

PART ONE: START SMART

1. Power

Like you, Power-Packed Reader, my fascination with faces didn't start off as a lust for power. That came later.

Oh, I'm kidding about myself. And I'm hoping about you.

But it is true that face reading makes a person more powerful. Knowledge is power. And since most people don't have a clue about the kind of in-depth knowledge available from faces, you will have a competitive advantage when you can look and learn, rather than overlook.

What will you be seeing? Face reading does *not* mean looking at expression, which most folks assume is the ultimate insider's view. At this point, let's simply make a distinction between **expression reading** and face reading; in our next chapter we will explore the difference more fully.

Does it shock you to think of reading the physical face? **Face reading** has been practiced for thousands of years. Its formal name is **physiognomy** (fizzy-OG-nuh-me), which means interpreting people's faces to learn about who they are inside.

Such an advantage for you, reading the Secrets available through this kind of attention! One side benefit is discovering new things about your own face *physically*. Sure, it's likely that you will discover meaningful characteristics never noticed before, like your Ear Position and Nostril Shape.

When interpreting that face data, you may discover wonderful new things about yourself *inwardly*, too.

Since 1986, I have done thousands of face readings for people like you. And most have made surprising discoveries about themselves, starting with the physical level.

How could this be? Before, these face wearers didn't pay close attention. Why should they? Most of their face parts didn't seem meaningful.

Not yet.

But all your face parts can become meaningful, effective immediately. So you might want to keep a couple of mirrors by nearby while exploring the power of face reading. Mostly, you will need just one hand mirror. For profile viewing, use two mirrors for that thrilling Sideways See-Self Mirror Trick you learned long ago.

Discoveries about your face physically will be part of the fun ahead. You are going to learn more than that, though. This how-to will instruct you in *how* to do face reading, *why* to do it, everything except *when* to do it.

That part you will have to figure out for yourself.

One chapter at a time, I will emphasize practical ways that face reading can increase your effectiveness in life. Which is why I'll refer to you as a "**Power-Packed Reader**."

Investigating faces can help you to achieve your goals in life. Indirectly you will awaken something that is often missing in people like you, people who care about understanding others: Personal power.

Which would mean what exactly?

Power means effectively pursuing your goals in life and achieving them.

Using personal power, or being power-packed, means sticking up for yourself, rather than serving others so hard that you forget to do that sticking-up part. As a Power-Packed Reader, you already have skills for sticking up for yourself; now that can be improved by activating your face reader's superpowers.

Only one person on earth has the job of advocating for you, and I sure hope you know who that is.

As a Power-Packed Reader, you will be developing the unique **power of face reading**. Why could that be so useful?

For starters, the power of face reading can help you to improve communication skills. This excites many of my face reading students, and not only the sales professionals who want to earn more money. All of us find ourselves in situations where we need to sell ourselves and negotiate with others.

- + On a job interview — for any kind of job — wouldn't it help if you could get inside information about your prospective boss?
- + Once hired, couldn't you serve your clients better if you knew more about them?
- + What if your company should downsize? Might your ability to read people help you to survive as one of the fittest?

A great *Peanuts* comic strip delivered this punch line: "I love humanity. It's just people I can't stand." Face reading helps you to deal with those

silly people. You learn about one silly at a time, one cheek at a time, one sale at a time, one friend at a time.

The power of face reading can also upgrade your standing in personal relationships, especially situations where you are likely to feel the opposite of powerful — like singles events. Or meeting your prospective mother-in-law. Or enduring your grumpy new next-door neighbor, the one with the drooling Rottweiler.

What do all these situations have in common? Lacking an abracadabra wand, you are stuck with people. They are stuck with you. How can you both make the best of it?

Without power, you are left wishing those strangers would be nice. You hope they'll see the real you (which is, of course, magnificent). You wish. You smile. Mentally, you cross your fingers.

Except your mind doesn't have fingers! That's merely the most obvious reason why this sort of wish won't ever make a person feel, or be, powerful.

Wishing deepens faith but knowledge brings power. If you are wise, you will wish to see *the best* in all the strangers who enter your life. And I don't mean reminding yourself of a cheery slogan, like "God is in this person; so as long as I can ignore the revolting remainder, I suppose we will get along fine."

Nor does seeing the best in a person mean slapping on a quick label. Some folks assume physiognomy means you decide in 30 seconds whether a person is "good" or "bad."

Aw, come on. We're mixtures. If you want to learn about problems as well as the pretty stuff, don't worry. That can be arranged.

Face reading informs you of practical things, like:

- ✦ How your new date makes decisions, spends money, works most productively, handles details.
- ✦ Why that seemingly laid-back co-worker is anything but.
- ✦ Whose sex appeal makes everybody go crazy, not just you.
- ✦ Who is a deep-down nonconformist.
- ✦ Which important person at work uses body language to convey exactly the opposite of what she feels.

To read these Secrets, start with curiosity. Then add a willingness to look at human face parts when they are right in front of you. In person, on a newspaper or magazine, your favorite photo, online at a dating website — any of those will work just fine.

(If you think you know friends on Facebook, wait until you *really* see their photos.)

The face parts you will investigate are richly varied. Add nuanced interpretations from this humanistic system of physiognomy and you will gain practical insight into character.

I call it “**Reading the Secrets**” because of the range and accuracy of these insights.

Power-Packed Reader, reading the Secrets can remove any stereotypes that keep you from seeing people as individuals.

You might even avoid having those people bore you ever again. Right now, can you name someone really annoying, someone you deal with often, someone who bores you until even your socks turn droopy? Let face reading help you to appreciate that person in an entirely new way.

And why not also claim your power by using face reading to prevent burnout at work? Do you come into contact with so many people that their faces are starting to blur together?

Sure, a vacation might help. But the cheapest and best vacation could be a few hours with this book. Give yourself a deluxe vacation... from limiting ways of looking at faces. Your own face included.

Not Same Old, Same Old Face Reading

When was the last time you looked in the mirror and thought, “Wow, I love every single thing about this face of mine”?

This contemporary face reading system can help make that happen. More traditional systems? Not so much.

Ancient face reading must have some value, or you wouldn’t find it today at places like Ginza, Japan’s deluxe shopping district. But mixed in with the good parts are some very outdated notions.

With all respect to sages from the East who began reading faces around the time that other sages started jabbing each other with acupuncture needles, consider the historical context. Again, with all due respect, haven’t human beings evolved a bit over the last five thousand years?

Back then, what was the individual’s place in society? If you came from a poor family, how much social mobility did you have?

And what if, as a woman, you wanted to work outside the home? Here’s a hint: In Japanese, even today, one word for wife means “Woman who stays in the house.”

Family status determined your life, if you happened to live as a woman in Asia. Same deal in plenty of other places as well. No wonder folks were anxious to learn about fate. How far would they be able to go, using free will under such heavy restrictions?

Back then, society was rigid compared to today. Your place had more to do with your family’s position than any effort you might make on your own behalf. At best, you wouldn’t dishonor anyone.

Well, living today, don’t you aim higher? I believe so strongly in freedom, my whole face reading system is based upon that: Freedom plus respect for each individual.

Yes, respect. Most of us don't respect our own faces nearly enough. No client has ever come to me pleading: "Help, I have fallen out of love with my face. When I see my face in the mirror, I am no longer thrilled by the magnificence of my visage. Bring back the delight!"

My clients, you see, are grownups. By contrast, my son at age three loved his looks so much that he would dot the mirror with little kiss marks. When was the last time you or I did that?

Enthusiasm over your looks need not be confused with vanity, either. Excessive pride in one's appearance differs dramatically from self-esteem. As healthy non-narcissists, we do have the right to pick up a mirror and thoroughly like what we see.

Now that you are older than three, much of what you observe in life, in the mirror or elsewhere, is covered with layer upon layer of social conditioning. Symbols, memories, fears, and habits of criticism all can distort that image you see in the mirror.

Not the least important of these associations is how your view of your face links up to your self-esteem. Bad face equals bad self.

Unfortunately, few of us like our faces nearly as much as deserved. May a spontaneous enthusiasm increase within you as a result of this skill set!

Power-Packed Reader, long before studying physiognomy, you have been schooled in some weirdly distorted ways of looking at faces.

For example, you have been influenced by advertising. Advertising? Talk about weirdly distorted!

All those images of celebrities and models — each one has been cosmetically enhanced, cleverly lit, probably Photoshopped. That glamour object has likely been surgically altered as well. Scariest of all (to me, anyway) each face is framed with a professionally perfected hairstyle.

In short, even models don't look as good as their photos. No wonder the rest of us do not generally look that good either.

All this is mighty discouraging. We advertising viewers can take this discouragement so deep, we take it for granted.

Enter face reading, a free kind of help for self-esteem. You deserve that help, even if you don't come right out and admit consciously that you could like your face more.

How can you receive major self-esteem help through a mirror plus some easy-to-learn new skills?

As you will discover, just about every detail about your face means something wonderful — the proportions of your lips, the chunkiness of your cheeks. My system of Face Reading Secrets® is based on this premise: *God don't make no junk*. Still....

You May Be Wondering

Just how **accurate** is face reading? Since turning pro as a physiognomist in 1986, I have read faces like crazy. At the end of those readings, I ask for feedback about my accuracy.

About 99 percent of the time the response is positive. This system is so easy to learn, students like you can have a high level of accuracy, too.

For instance, I once got a call from Gladys* a faraway client from 10 years before. Evidently she appreciated the accuracy. Because she said:

“I’m starting a new job. If I send you a picture of my new boss, can you read him? It’s really, really important.”

Of course, I did. When you have skills, it’s easy to read faces with reliable accuracy.

Joe also telephoned me after a conversational gap of 10 years. “You ought to see my copy of your face reading book. It’s a mess, I’ve used it so much. By the way, I’m a millionaire now, and so are the other salespeople I’ve trained. Your face reading has a lot to do with it. So thank you.”

Of course, accuracy matters. You won’t be reading people in some hypothetical, theoretical world.

Well, I suppose you possibly might. However, most of us have to make a living, or get good grades in school, or otherwise deal with non-robotic individuals where we want more than vague theories. When we profile people, we want the truth.

With the system of Face Reading Secrets, you will get that.

Ethics

Power-Packed Reader, you might also wonder, is it **ethical** to snoop into people’s lives by reading faces?

My short answer is “Yes.”

For the long answer, let’s use an example. Say that you are looking for a job. Don’t you find out all you can about a new boss? Job interviews don’t tell all you need to know, either. (Just ask Gladys.)

What a charade, some of those interviews! On the surface, those who play the game discuss formal business matters with unnatural politeness. They move their arms and adjust their expressions as though playing the famous parlor game.

*In pursuit of discretion, all first names used alone in this book, like “Gladys” and “Joe,” are fictional. Stories about them are true, however. The big exception will be our thoroughly fictional “Cast of Characters,” who will be introduced later with all due pomp. Full names in this book, like “Timothy Mar,” are real names for real people.

Below the surface, a frantic search ensues, though less obvious than when playing the official game of “Charades.” During the game of “Job Interview,” everyone becomes a profiler:

- ✦ Checking out clues to personality
- ✦ Listening for signs about character
- ✦ Trying so hard to get at the truth

If that job works out, you will probably spend more time with this work partner than with your love partner. When you are cooped up together, what will that be like?

Considering your perfectly understandable need to know, how would you react if your friend Joe offered you first-hand information about this mystery person? Would you hesitate to listen?

Then why hesitate to grab the first-hand information for yourself... by reading faces?

An inside scoop on that work associate might reveal the difference between a great choice versus a potential disaster. We can make an analogy to graphoanalysis, the study of character based on handwriting samples. Did you know an estimated 80% of businesses in France and Switzerland rely on graphoanalysis? Handwriting analysis has been taught in universities in Germany, Italy, Israel, France, and Holland.

Wherever you live, it pays to learn about the inner person. Face Reading Secrets can provide similar information. It’s easier to learn and, of course, easier to access.

Managers have studied with me to help them make better hiring decisions or to bring out the best in staff already hired. H.R. professionals find the results comparable to more complicated personality tests but much easier to administer. All they need do is look at the job applicant.

One manager put it best: “The face is a walking résumé.”

Perhaps you have heard a story about President Lincoln, who was asked to appoint a certain man to his cabinet. When Lincoln declined, the reason he gave was, “I don’t like the man’s face.”

“But the poor man is not responsible for his face,” protested his trusted adviser.

Lincoln disagreed. He said, “Every man over 40 is responsible for his face.” Lincoln was right.

Discretion

Could face reading ever be wrong? Sure, if you try reading the face of anyone under the age of 18.

So don’t. Kids haven’t had enough time to form a face of their own. If you are a parent, you have seen how fast they change. On Tuesday, Baby Gladys looks more like Mom; Wednesday she looks more like Dad. One

year Gladys' adorable nose threatens to take over the rest of the face; next year, her other face parts catch up.

So it's better to let those unpredictable faces develop at their own pace before slapping labels onto them.

Sure, you will probably read kids' faces anyway. (My husband and I started reading our son the day he was born.) Just don't confuse impressionable young people by reading their faces *out loud*.

What if you are under 18 yourself? Can't you learn to read faces?

Smart! You can never start reading faces too early. Power-Packed Readers can be found in every age group.

By the time you are ready to vote, you could become a master physiognomist. Actually that could come in handy with voting, among other things.

Take lightly whatever shows in *your* face until it turns 18. And please don't give your friends face readings until they turn that age. Growing up is confusing enough without worrying over your physical face while it's still developing.

Instead focus on adults, especially teachers and other authority figures. Considering how much power they have over you, you deserve the advantage of reading their Secrets.

Scary?

Newbies can have fears about face reading, even perceptive and talented and very, very sane people. For instance, I often hear this question:

What if, after you learn face reading, you can't stop yourself?

As if. Face reading does not turn you into some kind of weirdo, where you drive yourself and others crazy. (At least, crazier than otherwise.)

After you learn to read faces you won't obsessively go for the deep stuff every time you see a couple of ears or a chin. This is a skill. Turn it off or on at will.

Think of face reading knowledge like a supercool TV set. When you choose to learn more about people, zap!, turn it on. Otherwise, why click your remote? Pay attention elsewhere.

If face reading doesn't drive people crazy, what effect does it have? Will anyone in your life find it scary?

This particular system of physiognomy combines insight with affection for people in all their quirkiness. Once I was hired to read faces at a party where people enjoyed my comments so much, they extended my booking until it lasted 11 hours.

In general, face reading can help people to like you more than otherwise. No guarantees, but this really could happen.

When you have the intent to connect with people more deeply, this changes the level of the relationship... even if you never announce that

you are reading faces.

Automatically your intent to connect deeply will invite that other person to reciprocate. After all, can't you feel when people actively reach out to you versus going through the motions of a conversation?

As a face reader, you will still need manners, a skill set learned separately. Face reader or not, would you normally approach a woman who is a total stranger, supply gratuitous comments about her nose, and expect her to thank you?

Face reading ethics, as well as good manners, dictate that you read faces aloud only after asking permission. The notable exception is reading faces of public figures, such as politicians, reality show stars, website owners who proudly show their faces online, etc. Anyone with press coverage, publicity photos and all, is fair game for energetic literacy.

Back at reading faces of people in private life, beware. When Gladys gives you *permission* to read her face, that is one thing. Don't confuse this with something very different, her giving you *respect*.

Just because Gladys agrees to some face reading, does that automatically mean she plans to take your words seriously? Unfortunately not. Could be just the opposite. Some people will test you mercilessly.

Well, are you going to be a Power-Packed Face Reader or not?

Years ago, I was hired years ago by a personnel company to add zest to their convention booth. When Joe stopped by for his free reading, I cringed at his loud, obnoxious voice. And such manners to match! Still, I did my job, describing talents and challenges that showed in Joe's face.

Five hours later, he returned. Quietly Joe said, "I just have to tell you, until today I have always hated my nose. What you said made a bigger difference to me than you can ever know."

Likewise, only you will know what a difference face reading can make for your own self-esteem, communication, success, and overall power in life.

