body Language Assessment | Find out how your body language skills rank up. Do you know what your body language is saying? |
|----------|--------------------------|--|

**ACTION** Watch the Nixon Kennedy Debate

|          |                   |  |
|----------|-------------------|--|
| <b>2</b> | Decoding the Face | Learn the 7 universal facial expressions and how to read them in clients, contacts and colleagues. |
|----------|-------------------|--|

**ACTION** Take Our Body Language Quiz: <http://www.ScienceofPeople.com/quiz>

|          |                         |  |
|----------|-------------------------|--|
| <b>3</b> | Increase Your Influence | How can you use body language to increase your presence, charisma and influence? |
|----------|-------------------------|--|

**ACTION** Fill Out Your Self-Diagnosis Chart  
Quiz: Who's More Popular

|          |                     |   |
|----------|---------------------|---|
| <b>4</b> | Power Body Language | Find out how to use power body language to increase your confidence and take control in social and business situations. |
|----------|---------------------|---|

**ACTION** Bullet or Script Your Pitch  
Film Your Pitch  
Watch the Practice Videos

## DAY 2

**1** The Perfect Pitch Learn how to perfect your elevator pitch and present yourself with clarity.

**ACTION** Nonverbally Script Your Pitch

**2** How to Make a Killer First Impression Master networking events, meetings with clients and be memorable.

**ACTION** Pick Your Conversation Starters

How to Be Socially Successful

BONUS: Practice Your First Impression In Action!

**3** Increase Your Income Body language can super charge your sales and help you connect with potential business.

**ACTION** Write Your Nonverbal Sales Pitch

**4** Successfully Communicate Through Body Language How can you use body language to increase connection and communication? Nonverbal can help you improve your relationships.

**ACTION** Watch the Shark Tank Pitch Videos

Practice Mirroring In Action

## DAY 3

**1** Human Lie Detection Learn the 7 steps of lie detection to spot lies in business, social and romantic situations.

**ACTION** Watch Lance Armstrong Lying  
Watch Amanda Knox Lying

**2** Body Language for Photographers Photographers can use nonverbal tricks to elevate their game and improve their shots.

**ACTION** Watch Anthony Weiner Lying

**3** Your Nonverbal Brand Does your verbal message align with your nonverbal brand? What do your website, social media profiles and emails say about you?

**ACTION** Work on Your Nonverbal Brand Traits  
Watch the Nonverbal Brand Videos

**4** Body Language and Negotiation Learn the nonverbal tricks to give you an edge in any business situation.

**ACTION** Do your 30 Day Action Plan!

# Laws of Body Language

|          |                         |  |
|----------|-------------------------|--|
| <b>1</b> | Law of Nature & Nurture | Nonverbal behavior is both nature and nurture.   |
| <b>2</b> | Law of the First        | Our first impressions are permanent, accurate, immediate and nonverbal.                                  |
| <b>3</b> | Law of Majority         | The majority of our communication is nonverbal.  |
| <b>4</b> | Law of Growth           | You don't have to be born with it.   |
| <b>5</b> | Law of Intuition        | We have a natural ability to read nonverbal— we just have to hone it.                                    |
| <b>6</b> | Law of Hands            | To increase trustworthiness and connection have your hands visible and use them for deeper explanations. |
| <b>7</b> | Law of Spectrum         | Hit the sweet spot.  |
| <b>8</b> | Law of Emotion          | Emotions and body language are interconnected.   |
| <b>9</b> | Law of Space            | The more expansion the more confident, the more contraction the less confident.                          |

|           |                          |   |
|-----------|--------------------------|---|
| <b>10</b> | Law of Engagement        | To show we are nonverbally engaged we have to aim our torso and toes towards the person.  |
| <b>11</b> | Law of Vocal Power       | We can use our voice to increase trust, connection and rapport.                           |
| <b>12</b> | Law of the Handshake     | The handshake will make or break you.   |
| <b>13</b> | Law of Touch             | Touch increases connection if done right.   |
| <b>14</b> | Law of Gazing            | Purposeful gazing increases your power.   |
| <b>15</b> | Law of Income            | A nonverbal edge increases your earnings.   |
| <b>16</b> | Law of the Ripple Effect | Your body language effects your performance AND your client's performance.                |
| <b>17</b> | Law of Movement          | Purposeful movement makes you relatable, charismatic and powerful.                        |
| <b>18</b> | Law of Leaning           | Purposeful leaning shows engagement and charisma.   |
| <b>19</b> | Law of Blocking          | Blocking behavior happens when someone doesn't like what is being said or done.           |
| <b>20</b> | Law of Empathy           | Mirroring and reading someone's nonverbal fosters a deep sense of empathy and connection. |

# Body Language Clinic

| NAME | STANCE | EXPRESSIVE | GESTURES/<br>HANDS | FACE/EYES | VOCAL | OTHER |   |   |   |   |   |   |   |   |   |    |    |    |
|------|--------|------------|--------------------|-----------|-------|-------|---|---|---|---|---|---|---|---|---|----|----|----|
|      |        |            |                    |           |       |       | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 1    |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 2    |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 3    |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 4    |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 5    |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 6    |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 7    |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 8    |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 9    |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 10   |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 11   |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |
| 12   |        |            |                    |           |       |       |   |   |   |   |   |   |   |   |   |    |    |    |

# Microexpression Chart

## FEAR



### DESCRIPTION

### WHAT TO DO

## HAPPINESS



### DESCRIPTION

### WHAT TO DO

## ANGER



DESCRIPTION

WHAT TO DO

## CONTEMPT



DESCRIPTION

WHAT TO DO

## SURPRISE



DESCRIPTION

WHAT TO DO

## DISGUST



DESCRIPTION

WHAT TO DO

## SADNESS



DESCRIPTION

WHAT TO DO

# Self Diagnosis Chart

## LOW CONFIDENCE

Think of a time when you were uncomfortable or awkward in a business or social situation. Think of what happens to you verbally and nonverbally. Ask yourself: What do I do when I feel emotionally exposed? Anxious? Lacking of confidence? Overwhelmed?

## HIGH CONFIDENCE

Think of a time you felt amazing, proud or confident. How did you look, act and feel? What does your body do when you are proud? Ask yourself: What do I do when I feel confident? Proud? Happy?

|                   | LOW CONFIDENCE | HIGH CONFIDENCE |
|-------------------|----------------|-----------------|
| POSTURE           |                |                 |
| MOVEMENT          |                |                 |
| HANDS/ARMS        |                |                 |
| FEET/LEGS         |                |                 |
| FACE/EYE CONTACT  |                |                 |
| VOLUME            |                |                 |
| ATTITUDE/REACTION |                |                 |
| OTHER             |                |                 |

What Are Your Internal Gremlins?

## The Nonverbal Elevator Pitch

## ADDING

- Nonverbal Explanation
- Palm Displays
- Visible Hands
- Launch Stance
- Torso Aiming
- Vocal Power
- Vocal Variance

## AVOIDING

- Tucked or Hidden Hands
- Over-Expressiveness
- Question Inflection
- High Voice
- Volume Drop
- Deer in the Headlights
- Memorized Cadence
- Hopping and Swaying

## VERBAL

## NONVERBAL

# The Nonverbal Sales Pitch

## ADDING

- Find Your Position:  
Firmly planted feet; chest and head up; shoulders back
- Let Yourself Open:  
Keep your torso open; breathe; aim your torso and toes towards them
- Elevate Your Game:  
Head tilt; lean; power gaze; use your nonverbal explanations
- Exhibit Emotion:  
Show you care; be expressive
- Read their nonverbal cues

## AVOIDING

- Tucked or Hidden Hands
- Over-Expressiveness
- Question Inflection
- High Voice
- Volume Drop
- Deer in the Headlights
- Memorized Cadence
- Hopping and Swaying
- Self-Soothing

## VERBAL

## NONVERBAL

|  |  |
|--|--|
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# Baseline Coding System

| NAME | BODY | FACE | AUDIO | EMOTIONAL<br>BASELINE | RED FLAGS | CLUSTER |
|------|------|------|-------|-----------------------|-----------|---------|
| 1    |      |      |       |                       |           |         |
| 2    |      |      |       |                       |           |         |
| 3    |      |      |       |                       |           |         |
| 4    |      |      |       |                       |           |         |
| 5    |      |      |       |                       |           |         |
| 6    |      |      |       |                       |           |         |
| 7    |      |      |       |                       |           |         |
| 8    |      |      |       |                       |           |         |
| 9    |      |      |       |                       |           |         |
| 10   |      |      |       |                       |           |         |
| 11   |      |      |       |                       |           |         |
| 12   |      |      |       |                       |           |         |

# Lying Red Flags

- 1** Physical Baseline Changes
- 2** Mismatching Facial Expressions
- 3** Lip Pursing
- 4** One-Sided Shoulder Shrug
- 5** Incongruent nodding
- 6** Distancing
- 7** Duping Delight
- 8** Deceitful Eye Behavior
- 9** Blocking Behavior
- 10** Deceitful Foot Behavior
- 11** Nose Touching
- 12** Mouth Touching
- 13** Automatic Nervous System Changes
- 14** Pacifying Gestures
- 15** Deceitful Hand Behavior
- 16** Yawning
- 17** Vocal Baseline Changes
- 18** Audio Baseline Changes
- 19** Speech Baseline Changes
- 20** Verbal Distancing
- 21** Lack of Contractions
- 22** Avoidance
- 23** Exclamations
- 24** Speech Errors
- 25** Verbal Oddities
- 26** Softening
- 27** Inability to Change the Order of the Story
- 28** Post Interview Relief

# Positive Nonverbal Brand Trait List

- adventurous
- affectionate
- agreeable
- ambitious
- amiable
- amicable
- amusing
- brave
- bright
- broad-minded
- calm
- charming
- communicative
- compassionate
- confident
- conscientious
- considerate
- convivial
- courageous
- courteous
- creative
- decisive
- determined
- diligent
- diplomatic
- discreet
- dynamic
- easygoing
- emotional
- energetic
- enthusiastic
- exuberant
- fair-minded
- faithful
- fearless
- forceful
- frank
- friendly
- funny
- generous
- gentle
- good
- gregarious
- hard-working
- helpful
- honest
- humorous
- imaginative
- impartial
- independent
- intellectual
- intelligent
- intuitive
- inventive
- kind
- loving
- loyal
- modest
- neat
- nice
- optimistic
- passionate
- patient
- persistent
- pioneering
- philosophical
- placid
- plucky
- polite
- powerful
- practical
- pro-active
- quick-witted
- quiet
- rational
- reliable
- reserved
- resourceful
- romantic
- self-confident
- self-disciplined
- sensible
- sensitive
- shy
- sincere
- sociable
- straightforward
- sympathetic
- thoughtful
- tidy
- tough
- unassuming
- understanding
- versatile
- warmhearted
- willing
- witty

# Trivia

- 1 In the average 10 minute conversation how many lies will you hear?
- 2 How often can we decipher truth from lies?
- 3 On average people typically hold eye contact for how much of a conversation?
- 4 Is body language...
- 5 Which sex is statistically better at reading body language?
- 6 Which cartoon character demonstrates the correct body language?
- 7 A first impression happens in the first:
- 8 What percent of our communication is nonverbal?
- 9 We tend to point our feet towards the person we are most attracted to.
- 10 Lack of eye contact means someone is lying.
- 11 Which mode of communication has the highest amount of lies?
- 12 Which profession is the best at spotting lies?

# Trivia Answer Key

**1** **b)** 2 to 3

We are told 2 to 3 lies in the average 10 minute conversation.

**2** **a)** 54% of the time

Lie detection can increase this ability up to 90%.

**3** **c)** 65% of the time

In a normal conversation we hold eye contact 60-70% of the time.

**4** **c)** Both learned and genetic

Studies have found we learn body language from parents and have expressions that are innate.

**5** **a)** Women

Women use more parts of their brain to read body language, but both sexes can increase their ability.

**6** **d)** Pinocchio's nose growing when he lies

There are 30 lying cues; tissue in the nose can swell during deception.

**7** **a)** Less than a second

Studies have found we make our first snap judgments in 1/10th of a second.

**8** **d)** 60%

The minimum amount is 60%. Some studies say it is as high as 93%.

**9** **a)** True

Our bodies tend to give our true feelings away. We point our bodies where we want to go...towards the person we are attracted to or even towards the exit.

**10** **b)** False

False Lack of eye contact is not a verified lying cue.

**11** **c)** Phone

People don't like to leave a paper trail when they lie on emails and IM and lying to someone's face is difficult.

**12** **c)** Prison Inmates

Does it take one to know one?

# 30 Day Action Plan

## DAY ACTION

- 1 Make your body language goal and tweet me @vvanedwards for some accountability!
- 2 Finalize your launch stance and get an event on the calendar where you can perfect it in person.
- 3 Finish watching the free practice videos at <https://www.scienceofpeople.com/courses/power-body-language/>
- 4 Memorize the 7 universal microexpressions.
- 5 Make your success routine.
- 6 Script out your nonverbal elevator pitch.
- 7 Film your elevator pitch and ask a friend to critique it.
- 8 Do our red flag challenge: Tweet me a video where you spotted a red flag @vvanedwards
- 9 Write out your nonverbal sales pitch.
- 10 Film your elevator pitch and ask a friend to critique it.
- 11 Practice using FLEX in person.
- 12 Do you know what your facial punctuator is?
- 13 Find your box and practice making gestures in the ideal zone.
- 14 Get more resources in our free Facebook group: <https://www.facebook.com/scienceofpeople>
- 15 Try power gazing, social gazing and intimate gazing in person and feel the difference.

| DAY | ACTION  |
|-----|---|
| 16  | Review those microexpressions and practice the Facial Feedback Hypothesis in action!  |
| 17  | Throw away all of the clothes that make you feel uncomfortable.   |
| 18  | Re-test yourself on our Body Language Quiz. Practice what you forgot: <a href="http://www.ScienceofPeople.com/quiz">http://www.ScienceofPeople.com/quiz</a>   |
| 19  | Go through your nonverbal brand traits and decide how you want to portray yourself/your company.  |
| 20  | Align your social media pictures, profiles, website and materials to your brand.  |
| 21  | Review your self-diagnosis and identify the areas you still want to improve.  |
| 22  | Practice using your authoritative voice tone. Use the Law of Vocal Power in person.   |
| 23  | Use the Law of Engagement in person.  |
| 24  | Use the Law of Space in person.   |
| 25  | Use the Law of Movement in person.  |
| 26  | Use the Law of Leaning with an important client or contact.   |
| 27  | Practice Using the Law of Blocking.   |
| 28  | Use the Law of Hands in person.   |
| 29  | Try the Law of Empathy and mirror someone so it feels natural.  |
| 30  | Get more practice:<br><a href="http://www.scienceofpeople.com/">http://www.scienceofpeople.com/</a><br><a href="https://www.facebook.com/scienceofpeople">https://www.facebook.com/scienceofpeople</a><br><a href="https://twitter.com/vvanedwards">https://twitter.com/vvanedwards</a> |

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