

Asmaa Kadry



# Impressions



Second Edition  
2008

First Impressions – How to win them all !

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L.L.C.

# **First Impressions**

**How to WIN them all!**

**By:**

**Asmaa Kadry**

Second Edition

2008

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# How important?

**I**t wasn't before I was eight years old that I got to live in Alexandria; my home city, as my family have lived in Saudi Arabia since I was just a baby, until that time. As a child I was so delicate and fragile, my God has that change formed

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such a major disturbing and even traumatic event in my life!

I was so sheltered and protected in my childhood, coming from that fancy school in Saudi's small quite town of Dammam, it was a girls only school, with only nine girls in the classroom and all cute teachers taking good care of us, saving us from everything; the bad as well as the good, and driven into the big city of Alexandria where "nine girls per class" wasn't even a dream other than an option!

My parents applied for me in one of the finest schools in the city where students per class was controlled so well not to

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reach any where near those outrageous numbers that we heard about in other schools, by all means didn't exceed sixty!

Imagine that!

I get a good laugh now when I remember my first day at that school but to me back then it was rather scary and shocking than funny, my face turned deep red, I began to sweat and gasp like a marathon racer while my eyes opened widely watching that terrifying crowd of boys and girls together pushing and bunting all around, and screaming for no good reason, trying hard to understand any of this or tune myself for that new atmosphere when the big

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mistake happened. There was a very naughty boy doing God knows what when that teacher entered and whoop! She smacked the boy while yelling extremely loud at him!

It was the last straw, I felt dizzy and shocked, and suddenly burst into tears hanging to my father's neck crying and shivering, he held me tight and gently whispered:

“Just give it a few days, and I will be right here for you all day long!”

I sat next to the window and every now and then I looked out to the corridor to find him just standing there, smiling at me

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giving me back some comfort and calmness.

But of course he couldn't do that every day because he had to work, but he promised me that I'll find him right outside my classroom once the last bell goes on, even though I still was so afraid and uncomfortable, crying almost all the time until I fall asleep on my desk, and just be that anxious till the end of each day.

Even though that teacher got actually fired, and the days revealed to me how lovely and prosperous that school was, it still took me my whole higher primary years to

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believe so, and get rid off of my fears and incredible tears that insisted to strike me every time I set a foot in there!

That how important and even dangerous first impressions could be!

Go ahead, do the same, take a quick journey into your memory, you might have passed through some kind of an experience that did leave such an imprint in your life, probably it was only a few minutes with someone or somewhere that eventually gave you an inerasable image about them; an image that is so hard to be

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changed even though with days turn out to let you know for sure how wrong or at least incomplete, that "imprint" was, it just never fades away completely.

Statistically first impressions hold more than 50% of the image people form for each other, most people decide whether or not they want to have any thing to do with you depending on the first impression you've made.

*\* Is this superficial?*

*\* Is it fair?*

*\* Is it a rule?*

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For some people it's a kind of lacking patience or time or both, like in job interviews; they don't have time to give more than one chance for each candidate to prove himself as worthy of the offered position. Instead they design a detailed application form and a long "first meeting" to help them make their decision; once you won that first impression you get further chances until you're in.

For other people this is more like what I used to call: subconscious defense mechanism; people can look tough from the outside but deep down they are really fragile as they can be, they tend to shut off

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from the start any relationship that may hold a possibility of hurting them at some point in the future. They take the first impression as a sign to tell them (go for it) or (stop it right here).

So, giving a good first impression equals winning at least 50% of your way to your speaker's heart.

But sometimes it's rather complicated to win those with everybody, because people are incredibly different with a wide variety of types, preferences and expectations which are rather hard to predict, so you

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find yourself with many questions like: Should I shake hands or shouldn't I? Where to stand exactly? How to address my speaker? Is it appropriate to tell a joke? Is it appropriate to ask a somehow personal question? And of course getting that confused in the first meeting doesn't leave a good impression at all!

But you don't have to be confused, you don't have to stumble all over and ruin everything for yourself!

You don't even have to leave it to the chance; you only have ONE first impression

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with each person, and some times you can't afford to lose it!

In the upcoming chapters you shall find a social "manual" that covers the main principals you need to win every first impression from now on.

You will find it so easy to make new friends, to impress your teachers, to be a star in a family reunion or to do impressively well in a job's interview!

So let's go!

# Body language

**H**ere's a shocking fact: Only **seven** to **eleven** percent of your communication is carried out by the words you choose to say!

Researches has shown that people derive only about **7%** of the meaning of a conversation from the words the speaker uses, about **38%** is based on the tone of

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voice, and a whole 55% from the speaker's body language!

This scheme is called by the public relations experts: the "55/38/7 rule".

*Yes, it is that dramatic!*

It's not only (what you say) that counts, it's (what your body is saying) during the conversation much as well.

This is the difference between **content** and **context**:

- The words and sentence construction is content.
- How you say them and what you do while you say them is context.

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The full **context** is everything – other than the words – that can be seen and heard “experienced” by every one involved, and whilst the content is clearly vital for communication to happen, the context can have a really dramatic effect on the message received.

Body language is only one part of that context, other parts are:

- Where you sit or stand; how near or far from your speaker?
- Who else is in the room?
- Time of the day, week, year.

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- History of previous communication.

So when you meet someone for the first time, every thing you do is actually forming a part of that history; which will affect every communication between you two in the future.

That's how important first impressions could be.

Body language is a major component of the context and it can be divided roughly into three parts:

- 1– The stuff you can do nothing about:  
your gender, race, age, height, etc.

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2– The stuff you can, with effort, change: the way you dress, your hair, weight, etc.

3– The stuff that you can chose to use like: gestures, the way you stand, eye contact; duration and intensity, tone of voice, facial expressions, etc.

The most powerful of these is eye contact as we will explain later.

There is no credible way of learning new body language gestures, as they always seem artificial or bolted on. The way to approach modifying your body language is

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to think of it as a "style"; when you think of your cloths, your accent and your gestures as your style, you can begin to deploy them at will.

In other words you can begin to choose to turn parts of your body language style up or down for the effect it will have.

This way you get control over your body language that looks and feels natural, but is also easy to change.

*So what are the Do's and Don'ts in a first meeting?*

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Here is some tips and tricks to apply:

1–Always stand up straight and never slouch. You need to use your maximum height and slouching makes you appear shorter, nevertheless that it projects an image of low self-esteem.

2–Do not make repeated, nervous-like gestures. When speaking to someone it's important to use body movements but never fast and repetitive ones. This either can show lack of confidence, or a hostile nature. They are both too bad for your image.

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3–Based on the information we are going to see in the upcoming chapters; you need to create your own personal space and make sure to let others know their borderlines. Do not let them walk all over you; this is not of any less importance than respecting other's spaces.

4–Dedicate all your attention to the person you are speaking to; do not frequently look around or in you watch as if you're uncomfortable or not interested.

5–Keep your voice moderately low and your tone calm even if you were

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nervous or upset; a high or sharp tone of voice indicates weakness other than strength like one may think.

You also need to apply 13 simple but important rules we're going to discuss in details, taking care not to overplay it; people notice the difference between authentic and false gestures, and the social actors are not really welcome among good people.

What to do is not the only important thing to know when doing or learning something new, it's "why you're doing it" that counts,

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so ask yourself why do you wish to impress people? Understand that we're not trying to manipulate or play people by learning ways to impress them, on the contrary, you see, humans are social beings, they derive their happiness and stability out of their peaceful relationships, seeking healthy relations is crucial for a good high quality life.

Remember, winning people's hearts is an act of love, and it should always come out of love.

# Freedom Circle

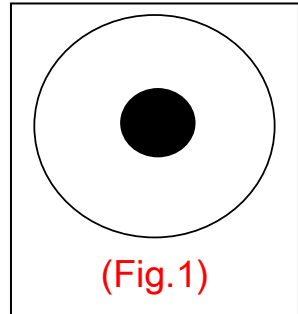


his is a very important concept everybody should grasp as a cornerstone in social relations; it's called: the FC or **freedom circle**.

This represents your highlights and guidelines for a better social behavior.

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Imagine a double circle just like a CD; this double circle represents every human being on earth!



*Look at figure (1).*

The small black circle inside symbolizes the person himself, while the white circle around it symbolizes his freedom league.

This circle indicates one's boundaries, what he does or does not accept within his own space to keep a comfortable state.

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It can be wider or narrower according to people's types, thoughts, educational levels and cultural backgrounds, but it does exist for every body somehow.

Every body have their own freedom circle around them, and they'd rather keep it clean with no interference what so ever, which is technically impossible given that we are not living alone on the planet, and any close contact with others guarantees this interference. No body can live without interference unless of course they want to become socially isolated.

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## How to WIN them all

Do you want to make new friends?

Or dying to win your dream job?

Do you wish to impress  
your teachers?

Or love to be a star  
within your family?

## You can have all that!

This book is like a simple handbook  
a social "manual" holds all the keys

To better relationships,  
whether they were personal,  
professional or public relationships.

From now on you will WIN them all!

**Enjoy!**

