

Body Language Expert • Author • Speaker

NEW YORK
TIMES
BEST-SELLING
AUTHOR

JANINE DRIVER Speaker's Kit

Janine attained rank #1 in the
“Inspiration” category in the
World’s Top 30 Body Language
Professionals for 2017, 2018, & 2019

JANINE DRIVER SIGHTINGS

The Dr. Oz Show, NBC’s Today Show, ABC’s Good Morning America,
CBS’ The Early Show, FOX News Live, ESPN, Rachael Ray Show,
History Channel, Discovery Channel, E!, The New York Times,
Psychology Today, Life and Style



☎ 202-505-2541

www.JanineDriver.com | Janine@JanineDriver.com

"We believe in looking at the world in a different way."

LOOK AT YOUR WORLD DIFFERENTLY

Keynote Speaker | Body Language Expert | New York Times Best-Selling Author

The #1 Way to Rev Up Your Confidence, Control & Charisma in 2020

Imagine: Having **more wins in life**, **more freedom**, and making the kind of **money** you always thought was possible.

Whatever drove you here, we're **happy you made it!**

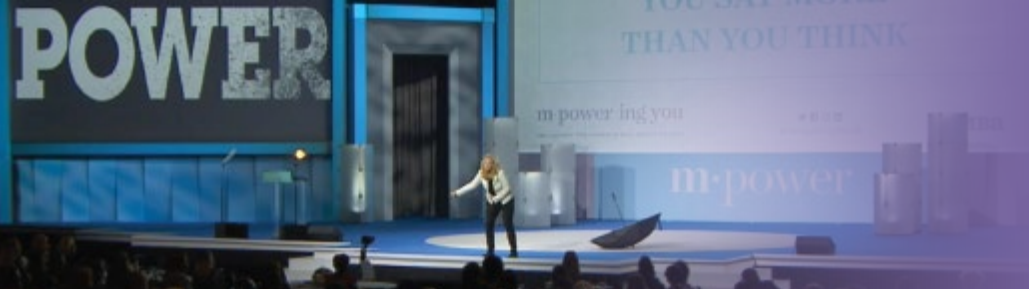
Now buckle up and get in the DRIVER's seat with Janine Driver's NEW **Body Language and Emotional Intelligence Sales and Leadership programs!**



Call us today to check Janine's availability 202-505-2541 – and we'll give you our undivided attention!

[f/JanineDriver](https://www.facebook.com/JanineDriver)

[@JanineDriver](https://twitter.com/JanineDriver)



*"Janine Driver,
force of nature."*

– Tony Snow, former White House Press Secretary

HOW TO REV UP YOUR CONFIDENCE, CONTROL & CHARISMA IN 2020

YOUR NEXT STANDING OVATION KEYNOTE SPEAKER



IMAGINE: How **happy** you'll be when Janine's keynote unlocks you and your attendees ability to solve their problems and you begin to **make the kind of money you knew was possible!**

Janine's speaking topics include body language, emotional intelligence, Statement Analysis (secret meanings behind certain words), decision-making, and how to decrease conflict through decoding the 4 interaction styles (extrovert, introvert, versatile, and neutral). A complete list of Janine's programs are at the back of this speaker's kit.

YOUR BODY LANGUAGE CERTIFICATION TRAINING



IMAGINE: How **powerful** you'll feel when you immediately **drive results** and unlock your **freedom**. Choose to invest in yourself right now with Janine's NEW easy-to-use interactive online programs or attend one of Janine's in-person Body Language, Detecting Deception, and Sales & Leadership programs.

YOUR MASTER AT THE VIRAL "SOUNDBITE" MEDIA GUEST



IMAGINE: How **grateful** you'll be when Janine unlocks the **perfect soundbite** that goes **viral** (over 3 million hits for one interview she gave on CNN about R. Kelly and Gayle King). Janine has appeared on NBC, CNBC, MSNBC, CNN, HLN, FOX, Dr. Oz, Rachael, Steve Harvey, & more!

FORTUNE 500 COMPANIES SHARE WHY THEY WOULD RECOMMEND JANINE DRIVER AS YOUR KEYNOTE SPEAKER

"In Las Vegas our average per guest (APG) is \$3,000. Three days after our sales training with Janine our APG went up to \$13,800."

– Tom Ellinor, Regional Director of Sales Training, Western Pacific Region, Wyndham Vacation Ownership

"My close time was typically two weeks. After going through Janine's training my average close time was 2 days and I have increased my banquet revenue by 14% and climbing."

– Nicole Tibbs, Senior Catering Sales Manager, Grand Hyatt Hotel

"Energetic, enthusiastic and captivating!"

–Melissa S. Mooradian, Insurance Association of Rhode Island, Director of Membership

PARTIAL CLIENT LIST

ADP, KRONOS, Procter & Gamble, Snapchat, Lockheed Martin, Booz Allen Hamilton, Coca Cola, Salesforce (Dreamforce event), Harvard University, Georgetown University, Massachusetts College of Liberal Arts, Anytime Fitness, Women in Federal Law Enforcement (WIFLE), Charles Schwab, SHRM, AMDOC's Women Leadership, and AOL.

Call us today to check Janine's availability 202-505-2541 – and we'll give you our undivided attention!

f /JanineDriver

@JanineDriver

REQUIRED READING FOR READING PEOPLE

What if you had an easy-to-use test that tipped you off the instant someone held something back from you? An innate lie detector so powerful it becomes an unconscious skill, applicable with any person, in any situation, to help you act fast before what began as an innocent white lie suddenly takes hold of you, your paycheck, or your happiness? *You Can't Lie to Me* will change the way you look at job applicants, coworkers, dates, salespeople, money managers — anyone from whom you want and deserve the truth — while simultaneously strengthening and deepening your relationships with your siblings, children, friends, and significant others.

Driver distills nearly two decades of behind-the-scenes knowledge, proven science, and relatable case studies into a simple, powerful five-step program.

Whether you are communicating face-to-face or through phone calls, e-mails, texts, Facebook posts, or handwritten notes, you will have all the tools and confidence you need to spot deception. More important, you will recognize the truth as you build the caring, authentic connections that make life worth living.

PRAISE FOR *YOU CAN'T LIE TO ME*

WASHINGTON
POST
BEST-SELLER

"I'm reading *You Can't Lie to Me* right now and I LOVE it!"

—Dr. Drew Pinsky, *CNN's Dr. Drew Show*

"Janine Driver has the gift for teaching and once again she has made detecting deception fun, interesting, and worthwhile."

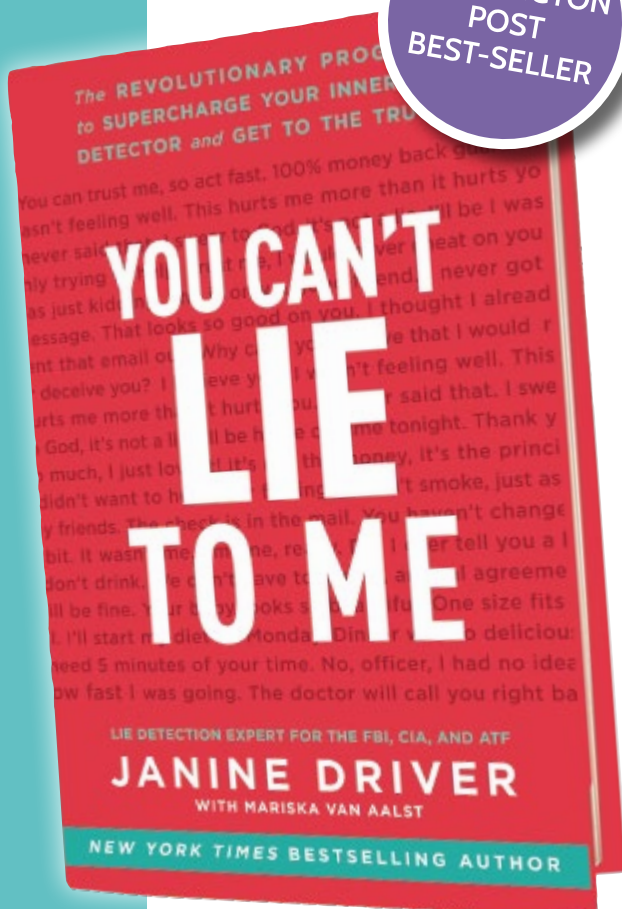
—Joe Navarro, Author of the International Bestseller, *What Every Body Is Saying*

"*You Can't Lie to Me* provides an entertaining and stunning look at how we often miss the tell-tale signs of deception. Buy this book now before you say 'yes' to one more person!"

—Aaron Brehove, Fraud Investigator and Author of *Knack Book of Body Language*

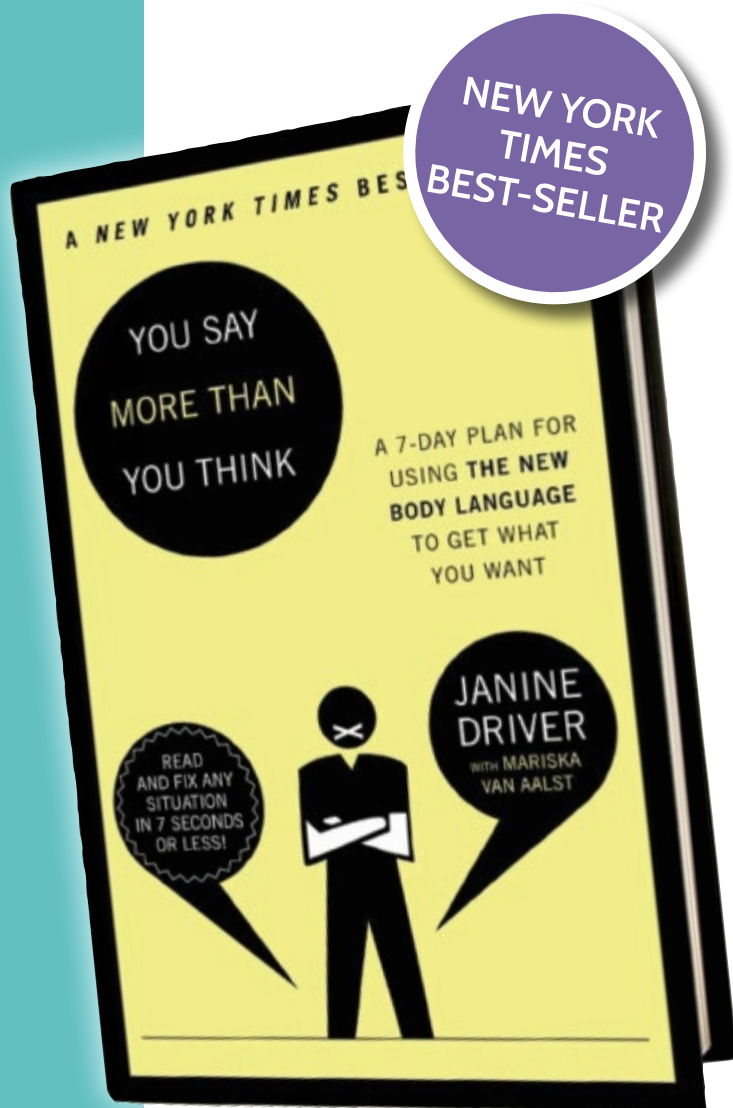
"There are only a few times in life that we cross paths with someone who truly impacts us. Meeting and training under Janine Driver was one of those times for me. If you want to learn about body language and detecting deception, pay close attention to Janine and her methods."

—Jim Williams, Chief of Police, Staunton (Virginia) Police Department



REQUIRED READING FOR READING PEOPLE

Do you want to be bulletproof at work, secure in your relationship, and content in your own skin? If so, it's more important than ever to be aware of what your body is saying to the outside world. Unfortunately, most of what you've heard from other body language experts is wrong, and, as a result, your actions may be hurting, not helping, you. With sass and a keen eye, media favorite Janine Driver teaches you the skills she used every day to stay alive during her fifteen years as a body-language expert at the ATF. Janine's 7-day plan and her 7-second solutions teach you dozens of body language fixes to turn any interpersonal situation to your advantage.



PRAISE FOR YOU SAY MORE THAN YOU THINK

“Insightful. A bold, powerful, mind-blowing book... With Driver’s 7-Second Fixes and playful exercises, in less than a week, opportunities and experiences will begin to open up for you that were simply not possible before.”

—Debra Fine, Best-Selling author of *The Fine Art of Small Talk* and *The Fine Art of The Big Talk*

“Read this book. Driver’s much-anticipated debut exceeds expectations; it’s a smart, funny, innovative page-turner that can be applied to both your personal and professional success... Everyone NEEDS this book!”

—Jeanna Callahan, recruiting manager for Wyndham, #1 vacation ownership company in the world.

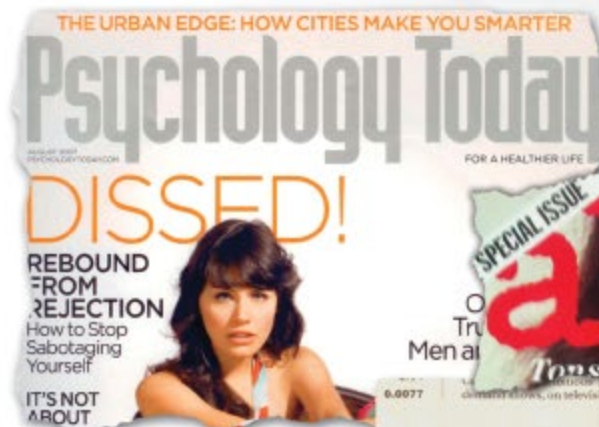
“Brilliant! This book’s insights will help you improve your communication skills, almost overnight.”

—John Christensen, Best-Selling Co-Author of *Fish! Philosophy*



FROM PROTECTING AMERICA'S SECURITY TO PROTECTING YOUR WORK, YOUR WELL-BEING & YOUR REPUTATION

New York Times Best-Selling Author and Award-Winning Keynote Speaker Janine Driver spent over 16 years as a federal law enforcement officer within the Department of Justice and now shares her people-reading skills in a fun, engaging, and memorable way, with corporate titans from Sales Force to P&G to Lockheed Martin to Coca-Cola to Kronos to ADP to Comcast and more!



The Washington Post



National TV Media Appearances

ABC's Good Morning America | Anderson LIVE | CBS' Saturday Early Show
CNN's Campbell Brown | CNN's AC360 | CNN's Dr. Drew | CNN's Larry King Live
The Dr. Oz Show | E! | Entertainment Tonight | ESPN | EXTRA | FOX News' Mike & Juliette Morning Show | FOX News' Red Eye with Greg Gutfeld
FOX News' Weekend Live | Hard Copy | Inside Edition | NBC's Today Show
Discovery Channel | History Channel | Rachael Ray Show | Steve Harvey Show
Tru TV | VH1's Couples Therapy | The Wendy Williams Show

Print Media

MAGAZINES

Bloomberg Businessweek | Boston Magazine | Campaigns & Elections | Cosmopolitan
First | Health | Justice | Life & Style | Mens Health | Psychology Today | Self
The New Yorker | Woman's World

NEWSPAPERS

New York Times | Seattle Times | Star Tribune Minneapolis/St. Paul
USA Today | Wall Street Journal | Washington DC's City Paper | Washington Post

Radio

NATIONAL

Sirius-XM, Oprah Radio, Meet the Peetes | Sirius-XM, Oprah Radio, Dr. Oz Show
Small Business Network, Small Business Advocate | Sirius-XM, Broadminded
ESPN | The David Lee Roth Show

REGIONAL

Austin, KAMX-FM | Baltimore/Ocean City, WOCM-FM | Cleveland/Canton, WHBC-FM,
WNPQ-FM | State Wide Connecticut, CBIA Business Minute | Detroit-Windsor,
CIMX-FM, CKLW-AM | Ft. Myers/Naples WWGR-FM | Honolulu, KUCD-FM
Los Angeles, KLOS-FM | Madison, WIZM-FM | Minneapolis KQRS-FM
Milwaukee, WAQY-FM | Nashville WBXE-FM | Omaha KQKQ-FM
Orlando/Tampa WLKF-AM | Pensacola, WEBY-AM | Philadelphia, WHAT-AM
Raleigh-Durham, WCBQ-AM, WHNC-AM | Regional Illinois, WLPO-AM | Regional Texas,
KXYL-FM | Richmond, WMXB-FM | Sacramento/Modesto/Stockton, KATM-FM, KAH1-AM,
KSAC-AM | San Francisco Bay Area, WSLR-FM | Tampa/Sarasota, WSLR-FM



EXCERPT:
Meetings Focus Magazine,
July 2015



EXCERPT (Page 1 of 2):
Bloomberg Businessweek,
February 2013

The Truth Won't Set You Free

Janine Driver, author of *You Can't Lie to Me*, and Carol Kinsey Goman, author of the forthcoming *The Truth About Lies in the Workplace*, on the occasions when workplace dishonesty is the best policy. By David Wescott



You Have to Discuss Appearance

"It's perfectly fine to say how much you like your boss's jacket while not commenting on the 10 pounds she's gained," says Goman. Driver adds, "When you're asked, 'Is my butt getting bigger since I've been pregnant?' I'd advise you to respond, 'You're the prettiest pregnant person I've ever seen.'" The same logic applies to "What do you think of my haircut?"



You Hope to Avoid Injury

It's totally acceptable to opt out of physically trying exercises with a little lie. "Don't be afraid to fake a sprained wrist to get out of the office baseball team," says Goman.



You Hate Kids

Be very wary on "Take Your Child to Work" Day. "You're expected to say, 'How charming your kids are!' regardless of their behavior," Goman says. Don't dare speak your mind.

EXCERPT (Page 2 of 2):
Bloomberg Businessweek,
February 2013



You're Negotiating a Salary

"What do you think you're worth?" is a tricky question. So lie. "Increase what you actually think it is by about 20 percent," Driver says. "I knew someone who valued his work at a couple hundred thousand dollars. He didn't want to do the project, so he asked for a million. He got it."

You're Terrified of Your Boss

"Internal affairs once asked about my boss, who was crazy," says Driver. "When we spoke about it, I was falsely reassuring. I'd thrown her under the bus, but lying kept me off her hit list."



You're Leaving the Company

"Don't burn bridges" and say you left because you hate your boss, says Goman. "Say you're leaving for personal growth. Telling the truth here can be career suicide."



ILLUSTRATIONS BY JIM CAMPBELL

EXCERPT:
KateWhite.com,
August 2012

EDITOR IN
CHIEF OF
COSMO!



KATE WHITE

AUTHOR • EDITOR • MOTIVATIONAL SPEAKER

Body Language Can Say It All

The next time you're in an important professional meeting with someone, keep an eye on the person's feet. I'm fascinated with body language and there's one particular movement that especially intrigues me: it's what I call the rapid foot twitch. It's when someone's foot suddenly kicks upward, and from what I can tell, it generally occurs when something in the conversation hits a nerve with the person. After all, the movement is similar to what might happen if a doctor used a reflex hammer on you. Is it a good nerve or bad nerve? You probably can't tell from just the kick. But watch for other signs that might expand on the foot clue.

Because of my interest in body language I've read a bunch of books on the subject and I've had experts speak on the topic at Cosmo salons, including the very knowledgeable Janine Driver. Janine was in last week to talk about her new book, *You Can't Lie to Me: The Revolutionary Program to Supercharge Your Inner Lie Detector and Get to the Truth*, and she held the audience captive. Pick up her new book and you'll know why the public should have known that Anthony Weiner and Eliot Spitzer were lying all the time.

In addition to talking about liars, Driver offered some general guidance for anyone trying to make a mark in her career. One key point she made. People are constantly evaluating our body language, often on a subliminal level that they're not even fully aware of. Unfortunately they sometimes get things wrong, in part because of commonly held notions. For instance, if you look away at a moment during conversation, the person you're talking to may assume we're lying even though you're not; if you fold your arms across your chest, he may suspect you're feeling guarded or uncomfortable even though you're simply wishing you brought a sweater.

"Certain gestures don't always mean what people think they mean," says Driver, "but you still need to be aware of how people may be interpreting them. Myths matter."

Be conscious, therefore, of how you stand, how you sit, and what you're doing with your arms, hands, and yes, feet.

One great tip she offered on appearing powerful. Powerful people tend to take up space. At a meeting, stretch your arm across the back of a chair and "pop your shoulder back." You'll seem like you own the room! ■



5 Tips to Spot a Lie

Deception expert and former CIA trainer Janine Driver shares her secrets for uncovering the truth.

by Minda Zetlin, Published: 8-28-12



"You'll be receiving payment within seven days." "I've never stolen from an employer." "All our work has been inspected and certified."

Wouldn't it be nice to know when people are telling you the truth and when they're not? There is a way. Janine Driver spent decades training FBI, CIA, and ATF agents in how to spot lying, and her new book, *You Can't Lie to Me*, explains how it's done.

"A lot of entrepreneurs get embezzled or taken advantage of," she says. To avoid such a fate, follow these steps to start spotting untruths:

1. Start by observing how the person normally behaves.

Before you try to tell whether someone is lying to you, you have to get a sense of how he or she communicates in a normal, nonstressful conversation. "Talk about the Red Sox, or a friend from elementary school who found you on Facebook," she suggests. You need this baseline, because behavior that might indicate a problem, such as rapidly tapping a foot or using a lot of verbal fillers such as "um" and "well," might simply be this person's normal communication mode.

"When you're building rapport with people, that's when you get their baseline," Driver says. "You need a minimum of three minutes to do it."

2. Listen carefully.

Statement analysis can help you discern when someone isn't telling the truth, Driver says. For instance, if you ask a yes or no question, the answer should actually contain the word yes or no. Watch out for a denial that doesn't include a no.

Let's say you ask, "Have you ever stolen from an employer?" "If the answer is, 'I would never do that,' that could be a signal," Driver says. It's OK if the answer is "No, never," as long as the word no is in there, she adds.

EXCERPT (Page 2 of 2):
Inc.com,
August 2012

But if you think about it, "I would never do that" is a statement about the future, not an answer to your question about the past.

3. Look for "hot spots."

When someone deviates from his or her baseline in a suspicious way, Driver calls it a hot spot--an area to which you should pay close attention. Body language is a good way to find hot spots. Driver uses the children's song "Head, Shoulders, Knees, and Toes" as a way of breaking down observations of someone's body to reveal that person's true feelings. For instance, look at the direction a person's feet or belly button is pointing to get a sense of that person's true interest or intentions, she says. A shoulder shrug indicates uncertainty.

And keep an eye out for facial expressions. An eyebrow "flash," when eyebrows move upward, usually means people like what they've just heard or seen. Pursing or sucking in the lips means the opposite. And if one side of someone's mouth goes up in a half smile, that's a smirk that usually indicates contempt or superiority--an expression Dick Cheney frequently wears, Driver notes. But it can also mean self-satisfaction or pride.

4. Ask follow-up questions.

Just because you have a hot spot doesn't necessarily mean you have a lie, but you do have a good reason to explore further with a few more questions. For example, "Explain this gap in your résumé" leads to the answer, "I was home raising my kids." "People often leak contempt when they're lying," Driver says.

So she recommends asking something like, "I may be wrong, but it seems to me you felt proud when I asked you about that time?" The explanation could be that the applicant took a lot of pride in the time spent being a parent. You won't know unless you ask, and you shouldn't try to be a mind reader.

5. Ask if they're telling the truth.

"The last question you should ask is, 'Did you tell me the truth when you answered all these questions?'" Driver says. "We're looking for a yes or a no." Surprisingly, some people will admit to a small (or large!) lie at this point, and you can get at the truth.

If someone will be in a position of trust and you really need to know whether this person is truthful, you can follow up with a particularly powerful question: "Why should I believe you?"

Here's the tricky part: Whatever answer you get first, don't accept it and ask a second time. "That didn't really answer my question--why should I believe you?"

Listen carefully for the next answer. It should be short, simple, and to the point, something like, "Because I've told you the truth." But a liar will tend to overcompensate. This may take the form of getting angry and accusing you of something, such as not wanting to believe even though he or she is telling the truth, or saying he or she doesn't want to do work with you anyway. On the flip side, the liar may overcompensate with a lot of character references. "You can ask anyone I've ever worked for whether I'm honest or not!"

Incidentally, Driver says, when you hear something like that, always take them up on it. "No one ever does," Driver says. "But you're likely to be surprised at what you find out."

How to spot a liar

IS YOUR MATE holding something back? Could your co-worker be sabotaging your promotion? Deciphering a person's true intentions through body language and words is easier than you think, says Janine Driver, a former law enforcement agent who spent more than 15 years interrogating drug traffickers. In her new book, *You Can't Lie to Me*, she lays out an easy-to-follow method for pin-



Listen to their voices, not just their words...

pointing a Pinocchio.

Some of the most powerful giveaways:

He oversells it. When someone uses expres-

sions such as "I would never do that!" or "I swear to God," something's up. A truth-teller answers did-you-do-it? questions with a straight yes or no, while liars feel compelled to add some extra words.

Her voice changes.

"The vocal pitch will go up or down in about 85% of people who are lying," Driver says. Before zeroing in on the big question ("Where were you last night?"), ask a bunch of neutral ones ("What did you do at work today?") to get a sense of the person's

normal vocal range.

He dodges. "If you ask someone a question three times ("Did you cheat?") without getting a straight response, 95% of the time, odds are he's lying," she says.

Other signs: Shoulder shrugs, giggling when something isn't funny, and shaking or nodding her head in the opposite direction of her verbal answer.

But word to the wise: All these cues depend on a person's typical behavior. Spot a sudden change? You've nabbed a liar. □

— Julia Savacool

EXCERPT:
USA Weekend,
July 2012

"A lie detection expert for the FBI, CIA, and ATF shares the tricks of the trade in this helpful, easy-to-digest guide to spotting deception in our daily lives. Driver's formula is well explained and promises powerful results."

—Publishers Weekly

"An easy to follow method for pin-pointing a Pinocchio."

—Julia Savacool, USA Weekend

EXCERPT (Page 1 of 2):
The Washington Post,
February 2012

COVER STORY

OPT FOR SIDE BY SIDE



Photos by Jeffrey MacMillan/Capital Business

Why it doesn't work: Keeping your ankles crossed signifies discomfort and restraint. Keeping ankles side-by-side shows confidence.

OPEN UP



Why it works: Powerful people take command — and space. Rest your arm on your chair to take up more space. Others will defer to you. Remember not to slouch.



SHOW NO FEAR

Improve it: Touching your throat can show nervousness or insecurity. Exhibit confidence by placing your fist under your chin. (Postures modeled by Martha Priego and Michele Pollard Patrick.)

PERFECT YOUR HANDSHAKE



Make it better: The two-handed handshake, or glove, is too aggressive for a business situation. Stick to one hand. If you're the receiver of a glove, place your free hand on the other person's upper arm to regain power.

SHOW SOME INTEREST



Why it works: Leaning forward shows interest; opening your arms and palms shows you are open and willing to accept direction. Palms facedown on the table while leaning forward indicates submission.

EXCERPT (Page 2 of 2):
The Washington Post,
February 2012

Executives turn to body language for an edge

By ABHA BHATTARAI

Janine Driver has a few tips for you: Touch your chin the next time you're accepting a stressful assignment. Widen your stance when you're in an important business meeting. And the next time you're sitting down, pop one elbow over the top of your chair.

"How you sit, stand, walk, shake hands — it's all part of your brand," said Driver, chief executive of the Body Language Institute in Alexandria. "Powerful people, they do it a certain way. They take up space, they exude confidence, they know how to show they're smart and in control."

Driver, whose clients include Lockheed Martin, Coca-Cola and Georgetown University, said business leaders are learning not only how to send the right signals, but also how to read them. In light of high-profile cases of fraud in recent years, deception detection techniques and body language workshops that were once reserved for police forces, military intelligence personnel and the FBI are becoming relevant in the corporate world.

"This is something you absolutely didn't see five or 10 years ago," said James Newberry, a former agent for the Bureau of Alcohol, Tobacco, Firearms and Explosives, who teaches deception detection and rapport building at the Body Language Institute. "But now when managers hire people or negotiate a deal, they're interested in knowing how to read faces and body language."

The Body Language Institute is part of a thriving industry of consultants helping people to climb their career ladder.

In Chevy Chase, Michele Pollard Patrick recently added a "boardroom body language" course to her curriculum at National Protocol, which offers courses in etiquette.

Among other things, she teaches hiring managers that they should sit across from the person they're interviewing, but that the chairs shouldn't be completely in line.

"Direct eye contact is important, but your chair should be slightly off so you're not too intimidating," she said.

When Patrick started the school 20 years ago, she taught dining etiquette to children. "Now," she said, "all of my clients are corporations and law firms and universities."

TEACHING DETECTIVE SKILLS

Driver, who spent 15 years as a federal law enforcement officer for the Justice Department, started the Body Language Institute three years ago when she realized there was an untapped market for teaching detective skills to businesspeople.

"It's literally the same techniques I've given the CIA and the FBI," said Driver, whose three-day courses cost \$1,495. "There is such a demand for these skills in the corporate world."

Over the years, she has assembled a collection of instructors — ranging from those who focus on fraud and decep-

tion, to others who specialize in etiquette and handwriting analysis. It is important, she said, for executives to know how to interpret different types of signals their employees and clients may be sending them.

"For example," Driver said, "truthful people say 'no.' If someone were to ask you 'Have you ever stolen money from your boss's wallet?' you'd say 'no.' But a liar would say, 'never.' That's what you have to look for."

Facial reactions and expressions can change within a fraction of a second, making them easy to miss, said Aaron Brehove, a fraud investigator for an accounting firm, who also teaches at the Body Language Institute.

"In the boardroom, when people aren't completely enthralled with an initiative you're pushing, you need to be able to recognize what's happening," Brehove said. "Being able to read non-verbal and verbal cues can make the difference between being a good manager and not, so a lot of executives are looking for ways to reinvent how they present themselves."

Toby Warden, a study director at the National Research Council in Washington, took a course at the Body Language Institute earlier this year.

"The important thing for me was learning how to not only be open but to appear open at work," she said. "I'm a lot more aware of my interactions now and try to keep my palms open when I talk."

abha.bhattacharai@washingtonpost.com

EXCERPT (Page 1 of 3):
Cosmopolitan Magazine,
March 2010

Is Being Too Nice
Making You Sick?
Page 164

You Tell Us

"As an employee at a women's shelter, I want to thank Cosmo for covering domestic- and sexual-violence issues so often. Great job, and thanks for getting the word out there." —Samantha

"I opened your magazine, and my jaw dropped. Inside was a local teacher featured as one of Cosmo's sexiest bachelors [November 2009]. I also teach, and I've never seen a teacher look that good. Luckily, he doesn't work with me or I couldn't focus! Keep the hotties coming!" —Angie

"You missed the mark in '7 Habits That Are Giving You Belly Pudge' [December 2009]. You list being a vegetarian as the number two reason for belly fat...but that by itself won't make you fat. Poor diet and no exercise are the real problems." —Julie

"I loved your online feature on the Stupak-Pitts Amendment. It's awesome that you informed your readers about this issue that is central to women's reproductive freedom and gave them tools to take action." —Anna

ditor

Behind the Scenes at Cosmopolitan

What Really Makes Love Last

We've always known that a fair share of guys are unfaithful, but these days, it seems to be positively raining rogues. What makes it especially galling is how hypocritical some of them are. Cheaters like Governor Mark Sanford and Tiger Woods totally leveraged their wholesome images. We decided it was time to dish out a little punishment. Check out page 120.

Although there's no foolproof way to tell if a guy is likely to cheat, it's good to listen to your gut. Hint: If you are the 18th intern he's bagged, be very afraid. It also helps to nurture your relationship. "Secrets of Crazy-in-Love Couples," on page 126, reveals some simple secrets to a strong long-term bond.



The New Body Language

Recently, body-language expert Janine Driver stopped by the office to give Cosmo staffers some insider tips about how to read people just from observing their movements and posture. While we've done plenty of body-language articles on reading men—from how to tell if the gorgeous guy at the bar is into you to what your boyfriend's sleep style reveals about his relationship MO—Janine reminded us of another way to use this knowledge: at work. Turns out, you can use simple moves to send subliminal messages to your coworkers (and boss!) that you're on top of your game and brimming with confidence. Check out Janine's tips from her new book, *You Say More Than You Think: A Seven-Day Plan for Using the New Body Language to Get What You Want*, on page 150.

Kate White

Kate White, Editor-in-Chief

Things I Didn't Know Till This Issue

● One reason men crave makeup sex is simply for reassurance that the relationship is not on the rocks. (Page 66)

● When young women dine out with a thin pal who chows down, they subconsciously follow her lead and eat heartily as well. (Page 222)

● Blueberry yogurt—thanks to the violet-red juice found in it—can be used as dye to give your hair a red-dish tint. (Page 110)

● According to a recent survey, cheating is not the number one thing men lie about. (Page 48)

● Online windows-shopping taps in to your brain's reward center, triggering a shopper's high. (Page 174)

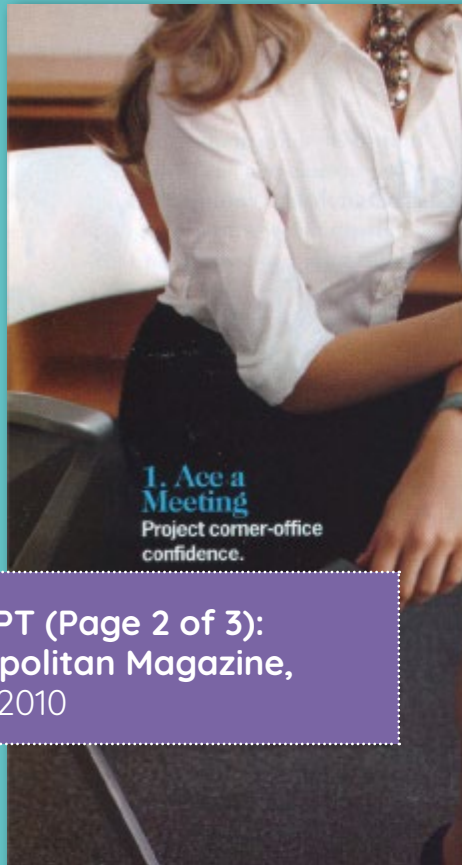


(Top to bottom, from left) Keith Major Photography, TAMARA SCHLESINGER, Grooming/Coty Images, JACI WISSELL

COSMOPOLITAN.COM/TELLCOSMO Got something to say?

COSMOPOLITAN.COM

JANINE DRIVER MEDIA FRESHLY BREWED



EXCERPT (Page 2 of 3):
Cosmopolitan Magazine,
March 2010



6 TRICKS FOR GETTING YOUR WAY AT WORK

Use this genius advice from body-language-guru extraordinaire Janine Driver and your peskiest job woes will suddenly disappear.

By Mina Azodi

There's one thing people never tell you about getting ahead on the job...and it has nothing to do with how many hours you log in or how many projects you take on. It's not even about what you say. Give up? It's about how you *move*. You can actually use body language to make things go your way without anyone realizing it.

"Subtle shifts in how you carry yourself can send subliminal messages to others," says body-language expert Janine Driver, author of the new book *You Say More Than You Think: A Seven-Day Plan for Using the New Body Language to Get What You Want*. Driver, who trained law-enforcement officers to read body language for more than a decade, divulges the moves that give you an edge.

1 ACE A MEETING

HOW TO DO IT: Choose a seat close to your boss (it will immediately make him feel more connected to you). Sit on the first third of your seat, which makes you

appear more engaged and open to something that you know he'll say to him—maybe the type of coffee or pen he uses. This psychological device prompts him to associate the two of you in his mind, which makes him subconsciously more likely to agree with what you're saying.

2 MAKE ANYONE SAY YES

HOW TO DO IT: To get a coworker to agree to a favor, gesture with one palm up, a technique police officers use during questioning to persuade a person to do as they ask. Then touch your hand over your heart as you finish the request, signaling a "heartfelt" appeal. To seal the deal, pause for a few seconds before you say the key word, such as "I know we're all busy, but can you [pause] work my shift?" That brief silence subtly frames it as a subliminal command, prompting her to say yes.

3 SHUT UP AN ANNOYING COWORKER

HOW TO DO IT: Continue to look at what you're doing as she's talking, and do a gesture known as the hand-gun steeple (you interlace all your fingers, except for your pointers, which form the barrel of the "gun"). Rest the barrel against your lips, signaling that you don't want to speak. If she doesn't get it, aim it at her as you say something neutral, such as "I've got so much work to do."

4 MOVE PAST A MISTAKE

HOW TO DO IT: Okay, so you messed up. Keep your supervisor from freaking by standing 2 feet to one side of him when you confess. This is a nonconfrontational stance that triggers him subconsciously to want to get past your screwup. Emphasize the point by saying, "Going forward, this will not happen again."

5 TAKE CHARGE OF THE OFFICE BITCH

HOW TO DO IT: Address her straight on (tilting your head suggests you're looking for approval), and lift your chin about 2 inches. You'll exude confidence since you're literally looking down your nose. Use a dismissive, palm-down hand gesture to show that you are the one in control and aren't buying her BS.

6 OUTSMART A COMPETITIVE COLLEAGUE

HOW TO DO IT: As you're talking, lay your arm across her desk. You want to take up space in her territory. Touching her turf asserts you as the alpha coworker and conveys that you can—and will—get what you want. ■

You, Even Better

EXCERPT (Page 3 of 3):
Cosmopolitan Magazine,
March 2010

The Pinocchio Files: 8 Blueprints to Detect Deception By Janine Driver

Whether it's to avoid punishment, to escape embarrassment, get re-elected, or to justify the unjustifiable, it seems almost all politicians lie—it's how the game is played. Typically, it's their body language that gives them away. While it would be easier to spot liars if their noses grew, everyone has cues that indicate possible deception. Richard Nixon blinked quickly. Jimmy Carter flashed a fake smile. Bill Clinton nodded his head "yes," while verbally stating he "...did not have sexual relations with that woman..."

1. The Clinton Combo

- Gestures do not match the verbal message.
- Pitch change: The pitch of someone's voice is often a very good indicator of his or her emotional state. When the pitch rises, it masks fear or anger, while a decrease in the pitch masks sadness.
- The story does not make sense.
- Increase in self-touch gestures (one part of your body rubbing another part of your body, i.e. hand rubbing leg, nose, neck, arm, belly, etc.). The person rubs a respective body part as a way to soothe anxiety.
- Distancing language – "... that woman, Monica Lewinsky..."



1.



2.

2. The Martha Stewart

- Increase in self-touch gestures.
- Soft words. At the start of her federal trial, Martha Stewart softly told the judge she was "not guilty" of the charges and then quietly watched as her lawyers did all the talking for six weeks.
- Offer excuses rather than facts.



3.



4.

3. The Scott Peterson

- Disclaimers. Liars are more likely to use disclaimers such as "You won't believe this," "I know this sounds strange, but," and "Let me assure you."
- Demeanor does not match circumstances.
- Speech or the expression does not fit the voice.
- Mood swings.
- Answers questions too quickly, has lie rehearsed. (Ask the person to tell you the story backwards. Liars cannot tell the story backwards.)



5.



6.

4. The Nixon

- Blink rate increases.
- Too many pauses.
- Excessive gesturing. If you lie spontaneously, you will tend to spend more time gesturing with your hands than someone who is just nervous.
- Individual idiosyncrasies the person may have will appear (i.e. licking their lips, winking, drinking from a bottle, scratching their head, etc.)



7.



8.

5. The Enron (Ken Lay)

- Overacting and overconfident.
- Offer excuses rather than facts.
- Use of the word "try" – "I tried to do something." Lay testified that he "did all that I can to get

6. The O.J. Simpson

- Story does not make sense.
- The story changes.
- Pauses. Liars produce more pauses between their words and sentences, and some of these pauses are filled with stalling techniques like "um" and "er," or they will repeat the question.
- Very, very fast facial expressions that do not fit with what the person is saying (this is called leakage).
- Actions lack conviction and faith. Listening to O.J.'s testimony about the location of his knit cap, he adamantly protested what he knew to be false. Then listening to testimony accusing him of murdering his wife, Nicole Simpson, O.J. showed no visible protest and remained completely motionless in his seat.

7. The Michael Jackson

- Fail to answer or answer too quickly. When Michael was asked, "What is your response to the allegations that were brought by the district attorney in Santa Barbara, that you molested this boy?" He answered with, "...I would never hurt a child." On another occasion he said, "I am not guilty of these allegations." (Legally, no one is guilty until they are proven guilty.) Never once did Michael say, "I didn't do it. I did not molest this child."
- Avoiding a denial of the specific crime.
- Statements contradict one another.

8. The D.C. Sniper (John Allen Muhammad)

- False starts, where the person starts a sentence and then abandons it for another sentence.
- Slip of the tongue. Muhammad said, "... ironically about all this, once all this is over, by the grace of the law that I am found guilty, not guilty, these men, you know what they are going to do?"

Of course, there's no foolproof way to detect deception. But with these tips, you will be well on your way to separating fact from fiction.

Janine Driver, the *Lying Tamer* (www.lyingtamer.com) is a body language and detecting deception expert, author, speaker and radio personality.

For more information visit www.lyingtamer.com.

EXCERPT:
Campaigns & Elections Magazine,
August 2006

TESTIMONIALS

"Janine's demeanor and style were critical in kicking off a great conference... Our attendees were clearly engaged as a result of the presentation as it made them cognizant of their actions for the remainder of the conference and ultimately back in their cafes around the world. While our audience appears more casual than most, I promise you they cast a critical eye to anything that is not authentic or lacks a solid message. Janine's presentation rated a 4.6 on a 5 point scale (5 rating — very valuable). That's outstanding!"

—**Kevin Kirby**, Senior Director of Sales, **Hard Rock International**

"...what else can we say other than fantastic! You did the unheard of; you were able to keep 40 type-A realtors and five egotistical builders totally focused, entertained and informed. We are diligently practicing your recommendations and not only do they work, they're fun."

—**Bob Lucido**, RE/MAX Realty

I don't even know what to say about Janine because there are not any words big enough, flowery enough, to express how absolutely wonderful her discussion on body language was last night. I had so many people come up to me and say that this was the best IREM 77 program they have ever attended. It has gone on today with several emails in which I would like to share just one with you that said:

After hearing [Janine] speak, I'm now typing solely with my left hand as my right is cocked over the back of my chair, and when not typing, yes, you guessed it, I've got my left hand placed "intelligently" upon my chin. In addition, I've decided to elect two (lucky) co-workers to escort me through the office and to all meetings...thus, "framing" me at all times. POWER move...I'm on my way up! Seriously though, great speaker, great meeting! I'm doing an Oprah-esque standing ovation as we speak.

— **Courtney J**, **International Real Estate Management Association**

I think that sums it all up. Thank you and Janine so much again for all that you do and will continue to do!

— **Leigh O. Carter**, RPA, FMA, CPM, **International Real Estate Management Association**

JANINE DRIVER, AKA BUSINESS DRIVER

Speaking Topics Include (*but not limited to*):

- The NEW Body Language for Sales and Hospitality
- Executive Presence
- Human Resources Training
- Interviewing Skills
- Manager Communications Training
- Leadership Training
- Teamwork
- Achieving Excellence in Customer Service
- Assertiveness Skills
- Facilitation Skills
- Detecting Deception
- Building Your Personal Brand and How To Get On TV
- Use the New Body Language to Make the Most of Difficult Situations: Changing Markets, Changing Times
- Practice and Play with Scientifically Proven Brain and Body Language Strategies and Get Great Results: Turning Talent Into Performance

NEW YORK
TIMES
BEST-SELLING
AUTHOR

Investment

	60-90-minute HR Keynote		\$35,000*
SILVER			
	6-hour All-Day Event		\$38,000*
GOLD			
	6-hour All-Day Event	with a FREE book per attendee (up to 100 books), 1 BLI Scholarship	\$44,000* \$37,900*
PLATINUM		90% of clients choose this option!	
	An exclusive and customized 2-day bootcamp brought to your company (up to 12 hours)	with a FREE book per attendee (up to 200 books), 2 BLI Scholarships	\$49,995*
DIAMOND			

*PLUS TRAVEL (see following page)

JANINE DRIVER, AKA BUSINESS DRIVER

Fee Schedule

****TRAVEL FEES INCLUDE:** Two round trips or multi-leg flights for speaker and manager, chauffeured private car service from airport/hotel/speaking location, in-room wireless, and all incidentals.

The services below may be added on to the programs on previous page (fees are in addition to initial investment):

SPEAKING

PANEL PARTICIPANT	\$500
PUBLICITY DAY	\$1,500
MASTER OF CEREMONIES	\$1,800
PANEL MODERATOR OR FACILITATOR	\$650
GAME SHOW HOST FOR MEETING EVENTS	\$750
PRE- AND POST-PROGRAMS	\$1,500
CONSULTANT	Call, Limited Availability
SPOKESPERSON	Call, Limited Availability

OTHER EXCITING OPPORTUNITIES

LESSON PLANS	\$199 per person
PICTURE ANALYSIS	\$25 per picture
VIDEO ANALYSIS	\$500 per 30-minute tape
SPEAKER'S INSURANCE*	\$350

*Speaker's insurance: If another speaker does not show up for your event, Janine will be prepared to present another one of her topics for your audience. If you end up using Janine, the entire fee that was paid to your original speaker, in addition to the \$350 will be owed.

EXTENDING THE LEARNING PROCESS BEYOND YOUR EVENT

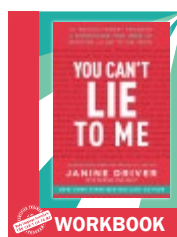
Select from the following for your attendees to take home. Order 50 or more items and receive a 15% discount.



Book:
You Say More
Than You Think
New York Times
Bestseller
\$15.00



Book:
You Can't Lie To Me
\$30.00



Workbook/DVD:
You Can't Lie To Me:
Detecting Deception
Secrets That Free
Us From Master
Manipulators & Liars
\$459.50

NEW YORK
TIMES
BEST-SELLING
AUTHOR

