

# HOW TO USE YOUR **BODY LANGUAGE** To Boost Your **BUSINESS GRAVITAS**



**Desi Christou**  
associates



*By Desi Christou*

Master the Art of Body Language to Boost your Gravitas and Increase your Impact in Business

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# Desi Christou

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## Empowerment Coach - Presentation Trainer – Speaker

**Author: “Win Clients with Ease: Discover the Powerful Mindset Behind the Scenes.”**

Desi is a highly sought after mindset coach, speaker and trainer and has successfully run her own business since 2008.

Her current areas of specialism include delivering confidence building training to women professionals; presentation skills training; resilience training and stress management; working with small to medium sized businesses, the charity sector and global companies - the consequential result being that their businesses / company experiences increased levels of performance and productivity.



She also conducts 1-2-1 coaching to people from all walks of life to help them develop a more powerful state of mind helping them to let go of past hurts, mental blocks, negative emotions enabling them to feel happier, more fulfilled and be more successful.

She graduated with 99.2% accreditation score for her ABNLP NLP Trainers’ Training certification achieving the second highest global score in the 20 year history of the ABNLP (American Board of NLP).

Prior to becoming a coach, Desi enjoyed a successful career spanning 12 years in the TV Production industry as a TV Producer employed by ITV, BBC, Sky, Channel 4 and some of the top UK independent production companies. She worked with well-known public figures such as Chris Tarrant, the late Terry Wogan, Anne Robinson, Davina McCall, Paul Ross, Melinda Messenger, Dame Edna Everage and Neil Morrissey to name but a few.

Her roles included producing and directing well known primetime TV programmes, coaching celebrity TV & Radio interviewees and programme contributors. This varied from writing scripts to managing and training production teams, and negotiating budgets. Her coaching proved highly effective for a wide range of individuals from well-known TV and film personalities to members of the general public.

Besides being a trained and seasoned presenter, thanks to her extensive TV experience and knowing what makes audiences stay ‘tuned in’, Desi understands from a completely unique viewpoint the factors that make a person appear more ‘magnetic’ and ‘charismatic’ to others when conducting themselves in a presentation, interview, meeting or networking event. Results include individuals captivating and holding the attention of an entire audience, creating a powerful structure and the communication of key

subliminal messages to motivate the audience to take action, be it to win new business, close a deal, get the job or take their career to a new level.

Desi is regularly invited to speak at business groups and professional networks, provides 1-1 coaching and breakthrough sessions, delivers bespoke 'soft skills' trainings for corporate clients and provides public courses. Clients and speaking engagements include Cisco Systems – IBM – Hewlett Packard – Microsoft Women's Network, Women in Technology / McGregor Boyall, Institute of Engineering & Technology, Chartered Institute of Marketing, FactSet, Enfield Enterprise, Hamilton Chase Estate Agents, Dunton Gregory Solicitors LLP, AS Robins LLP, Wates Construction Group, DLA Piper LLP Global Law Firm.

She has also written a book which is available on Amazon:

***“Win Clients with Ease: Discover the Powerful Mindset Behind the Scenes.”***

If you would like a copy, follow this link:

[https://www.amazon.co.uk/Win-Clients-Ease-Discover-Powerful/dp/1527201821/ref=sr\\_1\\_1?keywords=win+clients+with+ease&qid=1559222966&s=gateway&sr=8-1](https://www.amazon.co.uk/Win-Clients-Ease-Discover-Powerful/dp/1527201821/ref=sr_1_1?keywords=win+clients+with+ease&qid=1559222966&s=gateway&sr=8-1)



# How to Use your Body Language to Boost your Business Gravitas

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Are you a professional person either running your own business or employed by a company or organisation?

Do you:

- attend meetings
- participate at conferences
- attend business networking events
- deliver presentations
- chair or take part in panel discussions
- undertake people-centred business activities which include dealing with clients, customers, stakeholders, suppliers, staff, management, colleagues etc.?

If the answer is yes to any of the above questions, then perhaps it's time to begin wondering what your body language is saying about you.

Would you like to utilise and understand your body language and mindset so that you excel at meetings, panel discussions, networking events, exhibitions, talks, presentations and general business activities?

Read on!

## **Body language.**

It's one of the ways we communicate to others.

In fact, so much of our communication happens non-verbally, especially when conveying emotion. We communicate non-verbally through facial expressions, eye gaze, posture, stance, gestures, touch, demeanour, how you listen, how you sit, how you walk into a room, how you blink, how you hold your head, how you look at others, etc.

Your state of mind and how you are feeling will also be communicated through your body language. It's abit like a representation of your emotional state.

I gave a couple of presentations this week to a wide range of businesses on '*How to Use Your Body Language to Boost your Business Gravitas*'.

There was lots of food for thought in the room afterwards, judging by the number of inquisitive questions I was being asked. The audience was so curious they wanted to know more.

Have you ever wondered how others perceive you?

Chances are people are 'reading' you subconsciously in almost an instant through your mannerisms.

Your body language will have a tremendous impact on your business persona and on how you are perceived. All this will influence the type of business relationships you create and in what direction you wish to steer them.

Your mindset and body language are inextricably linked. Both will create a specific set of conditions in which you do business. Sometimes, you may unconsciously sabotage a potential business opportunity through unwittingly making particular postures and gestures that could work against you without you even realising it.



Question is, what is your mind saying *to you* and what is your body language saying *about you*?

Think about that for a moment.

In business encounters, body language accounts for between 60-80% of the impact around the negotiating table. That's a huge percentage.

Anthropologist Ray Birdwhistell's study of kinesics (non-verbal communications) stated that the average person speaks words for a total of 10-11 minutes per day.

The average sentence is 2.5 seconds.

We make and recognise approximately 250,000 facial expressions.

That's a lot of expressions! We do it unconsciously and delete most of them from our experience through our neurology otherwise we would overload our senses from too much information coming in.

We have 20,000,000 bits of information coming through our senses every second and our conscious mind can only process approximately 50 bits of information. This is why so much information is deleted from our experience. Otherwise we would be overwhelmed from so much stimulation from our external environment coming through our 5 senses.

There are four key concepts that link your mindset, presence, communication and body language. Let's examine how they are linked and how they all play a role in influencing your body language.

*"I've had the pleasure of hearing Desi speak and have to say it was a refreshing talk on the power of one's mind and the impact that has on both presentation and perception. Rapport is everything, in business and in life, and Desi is clearly operating at a mastery level. Look forward to learning more."*

**Al Tepper – Marketing  
Leadership Coach**

# The Quality of your Thinking and the Clarity of your Mind

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Remember that the quality of your thinking and state of mind will determine your emotional state and influence your body language at any given time.

When you feel content, happy, confident and on top of the world, that will be reflected in your body language.

You will literally be 'shining' and your demeanour will demonstrate this. As a result, without even realising, you will come across as more engaging, seek out opportunities, take productive risks and make more of an impact in business dealings. Things are more likely to go your way.

Your body language will demonstrate confidence, courage, charisma, strength, focus and success.

However, if you are having an 'off day', perhaps your thinking is cloudy, your mind is busy, you may experience feelings of

'overwhelm' and or thoughts such as, *'I've got so much to do!'*



Whatever is going on in your head internally will be reflected outwardly through your body language and voice tone.

Without you even realising it, your body language may be more 'closed'.

'Shut off' perhaps.

There may be an air of 'un-approachability' around you. Things are less likely to go your way.

Your voice may sound flat, dull and weary.

You may find yourself feeling less enthusiastic about going for opportunities. Your presence will shrink without you even realising it.

You may exude an air of invisibility rather than invincibility.

Body language is an outward reflection of a person's internal state.

Your thoughts are transmitted unconsciously through your body language.



Your thoughts → feelings → impact your body language → influence your behaviour and actions.

I'd like to demonstrate this by doing an exercise.

I'd like to ask you whether you have an allergy to lemons.

If you do, then don't do this exercise! You will be undertaking it at your own risk.

If you don't have an allergy to lemons, then go ahead and do this exercise.

*(The reason is because the subconscious mind does not know the difference between what is real and what is imagined, and if you have an allergy to lemons then your allergy could be triggered off by doing this exercise).*

Just imagine you can see a lemon in front of you on the table. You can see it clearly in your

mind's eye. You can see the bright yellow colour; perhaps it's a little shiny if it's a waxed lemon.

You pick the lemon up and feel the smooth contours of the lemon in your hand. As you bring it close to your nose, you get a whiff of that distinct citrus, lemon scent.

Then you put it down on the table and slice through it with a kitchen knife.

A little bit of lemon juice seeps out.

You bring one half of the lemon and bring it close to your mouth and you take a bite of it.

You really notice that lemony, tangy, acidic taste in your mouth.

Perhaps you may feel that your taste buds are tantalised by it and they react by producing larger amounts of saliva in your mouth.

How does that feel?

Perhaps a little bit 'lemony'?

That just demonstrates the power of your mind on your physical body. That wasn't real. That was imagined. That just shows you how much your thinking influences your physical body.

The same goes for your body language.

The quality of your thinking influences your body language.



When you are in a positive frame of mind, feeling calm and relaxed, that will be reflected in your body language.

When your mind is cluttered and full of random thoughts, it will influence your demeanour.

What exactly do we mean by clarity?

A dictionary definition includes the phrases: the state or quality of being clear, cleanness of thought or style, transparency, lucidity. (Source: TheFreeDictionary.com).

When you have clarity of mind, you will be more present in your day-to-day activities, be more absorbed and focused in whatever you're doing and you will enjoy the experience more deeply.

Being mindful, not 'mind-full'.

You will have a greater sense of peace and well-being, enhanced mental activity, sharp concentration and memory recall.

A quieter, less 'cluttered' mind will enable you to forward plan and set outcomes more easily because you will be more focused.

You will have access to clear, uncluttered, fresh thinking.

Clarity of mind will assist you in creating and planning your goals because ideas and plans will be popping up in your mind more easily because you are in flow.

It becomes increasingly hard to feel worried, stressed or anxious when your mind is clear, calm and lucid.

Why is clarity important in the context of business?

Clarity of mind gives you a quiet mind, free of mental chatter, clutter and random noise.

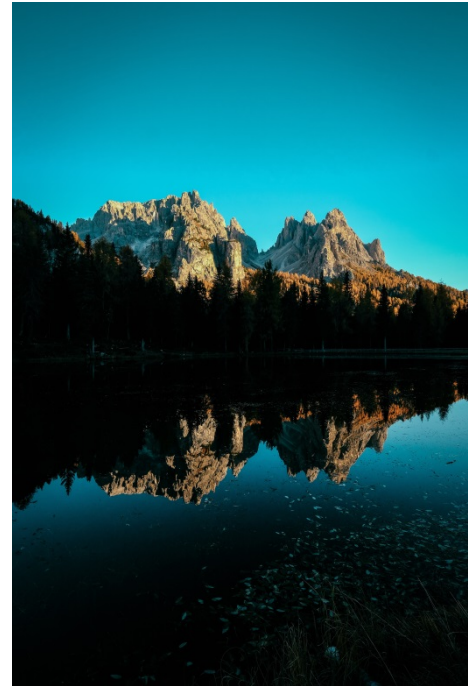
Clarity of thought gives you clear thinking, answers to solutions and the mind space to be able to create and implement plans and to focus effectively. This gives you greater clarity in your day-to-day business activities and strategic forward planning.

The opposite of clarity is chaos and confusion. Mind clutter or 'chatter' is almost like trying to listen to an analogue radio station that hasn't been tuned in properly so you can't really hear the dialogue but instead you can hear lots of 'noise static.'

When you have tuned in to that 'quiet mind' frequency, you will hear the answers in your own mind more clearly.

Perhaps the next steps that you need to implement.

The solution to a problem that has been niggling you for ages.





Finding the clear focus, direction and the motivation to achieve your goals and deciding confidently what next steps to take.

The ability to know what you want and how you are going to go about getting it.

A calmer mind and demeanour also means that you unconsciously transmit 'signals' to other people by way of a 'relaxed, well-being vibe'.

When you convey confidence, inner peace, a sense of stability and balance, it makes you more appealing in the eyes of prospective clients and business associates.

Remember that people buy people, especially when they like you and feel good around you. They are more likely to want to buy from you. Because they associate that 'feel good feeling' with you.

Clarity gives rise to creativity and insight.

You are in flow.

When song-writers and musicians write lyrics and compose music, they are in flow.

Their mind is in that clear zone which helps them access their internal creativity to help them compose their masterpiece. That same flow and clarity is in play when you have a very productive working day and seem to get so much done with great results in a short space of time.

Have you ever had days where you have been so busy but don't feel that you have been productive? A frustrating feeling I'm sure.

This clarity of mind also rings true when you are trying to think of a solution to a problem. In many cases, more thinking about what the solution could be doesn't help.

Instead, the answer often seems to present itself out of nowhere.

Perhaps when going for a run, an evening stroll in nature, in the swimming pool or even having a bath. This is when the mind is quieter and more relaxed. Therefore the answers may just bubble up from your mind. This is known as an *insight* and refers to the human experience of suddenly understanding a concept which was previously incomprehensible or not understood. The process of problem solving where suddenly the answer appears as though it was obvious.

A great example of this at work is when looking at the insight the ancient Greek mathematician and inventor Archimedes experienced when examining the water displacement theory and the buoyancy of an object submerged in liquid.



He was examining this theory and while lying in the bath relaxing with a clear mind, he realised the water level rose which gave him a huge insight to the problem, he found the solution and ran out shouting “*Eureka! Eureka!*” (A Greek word meaning, “*I found it! I found it!*”).

This gave rise to the Archimedes Principle and the water displacement theory and the “*Eureka*” term is attributed to him.

So this is where it all starts.

In the mind.

To help create the conditions for clarity of mind, think about the sorts of things you like doing that help ‘clear your head’. It could be taking the dog for a walk. Soaking in a steaming-hot bath with lots of bubbles. Going for a run. The simple ritual of making a cup of tea. Flicking through magazines. Meditation. Practising Mindfulness – being very much in the ‘here and now’ and noticing ‘what’s real right now’, simply being in the present moment with heightened awareness.

We’ve talked about the importance of clarity of mind and the quality of your thinking in relation to the effect on your body language.

Whatever perception you may have of yourself will be reflected in the quality of your body language: a powerful indicator of your emotional state.

The next concept that is vital to powerful body language is confidence and self-perception.

# Confidence and Self-Perception: The Foundations for a Healthy Mindset

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Your confidence is determined by your levels of self-esteem, beliefs you hold about yourself and the thought patterns you create in your mind.

Thoughts create your emotional state, drive your behaviour and will affect how you present yourself to others, i.e. your body language.

Those behaviours – when positive - will manifest into constructive productive action.

If your mind is consistently busy, full of noise and lots of thinking (which at times may be unhelpful), it can give rise to the following problems:

- Un-productive action (procrastination).
- Inconsistent action (fluctuating levels of motivation and procrastination).
- Obsessive action (at the detriment to other things that need your attention).
- Inaction and stagnation.
- Avoidance altogether.

The quality of your thought and mindset → creates behaviours → affects the actions you choose to take.

Clarity of thought → contented state of mind → inner confidence → a sense of well-being.



Confidence with clarity of mind and a sense of well-being will enable you to:

- be tenacious and persistent
- take control of your business or career
- focus, plan, set goals and develop a strong vision
- allow yourself to be successful
- step out of your comfort zone
- have trust and belief in yourself, your abilities, expertise and knowledge
- create a positive state of mind
- create or spot possibilities, opportunities and pursue them
- achieve greater business results
- be flexible where necessary
- embrace change and unpredictability easily and effortlessly
- be unaffected by negative people trying to criticise you
- no longer worry about what others think of you
- develop a more curious and inquisitive mind
- believe that you are worthy of success
- take inspired, productive action with vigour, passion, enthusiasm and self-assurance

Confidence with clarity of mind and a sense of well-being is crucial. It will enable you to be comfortable in your own skin and with who you are.

*“This is me, this is who I am and this is what I do...!”*

Confidence is linked to your personal well-being and professional success.

There are many facets to self-confidence. Your self-perception = levels of confidence = self-perception.



## The Basis of Self-Perception



Consider these questions. You may even write down the answers to whatever pops in your mind.

What thoughts do you have around your business and career?

Which of those thoughts are restrictive and impact your progress?

What is the impact of these limitations?

What would it mean to you to solve them?

What are you not doing, or avoiding, that would make a huge difference to you in your business or career?

What business activities make you feel uncomfortable?

What do you think you ought to do about it?

When you are confident in yourself and your abilities and your self-doubts have no hold over you, this will be reflected in your body language and how you come across to others in your business dealings.

The gremlin that sits on your shoulder spouting self-doubts at you needs to be silenced!

The next point will focus on Charisma.

That intangible 'je ne sais quoi' that some people seem to have naturally. Actually, it can be learned.

*"I had several sessions with Desi prior to giving a new presentation at a major event. She listened with a perceptive ear, watched with a keen eye, and helped me shape it with pearls of wisdom. This not only improved the presentation, but also put me in a far better position to deliver it confidently and effectively. The event was a great success...and I thoroughly enjoyed it too. Thanks Desi – you made all the difference!"*

**Penelope Tobin, CEO Barrier Breakers**

# Charisma: The Magnetic X-Factor in Business

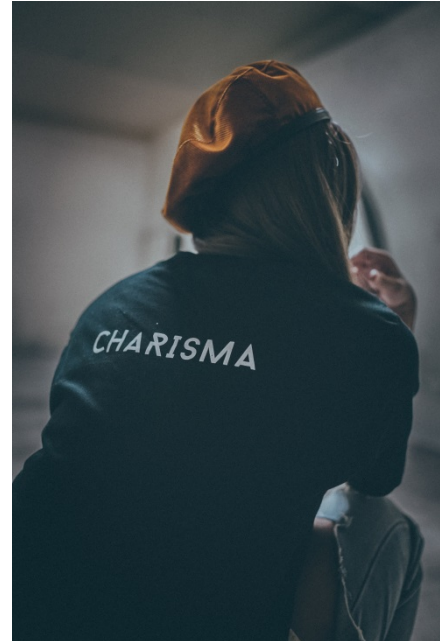
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The intangible quality of charisma consists of a certain charm and attractiveness emitted by someone to an individual or to a group of people, inspiring a certain sense of devotion in them.

Charisma can wield great influence on others.

If you break it down, there are certain key factors that make someone charismatic:

- positivity
- radiance
- confidence
- excellent communication and interpersonal skills
- a warm and friendly voice
- ease of body language
- approachability
- affability
- a genuine smile and a friendly face
- genuinely listening to others
- being comfortable in one's own skin
- being able to engage, create connection and rapport with others
- exude passion and enthusiasm
- having the ability to inspire others



These factors are just examples of charisma, there are more.

Indeed there are some people who are naturally charismatic and charming, and yet charisma can be learned.

It's an important and powerful life skill.

Charisma includes your 'X-factor', your charm, your personal magnetism. It's that certain elusive, intangible quality that draws people towards you.

Think about some of the most popular and charismatic world figures from modern times. They have that mysterious 'X-factor' that draws people in. Charismatic leaders wield a great influence over others around them. They can get things done and inspire change. Examples of charismatic figures in years past from around the world include John F. Kennedy, Mahatma Gandhi, Sir Winston Churchill, Martin Luther King Jr, Nelson Mandela and Mother Teresa. Being charismatic can be an important trait of a successful leader, be it in politics, business, economics, medical science, sport and society.

A charismatic person will have excellent communication skills – a learned skill. They will be able to appeal to people on a much deeper level. A charismatic businessperson will be able



to identify what people seek and be able to offer solutions that appeal to them in a much more appealing way. That means that the businessperson is well-equipped to sell to others more easily.

This person will be skilled at building rapport, striking up friendships and developing business relationships.

This certain someone will exude a certain 'air' about them, a 'je ne sais quoi'. The charismatic person will be noticed when they enter a room.

A particular charisma.

A unique charm. It's that intangible quality that makes someone distinctive and causes them stand out.

Chances are, that person will be confident, with a healthy mindset, a positive outlook on life and comfortable in their own skin.

It will be reflected in their body language.

How do you build charisma and develop your X-factor?

Here are some tips:

**Body language.** Make your body language open and friendly. Create eye contact, smile and develop a firm handshake. Lean towards the person you are speaking with (but not too much so as to invade their personal space). Strike a balance. Have a strong, upright yet relaxed posture. This creates a presence. Avoid too many asymmetrical gestures because gesturing in this way may make the other person take you less seriously. Presence has nothing to do with how big or small you are.

**Make people feel good about themselves.** Compliment freely but be genuine. Be positive and optimistic towards people. Be anyone's equal. Don't talk up to people nor talk down to people. Show an interest in that person, ask open questions and be able to feedback what they have said to you using their own keywords. That shows you are really listening (active listening) and builds instant rapport. Use that person's name often in conversation and engage with them. You will make a huge impact on people by knowing how to make people feel good inside as they will associate you with that good feeling. Be interested in what the other person has to say and also be interesting when it is your turn to speak. This builds strong rapport and creates ripe conditions to build a powerful business relationship.

**Confidence.** Confidence can range from a quiet inner knowing to something a bit more outward (without being arrogant). Confidence engages people, they will be more drawn towards you. Stand tall and take steady purposeful strides. Be positive and optimistic to people and don't criticise, gossip or be negative about others.

**Positivity and Optimism.** Charismatic people are positive and optimistic. They have an uplifting view of life and people and have a good word to say about most things. Positivity is infectious.

**Empathy.** Showing an interest in others is an extremely charismatic quality. Being able to relate to them and engage with them is a rapport builder. The ability to understand and share the feelings of another person makes you more appealing to that person.

**Be engaging.** Master the art of initiating conversations and small talk. Find out about that person, what they like, their interests, their background, hobbies, travels etc. Try to find some common ground that you may share. This builds a personal connection – which is essential in business - and makes you more charismatic. Don't just talk 'fluff'. Make every word count. Be well read: read up on science, politics, history, literature, sport, culture, art, travel, food etc. That way you are able to engage with a wide variety of topics if they come up at a business networking event.

When you develop charisma at a much deeper level, it stems from being really comfortable and at ease with yourself and being happy with who you truly are. That will be transmitted to others in an instant.

When you have that level of internal contentment, you will naturally radiate a charisma and a presence.

Charisma, image, body language and first impressions really do matter.

You don't get a second chance to make a positive first impression.

It takes usually approximately anything from 3 seconds and up to 3 minutes for the other person to have made a snap unconscious judgement of you. Once that impression is formed, it's hard to shift.

What are the 'nuts and bolts' of charisma demonstrated simply through body language?

It includes – but not limited to - the following:

- How you carry yourself.
- Your mannerisms.
- Gestures.
- Facial expressions.
- General demeanour.
- Posture.
- How you move.
- How you look at another person.
- The way you walk into a room.
- How you stand.
- How you listen.
- How you sit.
- Level of eye contact.
- How you shake hands.

This leads into the final point which centres on communication through body language...

*“Before I started coaching and presentation skills with Desi, I could not stand up for more than 10 seconds to deliver an effective and professional pitch and I would feel nervous. Desi has shown me in a matter of weeks of how to stand up in front of an audience and present in an effective, calm and professional manner using my body language in a particular way. Now I am confident and look forward to standing up in front of an audience as I am confident I can deliver a good speech. I would highly recommend Desi and thank her very much for helping me overcome my fear of public speaking.”*

**Kyri Loizides, Director, The Property Tree**



# Communication Through Body Language

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We are constantly communicating to others whether we like it – or realise it.

Non-verbal communication is incredibly powerful.

Just think of the grander gestures we make in the broader context of our lives.



Hugs.

Kisses.

Embraces.

Angry gestures.

Loving gestures.

A look of physical attraction across a crowded room when two people lock eyes.

*"I invited Desi to speak at a networking meeting in the city where she delivered a presentation on body language. She demonstrated the use of certain simple and effective techniques whilst also involving the audience. I took many ideas away from her talk and would recommend her to anyone looking to book an engaging speaker to deliver a powerful presentation."*

**Chris Bridgeman, Financial Adviser**

They speak far more volumes than many words put together.

Although we may not make those gestures in the context of business, it just demonstrates how powerful our body language is.

Your body language in a business context has a tremendous effect on your credibility.

How others perceive you.

How confident you appear.

How seriously someone else will take you.

Firstly, your stance and your presence are key.

Here are some exercises that increase your presence and confidence:

## How to Stand with Presence and Confidence

**Posture & physiology:** stand with your feet shoulder length apart parallel to each other, knees ever so slightly bent, putting the weight of your body slightly on the top half of soles of feet, shoulders upright, stomach in, chest out, imagine a ball of energy in your belly, a string pulling you at the top of your head so that you are completely straight and upright but relaxed, hands by your sides, head straight and chin pointing down slightly.

Stomach in, shoulders back, chest out.

## How to Increase your Presence, Clear your Head and Access a Powerful State of Mind

**Breathing:** 'haaaa' breathing: breathe in slowly through your nose and slowly out through your mouth making a 'haaaa' sound.

Used to access a calm state.

Also increases your presence, charisma, centredness and sense of balance.

When you're in rapport with your audience, they will be calm and centred too.

**Breathing:** 'fire' breathing: take a quick deep breath in, and powerful short breath out through the mouth (as though you are blowing through a straw). To be used to get into a powerful, motivated and confident state. This state will get your audience motivated and revved up.

Breathing correctly oxygenates your body, increases energy and gives you a greater sense of well-being. It also relaxes your whole body. Tension anywhere in your body can affect your voice and delivery of your presentation.

## How to Build Rapport

When sitting with somebody, lean in to them. You are 3 times more likely to clinch business this way.

Smile!

Create eye contact and rapport through '**soft eyes**' – look at the triangle area between the bridge of their nose.

**Skilful elbow touching.** Research shows that a fleeting 3 second touch directly on somebody's elbow creates more of a connection and a bond meaning a business transaction could happen more easily.

**Equality handshake.** When shaking somebody's hand, make sure your thumb is facing upwards.

Palm up = non-threatening gestures.

Palm down = authoritative.

AVOID: clasping, fidgeting, twiddling with hair, crossed arms.

So there you have it.

It's important to be mindful of your body language.

Begin to notice how you look at others, how you stand, how you sit, how you listen, how you speak, how you sit, how you gesture.

That's the starting point....

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*“Working with Desi has been such a rewarding experience for me.*

*She has helped enormously with a fear of public speaking and through working with, her I have gone from cowering in the corner at networking events to actually looking forward to speaking – something I never thought possible.*

*Desi is extremely empathetic and the exercises that she gave me to do were very useful – they made me look at my business in a different light and to think about it in a more positive and forward-thinking way.”*

**– Denise Chester,  
Personal Training &  
Nutrition Business**

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If you want to understand more about *what your body language is saying about you and what your mindset is saying to you*, then read on...

The utilisation of your body language + understanding how your mindset affects how you present yourself and how you are perceived by others = the creation and nurturing of successful business relationships...

The consequential result?

Business growth and an increase in sales revenue.

If you are remotely curious to understand how:

- to deliver powerful presentations that will ultimately help you win more business
- your body language can affect your performance in presentations, meetings, networking events and interviews
- your mindset drives your business performance
- boosting your confidence and silencing self-doubts can have a remarkable effect on your personal life and career progress

...then... please do the following:

Follow me on social media if you are not already doing so:

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Twitter: [https://twitter.com/Desi\\_Christou](https://twitter.com/Desi_Christou)

New videos, blog posts, articles around body language in business will appear here as well as details on upcoming webinars, masterclasses, courses that will benefit you in business.

Secondly, thank you for requesting this mini eBook and taking the time out to read it.

Are you are interested in finding out what your body language is saying about you in your day-to-day business dealings?

Then feel free to join our informal *Body Language Clinic* sessions! We either do them face-to-face or online via ZOOM video.

Email me today on [info@desichristou.com](mailto:info@desichristou.com) once you finish reading this and type 'BODY LANGUAGE' in the title header and then we can talk.

Or you can call me on **07887 887702**.

In the meantime, have a wonderful day and we shall speak soon.

With warmest wishes,

A handwritten signature in cursive script that reads "Desi" with a small superscripted "o" at the end.

**Desi Christou**

And finally the formal stuff below...



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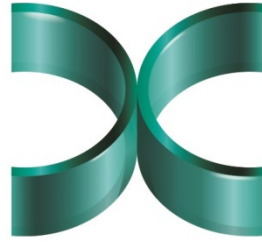
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(p.s. being on a mobile before a meeting is acceptable, but preferable not during!)



# Desi Christou

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associates

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