

BECAUSE COVID-19 HAS CHANGED "BUSINESS-AS-USUAL"...

THE BODY LANGUAGE INSTITUTE'S

# 7 LEVELS OF READING & INFLUENCING HUMAN BEHAVIOR

HOW YOUR MORTGAGE COMPANY CAN KEEP YOU  
THRIVING & SURVIVING: EXCLUSIVE COMMUNICATIONS  
TRAINING FOR THE MORTGAGE INDUSTRY POST-COVID-19

**FAST  
& EASY  
RESULTS!**

We're wondering if you're  
**ready** for some **good  
old-fashioned human  
interaction** where you can  
**cut through the noise** and  
get it from the horse's mouth!

Body Language Expert and *New York Times* best selling author Janine Driver will be live each week throughout this eight week program!





# HELLO AND WELCOME TO CLASS!

While the coronavirus and life under lockdown has resulted in a downpouring of missed home-loan payments, many once-prosperous mortgage lenders have found themselves in a grueling financial battle to keep their doors open.

However, this economic manslaughter has not taken down all mortgage companies. Because of the volatile rate environment and because of the ever-growing refinance boom, instead of closing doors, some companies have come through the pandemic stronger and busier than ever – and this is your mortgage company.

And here's the deal, because you work for the kind of mortgage banking company that knows:

- » 46% of change management efforts fail due to lack of communication\*
- » Effective communication skills training creates a positive and productive work environment
- » When organizations lack clear communication, projects fail, employee productivity decreases, and job satisfaction plummets
- » **It's most important to be there for you when it matters most!**

\*Source: Robert Half Management Resources survey

You have been selected to participate in the Body Language Institute and Janine Driver's new LIVE monthly Zoom course called, **"7 Levels of Reading & Influencing Human Behavior."**

On the next several pages you'll receive your welcome letter from your lead trainer, a list of the benefits of the course, and what to do next.

## WELCOME ABOARD!



# Congratulations!

You have been chosen to be part of this 8-month, 3-hour per month, fun, interactive, and life-changing online Zoom course, **"7 Levels of Reading & Influencing Human Behavior."**

Your leadership team recognizes:

- » YOU and your role is operation critical when it comes to protecting and supporting the American dream of homeownership.
- » YOUR ability to communicate effectively and reduce conflict is at the core of the success of your company—even if you sit by yourself, you still likely communicate with people, either on the phone or via email.



Imagine: Not letting any obstacle slow you down.  
**BECAUSE COVID-19 HAS FORCED YOU TO  
BECOME MORE AWESOME**

Because **AWESOME** people make **AWESOME** things happen...

Imagine: Despite the Coronavirus' strong-hold on the world, if you could find online communications, body language and emotional intelligence training & have **more happiness, more wins** in life & be **more AWESOME** right now!

My name is **Janine Driver** and, over a decade ago, I transitioned from protecting America's security to protecting your work, your well-being, and your reputation. I'm the New York Times Best-Selling Author of "YOU SAY MORE THAN YOU THINK" and international best-selling author of "YOU CAN'T LIE TO ME" (combined both books are translated into 17 languages).

I spent over 16 years as a federal law enforcement officer within the Department of Justice and now I share my people-reading skills in a fun, engaging, and memorable way with corporate titans from the Mortgage Banking Association (MBA) to Sales Force, P&G, Lockheed Martin, Coca-Cola, Kronos, Facebook, Comcast, and more!

I have also given four TEDx talks, with over three million views on YouTube, to help you to look at your world in a different way:

- » [Get What You Want in Life Through Decoding the Body Language of Murderers](#)
- » [How 5 Simple Words Can Get You What You Want](#)
- » [How to Get People to Listen & Cooperate](#)
- » [How to See Past What Drives You Nuts](#)

With the coronavirus taking the world by storm, I was inspired to create a one-of-a-kind virtual LIVE Zoom program to help awesome people just like you establish consistency with your verbal and written communication skills with your fellow coworkers and customers in a variety of situations.

**For instance, imagine:**



A single mom on disability who didn't qualify for the USDA loan is on the phone and she's upset with how you are talking to her.

A loan processor and an administrative mortgage specialist waste a day going in circles with unclear emails.



The closing date for one customer has been rescheduled two times and she is threatening to take the story to social media because she feels you misled her.

As you know, these are challenges that happen nearly every day in the mortgage banking business, and most of them boil down to one thing—a lack of communications training in reading people accurately, emotional intelligence, how to reduce conflict, and how to listen in a way that builds warmth and likeability and ultimately builds trust and respect.

**"You work for the kind of mortgage banking company that knows that it's most important to be there for you when it matters most."**





Each month, you'll visit my website, [www.JanineDriver.com](http://www.JanineDriver.com) and scroll down to the bottom, in the footer you'll see a link for your company's next class (see screenshot below). There you will find your next workbook section, prep videos on the topic, fascinating articles, and once your LIVE Zoom session is completed, it will be posted there as well.



**Here is the link to your LIVE interactive Zoom training sessions** with me and my special guest VIP trainers, it will be the same link for each class:

**<https://us02web.zoom.us/j/9411639414>**

You also have a PRIVATE Facebook page where you can ask me questions and interact with your fellow classmates. As bonus content, you will also be able to watch any new videos, directly from your private page, where I analyze current issues and people in the media. You will receive the link from me after our first class is completed.

I'm thrilled to meet you soon in class!



In the meantime, if I can help you with anything or if you have any questions, you can reach me directly at [Janine@LynTamer.com](mailto:Janine@LynTamer.com) or call or text me on my private cell [202-271-0922](tel:202-271-0922).

I think that's all for now.

Get ready to look at your world in an awesome new way!

Welcome to class,

*Janine*

P.S. Most mortgage bankers who take this program **get excited** because they know this program is a great way to set you up for success and move your career and the company forward with everyone on the same page.



## Top 12 Measurable Benefits When You Participate in Janine Driver's "7 Levels of Reading and Influencing Human Behavior"

- \* Better job satisfaction
- \* Minimize workplace conflict
- \* Improve customer and staff retention rate
- \* Avoid animosity Armageddon
- \* Increased productivity
- \* Avoid hiring the wrong people
- \* Enhance personal interactions
- \* Decrease reading people wrong
- \* More empowered employees
- \* Successfully navigate challenging conversations
- \* End unclear messages that can lead to confusion
- \* Improve listening skills





# TOP 4 PROS AND CONS

## OF READING & INFLUENCING HUMAN BEHAVIOR

### PROS

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1. **Build rapport in any environment:** Body language may take the place of the verbal message especially if you are in a loud environment.
2. **Improve your presentations:** Imagine explaining to a little kid how to tie their shoes for the first time with no hand gestures, body movements, or showing them how to do it with those two bunny ear loops, go ahead, give it a shot and try it. It literally can't be done. Now imagine trying to sell your product with no body language, it's highly likely you wouldn't be in sales long.
3. **Mirrors your mood:** Your nonverbal communication also includes the tone and pitch of your voice, which is often used to emphasize your verbal message. Imagine saying the words "By now you must be wondering what's next" in an excited tone, then in a confused/uncertain tone, then in an authoritative tone. The tone and pitch change the meaning all together, right?
4. **Reiterates your verbal message:** Your facial expressions, hand gestures, and body messages are used to repeat your verbal message. Imagine the last time you asked where something is in the grocery store. The person probably told you an aisle or location and then pointed in that direction, right? And if they didn't point, you're probably like me and you did not feel happy when you walked down the wrong aisle. Our verbal and non-verbal communication are processed in parallel.

### CONS

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1. **Elusive:** Non-verbal communication can often mean several different things because we don't know the catalyst to why someone did what they did or moved the way they moved. Plus, the meaning of different movements changes from culture to culture.
2. **Multi-channel:** Imagine noticing an odd hand gesture and looking at it for a couple seconds, oops, you just missed the #1 missed emotion in sales leak out on your client's face.
3. **No Shut-Off Valve:** Even when you stop talking, your body language is still speaking volumes, you literally cannot shut it off.
4. **A challenge to have every "nonverbal objection" memorized:** Because there are over 500 body language moves that have hidden meanings, it can be a challenge to understand them all — it requires a lot of repetition.





**Chris Havrilla**  
@havrilla

What is your 'why'? We tell people what we do, but not why - this is how you inspire and influence @janinedriver #WIL2016 #adpwomen

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Now that you've explored some of the pros and cons of reading and influencing human behavior, wouldn't you still like to develop your charisma, confidence, and career and spot the hidden and not-so-hidden non-verbal objections so you can increase your ability to read and influence human behavior and create long-term relationships?

**LET'S DO THIS!**

