



# Convince Them in 90 Seconds or Less: Make Instant Connections That Pay Off in Business and in Life

*Nicholas Boothman*

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*Now in paperback, revised throughout, with a timely new chapter and title—*

The original *How to Connect in Business in 90 Seconds or Less* received praise such as: "Nick Boothman's brilliant stroke is to guarantee that within the first 90 seconds of meeting someone you'll be communicating like old trusted friends. But he doesn't stop there. This book shows how to turn those instant connections into long-lasting, productive business relationships."—Marty Edelston, publisher, *BottomLine/Personal*. And: "Success in business depends on effectively communicating ideas, at least as much as thinking them up, and Boothman tells us how to do that."—Matthew Bishop, *The Economist*.

Boothman's message is central, and in this current business climate, critical: whether selling, interviewing, or motivating a team, success depends on convincing the other person—and the quickest and best way to do that is through what he calls "rapport by design." Using the science of Neuro-Linguistic Programming (built upon body language, attitude, voice, and synchronizing behavior), Boothman shows how to create a winning first impression and, within 90 seconds, a lasting trust. Then, when those 90 seconds are up, he shows how to master the people-to-people skills that are essential to an ongoing business relationship. A new chapter added just for the paperback serves as a communication primer—drawing on his years in advertising, Boothman reveals how to make your message stand out and stick in a world that's already glutted with information.



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