

#### TERRY EARTHWIND NICHOLS

Author of "PROFILING FOR
PROFIT What crossed arms
don't tell you...Mastering the
Art of Observation." Amb. Terry
is the Chair of Evolutionary
Healer, a global transformational
performance improvement
company. When he's not training
sales teams on the 'art' of
observation, Terry can be found
doing intriguing interviews,
planning his next vacation, or
having dinner at his favorite
restaurant in a suit he designed
himself.

## CONTACT

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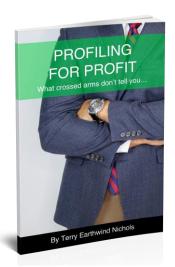
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### WHAT CROSSED ARMS DON'T TELL YOU...

Profiling is the art of observation and is one of the most valuable tools in a business conversation. In this book you will be looking at a number of elements of profiling so you will know how to apply them to leadership, the workplace, and even in the boardroom. Profiling unconscious muscle movements is not about reading body language. Observing the nuances of these movements gives leaders instant feedback around the message they are communicating to their staff and/or audience.

### SUGGESTED QUESTIONS

Terry, you said in your book how you've always been a *people* watcher. Can you tell us more about that?

How do you interpret the physical behavior of people as you observe and engage prospective clients in conversation, even on the phone?

Your book debunks the myth that a person crossing their arms is always sending a negative message. How does that work?

How did you figure out that the left side of the body represents love, family, nurture, trust and the right side represents distrust?

From the feedback you have received, what is the overarching impact of your book?

What's the best way for people to get a copy of your book?

### TOPICS FOR LEADERS

The Art of Observation for Leaders

**Tools for Better Business Communication** 

Profiling for Profit What Crossed Arms Don't Tell You