

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

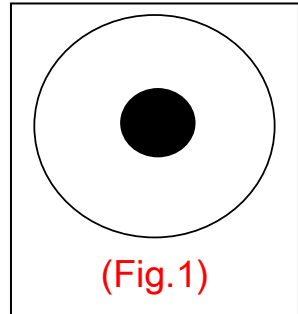


his is a very important concept everybody should grasp as a cornerstone in social relations; it's called: the FC or **freedom circle**.

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.

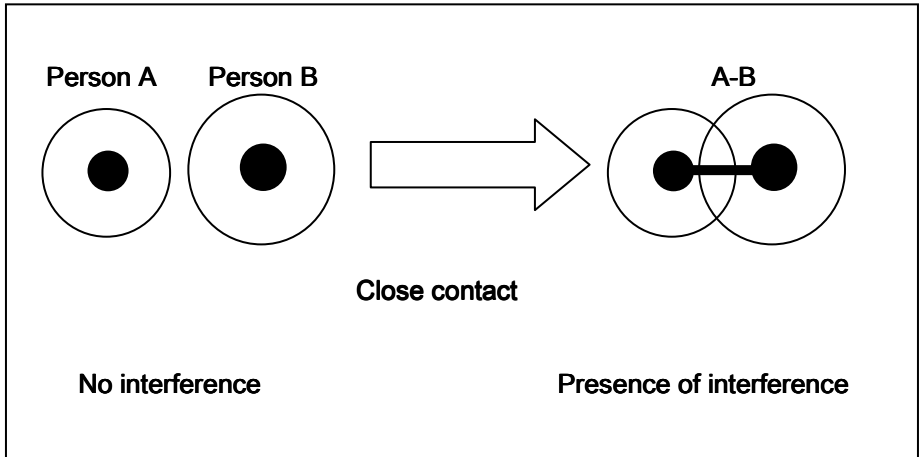
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If you wish to know what could happen for a socially isolated person you could look at a homeless, those are mainly people who couldn't bare any kind of interference and thought that isolation will grant them comfort and peace, and even those get still their share of interference from time to time.

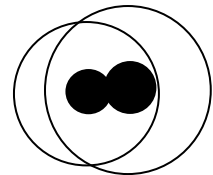
Such an extreme image gives you an idea about how far people would go just to reserve their freedom circle and keep it interference-free, it's an instinct to feel free, and it should be rule number one in dealing with any human being.

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*Now look at figure (2).*



As people get closer the interference gets greater, until it reaches its maximum limit between married couples. *See figure 3.*



**Fig. 3**

# Interference

**O**ne might get the idea that interference is always a bad thing, something people try so carefully to avoid but still get inescapable share of it.

Fortunately that's not true!

Interference could be positive or negative of various extents according to the sort of people and the kind of relationship. Sometimes it is crucial, even asked for,

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sometimes it's essential for psychological and physical well being and stability or even for existence.

Generally interference can be categorized into:

- I. Positive interference.
- II. Negative interference.

And each of these are subcategorized into three types:

- 1– Vocal interference.
- 2– Physical interference.
- 3– Interference by actions

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## **I. Positive interference:**

When the individuals involved share the same preferences (like in case of best friends), or when the interference happens to be to one's favor, that makes the interference positive.

Advice, medical procedures, surgery or even teaching and tutoring, and any other kind of intruding scenario are all kinds of interference that we can never shut off or try to live without.

## 1. *Positive vocal interference:*

From its name this interference happens vocally, i.e, through speech.

### **Picture this:**

- It's almost your midterm and you're not paying much attention to your studies because you're so busy practicing your hobby, so your mother starts to ask you about school and encourage you to spend more time with your books and leave your hobby to the vacation.

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It still is interference, but if she didn't interfere you could be failing your exams, so it's actually a blessing that she did!

### Or this:

- One day you seem to be so sad at work, your colleagues notice that your fiancé who's working in the same department is not so well too, so they start talking to her about you and how disturbed you look today like there isn't enough air in the room or something, they tell her how eager and scared you were when you proposed to her, and how happy and

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relieved you've become once she said yes, and they just kept going on and on until you suddenly found her standing in front of your desk smiling and willing to make up.

Was that interfering? Sure it was, but it came to your favor therefore it is a positive interference.

## *2. Positive physical interference:*

From the name also this type involves a sort of physical contact.

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- Hugging your child, kissing your sister or tapping on a friend's shoulder and every other act of love between intimately related people are all examples for positive physical interference.
- To be examined by a doctor or treated by a dentist is another form of positive interference (many people will disagree now!) but it is still an act of care done for our own good. After all we did ask for it!

### 3. *Positive interference by action:*

This type does not involve physical or vocal contact, but it happens when the actions of someone interferes with your freedom.

- Jack was a bachelor for quite a long time, he used to cook and house keep for himself, but he wasn't so good at it, he had this annoying habit of losing important things because he never puts anything in its place. This year he's got married to Sally and ever since nothing is lost again!

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She has a great sense of tidiness; a place for every thing that never changes. Sally has imposed her style upon Jack's life, he doesn't lose his keychain or flash memory any more for instance.. He doesn't need to start cooking after an exhausting day at work or eat just anything. These habits have changed for good. This is in fact interference by action but it's a positive one, and Jack is so appreciative.

- Billy is a young poet but he's never published any thing until he met

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Tulip the writer. She edited his book and gave it a publishing opportunity. This is another form of positive interference by action.

## **II. Negative interference:**

Negative interference is defined as any interference that results in damage, unease or inconvenience, whether it's physical, materialistic or intangible.

And just as well as the positive interference, the negative is also categorized into the same three subdivisions:

- 1 – Negative vocal interference.
- 2 – Negative physical interference.
- 3 – Negative interference by action.

## 1. *Negative social interference:*

This can happen simply by asking a personal question or making an embarrassing comment like:

- Are you pregnant or something?  
Because you look so fat!
- Congratulations for the new job! How much do you make now?
- Why are you dressed like this? Would you actually leave home in your pajamas?!

or any other kind of stupid awkward comment that result in embarrassment and unease.

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It can even get more violent like yelling, insulting or calling names.

### 2. *Negative physical interference:*

Any harmful physical contact like hitting, pushing, pinching, manhandling, harassing and raping are considered negative physical interference.

But it doesn't have to be this aggressive; sometimes just touching, shaking hands or even standing too close can make a negative effect when it comes from a total stranger.

### 3. *Negative interference by action:*

#### **Picture this:**

- You're downtown in a very hot day desperately looking for a parking spot for your car. You would love to just leave it in the middle of the street and go to do whatever you need to do, the stream gets unbelievably strangled and when you finally pass by the point that caused all that you discover that someone did actually park their car in the middle of the street causing all that trouble! This is too bad!

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- Adam is a work addict, he used to spend all weekends even holydays at work and be happy about it until he got married. Suddenly he can't work holidays because there are always stuff to be done, errands to be run, family quality time to be spent. Of course he needs that but he still feels obliged to do so because not doing it will certainly diminish his family's freedom.
- Mr. Crane likes to read his paper in the morning and put it on his disk so he can find it and refer to it again in

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the afternoon. But since his daughter Anna moved in back with him after she was divorced, he can't find his paper in the afternoon because Anna likes to read it after lunch!

Anna didn't mean any harm, she's just trying to read the paper, it's completely innocent and rightful act but it still interfered with her father's freedom.

- Susie shares a dorm room with her colleague Tina, Susie likes to keep the AC higher than 25°C even at summer, or else she stars getting

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uncomfortable, while Tina gets terribly hot during summer days (can you blame her?) and adjusts the AC thermostat to 19°C to get her comfort which makes Susie so mad and tense. This is two ways interference! I really don't know how to fix this situation, do you?!

- Mr. Lang likes to stay up really late at night and wakes up by 10 or 11 in the morning, he just feels more productive and creative at night when every body is sleeping, while his partner Mr. Smith wants to see every

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body at work by 9 am or he gets really cranky. I don't see them working together for long!


Also steeling, stalking, monitoring, unauthorized photographing or even watching TV while others trying to nap are all negative interference by action, I can just go on and on, there are millions of examples happening to us every day forcing us to change our plans or compromise our desires, and choose who to give away our freedom for and still be happy about it, while trying to keep a certain area of our FC clean.

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You can control who, how and to what extent, but you can never forbid this interference at all if it was somehow benign and could be bared, unless you spend your whole life absolutely alone on a deserted island!

But at least you'd rather not experience this interference with total strangers, right?

# 13 rules..

 Lets review our objectives here in brief; what do we want to get out of this book exactly:

1 – We want to always leave a good impression allows us to build more successful long-term relationships, whether those relationships were

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personal or professional, and win as much allies as we can.

2– Experience reasonable degree of freedom in order to feel comfortable and peaceful without blowing our chances to get happiness and warmth of healthy relationships.

3– Learn how to solve any possible social issues with dignity and grace.

4– Learn how to evaluate people rightfully without hasting into conclusions or being impressionable ourselves.

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To fulfill those objectives we need to learn **thirteen simple rules** and start applying them to our lives right away to get the maximum benefit, and the good thing about these rules that they are easily understandable and applicable, and their results are instant. You will see the result by your own eyes instantly after applying each rule, which gives you a sense of satisfaction and security, and let you know immediately that you're on the right track.

# **Rule number 1: Master Key!**

It is a known fact absolutely no one can deny that the master key to all human hearts is simply a little smile!

A simple calm smile that is not only pasted to your lips but also shown in your eyes and your facial features too,

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this smile tells everyone that you're glad to meet them, and subsequently gives them the same gladness and approval when seeing you.

Have you ever seen a dolphin closely?

Do you know why they are so cute and lovable? All dolphins have a capturing smiling face, pure sparkling eyes that tell you in a universal language: you are welcome my friend!

Have you ever seen anyone who does not like dolphins?!

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The smile may be the only good deed I know that gives its feedback directly right after you do it! It has a real magical effect on all people no matter what! A smile makes your face relieving and trustworthy, and it sure gets you through the first and the hardest threshold in any social contact.

Try to give the first person you meet in the morning a nice friendly smile and see what happens. This person will automatically smile back at you and may also follow that by a short greeting.

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I tried it on my baby, my one year old baby; I looked at him and gave him a big welcoming smile. The result was really surprising; he laughed out loudly, stood up and came running to my arms for a big hug!

As a child he spontaneously used the only action he knows to express love for me at the very moment he received my smile. In less than a second I won that much of his love just by a simple act, it cost me nothing, but I gained so much out of it.

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The lovely result I got allowed me to make it a habit, not only with my child but with other children too, and that is the secret – for those who wanted to know – that all children love me!

The adorable thing is that my baby has got the idea, and whenever he sees me a little busy or distracted he gives me a big cheerful smile knowing that I will never be able to resist that!

Another story happened to me when I was eleven years old; we had a lady neighbor who was so silent that I don't

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remember ever hearing her voice before! She also used to keep a grumpy face at all times which got me to be a little intimidated by her, and not only me, a friend of mine lived in the same building felt the same way, I remember that we used to avoid her by all means, holding on to the idea that this lady should be mean and unkind though we didn't even know her name!

One morning I entered the elevator and there was she inside, I couldn't escape of course but my heart started pounding as she closed the elevator's doors

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feeling that I want to scream! In a desperate action I gave her a big smile, and that exactly when I've been struck with a huge surprise! She actually smiled back at me kindly and said: "Good morning honey, how are you?!"

It was so astonishing that I remember moving back one step; it was the first time I hear her cute voice in my life!

After that day I discovered how nice she is! How kind, sweet and really likable she is! But all that was hiding behind the grouchy mask which used to give us the fright before.

***What does this little facial expression do to us?***

As children we all used to draw evil people with grumpy faces and good people with cheerful smiling faces; didn't we?!

Until of course we watch Snow-white and know for sure that not all grumpy people are evil! Especially if they were dwarfs living in a forest!

It is written inside our minds that smiling people are good and friendly while grumpy ones are otherwise.

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So when you do smile to new people you actually print your name in their minds with "friendly" label as a first impression, this gives you a very good chance to actually be their friend.

But do not keep smiling all the time; this can indicate lack of confidence and seeking approval. A nice smile in the beginning of the conversation would be enough if followed by relaxed facial expressions and a little smile whenever needed.

## *Words of wisdom*



- *"Don't underestimate any of the good deeds even if it's just to meet your brother with a smiling face"*
- *"It's a charity to smile to your brother's face"*

*Prophet Mohammed*

*(Peace and blessing be upon him.)*

## **Rule number 2:**

# **Eye talk!**

It is not a myth what they say about eyes and how they speak alone the ultimate truth, and can never lie even if you try.

**Try this game yourself:**

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- Sit down with a friend of yours face to face.
- Keep a pen and a paper.
- Let him choose 10 different topics to talk about each for a minute or two; telling the truth sometimes and lying other times randomly while looking directly in your eyes.
- In your paper check true or false for each topic as you think they could be.
- After you're through review your speculations with your friend.

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If you were focusing enough you will find that almost all of your speculations were right.

**Try it, it's AMAZING!**

The explanation of this phenomenon that while he was speaking to you, his eyes were independently talking telling only the truth.

So your friend had experienced two different states:

1–In case of truth: the eyes were on the same track with the speech and consequently completely stable and

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comfortable, looking directly at you  
openly.

2-In case of lies: the eyes were  
absolutely troubled during the  
false speech, like a very honest  
person who hates to lie or even to  
watch someone lying, once a lie  
has been told they start to blink, to  
flick and roam around  
uncomfortably as they want to get  
caught! And then you know that  
the words you're hearing are false.

But be careful, lying is not the only  
explanation for eye disturbance, it

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could indicate many other things like: shyness, low self esteem, fear or even an eye disease!

So what exactly is the movement that indicates lying?

When a direct question is being asked, the eyes perform an instant movement immediately after hearing the question; there are five main cases:

1 – **Eyes upright** towards the sky: mostly indicates bore or lack of patience.

2–**Eyes straight down** towards the ground: mostly indicates shyness or modesty, and can also indicate hiding the truth.

3– **Eyes up right**: usually indicates lying because in that moment they are seeking the right lobe of the brain which is responsible for creativity and imagination, which means that the speaker is trying to fabricate an answer.

4–**Eyes up left**: usually indicates an honest answer because the speaker is seeking the left brain lobe which

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is responsible for logic and memory, which means that they are trying to remember something or find the real answer to your question.

**5– Troubled left and right movement:** usually indicates embarrassment, the speaker feels trapped and wants to find a way out, maybe they don't know the answer or they know it but don't want to tell.

When you communicate with a new person eye contact during the

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conversation is very important; they state honesty as well as confidence, but on top of which they possess an overwhelming power over people and even animals!

Eye contact is the most powerful part of the body language – which consists 55% of the communication process with anybody like we said before – just try to get a waiter's attention without making eye contact and you'll see how strong the impact of not making eye contact can be.

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Even in the children's world; the ultimate rule when disciplining children is to get close to them and maintain eye contact, or else they will walk all over you!

The only critical point here is how long should you keep the contact?

Research proved that communicating people usually share looks for 30 to 60% of their whole communication period; less than that indicates lack of interest, and more than that indicates a personal

## First Impressions – How to win them all !

interest in the person himself not the subject of the conversation. This interest can be either peaceful or hostile. So you should be careful not to stare in a first meeting with anybody, until of course you want to express personal interest!

Generally staring is offensive and invasive for people's FC, you don't want to give the idea that you are challenging or harassing!

## **Rule number 3:**

# **Respect territories!**

Another component of body language is territories; where to stand or sit exactly? How far is too far and how close is too close?

Just like almost all animals people too have territories; about four territories

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vary in their distance according to whom you're around.



**T1: the intimate territory** - is the nearest one, it's between 15 and 46 cm far from you.

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Only your major trusties are allowed into this territory; your spouse, your children, parents or best friends.

**T2: the personal territory** - this one runs between 46 and 122 cm, within this one you can allow the rest of your friends or family, your colleagues at school or work, etc.

**T3: the social territory:** this is between 122 and 300 cm, this is suitable for strangers you meet in parties, neighbors or new colleagues.

**T4: the public territory:** – more than 3 meters as the least distance that allows you to feel comfortable in public speaking; as in conferences, seminars or any other speech.



Now, when you meet someone for the first time you're still a "stranger" to them but still you need to grab their

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attention; therefore you must be aware of two important things:

### *First of all: Keep your distance...*

– Your distance as a stranger should not be closer than 122 cm from your speaker and should not exceed 3 meters away; if you get nearer you're entering their personal territory causing immediate negative physical interference results in an immediate discomfort.

And if you stand any farther you'll be entering their public territory and starts

## First Impressions – How to win them all !

losing their attention completely not to mention that they will start wondering why are you keeping that distance:

*((Do I have a bad breath? Do I look sick or something?! Is there a B.O and they thinks it's coming from me??! ))*

You don't want to cause this kind of confusion because you will take away all the comfort and ease and of course take along your chances of a good first impression.

***Second of all: Don't touch please:***

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Any physical contact with a new person is actually a physical interference not to mention that it involves entering this person's intimate territory which is not allowed for strangers; so a friendly tap on the arm could leave a negative impression destroys any hope for further communication with that person!

So the rule is as simple as this:

**“Keep yourself within your speaker's social territory, and avoid any unnecessary physical contact”.**

**Rule number 4:**

**Shake?**

**Or don't shake!**

Actually this is rather confusing especially with new people, do I shake hands or don't I?

For a simple little act it does originate so much trouble; don't you think?

## First Impressions – How to win them all !

Shaking hands is one example for physical interference which is not accepted by every one, and because you still don't know the cultural background of your speaker it's better to avoid any possible negative interference especially the physical ones.

But then again if you just ignore shaking hands with them they might think of it as an impolite act and keep that in mind as the first impression about you! You don't want that for sure! Well I have an easy key to solve this conflict here.

## First Impressions – How to win them all !

As a rule if your speaker was of the same gender as yourself, then it is better to offer a light hand shake while keeping your “social” distance.

But if your speaker was of the opposite gender **DO NOT** offer a hand-shake at all.

Instead greet them with a wide smile associated with a nod by your head and a tiny bend to the front by your upper half.

## First Impressions – How to win them all !

This will give your speaker one of two impressions:

- That you are very polite and extremely thoughtful.
- Or at least that you are "OK", according to their background.

Either ways it is to your favor. And that is exactly what you want right now.

## **Rule number 5:**

# **Catch it!**

It's amazing how we are so proud of our names!

You develop a new theory or make a scientific discovery to a comet or an insect, you sweat and blood in the research and what do you get in return?!

**You get to name it after your name!**

It's pretty satisfying just to get to put your name on something every body will see till the end of time, this is fulfilling enough and really worth your while!

Artists and writers are very familiar with this fact; they spend so much time and money– sometimes even more than they make– just to get their names to be recognized. It's like the old Egyptian saying: "Fame rather than wealth!"

## First Impressions – How to win them all !

Even children, they play in a field or a big garden with many trees until they get tired, they rest underneath the most ager tree, and start to etch..

- Do they write a word of wisdom to be passed on?
- Do they make a map to show the way?
- Do they even write a joke?! Or what they think to be the "coolest" thing ever?!

No, none of the above, just their NAMES!

## First Impressions – How to win them all !

Every body is extremely proud of their names even if they didn't like it!

Names state who we are, it's our identity, our very existence. It's the proof that we are alive and present in this world.

So imagine how offensive it is to meet someone, talk for a long time and don't catch their name!

It is very important to catch your speaker's name quickly and don't ever

## First Impressions – How to win them all !

lose it! And maybe "show" them some how that you did; like when you say:

- (Well, Mary, it's been pleasure really).
- (Thank you Mr.Potts for your time, it's been very useful).

This produces a real comfort and a pure light gladness you can sometimes see with your own eyes.

Isn't it funny how loud & scary our roars can be though we humans are such a fragile creatures!

# **Rule number 6: Enough about you!**

When you talk to somebody for the first time you need to introduce yourself so they know enough information about you, but the question here is: when to stop? And how much about you is too much?

## First Impressions – How to win them all !

Well put yourself in the other's place, what do you need to know about them in the first meeting?

Normally it's enough to state your full name plus your title or a short description for what you do, and then you stop talking about yourself to give them time to introduce themselves back to you.

That would be like saying for an example:

- *Hi, I'm bob Jones. I'm a senior in high school.*

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- *Hello, I'm Dr. Nancy green. I'm a specialist pediatrician.*

After that it's better not to say more about yourself unless you're asked to, or unless it came up in the conversation.

The bottom line is to be moderate; don't say too much or too little about you in the beginning, then wait and see. Let the conversation lead you and show you what to add furthermore.

# **Rule number 7: Not too personal!**

## **Picture this:**

You are in your first office meeting party and you're trying your best to appear as good as you can be, you're standing in a circle including your boss and some new colleagues when one of them suddenly says:

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- *Congratulations for your new job! So how much do you gain now? I bet it's quite large, I mean you can afford to register in a gym or a special program so you can start losing some weight! Unless you're an emotional eater! Do you have domestic problems? I hear it can be a real killer!*

**It's a nightmare, isn't it?!**

How would you feel?

Violated? Invaded? Worse?!

## First Impressions – How to win them all !

What will your first impression be about this colleague?

Would you ever consider being his friend?

But you see this was just a small talk; why should it bother you at all?!

The answer to that question has two different levels:

### Level 1: Self image disruption:

**Self image** is a very important psychological concept that everybody adopts at least three different types of.

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These images are:

1 – "I" as I see myself.

2 – "I" as I wish to be.

3 – "I" as the others see me.

A very few people have two of those images superposed, and almost no one have this superposition of them all!

We are talking about the average kind here.

The difference between these three images can be small intangibles like:

- Being a calm person rather than a tempered one.

## First Impressions – How to win them all !

- Being confident or secure about your weight or looks rather than otherwise.
- Or being a better student, worker, spouse or parent or whatever you are.

What you get when you meet new people is a brand new chance to express your favorite self image; which is the second one of course! You get a new chance to actualize this favorite image, to start developing a new idea for someone who has no previous

## First Impressions – How to win them all !

impressions about you which in fact gives you somehow the key to really "be" that kind of person you dream to be instead of only pretending to be.

But when these new people begin to ask personal questions demanding detailed explanations for things that they don't really need to know except out of curiosity, this causes a dramatic disruption of that image you were trying to express, which causes you a complete discomfort.

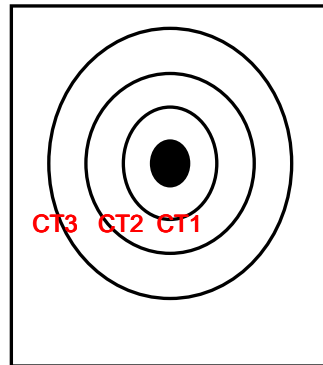
This can never be to their favor, can it?!

## First Impressions – How to win them all !

### Level 2: Circles of trust:

Every normal person has his own circles of trust which symbolizes the number of people that are allowed to know things about him.

It's not only one circle but several circles (three for most people) differ in



their diameter, placed inside each others sharing the same center. See figure #3.

## First Impressions – How to win them all !

**CT1:** refers to your most confidant one; most your most intimate person which could be your spouse or your best friend maybe, it's very hard to win this place, in most cases it's just one person and in other cases there's absolutely no one in this circle. Within this circle you can express your maximum revile and still be comfortable about it.

**CT2:** refers to your closest relatives like your parents, kids, brothers and sisters. People in this circle know so much about you, yet not as much as the CT1 knows. But still a very close circle and

## First Impressions – How to win them all !

you can be open and natural as you can be.

**CT3:** this is the widest circle and less confidential, this one refers to relatives, friends, school or work colleagues and close neighbors.

Within this circle you are somehow conservative, but still can share some private information in need.

This of course differs from one to another, but it still the most common scheme.

## First Impressions – How to win them all !

Now, when you meet a person for the very first time you classify them as outsiders or total strangers; they are not members yet of any CT of yours. You are not ready at all to share any kind of personal information. So if these "outsiders" start to comment at you or ask you personal questions about anything this would instantly take away your ease and puts you in a very uncomfortable place.

## First Impressions – How to win them all !

This can be even more annoying and discomfoting than the physical interference into your FC.

The only first impression you would have about these people that they are rude and inappropriate! And unless you're extremely calm and polite you would most likely embarrass them with an answer like: (None of your business!) or something of that sort!

At both levels it's not appropriate at all to ask any personal question when we

## First Impressions – How to win them all !

first meet someone, it's much better to simply stay out of what doesn't concern us, and try to avoid any kind of details with others unless of course they offered them.

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## *Words of wisdom*



- *" It's an evidence of one's faith to let go what doesn't concern him"*

*Prophet Mohammed*

*(peace & blessings be upon him)*

# **Rule number 8: Love is all!**

For so many decades and since the industrial and technological revolution began people especially in the western civilizations got completely involved in materialism and out of spirituality until they were drained! Minus spirituality got

## First Impressions – How to win them all !

them real sick, sick in body and soul, individually as well as socially; which pushed them in a last desperate action to take their hurt minds and souls and slowly crawl out of materialism and back into spirituality again in the 70's of the last century through the new age thinking movement.

This movement involved pretty much the same concept they tried to deny in the beginnings of the twentieth century, all dogmas and principals of religions as a whole was telling us the same things nothing more or less, but some people

## First Impressions – How to win them all !

are more comfortable calling them new names and powering them with their modern studies and proofs, unknowing that they are actually proving those ancient religious concepts themselves, and secretly admitting that it was a wrong move getting out of religion in the first place just to keep going in wide and complicated circles before turning back into the same dogmas, but through a newly created gate called “new age movement”. But it’s o.k.! I think if this new nomination will make them more comfortable so be it! All I

## First Impressions – How to win them all !

care that they're back into spirituality,  
all I care that humans are finally  
humans again!

Actually it's a good thing, a blessed  
movement enriched humanity with all  
the materialistic proofs that we are not  
materialistic creatures! We are creatures  
of souls, the very difference between a  
clay statue and a human being made out  
of the same clay material except that  
this heavenly made statue were puffed  
by God with this extraordinary element,  
this divine pure element we call "a  
spirit".

## First Impressions – How to win them all !

And it became absolutely dominant over that clay-made body; it imposed all of its characters over the clays, lifting it upwards, majorly shifting it towards greatness and finally allowing it to be the master of the world.

So we are creatures of spirit, and here we are gaining all its powers and qualities, but also needing its needs which are of course very different than the clay's needs. That is while our bodies need water, food, exercise, ...etc, our souls in need of only love as its major and most vital need.

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We need love to survive; we work hard for success to gain love, we get to know each others and well treat each others to gain love, we even get to know God to gain love, the most precious and important love of all!

So anyone who can give us even a tiny amount of love is a good person, and easily becomes close and important to us, and anyone who tries to disturb this love atmosphere around us either by saying bad things that would make us feel bad about ourselves or by doing things no matter how small and

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insignificant gestures those could be that make us feel bad, those people are certainly unwanted and not welcome in our lives. It is as simple as this!



## *Words of wisdom*

- *"You shall not get rewarded until you believe, and you shall not believe until you love each others. Do I tell you something if you do you will love each others? Spread peace among yourselves"*
- *"He who believes in God and the Last Day should either say good words or better keep silent"*

*Prophet Mohammed*

*(peace & blessings be upon him)*

## **Rule number 9:**

# **Two ears, one mouth!**

There is an old Egyptian saying states that we were created with two ears and only one mouth so we can listen as twice as we talk!

**That's really wise!**

## First Impressions – How to win them all !

People are obsessed with talking about themselves and their ideas, maybe that's why we find so many writers!

We can go on and on and forget that our speaker might not have the same interest in what we're saying as we do.

This can be a large obstacle in the way to your speaker's heart, after a while you may get different kinds of responses according to people's types.

For example: they might lose interest in what you're saying along with their

## First Impressions – How to win them all !

hearing sense, and start talking to themselves instead; wondering if they remembered to turn the lights off when leaving the house, or thinking what should they get in a friend's birthday!

Another will take it so personally and get with you in a steamy competition to prove who can talk more than the other! It's not a pretty picture!

A third type will just apologize politely and leaves swearing not to talk to you again!

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I'm not suggesting of course that you should keep quiet completely until your speaker is bored to death! Let's just be moderate about it.

People like to be heard; and hence like the one who hears them out. A good listener is normally a good friend, and when you be a good listener to someone you've just met, you're get categorized as a good friend as a first impression.

But listening isn't an easy job! Sometimes it's very hard to really "be" in

## First Impressions – How to win them all !

a conversation where you listen more than you talk. It's not just to "shut up!" it's to listen carefully and give smart appropriate replies when needed, it's to speak your mind propose your opinion in ease while giving a chance for other opinions and indifferences. It's to interact gracefully and openly without dominating or following the others. It's just to be yourself while allowing others to be themselves too, and be ready to accept them with great love and respect as they are.

# **Rule number 10: Funny cousin!**

About twelve or more years ago there was a cooking television show held by a very good chef, his recipes were very accurate and delicious, and he really offered new dishes that were interesting for me, yet I was so bored of seeing his

First Impressions – How to win them all !

show and I rather watched another show less in quality only because he **JOKED TOO MUCH!**

His jokes were obviously faked and forced into the scenario in a very lame way that expressed easily his lack of confidence! And who wants to learn how to cook from a chief lacking confidence?!

But only a few years later he had a major transition; he stopped faking jokes and gained more confidence, he

## First Impressions – How to win them all !

actually gave himself a chance to show what he's really got. Now his show is my favorite, and very famous and loved all over the world! And here is the funny thing, he's still joking once in while, but his new jokes are more real, authentic and in place. He's become himself not some other fake person, and that what people like.

Humor can be very dangerous for your social image if it wasn't authentic and well employed, it can express severe lack of confidence that developed such a defense mechanism. You'll be

## First Impressions – How to win them all !

laughing but appear to others crying for acceptance instead of the "cool & confident" image you thought it draws for you.

In other words, don't be the "funny cosine" especially in the first meeting with new people, and if the situation called for a joke, go ahead, give it your best shot, but don't overplay it thinking that it might impress people, because what you will get is the exact opposite.

# **Rule number 11: Man-cyclopedia!**

The classic advice when you speak to people for the first time is: don't talk about something unless you know exactly what you're talking about.

## First Impressions – How to win them all !

But imagine that you did talk about things you don't really know, you stated false facts by mistake and suddenly this guy you've just met started to correct you in front of everybody mentioning how mistaken you were!

**Annoying, isn't it?!**

Perhaps it wouldn't be this annoying if you two were alone and he chose a nice way to correct your mistakes; maybe you would be even grateful but when this happens in public it takes an

## First Impressions – How to win them all !

immediate turn towards self image  
disruption.

You know when you use to be the tallest kid in your class then you get to meet a basketball group and you start feeling very short?! You didn't actually lose height or something but you're being **relatively** short.

Also in a conversation; although it's fun to have a rich conversation with a knowledgeable person but when they start to share too much knowledge it

First Impressions – How to win them all !

stops being just “sharing” and begins to appear bragging; which might become a little boring and embarrassing to some people because when it comes to culture nobody likes to feel "shorter"!

Beside that they need to talk to a real person not a human encyclopedia!

It is not wise though to keep quite when you have something interesting to say, being moderate is the answer, being moderate is the key to everything.

**Rule number 12:**

**Know your place,**

**Keep your place!**

Last year I went to visit my old school; this place is very dear to me and symbolizes a very nice and peaceful era of my life. And while at it my teacher introduced me to his favorite students;

## First Impressions – How to win them all !

eight lovely high school girls, they possessed so much talent and potentials succeeded to impress me a great deal, so I saw them again, we exchanged phone numbers and e-mails and soon we became friends.

It was their final year at high school and we discussed each one's dream faculty, one of them - let's call her Betty - dreamed of getting into the faculty of fine arts which did happen fortunately, but she was really confused about the department that she wanted. And

## First Impressions – How to win them all !

because I have a very dear friend – let's call her Sue – who's a lecturer in that faculty, I naturally advised Betty to talk to her and gave her Sue's number.

After a while when I called Sue to ask her proudly about my little friend she shocked me by saying:

- *That girl is your friend?! I don't want anything to do with her! I'm even surprised that you gave her my number!*

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It was really astonishing and confusing, I thought that she will love her; I mean I loved her myself and we (Sue and I) have always loved the same things!

Disappointed that I was I asked her about the reason she felt this way, she said:

*-She talked to me like I'm her schoolmate or something; she called me by my first name and spoke to me completely inappropriately! Can you believe it? She's my student; a fresher one, I imagine her right now speaking to*

First Impressions – How to win them all !

*me this way in front of my class, that would be something, wouldn't it?*

I won't deny that I wasn't very happy by what happened, she judged Betty only by the first impression she made over the phone; this can't be right! But in the same she did have a point.

Sue isn't the only one; all people need to be addressed properly with their titles and all especially by someone they meet for the first time, your first name is a part of your **personal territory**

## First Impressions – How to win them all !

where only friends, old colleagues and family are allowed. For some people it's a part of their FC and having a total stranger calling them by it is a kind of vocal interference. And if that stranger was much younger than you, and a new student in your class! Well, that's too much I'd say!

When you speak to someone for the first time you need to know exactly your place; socially I mean. So ask yourself those three questions before deciding

## First Impressions – How to win them all !

how you're going to address new people:

*1. Are they younger, older or about the same age as you?*

*2. Are they superior to you somehow; like your teacher, boss or friends of your parents, are you the superior one or you're equals; like colleagues for instance?*

*3. What gender are they?*

### **Accordingly you decide:**

- if they were much younger or inferior then it's absolutely alright to call them by their first names whether

## First Impressions – How to win them all !

they are of the same gender as you are or not.

- If you're equals and of the same gender, then it's ok too, but if they were of the opposite gender then it's better to address them by their title until they allow you to use their first name.
- If they were older or superior to you then without a question you should address them by their titles along with a respectful speech.

-

First Impressions – How to win them all !

## *Words of wisdom*



- *"He's not one of us who's not respectful towards the eldest, merciful towards the youngest, advices of the goodness and against the bad deeds"*

*Prophet Mohammed*

*(Peace & blessings upon him)*

# **Rule number 13: Chain reaction!**

Mandy; a friend of mine used to know this lady – let's call her Alexandra– who was good and kind although she had a really bad temper!

## First Impressions – How to win them all !

For a year or so Mandy had to deal with her extensively, and you would never believe how hard that year was on her!

Alexandra didn't really like Mandy for certain reasons made her obviously biased against her, she seemed to be fishing for her mistakes, even when everything is perfectly fine her temper suddenly strikes like a roaring storm, and she starts provoking her as if she deliberately wants to pick a fight!

She was old enough to be Mandy's mother, so Mandy used just to swallow

## First Impressions – How to win them all !

her pride and keep quite until she finishes, then she states her point calmly and politely and just moves on.

Actually Mandy was really grateful to see that year comes to an end and so was I, but after a while Mandy and I ran into Alexandra once and we were really surprised with how glad she was to see Mandy, cheering and greeting until we started to look around and see if she's talking to someone else!

For some reason her love to Mandy was real and sincere; she even spoke to her

## First Impressions – How to win them all !

friends about her as the "angel" she knew as I heard after that!

She had a complete turnover; it's like she was a total new person; a new person who is extremely nice and warm, a person who appeared to love Mandy so dearly burying all the hatchets that were once dominating their relationship!

***What was the secret of her transformation?***

It may appear to be weird and mysterious but it's not, simply manners what did all that, she saw for herself that Mandy wasn't a bad person like she

## First Impressions – How to win them all !

was told, and ended up as a very good friend of hers who would do anything for and speaks only wonderfully about!

What could have happened if Mandy just let herself be provoked and replied to Alexandra's storm with a storm of her own?

What could have happened if she surrendered to her desire to "win" the fight every time?

Would it be really winning?

## First Impressions – How to win them all !

As far as I'm concerned Mandy did win only by self control what she would never have won with temper. She won Alexandra, every one talked to Alexandra and most importantly she won herself.

One might say: that's too difficult to apply, When someone crosses the line, this someone has to be stopped, they are the ones who were being rude and I'm just defending myself.

## First Impressions – How to win them all !

Well, that's true of course, you must stop people from mistreating you, I'm not suggesting that you should show any kind of weakness or to settle with an insult; you just need to choose how to stop a violation.

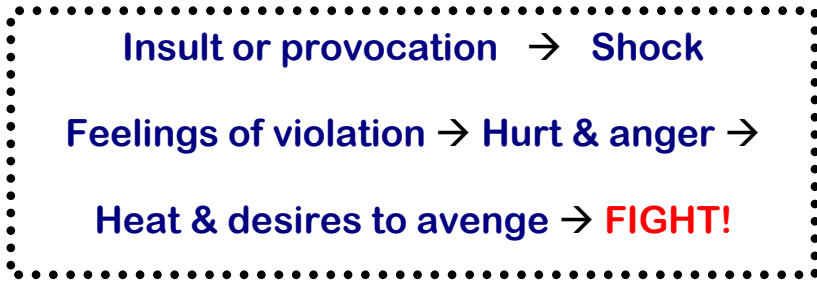
What you first feel once someone insults or provokes you is a shock; someone has just violated you, aggressively invaded your FC casing you discomfort and upset, that makes you angry and hurt, a terrible heat starts to rise from your heart to your brain telling you that you have to avenge, take back control

## First Impressions – How to win them all !

upon your boundaries and sure show that rude intruder a lesson, and then you act. At that point it's so hard to stop or even to think about anything whether your image or the consequences of that upcoming fight, you have combusted the anger engines and there is no turn off button!

Anger is a chain reaction; if not stopped in an early stage it won't stop until it causes an explosion, you need to interfere with the reaction before ignition begins.

The chain is like this:



You can't control people's manners of course, and you cannot stop your shock as an immediate reaction, but exactly here your mind can interfere, take over and stop the next step before it's too late.

But to do so you need a strong motive, an answer to the irritating question “why should I?” is the key for your mind

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to step in; why should I stop the reaction? Why don't I just teach those invaders a lesson?

Well, you do feel violated that's for sure, and that makes you feel weak and in need for defense, but what do you think started this in the first place?

What do you think made them that aggressive? Look at it this way:

They are the ones that feel weakness or else they wouldn't have tried to compensate that by the carelessness and aggressiveness they show, nobody would start a fight with no reason

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unless they are unsure and insecure. Their low self esteem is pushing them towards lowering others in order to feel interiorly superior.

It's this or that they suffer from severe ignorance and crude social skills that they can't really tell what's appropriate and what's not!

Either ways they are pathetic people you should feel sorry for them instead of being angry at them; you're not the threatened one; they are! This way it would be much easier for you to just

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smile, end the conversation calmly and  
move on!

Remember; strength is in controlling  
yourself not the others, and always  
keeping reason higher than desire.

First Impressions – How to win them all !

## *Words of wisdom*



- *"Nor can Goodness and Evil be equal. Repel (Evil) with what is better: then will he between whom and thee was hatred become as it were thy friend and intimate!"*

*Holy Qur'an*

*(Soura 41 Verse 34)*

## First Impressions – How to win them all !



- *"And the servants of Most Gracious are those who walk on the earth in modesty, and when the ignorant address them, they say, "Peace!"*

*Holy Qur'an*

*(Sourā 25 Ayā 63)*

## **The whole 13 rules..**

These 13 simple rules we explained in the past chapters are the guidelines for better social life from now on, win your first meeting with anyone and you're winning them forever!

But it's very important to let them emerge from your heart, let them be the

## First Impressions – How to win them all !

real you, all you've got to do is to apply them once; and soon they will become a part of your personality.

And to summarize the rules; the 13 simple rules are:

1–Start any meeting with a simple nice smile that spells welcome to your speaker, and secretly tells him that you are a friendly, nice and trusted person.

2–Keep a calm direct eye contact but never stare.

## First Impressions – How to win them all !

- 3– Stay within your speaker's social territory (which is between 1.22 cm and 3 meters), and avoid any unnecessary physical contact.
- 4– Do not offer a hand shake unless you're of the same gender of your speaker.
- 5– Catch your speaker's name and don't forget it. Then show them that you remember it somehow during or at the end of the conversation.
- 6– Don't talk too much about yourself; introduce yourself properly in

## First Impressions – How to win them all !

brief, then wait and let the conversation lead you.

7– Do not ask personal questions or make comments or demand any kind of private details about your speaker ever.

8– Offer love you'll gain love, and choose to say only good and positive words that make people feel good.

9– Be a good listener.

10– Don't joke unless it's called for. Keep it as rare as possible, and as authentic as possible too!

## First Impressions – How to win them all !

- 11– Be moderate in showing how cultured you are, don't keep quiet but please don't turn into a human encyclopedia!
- 12– Don't start by calling new people by their first names unless you're obviously superior to them. Until he asks you to do so.
- 13– Always control your temper even if you were strongly provoked.

First Impressions – How to win them all !

## *Words of wisdom*



- *"The most perfect of believers, in point of faith is he who is the best in manners.*

*Prophet Mohammed*

*(Peace & blessings upon him)*

# **A message to the impressionable:**

All through the past chapters we admitted how powerful first impressions can be in determining your social image; that's a known fact nobody can deny, but is it right?

## First Impressions – How to win them all !

Is it fair to judge people depending only on one meeting might not exceed an hour?

Is it even reasonable to make a decision – any decision – based on information you gathered for just one hour or so?

Does it make any sense?

It gets worse! Some people not only take the first impression to be accurate and true; but also take it as the only truth; they adopt it and refuse to give further chances that might change it no

First Impressions – How to win them all !

matter what, I only see that as unbelievable rigidity!

Humans are extremely variable creatures always suffer from dramatic changes according to many things like mood, health, financials, career conditions, domestic circumstances, how well one ate or slept or even according to weather!

That means **A LOT** of changes if you do the math!

## First Impressions – How to win them all !

Statistically there's a very small chance for a given person to be perfectly well from every aspect. And even if they were, that leaves us with good chances of being tense, shy or nervous, or even having poor social skills! By all means defining whether or not this is the real personality you're dealing with based on one meeting is practically impossible!

I'm not suggesting that you shouldn't take any impressions at all from the first meeting; I'm only asking you to keep open for further meetings before

## First Impressions – How to win them all !

you go ahead and make a decision that could affect both of your lives greatly.

Give more chances before you “tick” right or wrong, look again perhaps you were mistaken in the first time; it's only fair!

First Impressions – How to win them all !

## *Words of wisdom*



- *"Beseech seventy excuses for your brother."*

*Prophet Mohammed*

*(Peace & blessings upon him)*

First Impressions – How to win them all !

*Best wishes for a happy life enriched with good  
friends and lawful allies!*

**Asmaa Kadry**



First Impressions – How to win them all !

