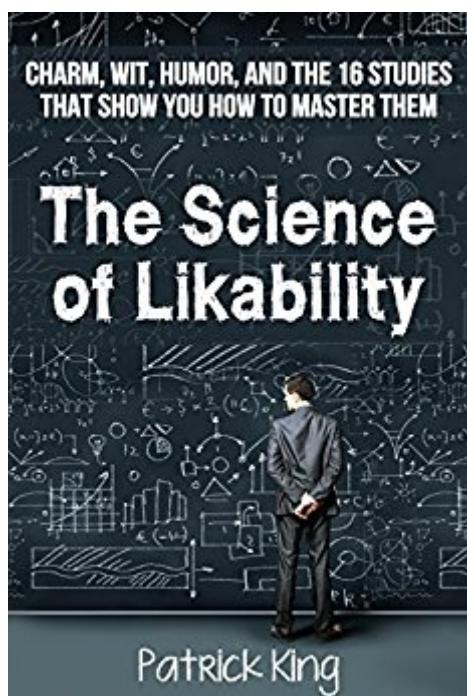


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# The Science Of Likability: Charm, Wit, Humor, And The 16 Studies That Show You How To Master Them



## **Synopsis**

Are you interested in 100% scientific and proven ways to make friends quickly, negotiate anything you want, turn enemies into friends, gain trust, and just be flat-out likable? How about step by step, methodical, literally foolproof approaches to just make people want you around more? In *The Science of Likability*, that's exactly what you'll get. I've taken 16 of the most influential, famous, and effective psychological studies and broken them down to see exactly how you can use their findings to your advantage. Every piece of advice in this book to increase your social standing and likability factor is 100% backed by in-depth, peer-reviewed research. It turns out that the majority of what we do and feel is determined subconsciously - even how much people like you. Ever get that feeling that you just don't like someone's vibe, but can't explain why? It's the little things that influence our psychology, and you'll learn how subconsciously make yourself seem likable, trustworthy, and intelligent. From Freud, to Cialdini, to Pavlov, to Schachter, to Goleman, these 16 studies are insightful, analytical, sometimes surprising, but most importantly effective and actionable. They're easy to concretely implement in your daily life to level up your charm, wit, and humor. Likability is the key to business, love, and relationships - make sure you are living your potential! What will you learn? Well here's a preview... - Chapter 2: How to read people like a book. - Chapter 3: How to make friends out of enemies. - Chapter 5: How to instantly become a close friend. - Chapter 6: How to negotiate anything and be persuasive. Intrigued? How about the following? - Chapter 8: How to make people trust you. - Chapter 11: How to make people do what you want. - Chapter 12: How to be a leader that anyone will follow. - Chapter 15: How to be credible and trustworthy. Being likable unlocks the doors to everything you want in life. A better career? You better believe that the people with the most promotions and highest salaries aren't just the most qualified. Better love life? Being likable keeps you a potential date to anyone you want. Better relationships and friendships? Not only that, but you open the door to people wanting to be friends with you. 16 tested and proven ways to be the person you've always imagined yourself as. Don't hesitate to pick up your copy today by clicking the BUY NOW button at the top of this page! P.S. Make it so people can't help but simply like you.

## **Book Information**

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## **Customer Reviews**

Hmmmm-m-m. Hate to be a dissenter here, but I really didn't learn much from this book. I bought it based on all the Five Star Rave Reviews; I depend a great deal on those reviews, But really, does anyone not know basic friendship skills like "Be optimistic and positive," and "Look for common interests"? Perhaps there are readers who would gain from reading the Business Leadership chapters, which I wasn't that interested in. In that case it might be worth the 99 cents I paid for it on Kindle. If it was available in paperback I would have returned it.

I'm a big fan of Patrick's book. His content is easy to read and understand but what I enjoy most are his examples. This book is filled with 16 badass case studies on how to make anyone like you. Some of my personal favorites are: "How to instantly bond with anyone" and "How to make people want you around". I wasn't much of a social butterfly growing up so this book has been very influential in helping me break out of my shell.

Avid reader and fan of self-development books here. I'm always interested in improving myself, but unfortunately a lot of the books out there are filled to the brim with BS and what is clearly just the author's opinion. Like, some of the stuff just sounds so ridiculous when you say it loud. This book is different for a few reasons, but mainly because of the researched nature of almost each piece of

advice. Very much makes me more inclined to listen to and take the advice to heart if I know that there is proof for its validity - and plus the author does a great job of breaking the studies down and making it useful for us, so we don't have to read the studies ourselves. Educational and interesting book.

This book is a quick read that's easy to get through during your free time. For those worried about becoming more of a conversationalist, or simply becoming more likable, there are a few points in the book that can easily be practiced in everyday situations. I enjoyed reading the studies, the majority of what we do and accomplish is based on energy, and this book aims to teach the reader how to successfully channel that energy. While this book had a few flaws in the grammar department, I enjoyed its content. I received this book in return for my unbiased opinion.

The book is a quick read. It seems a bit abstract and at times contradicts itself. An example would be where the author says that the pace-setting leader works best if you're dealing with someone who is already motivated. In the same paragraph, it states that this pace-setting method works with people who need motivation. The irony lays in a later chapter where in the author warns the reader not to be contradictory or else credibility will be destroyed. The book does not show you how to master charm, wit, or humor like the full title suggests. In the end, he's summarized 16 interesting points and 16 different citations to those points. In that sense if you're completely new to the topic, it doesn't hurt to pick up this book.

Love this book. I am a self help book junkie, lol. After reading this book I could see why I have become more like-able and also why some of my associates are considered un-likeable. It gave me good insight into what is going on in many of the relationships at work.

I was delightfully surprised by this book. Without a lot of fanfare and wordiness, the author cuts straight to the point on all 16 studies. He gives a simple, easy to understand synopsis of each study and how to use what is learned from the study. You will learn in this book (which is concise enough to read at one sitting) how to influence people, to read people, to make friends out of enemies, to be persuasive, to make people trust you and bond with you, to avoid judgments, to get into an inside circle, and much more. It all really makes sense when you learn the basic psychology. You can do all this without being manipulative: just be kind, friendly, and sincere. Be someone you would like to hang out with! Susan Schenck, award-winning author of *The Live Food Factor* and several other

books

The premise of the book is pretty fascinating first of all so I think the author deserves a lot of credit for finding all of these studies, which must have taken a long time. He then reduces each study to a couple of major points that we can use in daily life, and I think anything else would be too complex and ultimately useless - If you wanted more, you should just the study yourself! It was a good amount of detail and insight for me. I learned a lot from each study and definitely recommend this book!

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