

### **The Like Switch by Jack Schafer with Marvin Karlins**

- 💡 I will employ the Friendship Formula to increase my likeability: Friendship = Proximity + Frequency + Duration + Intensity
- 💡 I will learn how to improve my non-verbal friendship signals (eye contact, nodding, raised eyebrows, titled head and jutted chin)
- 💡 The more time I spend with a person, the more influence I can have on their thoughts and actions
- 💡 I never get a second chance to make a good first impression
- 💡 I will become aware of and send friendship signals (smiling and nodding)
- 💡 I will make myself available and non-threatening
- 💡 I will practice observing people to determine who might be open to having a conversation
- 💡 I will employ the Golden Rule of Friendship to make people feel good about themselves; including asking small favors
- 💡 I will master empathic statements to acknowledge others and what they might be experiencing
- 💡 I will create opportunities for others to step into compliments; I will also leverage third parties to pass along genuine comments of appreciation about others
- 💡 I will remember to use peoples' names frequently - especially when meeting them for the first time
- 💡 I will leverage the Laws of Attraction to increase my effectiveness at communicating and connecting with others
- 💡 If I am intent on being a friend, I will attract more friends
- 💡 The more I encourage others to speak, listen to what they say, empathize and respond positively, the greater likelihood that they will feel good about themselves
- 💡 People who like me will want to be around me and will likely be more open to my suggestions
- 💡 I will learn to consistently LOVE: Listen, Observe, Vocalize and Empathize
- 💡 I will learn to use empathic statements, observe body language and watch my tone when connecting
- 💡 I will focus on building and testing for rapport
- 💡 I will watch for subtle changes in nonverbal language
- 💡 I will focus on maintaining passion and keeping my partnership intact and intense
- 💡 I will show a genuine sense of compassion for what others experience and a commitment to help make things better
- 💡 I will praise others publicly when they do something well
- 💡 I will avoid rationally engaging others when they are angry
- 💡 I will actively work to break anger cycles by employing sophisticated empathic statements (until venting is completed), and then presumptive statements (turning the anger toward acceptable resolution)
- 💡 I will focus on establishing real-world relationships over internet connections
- 💡 The truth is simple, direct and uncomplicated
- 💡 Revealing too much information too soon will dampen relationships