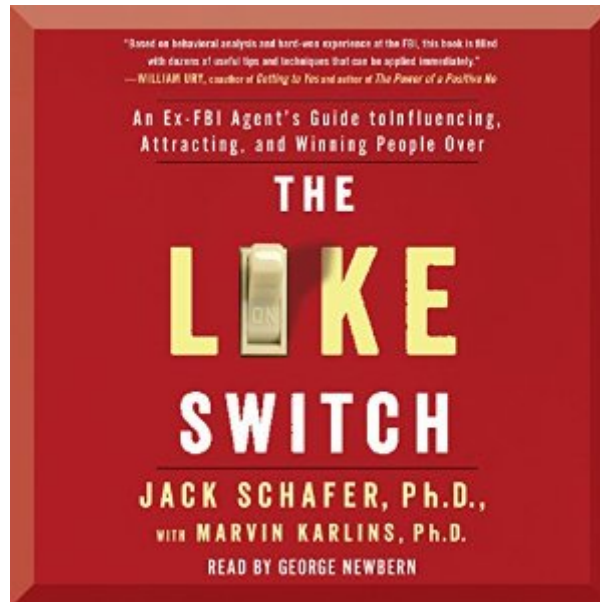


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# The Like Switch: An Ex-FBI Agent's Guide To Influencing, Attracting, And Winning People Over



## Synopsis

From a former FBI Special Agent specializing in behavior analysis and recruiting spies comes a handbook filled with his proven strategies on how to instantly read people and influence how they perceive you, so you can easily turn on the like switch. The Like Switch is packed with all the tools you need for turning strangers into friends, whether you are on a sales call, a first date, or a job interview. As a Special Agent for the FBI's National Security Division's Behavioral Analysis Program, Dr. Jack Schafer developed dynamic and breakthrough strategies for profiling terrorists and detecting deception. Now, Dr. Schafer has evolved his proven-on-the-battlefield tactics for the day-to-day, but no less critical battle of getting people to like you. In *The Like Switch*, he presents these techniques for how you can influence, attract, and win people over. Learn how to think and react like your favorite TV investigators from *Criminal Minds* or *CSI* as Dr. Schafer shows you how to improve your LQ (Likeability Quotient), "spot the lie" both in person and online, master nonverbal cues that influence how people perceive you, and turn up or turn down the intensity of a relationship. Dr. Schafer cracks the code on making great first impressions, building lasting relationships, and understanding others' behavior to learn what they really think about you. With tips and techniques that hold the key to taking control of your communications, interactions, and relationships, *The Like Switch* shows you how to read others and get people to like you for a moment or a lifetime.

## Book Information

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## Customer Reviews

This book ended up being more enjoyable and interesting than I initially expected. When I first considered reading it I thought... "Hmmm...non-fiction. Well this will take me awhile." I ended up reading the entire book in a few weeks, which never happens with non-fiction books. But the subject interested me, so I tried it out. I am glad I did because it gave me some insight and made me more aware of non-verbal cues that I may be giving people when I am listening to them. I learned a lot of this body language info in counseling classes back in the 80s, but it was a nice refresher. It would be a great resource for people who have difficulty reading non-verbal cues, like someone with Asperger's Disorder. The way the book is described it gives the impression that it's more of a how to book in order to get what you want from people, but it's really more of a, "Why won't this person talk to me?" Or, "Why do I have trouble making and/or keeping friends?" type of book. Yes, there are some parts that go into interviewing techniques, but anyone who has done an investigation or conducted hiring interviews might find these portions helpful as well. There are also many techniques shown that you can use to talk with someone about a controversial subject and still get heard. I loved how the authors included pictures to explain some things like body language and what to look for. There are suggestions on what to do when dealing with anger and how to assess where to go in a heated conversation. There are even some sections that talk about verbal communication and non-verbal communication between couples, and about how to get your spouse to talk to you about a difficult subject so it's a win-win situation. There are references and resources at the end of the book so you can delve further into this subject matter if you want to. Overall, I found it to be a very helpful book.

At first I was skeptical about some of the techniques listed in the "The Like Switch" (I mean come on, how effective can tilting my head while speaking to someone really be?), but after actually trying some of these techniques out, I couldn't believe the outcomes. People actually started to see me differently and, more importantly, were more susceptible to my requests. Great book, its application is limitless. Highly recommended.

This is one of the best books I have ever read on the power of persuasion, and I have read a lot. This ex FBI agent packed this book with true life examples of what really worked and steps he took to get bad guys to confess or spies to work for the U.S. It has references to non-verbal communication and persuasion, which is why I bought it. I look forward reading it 2 or 3 more times. There is a lot of information packed in this book. I have read 30 books on body language and there are things in this book I have not seen before....

I wish this book had been available when I was young. It's clear and simple. And, more important, it's easy to practice. Anyone who has attempted NLP will find this material a liberating breath of fresh air. No complicated, convoluted language patterns. No awkward mirroring. Just normal, everyday behavior that produces incredible results. His stories of how the FBI both recruited and broke foreign spies using these simple techniques really drives the point home. Want to be more persuasive in your life yet also 100% natural? Then read this book.

Excellent book. I finished reading it in one day because I couldn't put it down. This is a must read for everyone. There are no boundaries of who should read it. Tips for young and old, every profession, every situation. You already know this stuff, but you just don't realize it. Read it.

I had the pleasure of meeting the author, ex-FBI agent Jack Schafer in person at a conference. Schafer demonstrated the core components of The Friendship Formula = Proximity + Frequency + Duration + Intensity from his book, The Like Switch. Books from former FBI, CIA, and military personnel often make the mistake of using military jargon extensively and boring civilian readers with detailed minutia of their counter terrorist or criminal case examples. As a business entrepreneur, I want to learn and use body language and interview skills for greater client connection and competitive advantage. Schafer delivers with clear conversational writing style, his engaging personality, and easy to understand examples that can be applicable to getting a spy, criminal, or terrorist to confess, or every-day-life challenges of sales negotiation, parenting, or succeeding in business. As a psychologist, Schafer also offers a deeper understanding of people's underlying motivations and human needs. People want and appreciate feeling good about themselves. Schafer offers persuasive techniques designed to hit the emotional sweet-spots for a Win-Win outcome: Focus on the individual(s) not us Empathic Statements Flattery / Compliments Third-Party Compliments Primacy Effect Asking for a Favor Offering Simple Choices Law of Attraction, Similarity, Misattribution, Curiosity, Reciprocity, Self-Disclosure, Humor, Familiarity, Association, Self-Esteem, Scarcity, Restraint, Patience, Personality Contemporaneous, Temporal, or Vicarious Experiences Rules of LOVE (Listen, Observe, Vocalize, and Empathize) The Key is to CARE (Compassion, Active Listening, Reinforcement, and Empathy)

This was really fascinating. I blew through it pretty quickly because the tips and anecdotes pull you

in, but it's a book that actually deserves serious study. Re-reading it (probably more than once!) will be necessary to fully extract all the information. Miraculously, it avoids being dry while still managing to be thoroughly educational. Whether you're attempting to be more outgoing or just wish you could detect deception, this is definitely on-point, with clear examples and illustrations. There are ample discussions regarding pitfalls to avoid, with some cautionary tales featuring names you'd recognize.

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