

BEHAVIOR CHEAT SHEET

READ ANYONE LIKE A BOOK

The key to Reading Anyone Like a Book is observing their actions and body language as they go through their daily lives. If you know what to look for you'll quickly learn their Core Color and key motivators.

	Handshake	Attire	Personal Touch	Body Language	Pace	Work Area
Red	Bone Crusher	Business	Maintains Distance	Eye Contact	Boldly Confident	Displays of Power
Blue	Double Clasp	Comfortable	Gentle	Toucher	Deliberate	People Photos
White	Arm's Length	Conservative	Creates Space	Lacks Animation	Controlled	Organized & Sparse
Yellow	Hand Pumper	Stylish	Hugger	Large Gestures	Quick & Lively	Disorganized