

# Convince Them in 90 Seconds or Less: How to Connect in Business

Nicholas Boothman

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*"Boothman is Dale Carnegie for a rushed era."*

—John Tierney, *THE NEW YORK TIMES*



Make Instant Connections That Pay Off in Business and in Life

- Strengthen Communication
- Inspire Cooperation
- Sell More Effectively
- Maximize Every Business Opportunity

by  
**Nicholas Boothman**  
author of *How to Make People Like You in 90 Seconds or Less*

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**Nicholas Boothman : Convince Them in 90 Seconds or Less: How to Connect in Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Convince Them in 90 Seconds or Less: How to Connect in Business:

3 of 3 people found the following review helpful. Book has excellent communication tips for connecting with people with excellent, fun exercises to practice!By MelissaThis is not the same ole personal development book - and I have read quite a few! The book is an easy to read, page turner! I will share some of it and will try not to give it all away! The author tells you how to get in sync with others, to speak positively instead of negatively, how to introduce others, how to ask a question to get people talking, tells the importance of a 10 second commercial and how to create it, tells the importance of giving and receiving feedback and has excellent summaries at the end of each chapter. Most of my ear marked pages are the ones that have exercises on them or excellent communication tips. They are all good

exercises and I will be trying some of them out on family and friends to practice some of the things he teaches! 0 of 0 people found the following review helpful. This book has been written to help you make a good first impression. By Customer I thought it was a book on influence : I was wrong. This book has been written to help you make a good first impression, nothing more ! But the writing is good and the advices clear and actionables. 0 of 0 people found the following review helpful. Excellent Book. By Bruce E Walker If you want to understand people and know how to deal with them? This is a great book. This was my second purchase of this book as a gift for somebody else. No it s not complicated or rocket science. However, the personality types identified are exactly right. We all have those people we have trouble dealing with. To the reader who pays attention you can learn how to recognize and deal with those people. A real treasure trove of information to somebody who wishes to learn something.

Now in paperback, revised throughout, with a timely new chapter and titlemdash;The original *How to Connect in Business in 90 Seconds or Less* received praise such as: "Nick Boothman's brilliant stroke is to guarantee that within the first 90 seconds of meeting someone you'll be communicating like old trusted friends. But he doesn't stop there. This book shows how to turn those instant connections into long-lasting, productive business relationships."mdash;Marty Edelston, publisher, BottomLine/Personal. And: "Success in business depends on effectively communicating ideas, at least as much as thinking them up, and Boothman tells us how to do that."mdash;Matthew Bishop, *The Economist*. Boothman's message is central, and in this current business climate, critical: whether selling, interviewing, or motivating a team, success depends on convincing the other personmdash;and the quickest and best way to do that is through what he calls "rapport by design." Using the science of Neuro-Linguistic Programming (built upon body language, attitude, voice, and synchronizing behavior), Boothman shows how to create a winning first impression and, within 90 seconds, a lasting trust. Then, when those 90 seconds are up, he shows how to master the people-to-people skills that are essential to an ongoing business relationship. A new chapter added just for the paperback serves as a communication primermdash;drawing on his years in advertising, Boothman reveals how to make your message stand out and stick in a world that's already glutted with information.

From the Inside Flap In business, we can't make a living selling to our friends. We don't have the luxury of choosing our colleagues or our managers, our clients or counterparts in other companies. So learning how to establish rapport with all sorts of people is crucial, which is what Nicholas Boothman teaches, simply yet powerfully, in his step-by-step program. It begins with the ABCs of Neuro-Linguistic Programming--Attitude; Body Language, including how to synchronize with another person; and Congruence, where communication is coordinated both in what we say and how we say it. Then Boothman describes the four key business personalities--Dreamers, Persuaders, Controllers, Analysts--and how to communicate with each one. He shows how to nail down the Big Idea in a 10-second presentation, how to be a schmoozer instead of a dry fact-talker, and how to establish credibility and authority right out of the gate. Filled with skills, techniques, and creative exercises to help make the most of every type of encounter and relationship, this book is a direct connection to success. From the Back Cover Whether you're selling, negotiating, interviewing, networking, or leading a team, success depends on convincing other peoplemdash;and convincing other people depends on making meaningful connections. Nicholas Boothman, an expert on forging instant relationships, shows how to use the tools that belong to all of usmdash;face, body, attitude, and voicemdash;to make a dazzling first impression, establish immediate rapport and trust, and master the people-to-people skills that will help you persuade others to embrace and act on your ideas. About the Author Nicholas Boothman, author of *How to Make People Like You in 90 Seconds or Less*, learned how to establish instant rapport with strangers while working as a fashion and advertising photographer. A licensed Master Practitioner of Neuro-Linguistic Programming, he is a consultant to individuals, groups, and corporations who want to learn the communication skills needed to connect with others. He lives outside of Toronto.