



Body Language Expert, Author, Speaker

JANINE DRIVER

# Press Kit

Janine attained rank #1 in the "Inspiration" category in the World's Top 30 Body Language Professionals for 2017

## 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](http://www.JanineDriver.com)

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

# BOOSTING CONFIDENCE, CHARISMA, AND CAREERS

*...with the Business Driver*

KEYNOTE SPEAKER →

BODY LANGUAGE EXPERT ↘

NEW YORK TIMES  
BEST-SELLING AUTHOR ↑

## WARNING! DANGEROUS CURVES AHEAD!

Imagine the **IMPACT** you'll have on your life when you're able to look at the world in a different way. Don't you want to create deeper—more meaningful—relationships with your clients and customers? After all, isn't that the core to all **SUCCESS**?

Call us today at **202-505-2541** to see if Janine is available for your event.

*Our mission is to **INSPIRE** you, and your team, to look at the world differently.*

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EDUCATION | MOTIVATION | COMEDY





## JANINE DRIVER, AKA BUSINESS DRIVER

**Speaker, New York Times Best-Selling Author,  
Media Personality**

**Janine Driver, Body Language Contributor for NBC's Today Show**

JANINE DRIVER is the founder and president of the Body Language Institute. For over a decade while at the ATF, Janine trained thousands of law enforcement officers to decipher fact from fiction using the body language interpretation methods she writes about in her books, *YOU CAN'T LIE TO ME* and the New York Times Best-Seller, *YOU SAY MORE THAN YOU THINK*. Janine travels the globe speaking to the corporate world about the fastest way to save time and grow business.

### Popular Keynote Presentations & Corporate Training

**YOU SAY MORE THAN YOU THINK: How to Use the New Body Language to Increase Sales, Build Clientele and Get What You Want**

This funny, interactive keynote examines the sales challenges your group faces and shows how we can use the New Body Language as the catalyst to make more money in less time. Imagine tripling your bottom-line simply by decoding the Belly-Button Rule and mastering the art of 7-Second Fixes. Don't you deserve to know how to spot micro-expressions so you can overcome silent objections and reach the same levels of success as our clients such as Procter and Gamble, Dove Chocolate, and Coca-Cola?

**THE NEW EXECUTIVE PRESENCE: Become a Powerful Leader and Discover How to Read and Fix Any Situation in 5 Minutes or Less!**

This leadership program combines current scientific research with the New Body Language to steer the direction of your company down a path of increased profitability. You want your leaders and team moving in the same direction and this keynote provides easily implemented, proven solutions that your people can use right away.

**YOU CAN'T LIE TO ME: Fortune 100 Training Insider Reveals the 5 Hidden HR Secrets to Separating Fact From Fiction That Your Employees & Job Applicants Pray You'll Never Find Out!**

As a human resources professional, how much easier would your job be if you were able to decode who is being genuine and who is keeping something from you? Imagine the financial impact you'll have when you're able to quickly uncover the truth behind the resume, decode "He-Said She-Said" cases with accuracy, decrease your company's attrition rate, and ultimately save thousands of wasted training dollars.

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

*"EXTRAORDINARY! My sales immediately sky-rocketed!"*  
—Bill Thomas, Honda, Sales

*"In Las Vegas our average per guest (APG) is \$3000. 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

Accenture, AOL, Booz Allen Hamilton, Coca Cola, Dove, ESI International, Hard Rock International, Lockheed Martin, Meeting Professionals International (MPI), Microsoft, National Association of Catering Executives, Procter & Gamble, STIHL, World Bank, Wyndham Vacation Ownership

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

 /JanineDriver  @JanineDriver 



# Required Reading for Reading People

What if you could increase your salary by 15 percent, kick problems and worries to the curb, and get a better night's rest simply by learning how to detect a lie the moment it starts (or even before)? 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?

No machine built to date has proven more effective than a well-trained *human* lie detector, says world-renowned body language expert Janine Driver, a former federal law enforcement investigator who has trained agents at the ATF, CIA, and FBI. Today, Driver teaches people like you to supercharge your internal "BS Barometer" quickly and accurately so you can protect yourself from liars and manipulators.

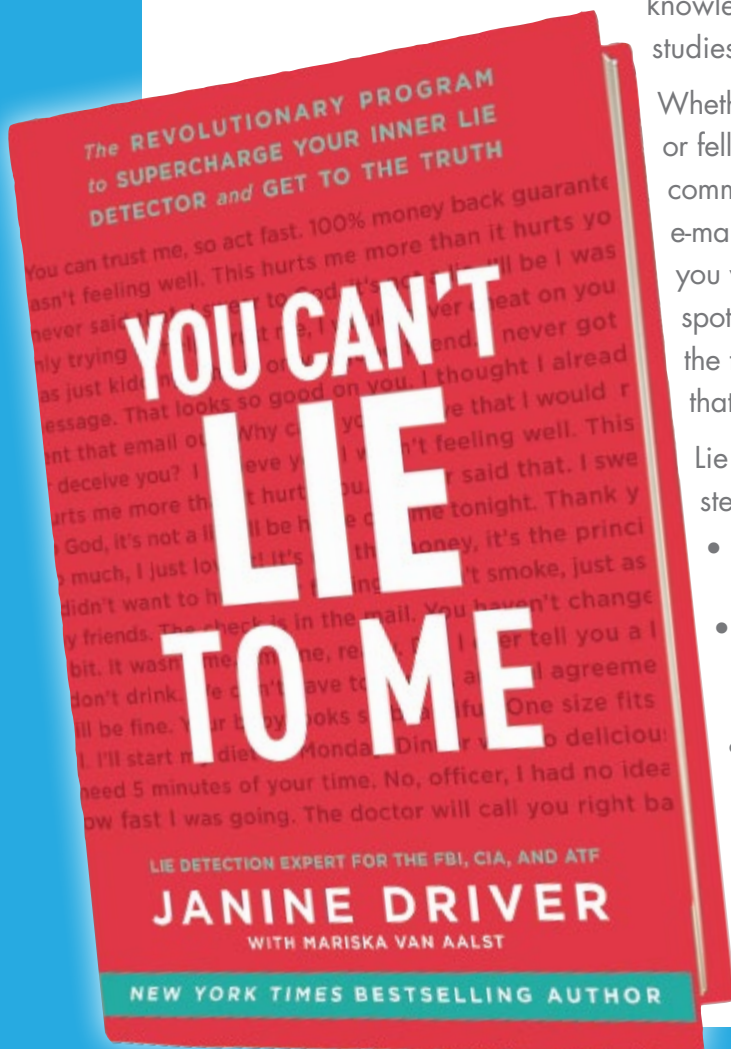
*You Can't Lie to Me* will change the way you look at job applicants, coworkers, dates, salespeople, money managers — anyone from whom you want and deserve the truth — while simultaneously strengthening and deepening your relationships with your siblings, children, friends, and lovers. Driver distills nearly two decades of behind-the-scenes

knowledge, cutting-edge science, and relatable case studies into a simple, powerful five-step program.

Whether it's with your teenager, spouse, mechanic, or fellow board member, and 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.

Lie detection expert Janine Driver delivers a step-by-step, foolproof program to:

- Outsmart disloyal coworkers—and beat them to the plum promotions
- Protect your children from predators and guard aging loved ones—and their nest eggs—from unscrupulous con artists
- Hire honest employees whose résumés and experience you can trust
- Say yes to honest partners and avoid lying cheaters
- Get your boss's attention with these little tips
- Save thousands of dollars each year using rich people's #1 trick



# Required Reading for Reading People

## PRAISE FOR *YOU CAN'T LIE TO ME*

"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

"I'm reading *You Can't Lie to Me* right now and I LOVE it!"  
—Dr. Drew Pinsky, CNN's *Dr. Drew Show*, January 29, 2013

"*You Can't Lie To Me* is a must read for everyone who wants to understand how to decode people's actions and be successful in spotting deception."

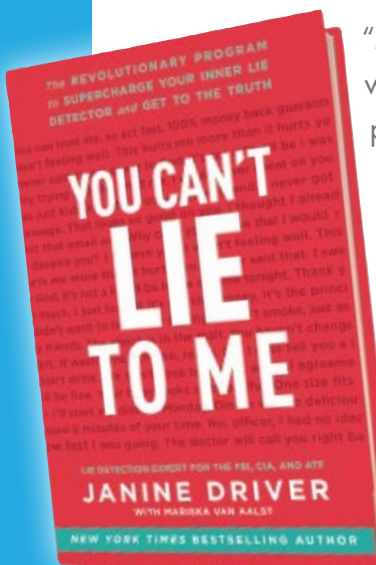
—Margaret Moore, President of Women in Federal Law Enforcement Foundation (WIFLE)

"My last decade would have been less stressful and more productive if I would have had *You Can't Lie to Me* available. The effectiveness of your personal and professional communications will soar after reading *You Can't Lie to Me*."

—Kathy B. Trahan, President/CEO, Alliance Safety Council

"*You Can't Lie to Me* is wrought with humor and absolute transparency as Driver tackles integrity in the workplace, safety in relationships, and down-home honesty. I love the B.S. Barometer. I'm recommending this second book as required reading for our entire staff!"

—Mick Woolsey, Director of Training, Utah Foster Care Foundation



# 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."

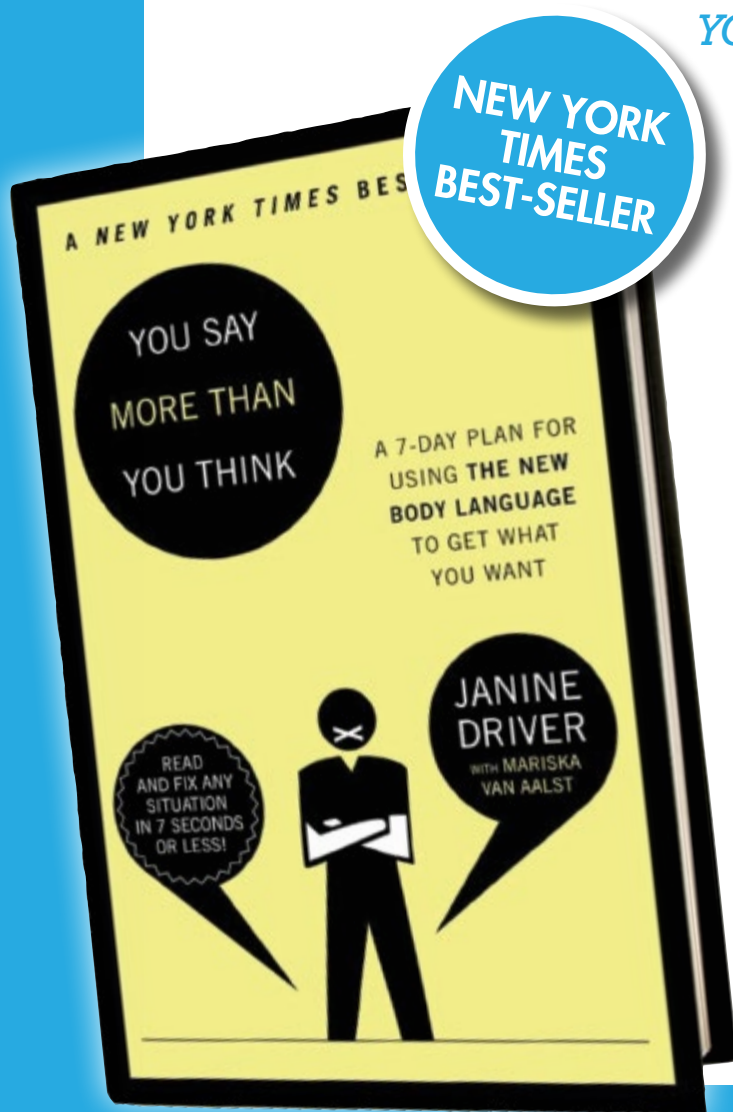
—Debra Fine, Best-Selling author of *The Fine Art of Small Talk* and *The Fine Art of The Big Talk*.

"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*





# Washington Area's Top Titles

## HARDCOVER NONFICTION

- 1 **Game Change: Obama And The Clintons, McCain and Palin, And The Race Of A Lifetime** (Harper, \$27.99). By John Heilemann & Mark Halperin (6)
- 2 **Drive: The Surprising Truth About What Motivates Us** (Riverhead, \$26.95). By Daniel H. Pink. A Look By The New Economy Expert. (3)
- 3 **The Immortal Life Of Henrietta Lacks** (Crown, \$26). By Rebecca Skloot. The Shocking Story Of A Stem Cell Theft In 1951 And The Hela Cell Line. (3)
- 4 **On The Brink: Inside The Race To Stop The Collapse Of The Global Financial System** (Business Plus, \$28.99). By Henry M. Paulson, Jr. (3)
- 5 **The Politician: An Insider's Account Of John Edwards's Pursuit Of The Presidency .....** (Thomas Dunne, \$24.99). By Andrew Young (4) *check this out*
- 6 **Committed: A Skeptic Makes Peace With Marriage** (Viking, \$26.95). By Elizabeth Gilbert. Picking Up Where "Eat, Pray, Love" Left Off.
- 7 **You Say More Than You Think: Use The New Body Language To Get What You Want!** (Crown, \$25). By Janine Driver With Mariska Van Aalst (1)
- 8 **Switch: How To Change Things When Change Is Hard** (Broadway Business, \$26). By Chip Heath And Dan Heath. Anecdotal Examples. (1)
- 9 **The Business Of Happiness: 6 Secrets To Extraordinary Success In Work And Life** (Regnery, \$27.95). By Ted Leonsis With John Buckley (1)
- 10 **Strengths Finder 2.0: .... Online Test From Gallup's "Now, Discover Your Strengths"** (Gallup, \$21.95). By Tom Rath (11)

# New York Times Best-Seller's

## HARDCOVER ADVICE (PUBLISHED MARCH 12, 2010)

- 1 **Payback Time**, by Phil Town. (Crown Business, \$26.99.) A set of rules for picking in the right businesses at the right time. (?) 1
- 2 **Switch**, by Chip Heath and Dan Heath. (Broadway, \$26.) How everyday people can effect transformative change at work and in life. (?) 3
- 3 **The Happiness Project**, By Gretchen Rubin. (Harper/HarperCollins, \$25.99.) A year spent focusing on the things that really matter. 10
- 4 **Use Your Head To Get Your Foot In The Door**, By Harvey Mackay. (Portfolio, \$25.95.) Secrets for getting and keeping a job you truly love, at any age. (?) 1
- 5 **The 4-Hour Workweek**, By Timothy Ferriss. (Crown, \$22.) Reconstructing your life so that it's not all about work. 66
- 6\* **So Long, Insecurity**, By Beth Moore. (Tyndale House, \$24.) A "mentor" and "mentor" shares her insights for boosting women's self-confidence. (1)
- 7 **The Kind Diet**, By Alicia Silverstone. (Rodale, \$29.99.) The author's insights for going meat- and dairy-free. 10
- 8 **Act Like A Lady, Think Like A Man**, By Steve Harvey with ... (Amistad/HarperCollins, \$23.99.) Tips on relationships from the comedian and host of "The Steve Harvey Morning Show." 55
- 9 **You Say More Than You Think**, By Janine Driver with Mariska van Aalst. (Crown, \$25.) A seven-day plan for using body language to achieve your goals. 1
- 10\* **The Secret**, By Rhonda Byrne. (Atria, \$22.95.) The "Law of Attraction" as a key to getting what you want. *check this out*

PUBLISHER'S WEEKLY

## Driver's advice gets immediate and effective results.

Starred Review. A former body-language specialist with the Department of Alcohol, Tobacco and Firearms, Driver has put her life on the line more times than she can count, depending on her understanding of body language-how to read it and how to use it-to survive. Now a professional body language trainer, Driver puts her lessons to paper with straightforward prose and easy-to-use methodology, intended to help readers break bad

**"It lets you know how you can tell if people are lying. It's funny and I like the way it is crafted."**

-Dr. Mehmet Oz, host of The Dr. Oz Show as quoted in the April 2010 issue of Crain's New York Business

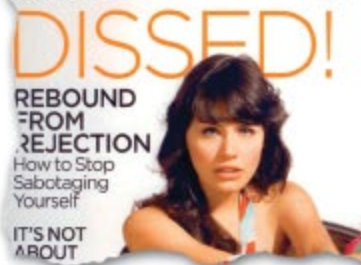
**"Interesting tidbits about common body language tricks."**

-Rachel Saslow, The Washington Post

**"Body Language Guru Extraordinaire Janine Driver divulges the moves that give you an edge."**

-Cosmopolitan Magazine





The Washington Post



# Janine Driver Media Freshly Brewed

## 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

ESPN | Sirius-XM, Oprah Radio, Meet the Peetes | Sirius-XM, Oprah Radio, Dr. Oz Show  
Small Business Network, Small Business Advocate | Sirius-XM, Broadminded  
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, KAHI-AM, KSAC-AM  
San Francisco Bay Area, WSLR-FM | Tampa/Sarasota, WSLR-FM



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

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

TEDxWilmington Conference  
August 16, 2017







**EXCERPT:**  
Meetings Focus Magazine,  
July 2015

- CSR/TEAMBUILDING**  
Extreme Team
- CITIES TO WATCH**  
Making Their Meetings Move
- RESORTS & INCENTIVES**  
The Value of Experience



**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



# KATE WHITE

AUTHOR • EDITOR • MOTIVATIONAL SPEAKER

EDITOR IN  
CHIEF OF  
COSMO!

## 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

**I**S 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

NEWSPIKERS: WOODBANK MEDIA/GETTY IMAGES; BOTTOM/ROOM SCALE: GETTY IMAGES; MAN WITH CROSSED FINGERS: ILLUSTRATION/GETTY IMAGES

**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."

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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!" —Arlene

"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." —Arria

## Editor

# 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.



Love doesn't have to be complicated.

### 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 reddish tint. (Page 110)

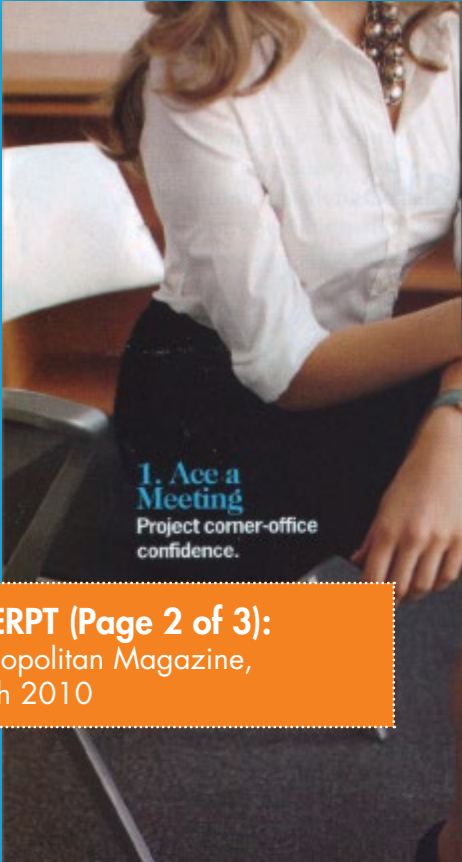
● According to a recent survey, cheating is not the number one thing men lie about. (Page 48)

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



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





**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 likes. For example, if he likes coffee, bring him—maybe the type of coffee he drinks or the brand of 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

## BODY LANGUAGE ANALYST BREAKS DOWN CLEMENS, MCNAMEE PERFORMANCES

ALEXANDRIA, Va. – The first verbal knife had yet to be thrown. Roger Clemens and Brian McNamee had yet to say a single word. And yet renowned body language expert Janine Driver already had jumped off her couch, paused the TiVo and pointed to her television with the excitement of someone who had just found a lost wedding ring.

“See that!?! See that!?!” Driver said. “Did you see the way Roger pulled his thumb in? That’s a hot spot. That’s a hot spot. That’s a potential sign of deception!”

Driver has spent the past 13 years studying just that – the subtleties and signals of body language. She has worked for the federal government, law enforcement agencies and Fortune 500 companies. She has trained more than 20,000 police officers on interrogation techniques, and has helped hundreds of men and women improve their personal lives through body language analysis. She is currently on a government assignment that she is not allowed to discuss publicly, but it has nothing to do with the investigation into performance-enhancing drugs in professional sports.

On Wednesday, 10 miles from Capitol Hill, the woman known as the “Lyn’ Tamer” applied her expertise to the congressional hearings on the Mitchell report, inviting ESPN.com into her home where she shared her impressions of the on-camera behaviors of Clemens and McNamee.

Her job, to put it simply, is to overanalyze. To critique every little thing – from a scratch of the nose to a twitch of the eye – to search for signs of deception. There are those who might think it is overboard, and perhaps it is. But she acknowledges there is no single behavior that indicates someone is definitely lying. Instead, there are “hot spots,” as she calls them, which indicate potential deception. The more hot spots, the more likely there is deception. And right from the beginning of Wednesday’s hearing, when Clemens and McNamee raised their right hands to be sworn in, Driver started noticing hot spots with Clemens.

Driver first noticed the pitcher pull his right thumb into his hand while he was being sworn. She said that noted jury consultant Jo Ellen Demetrius, who helped pick the jury for the original O.J. Simpson trial, has a theory that whenever somebody sticks their thumb in while being sworn in, he or she will be a difficult witness.

“If you’re going to tell the truth your thumb and your hand are open and relaxed,” Driver said. “When you’re controlling what you’re going to say, your thumb might be tense. And Roger’s thumb is tense.”

She went back and played the swearing in again and found more hot spots with Clemens. He briefly stuck out his tongue, licked his lips. And then adjusted the way he was standing.

What did it all mean?

“These are signs that are indicative of someone who is possibly going to withhold the truth,” Driver said. “Does it mean he is lying? No. You have to look for these clusters of hot spots. But right off the bat, we have three of them.”

Driver then listened to Clemens’ opening statement and was critical of the phrase, “I’ve been accused of something I’m not guilty of.”

Driver again excitedly paused the TiVo, bragging that she couldn’t wait to show this clip to a class she teaches at Johns Hopkins University. Driver said people often say passive things like, “I’m not guilty of” when they’re lying.

“Look, if I asked you if you killed your son you wouldn’t say, ‘I’m not guilty of that,’” Driver said. “You would say,

**EXCERPT (Page 1 of 3):**

ESPN.com,  
February 2008



'Absolutely not.' It's just a passive way of dancing around the issue. It's just another hot spot to pay attention to."

At another point during Clemens' opening statement, the pitcher stuttered when he said, "I'm not saying the entire report is wrong, I'm saying Brian Mc . . . Brian McNamee's statements are wrong."

## EXCERPT (Page 2 of 3):

ESPN.com,  
February 2008

The stutter stood out to Driver.

"Look, he can't even say it without a stutter," she added. "And that's his first stutter in his entire statement. If this were a case where he were lying, his stress would increase and a stutter would happen. Hot spot."

When McNamee read his opening statement, Driver had nothing critical to say. She found no hot spots. No clusters. McNamee's hands were on the table, a position she said conveys truth and confidence. And he didn't stutter in any way.

"He comes across as genuine," Driver said. "There's nothing there. It's exactly what you're looking for. There's no signs of deception. These opening statements are a perfect example of what to do and what not to do."

It's a theme that would continue throughout much of the hearing, with Driver picking up several hot spots on Clemens, but few on McNamee. Even when McNamee, the former trainer, was being grilled by several politicians, including Rep. Dan Burton, R-Ind., Driver said McNamee came across as believable.

Sure, his hands were shaking at times and his body language said he was nervous. He even crossed his arms and rubbed his wrists, a move Driver said Martha Stewart did frequently during her trial. But Driver found him believable, referring to his slouched shoulders and crossed arms as "defeated."

"He looks like he's out of the game, like he doesn't want to fight," Driver said. "And when bad guys are about to confess, that's what they do. Their posture is less straight, they stare off. He's in an emotional place. He's a wet rag. And he gives me the indication that he's throwing up his arms and telling us everything he knows."

Even during the heated discussion over the party at Jose Canseco's Florida home, a party that Clemens and several others contended he did not attend but McNamee claimed he did, Driver said she believed McNamee was likely telling the truth. Perhaps, she said, they both were.

"I believe that Brian truly believes that Roger was there," Driver said. "There's no notable change in his behavior to signal otherwise. And the truth, remember, is nothing more than our perception of the truth. It's what we believe of it. Maybe Brian is remembering another day that Roger was there. Maybe he saw the nanny or Roger's wife. Who knows."

"[McNamee has] got serious credibility issues. There's no question about that. But body-language-wise, he comes across as sincere. There's no reason to think he's lying."

The only issue Driver had was when Burton asked McNamee whether he had kept syringes or any other evidence from clients besides Clemens and Chuck Knoblauch. McNamee's answer: "Possibly one other." That troubled Driver.

"There's more to that story," she said. "If you've saved evidence that long, you know what you have. It's one other. Not possibly one other."

Driver said she found Clemens less than convincing throughout. She noted several things that troubled her:

- On several occasions, Clemens referred to McNamee as "this man." Said Driver: "That's distancing language. Bill Clinton did the exact same thing when he said he did not have sexual relations with 'that woman.' It's a way to distance yourself from the truth." When asked by the committee whether Clemens had received an invitation to meet with former Sen.

George Mitchell to discuss his commission's findings, Driver counted Clemens pausing 23 times before answering no. "That's a serious potential hot spot."

- When Clemens discussed pitching for Team USA and how proud he was to have those three letters on his chest, Driver noticed that Clemens' right nostril went up. That, she said, typically reveals disgust. "That's a micro-expression that shouldn't be there when he's talking about his pride in playing for his country. That's huge." During the Simpson trial, Driver said, Cato Kaelin made the same expression when lying to the prosecution about his plans to write a book on the ordeal. "It's almost a snarl. Like a wild dog. And you have to wonder why Roger did that there. Subconsciously he is leaking disgust."
- When Rep. Darrell S. Issa, R-Calif., announced that he was pleased this would be the last hearing on steroids in baseball, Driver said Clemens raised his lip. "That's contempt," she said. "It means moral superiority, essentially, 'I win.' That just shows that he is pleased that this will be the last hearing on this topic."

But perhaps the most telling moment to Driver was the very end of the hearing, when committee chairman Henry Waxman, D-Calif., concluded by reiterating the deposition and affidavit given by Andy Pettitte, only to have Clemens interrupt Waxman and insist, "That doesn't mean he wasn't mistaken."

Waxman smacked his gavel on the desk in front of him and sternly told Clemens, "It is not your time to argue with me."

Driver said Clemens' red-faced look was as telling as the pitcher's hot-spot-filled swearing in. She stressed several times that those who tell the truth convey their message rather than convince you of it. In this case, Clemens was convincing.

"If he was telling the truth, he wouldn't have to speak at the end," she said. "But when someone is drowning, they want to grasp for one more bit of air. An innocent person, they look relieved after they tell the truth, like we see with Brian McNamee. But for Roger to be grasping for air in a sense of panic speaks volumes."

In the end, what does it all mean? Perhaps a lot. Perhaps very little. Unlike some of her colleagues, Driver said she refuses to "absolutely" accuse someone of lying since there is no certain body movement to reveal that. But just like the game of poker, there are "tells." And if one of her law enforcement colleagues had shown her a tape of the hearing and asked her to grade the two witnesses on their potential hot spots, Driver said she would have given McNamee a "1" and Clemens an "8" on a scale from 1 to 10, with 1 being the fewest hot spots.

"There are people who will say Roger is fighting for his life so, of course, it makes sense for those hot spots to be there," Driver said. "But you know what? When you're taking an oath there shouldn't be anxiety. And if you told the truth, there shouldn't be that anxiety and rage at the end."

"Truthful people feel a relief after a hearing like this. The truth sets them free. Just look at Brian. His body language says, 'Take it. I'm done. I've told you what I know. I told the truth.' We don't see Roger Clemens doing that. And that's what makes you have to wonder."

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Wayne Drehs is a senior writer for ESPN.com.

**EXCERPT (Page 3 of 3):**  
ESPN.com,  
February 2008



## EXCERPT:

Psychology Today Magazine,  
July/August 2007

“I have loved the opportunity the last seven years in New York for people to get to know me.”

**SUBTEXT:** Hillary's "love" fest makes her the most optimistic candidate.



★★★★★

## Hillary Clinton

**RHETORICAL STYLE:** Rhetorically as politically, Hillary Clinton is middle of the road. She's in the middle of the group on almost all 40 variables of language style—she employs a cautious, not very distinctive style. In general, she's very low profile, rarely referring to herself and avoiding overstatements.

**BODY LANGUAGE:** Clinton has been practicing the Christlike “double opened palms” position for years, presumably in an effort to appear open and sincere, but it still looks forced, says Pease. “She frequently uses finger-pointing, which is aggressive, and karate chop type movements, which sometimes contradict what she says,” he explains. Clinton also uses the “steeping” gesture, in which the fingertips touch—unusual for women. “This gesture is often used by people of power,” says body language expert Janine Driver. “Donald Trump does it on *The Apprentice* all the time—as does Mr. Burns on *The Simpsons*.”

**SELF-DEFINITION:** Identification with middle-class values. Clinton talks often about the middle-class family in the middle of America. She's not identifying herself as a first lady or as a senator. Rather, she's telegraphing back to her roots as a child.

**EMOTIONAL TONE:** Clinton's linguistic style stands out as the most positive and personal of all the candidates. While positive-emotion words flow from her lips at a high rate, she rarely utters anything negative. Her style is also “immediate,” meaning she appeals to people in the here and now, which helps her connect with voters. She uses simple language, short words, and present-tense verbs.

**POLITICAL VALUES:** Clinton's speeches reveal the cautious strategy of a party's frontrunner. She makes scant reference to freedom, order, or equality. The nonideological tint of her speeches thwarts attempts to paint her as an extreme liberal.

**UNIVERSAL VALUES:** Her value hierarchy is similar to that of other Democrats—she values universalism and social justice. She also stresses protecting the environment more than the others do, and shows respect for parents and elders.

★★★★★

## John Edwards

**RHETORICAL STYLE:** Edwards is off the charts on realism (concrete language), insistence (the tendency to stay on script), and certainty. It's, “We can do these specific things together, and we can do it with great assurance.” It's a good style for a Democrat, because it's a language of the people, feel-good kind of style.

**BODY LANGUAGE:** Passionate and animated, Edwards' gestures mirror and match his message. But he's also a “measurer”—he uses the distance between his hands to show the relevance of things to one another. “This creates interesting contradictions,” says Pease, “as when he talks about the large amount he gave to a charity while holding his hands 12 inches apart and then speaks about how frugal he was with campaign funds while holding his hands three feet apart.” Edwards seems to be at his most animated when he's on his planned talking points.

**SELF-DEFINITION:** “I want this to be a country where everyone has the same chances I had...where you can go from having nothing to having everything.” This encapsulates his focus on poverty and the fact that he grew up poor in a small town in the South. His life was transformed by America, and he wants to transform others' lives.

**EMOTIONAL TONE:** Edwards, who used the most positive words in the last election, is using the fewest in this one. His high use of first-person plural pronouns (*we, us, our*) and concrete nouns (*world, country, plate*) are signs of a masculine speech style.

“If we actually want to change this country and we want to move America the way it needs to move, we're going to have to do it, all of us, together. Instead of staying home and complaining, we're asking people to help.”

**SUBTEXT:** John Edwards has the highest use of “commonality”—kumbaya, pulling together, “we can do it” type language.





## 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.



3.



4.



5.



6.



7.



8.

### 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. 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.)

### 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.)

### 5. The Enron (Ken Lay)

- Overacting and overconfident.
- Offer excuses rather than facts.
- Use of the word "try" to indicate something not done something. Ken Lay testified that he "do 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?"

**EXCERPT:**  
Campaigns & Elections Magazine,  
August 2006

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 *Lyn' Tamer* ([www.lyntamer.com](http://www.lyntamer.com)) is a body language and detecting deception expert, author, speaker and radio personality. For more information visit [www.lyntamer.com](http://www.lyntamer.com).



# Janine Driver Media Freshly Brewed

"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 THE BUSINESS DRIVER

## Fee Schedule

Investment Menu for Services and Products




NEW YORK  
TIMES  
BEST-SELLING  
AUTHOR

### SPEAKING TOPICS

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
- 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

### INVESTMENT

	60-90-minute HR Keynote		\$25,000*
<b>SILVER</b>			
	6-hour All-Day Event		\$28,000*
<b>GOLD</b>			
	6-hour All-Day Event	with a <b>FREE</b> book per attendee (up to 100 books), 1 BLI Scholarship	\$34,000* \$27,900*
<b>PLATINUM</b>		90% of clients choose this option!	
	An exclusive and customized 2-day bootcamp brought to your company  (up to 12 hours)	with a <b>FREE</b> book per attendee (up to 200 books), 2 BLI Scholarships	\$39,995*
<b>DIAMOND</b>			

\*PLUS TRAVEL  
(see following page)





# JANINE DRIVER, AKA THE 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

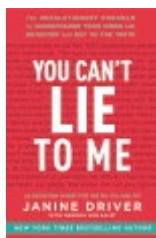
\* Speaker's insurance: If another speaker does not show up for your event, Janine will be prepared to present another one of her topics for your audience. If you end up using Janine, the entire fee that was paid to your original speaker, in addition to the \$350 will be owed.

### EXTENDING THE LEARNING PROCESS BEYOND YOUR EVENT

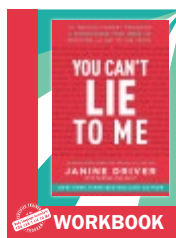
Select from the following for your attendees to take home. Order 50 or more items and receive a 15% discount.



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

