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The Power of Eye Contact

In Business, Love and Life

Are you "eye shy"? Many of us feel vulnerable when holding another person's gaze. That's a shame because making strong eye contact increases the odds that those we meet will consider us honest, trustworthy and confident. That could land us a new job or a big sale and strengthen our personal relationships.

Here's how to become comfortable with eye contact—and master the nuances necessary to use it to maximum advantage.

GET COMFORTABLE

If making eye contact makes you uncomfortable, practice in situations where little is at stake...

- **Make eye contact with strangers you pass in public places.** Establish this eye contact when you are four or five paces away. Keep your expression neutral, and hold your gaze just long enough to determine the stranger's eye color—no longer than one second. Longer eye contact or pronounced facial expressions, even smiles, can make strangers uncomfortable.
- **Make extended eye contact with waiters, waitresses and salespeople.** These people tend to be very receptive to eye contact with customers and skilled at returning it in a friendly manner. They know that strong eye contact often results in larger tips and commissions.

Once you feel comfortable making this low-pressure eye contact, try holding eye contact with people you know. The first day, maintain contact for a moment longer than feels comfortable. Then the next day, maintain the eye contact for a moment longer than that, until it's your conversation partner who breaks eye contact first.

When someone breaks eye contact with you—or when you notice him/her physically tensing or squirming—you should break eye contact, too. Extending eye contact any longer will make him more uncomfortable.

EXPERT TRICKS

The goal during eye contact is to send a soft gaze, not a

penetrating laserlike stare. When you are speaking with someone, relax the muscles of your brow and imagine that you are taking in both of your conversation partner's eyes at once.

Helpful: Maintaining an attitude of warmth and charity toward the person with whom you are speaking can help create a soft, reassuring gaze.

When the time comes to break eye contact, do so by looking to the side. Breaking eye contact by glancing down sends a signal of shame or submission. Breaking it by looking up sends a signal of uncertainty and seems somewhat unnatural.

Once eye contact is broken, gaze slightly to one side of your conversation partner's eyes. Do not focus on something or someone else in the vicinity—that suggests disinterest in the person with whom you are speaking.

Exception: It's OK to break eye contact to look at something or someone else if the conversation is about that person or thing. How long to wait before reestablishing eye contact depends on the person you are speaking with and the situation.

In general...

- **In a professional setting,** try to make eye contact for about half the time that you are speaking with someone. If you break eye contact after five seconds, wait roughly five seconds before resuming. Making more eye contact than this can seem overly familiar and inappropriate. It's OK to lower your eye contact rate to less than 50% if your conversation partner makes little eye contact with you, but not much less, or you could appear unsure.

- **With friends,** pay attention to how much eye contact each particular friend tends to make with you and try to do the

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Let's Talk Dr. Jerry Shapiro

It really is so hard to believe that 1/3 of the year has gone by already. My only question is, where did it go? April is the month for both taxes and Easter. At Uptown, we are aware that for

many of you, taxes can be a real pain! So for the first 300 customers who come in on April 15th, we will give you a complimentary bottle of baby aspirin. It's our way to help you soothe some of the pain you may be experiencing. We have not decided yet what we will be doing for Easter. After having Elvis for Valentine's Day and St. Patty's Bucks for St. Patrick's Day, who knows what we will do for Easter. Stay tuned to our Facebook page and be the first to know.

By April, we will have a new display stocked with all kinds of brace and support items—perfect for you weekend warriors or for those of you with chronic injuries. There will be back supports, wrist and knee splints, and much more. Remember that most of these items can be applied to your flex plan with a doctor's prescription. The same goes for our Dr. Comfort Shoes—the name says it all.

In a previous newsletter, I spoke about how we continually try to save you money on your prescription needs. Just this past month, one of our customers came in with two prescriptions with combined co-pays of \$80.00. We consulted with the doctor on one of them to switch it to an almost identical drug that had a generic available (with a lower co-pay). We then found a coupon for the other drug, bringing that co-pay down as well. The result was \$31.00 for the combined co-pays of the two prescriptions. This is just one example of how we work for you, our patients, to save you money with no hassle on your part.

Lastly, while my wife and I were on vacation, we spotted some very different office and family fun gifts. We will be bringing these in within a couple of months. This is part of our commitment to continually search for and bring you unique items that set us apart from the big boys.



A man was telling his neighbor, "I just bought a new hearing aid. It cost me four thousand dollars, but it's state of the art. It's perfect."

"Really," answered the neighbor. "What kind is it?"

"Twelve thirty."

Did you know that taxes won't be due on April 15, 2011?



The federal return deadline will be Monday, April 18, because this year, Emancipation Day—the anniversary of President Abraham Lincoln's 1862 signing of the Compensated Emancipation Act is being observed on April 15. The holiday will be celebrated one day early because April 16, the actual date, falls on a Saturday.

Internal Revenue Service. www.irs.gov

Lost your wallet?



Whether you misplaced it or it was stolen, immediately call your credit card companies and request account number changes—do not cancel the accounts, or your credit score may drop. File a report with the police in your hometown and the place where your wallet went missing, and keep copies—you may need them as proof in later dealings. Have fraud alerts put on your credit card accounts by the three major credit bureaus—Equifax, Experian and TransUnion. Have the department of motor vehicles flag your file so that a thief cannot pretend to be you and apply for a copy of your driver's license in your name with his/her photo. Contact your bank for a new ATM or debit card and, if your checkbook is missing, a new checking account number.

Over-the-Counter Meds



The Arthritis Foundation offers these tips for getting the most relief from common over-the-counter painkillers, such as aspirin, Advil, Tylenol, Motrin, and Aleve:

- Don't take painkillers on an empty stomach. It could cause stomach irritation and nausea.
- Don't take them with caffeine or alcohol because both substances lessen their effectiveness.
- Take painkillers with a full glass of water or milk.
- Read the labels carefully and don't take more than the recommended daily dose of any one painkiller.

*Knowledge is knowing a tomato is a fruit;
Wisdom is not putting it in a fruit salad*



Hints from JoAnn

- Dirty neck rings around shirt or blouse collars can be removed by putting shampoo on them. Rub the shampoo in like you were washing your hair.

• Lubricate the slides of wooden drawers with a bar of soap, a candle stick or a rag sprinkled with a little cornstarch.

- If your wicker furniture is a little wobbly, wash it outdoors with hot soapy water. Rinse and let air dry. The wood and canes will shrink and tighten. Saggy seats also will tighten if treated with hot water. Vinegar can be added to the water for a freshening effect.
- Treat stubborn bathtub stains with a mixture of cream of tartar and hydrogen peroxide. By the time the paste dries, the stain should be gone.
- A sponge mop makes quick work of cleaning a shower wall.
- A toothbrush and any spray cleaner works wonders on shower door runners.
- Clean Venetian or mini blinds by saturating a cloth with rubbing alcohol and wrapping it around a rubber spatula to clean both a bottom and a top slat at the same time.

- For cracking plaster, mix Elmer's glue and baking soda into a paste. Rub into cracks with fingers.
- Blood stain: Cover stain with meat tenderizer. Add cool water to form a paste. Let stand 15 to 30 minutes, then sponge off with cool water.
- Mildew stain: Dampen with lemon juice and salt. Dry in the sun.
- For long term storage of eggs, crack open the eggs and add individually to an ice cube tray. When completely frozen, put the egg cubes in a sealed freezer bag and use as needed.
- When cooking carrots, peas, beets or corn add a small amount of sugar to the water to keep the flavor.
- Never salt the water you cook corn in. It will only toughen the corn.
- Store tomatoes with stems pointed down and they will stay fresher longer.
- To soften rock-hard brown sugar, add a slice of soft bread to the package and close tightly. In a few hours the sugar will be soft again. Or grate the sugar with a hand grater for immediate results.
- Remove the tops of carrots, beets, etc., before storing.
- Never pour room temperature milk or cream back into the original container.
- Place 1/2 an apple in the cake box to keep cakes fresher, longer.

Very Useful Web Sites

Wiser gardening: Get a jump on the spring with everything you need to know about growing annuals, perennials, bulbs and a gorgeous green lawn. From Cornell University's noted Cooperative Extension. www.Gardening.Cornell.edu



Romantic getaways: Specially selected bed-and-breakfast inns where you can renew wedding vows, propose or rekindle romance. www.BBOnline.com/lromance.html

Deal of the day: Eclectic mix of freebies and discounts on products ranging from coffee to pet toys to beauty products. www.WalletPop.com/category/bargain-babe

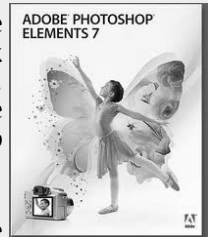
Lifetime of reading: More than one million books available for free down-loading or reading online. <http://Digital.Library.UPenn.edu/books>

Movie moments: Watch iconic movie scenes from The African Queen, The Godfather, Saving Private Ryan, The Green Hornet and hundreds of other old and current films. <http://MovieClips.com>

Sports smarts: Look up statistics on players, game results, awards and other information. www.Sports-Reference.com

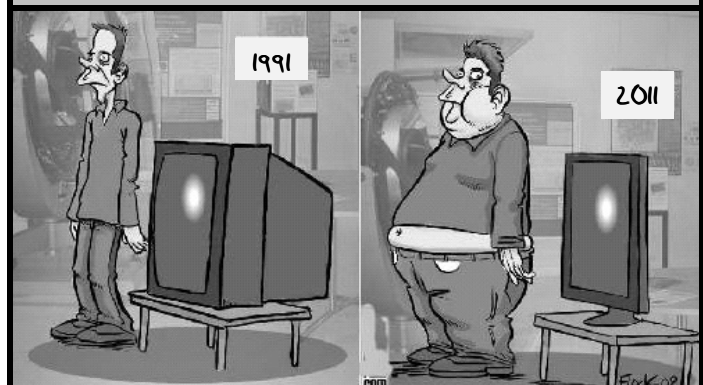
Find software alternatives.

If you are dissatisfied with a software program or it seems too expensive, check out <http://AlternativeTo.net>. At the site, you may find a free or less expensive alternative to the program you want to replace.



Example: Instead of buying Adobe Photoshop, you can use GIMP, a free image-manipulation program that has many of the same features.

A SIGN OF THE TIMES



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same. This increases the odds that the friend will feel a bond with you.

• **To build intimacy in a romantic relationship**, resume eye contact almost immediately upon breaking it. If the person you are speaking with does the same, the odds are very good that you have made a strong connection.

JOB INTERVIEWS AND SALES CALLS

Job applicants and salespeople need to seem confident but not pushy. They also need to give the impression that they are "on the same page" as the interviewer or client. One subtle-but-effective way to accomplish both of these things is to alternate who breaks eye contact. Early in the conversation, notice how long the interviewer or client tends to hold eye contact with you, then strive to break contact first roughly half the time. Always breaking contact first seems unsure, while always maintaining eye contact longest seems overbearing.

Warning: Alternating who breaks eye contact can be distracting the first few times you try it. Practice during low-pressure conversations before attempting it during an important interview or sales call.

PUBLIC SPEAKING

Do not try to make eye contact with everyone when speaking to large groups. It's better to maintain eye contact with a single audience member for five to 10 seconds—or for one complete thought—before shifting your gaze to someone else. Don't worry if you do not have time to make eye contact with everyone. Even audience members whose eyes you do not meet will sense that you are making connections and will feel closer to you because of it.

Helpful: If you're not comfortable with public speaking or become concerned that a particular presentation is failing, make eye contact primarily with audience members who are nodding in agreement or who you know to be allies. These people's eyes and faces should provide confidence-boosting positive feedback.

A SHOWDOWN

If your goal is to prevail in an adversarial situation, maintain eye contact with your adversary for as long as possible. It does not weaken your position if you blink. Maintain a facial expression of extreme calm. An angry scowl or a tensed body lets your opponent know that he is getting to you.

You know that your opponent is likely to back down from the confrontation if he repeatedly breaks eye contact by looking downward or stops making eye contact with you entirely.

Things never to buy used

- Cribs, children's furniture, car seats and children's bicycle helmets may not meet today's safety standards and/or may have been recalled.
- Used tires can be unstable and unreliable.
- Mattresses could be infested with bugs, mold, mites and bacteria, as could swimsuits, undergarments, shoes, hats and makeup.

The New, New Alphabet

A is for apple, and

B is for boat,

That used to be right, but now it won't float!

Age before beauty is what we once said,

But let's be a bit more realistic instead.

A's for arthritis,

B's the bad back,

C's the chest pains, perhaps car-d-iac?

D is for dental decay and decline,

E is for eyesight, can't read that top line!

F is for fissures and fluid retention,

G is for gas, which I'd rather not mention.

H is high blood pressure—I'd rather it low,

I is for incisions with scars you can show.

J is for joints, out of socket, won't mend,

K is for knees that crack when they bend.

L is for libido, what happened to sex?

M is for memory, I forget what comes next.

N is neuralgia, in nerves way down low,

O is for osteo, the bones that don't grow!

P is for prescriptions, I have quite a few,

Just give me a pill and I'll be good as new!

Q is for queasy, is it fatal or flu?

R is for reflux, one meal turns to two.

S is for sleepless nights, counting my fears,

T is for Tinnitus; there's bells in my ears!

U is for urinary; big troubles with flow,

V is for vertigo, that's "dizzy," you know.

W is for worry, NOW what's going 'round?

X is for X ray, and what might be found.

Y is another year I'm left here behind,

Z is for zest that I still have—in my mind.

I've survived all the symptoms, my body's deployed,

And I am keeping twenty-six doctors fully employed!!!

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