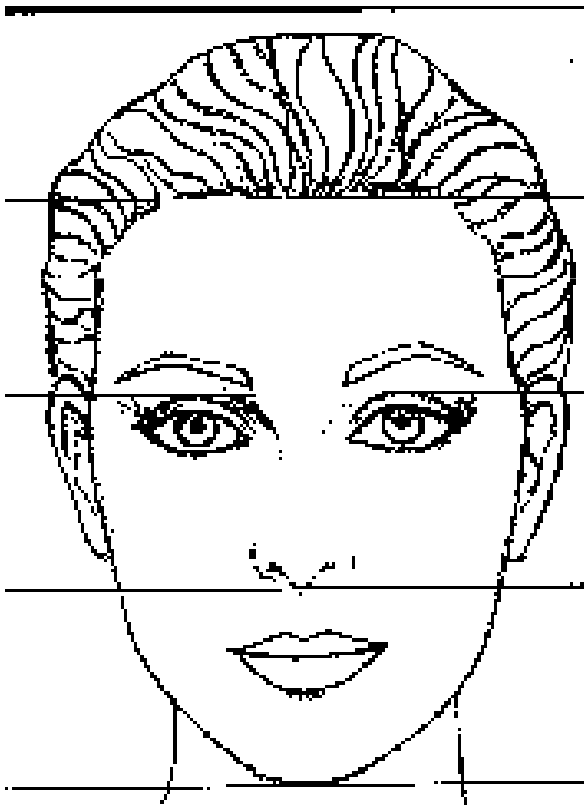




If a photo is worth a thousand words...
what does your face say about you?

Face Reading: Maximizing your Communication

Facial Observations



Head/Face Shape
Zones of the Face
Forehead
Eyebrows
Eyes
Nose
Mouth
Lips
Cheeks
Chin
Ears

Physiognomy – Personology

▶ Definition

- ▶ defined in *The American Heritage Dictionary* as "the art of judging human character from facial features."

▶ History

- ▶ 3,000 year old practice beginning with the Greeks
- ▶ Aristotle, DaVinci, Michelangelo, Roger Bacon, Shakespeare

▶ Scientific Validation

- ▶ In the 1930's Judge Edward Jones observed behavioral patterns of defendants, witnesses, and attorneys in his courtroom.
- ▶ His interest drove him to research the works of Johann Kasper Lavater (1700's) considered the "father of physiognomy."
- ▶ Judge Jones, Robert Whiteside and William Burtis together took on the task of using established scientific principles to study 1050 random adults from 1950-1955.
- ▶ Measurements of facial features were recorded and correlated with personality factors. Their analysis statistically validated facial features and behavioral traits to an impressive result of 92% accuracy per trait.

Faces Reflect

▶ What

- ▶ Personal history
- ▶ Mental attitudes
- ▶ Intimacy needs
- ▶ Ethics
- ▶ Emotional style
- ▶ Verbal communication

▶ How

- ▶ In face reading, there are no questions asked... you cannot lie if you tried
- ▶ You do not need a person's cooperation to read his or her face
- ▶ A trained face reader can read a face in moments
- ▶ Read facial traits based on their proportion to the size of the face
- ▶ The more noticeable the differences, the greater significance



Symmetry

▶ Left

- ▶ The left side of our face is the reflection of the right hemisphere of the brain, the artistic, creative, intuitive, female side of us.

▶ Right

- ▶ The right side of the face is the reflection of the left hemisphere of the brain, the analytical, logical, reasoning, masculine side of us.



Head and Face Shape

▶ Height

- ▶ Upper Portion – imagination
- ▶ High – idealism, authority
- ▶ Low – underdeveloped confidence

▶ Width

- ▶ Wide – intellectual, learner, ambitious
- ▶ Narrow Width - passive

▶ Length

- ▶ Long Length - foresight
- ▶ Short - lack of forethought, live-in-the -moment attitude

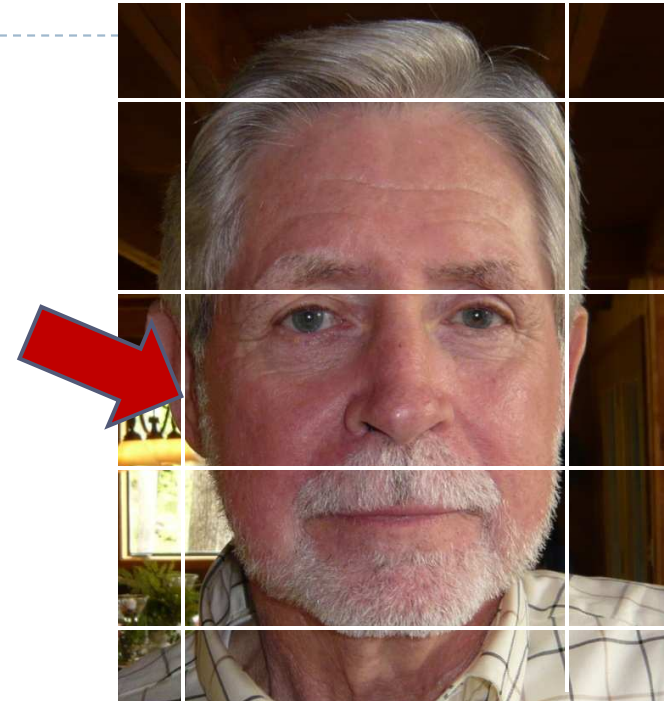
▶ Shape

- ▶ Broad or wide – (lion), natural self confidence
- ▶ Narrow or thin – (deer), less bold, learned self confidence



Zones of the Face - Priorities

- ▶ **Forehead – Thinker**
 - ▶ Largest Zone – intellectual, ideas, information
 - ▶ Smallest Zone – non academic
- ▶ **Midsection – Dreamer, Ambition**
 - ▶ Largest – Driven, ambitious
 - ▶ Smallest Zone - Content
- ▶ **Jaw – Doer (Stamina)**
 - ▶ Largest – earthy, physically strong, competence, well grounded, practical
 - ▶ Smallest – non physical, delicate constitution



Insulation and Balance

- ▶ **Physical Insulation**
 - ▶ Thin – light skin, fine hair, light eyes – sensitive, in-tune
 - ▶ Thick – dark skin, coarse hair, dark eyes – like “lots” in their experiences, sun, spices, volume
- ▶ **Body Balance**
 - ▶ Short Torso – Long Legs, like to stand to relieve stress, built to move, improves concentration to be up and moving
 - ▶ Long Torso – Short Legs, sits to relieve stress



Forehead

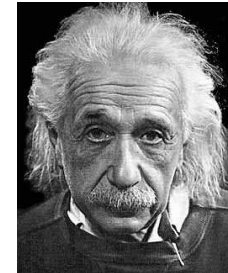
▶ Horizontal wrinkles

- ▶ mental development, brilliance in their field, knowledge
- ▶ Broken lines – many mental interests
- ▶ Single Horizontal Line across nose – Burn Out Line
- ▶ Many Horizontal Lines across nose – Responsibility



▶ Diagonal Lines

- ▶ Self imposed mental discipline, narrowed focus
- ▶ Left Side lines – personal issues
- ▶ Right Side lines – external issues, careers, finances



▶ Vertical Lines

- ▶ Single vertical dagger - one deep permanent vertical wrinkle in the glabella between the eyebrows , freight train line, single minded, self discipline
- ▶ Many Lines between eyebrows – perfectionist lines

Forehead



seth godin

- ▶ **Width**
 - ▶ Exaggerated – dreamer needs to focus on detail
 - ▶ Wide: Intelligence, skilled worker, good student, practical in life, idealistic, creative
 - ▶ High, rounded and deep: idealistic, friendships important
 - ▶ Shallow or widow's peak - thoughtful, idealistic, wants to help others, Changing career choices
- ▶ **Shape**
 - ▶ Rounded – imagination, dislikes rigidity
 - ▶ Rounded below hairline – psychic ability beyond imagination
 - ▶ Pointed - higher intelligence
 - ▶ Flat: pragmatic nature
- ▶ **Slant**
 - ▶ Vertical, straight– logical, step by step, need time to comprehend
 - ▶ Slant Back – good memory, quick reaction, impatient and spontaneous
 - ▶ Indented - quick tempered, impulsive, ambitious,
- ▶ **Ridges**
 - ▶ Systems Ridge – embrace rules, regulations, certainty, known systems
 - ▶ Self Will Pad – between the eyes, self will and determination
 - ▶ Methodical Pads – “how” doing things certain ways, routine



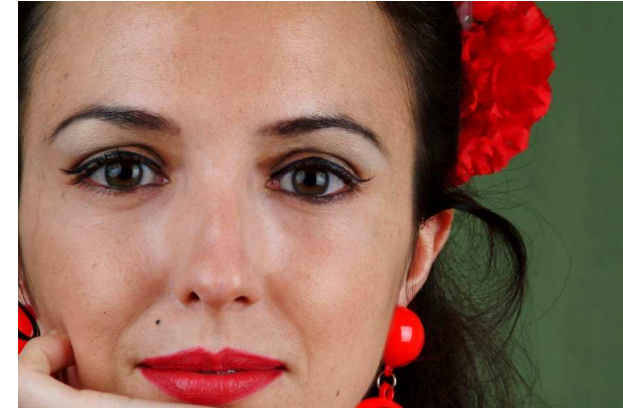
Eyebrows - Thinking

- ▶ **Eyebrow Shape - orientation**
 - ▶ Straight- consistent, predictable, ideas, sensitive
 - ▶ Curved eyebrows – focus on feelings, magnet for emotions
 - ▶ Arched eyebrows – especially high - dramatic
 - ▶ Angular – conflict, managerial, confrontational
- ▶ **Eyebrow Height – patience, emotional selectivity**
 - ▶ High – “wait and see,” formal, cautious decision maker
 - ▶ Low – informal, impulsive, approachable, comfortable
- ▶ **Eyebrow Thickness - thinking quality**
 - ▶ Thick- powerful thinker, project juggler
 - ▶ Thin - fewer ideas, one project at a time
- ▶ **Eyebrow Hairs – ideas**
 - ▶ Contradictory - given to conflict
 - ▶ Scattered - disconnected thinking,
 - ▶ Wild - wild ideas, outrageous creativity
 - ▶ Root hairs - early bloomer
 - ▶ Unibrow- constant thinking, insomnia, intensity, high volume of thoughts
 - ▶ Contradictory – going in all directions, high tolerance for conflicting ideas, debater
 - ▶ Start Up – straight up at center, intelligence, anticipate issues/outcomes
 - ▶ Chameleon – blend in, good negotiator
- ▶ **Eyebrow Distribution – details**
 - ▶ Ender - detailed follow up, complexity
 - ▶ Starter – starts and loses interest, inspiration not completion
 - ▶ Even – smooth thought process start to finish, like simplicity



Eyes – Worldview

- ▶ **Slant of the Eye - interpretation**
 - ▶ Eyes slant up - optimist
 - ▶ Eyes slant down – pessimist
 - ▶ Straight - realist
- ▶ **Shape across the bottom lid – openness**
 - ▶ Straight – wary
 - ▶ Curved - open
- ▶ **Size of Iris:**
 - ▶ Small – not emotionally expressive,
 - ▶ Large – expressive emotionally, visual, experiential
- ▶ **Space Between the Eyes - Focus**
 - ▶ Close together – detail oriented, limited world view, practical, self protection instinct
 - ▶ Far apart – trend setter, open minded, self aware, imaginative, natural healer
- ▶ **Set of the Eyes - Assertiveness**
 - ▶ Deep set eyes – laid back and waiting, cautious and reserved, creative, artistic, observers
 - ▶ Protruding eyes – reactive and dominating
- ▶ **Eyelids – intimacy**
 - ▶ Full Eyelid – honest, direct, to the point
 - ▶ No Lids – value, commitment, want to know why
 - ▶ Thick - likes intimacy
 - ▶ Thin – independent, needs space
 - ▶ Heavy – seer, philosopher, creative genius, writer
 - ▶ Triangle – narrowed views of life
- ▶ **Triangle between the eyes – Visionary Lines**
 - ▶ Inner wisdom, deeper meaning
- ▶ **Outside corner of the eyes – Humor Lines**
 - ▶ Crows feet, laughter lines, playful, interactive, sense of humor
- ▶ **Inner corner to cheekbone – Rhetoric**
 - ▶ Great vocabulary, gift of words



Nose - Ambition

- ▶ **Nose Size**
 - ▶ Large: high energy, but may be more materially concerned than spiritual matters
 - ▶ Small: shy and reserved
- ▶ **Nose Shape – work style**
 - ▶ Straight profile – logic
 - ▶ Hump – creativity
 - ▶ Swayed – intuition
 - ▶ Concave – (ski slope) needs emotional satisfaction
 - ▶ Roman – willpower, determination
- ▶ **Nose Length – Career**
 - ▶ Long: prudence, leads others, anxiety
 - ▶ Short perky: natural personality generally happy , hard worker
- ▶ **Nose Width – support**
 - ▶ Wide at base – highly supportive
 - ▶ Thin – self made, self sufficient
 - ▶ Crease on Flange – support, difficulty receiving
 - ▶ Groove on Flange – independent, easier to give than receive
- ▶ **Tip - money consciousness**
 - ▶ Oversized - violent tendencies
 - ▶ Bulbous- strong financial interest, mental focus on goal achievement, schemer and planner
 - ▶ Small - uninterested in money
 - ▶ Turned down –hooked nose – strong will, independent, creative problem solving, efficient, director
 - ▶ Turned up – spontaneous, impetuous, luck in social circumstances and a love of socializing
 - ▶ Straight – solid, reliable, trusting
 - ▶ Groove/Dimple in nose tip – question themselves
 - ▶ Heart Shaped – hard to be generous
 - ▶ Skinny Tip – free spender, life’s too short to worry about money
 - ▶ Low Septum - analytical



Nose - Tendencies

- ▶ **Bridge**
 - ▶ High bridge and pointed - energetic, curious person, self reliant
 - ▶ Short snubby - friendly but secretive disposition, slow moving
 - ▶ Long Straight - disciplined, methodical, long range plans/strategies
- ▶ **Nostrils – spending**
 - ▶ Large – bold, expansive, generous spender
 - ▶ Small – thrifty, conservative, tightwad
 - ▶ Long/Narrow – emotionally generous, financially conservative
 - ▶ Flared – take charge, adventurous spender
 - ▶ Round – Generous to a fault
 - ▶ Small, Triangular – penny pincher
- ▶ **Ridge**
 - ▶ Deep – doesn't receive well
- ▶ **Roots - family connection**
 - ▶ Ample - family support
 - ▶ Lacking - social detachment
- ▶ **Padding – people**
 - ▶ Padded - need people
 - ▶ Unpadded – loner
- ▶ **Philtrum**
 - ▶ clearly marked, deep and long - it indicates strong and healthy energy levels and vitality
 - ▶ Flat, weak and unpronounced - reduced life force energy



Mouth - Emotion

- ▶ **Mouth Size – Fun**
 - ▶ Large – vocal under pressure, social, expensive tastes, generous, witty, outgoing
 - ▶ Small – sincere, introverted, cautious
- ▶ **Teeth – Decisions**
 - ▶ Even – poised, logical approach
 - ▶ Gaps – intuitive, risk taker, daredevil, joker
 - ▶ Big front teeth – stubborn
 - ▶ Small front teeth – selfless
 - ▶ Crooked – see both sides of an issue, have impossible standards, conflicted
 - ▶ Bucked – people pleaser, shy
 - ▶ Under bite – aggressive
- ▶ **Mouth Angle - spoken philosophy**
 - ▶ Angle down – pessimist
 - ▶ Straight – realist
 - ▶ Angle up – optimist
- ▶ **Lines**
 - ▶ Gift of Gab – line from nose to corner of mouth, natural talker
 - ▶ Compassion lines – corner of mouth down to chin, open heart, compassionate
 - ▶ Vertical Lines on upper lip – development of inner strength through adversity, survivor
 - ▶ Indents – secret lines, some areas off limits
 - ▶ Support Lines – natural coach or cheerleader
 - ▶ Horizontal on Chin – verbal appreciation
 - ▶ Dimple – lighthearted, good natured, good sport
 - ▶ Cleft – adventurous, playful, adaptable
- ▶ Cupid lips - the margin of the red part of the upper lip is especially shaped like Cupid's bow - creative and imagination
- ▶ Square jaw – rugged, someone who does, takes action



Lips - Communication

- ▶ **Upper Lip – Expression of Thought**
 - ▶ Thick or Full – outspoken, emotional, conversationalist
 - ▶ Thin – secretive, internal reflection, non-talkative
- ▶ **Lower Lip – Expression of Emotion**
 - ▶ Thick – persuader, generous, caring, sensitive
 - ▶ Thin – reserved
- ▶ **Smiles**
 - ▶ Natural – full, relaxed, comfortable
 - ▶ Crooked – performance smile
 - ▶ Closed – polite
 - ▶ Stretched – false sincerity, trying to make a good impression
 - ▶ Line – forced or fake smile



Cheeks - Leadership

- ▶ **Bones – fame**
 - ▶ Prominent – bold
 - ▶ Small – private
- ▶ **Pads – recruitment**
 - ▶ Heavy - draws followers
 - ▶ Light - works alone
- ▶ **Width – courage**
 - ▶ Wide set – confident
 - ▶ Close set – steady
- ▶ **Shape – personality**
 - ▶ Large cheeks – leadership
 - ▶ Tapering toward chin – passion
 - ▶ Expanding toward jaws – peacemaker
 - ▶ Flat cheeks - polite
- ▶ **Dimples**
 - ▶ Peek-a-boo – only when smiling, see humor in any situation, popular
 - ▶ Permanent – natural charmer
- ▶ **Philtrum Length –**
 - ▶ Short – vanity, pride in personal appearance, neat and tidy
 - ▶ Long – less conscious of appearance, surroundings, teasing, sarcastic



Cheeks

- ▶ **Height of Cheek Bones:**
 - ▶ High cheekbones – confidence, outgoing, cautious, authoritative
 - ▶ Full Round Cheeks- tolerance, organizing,
- ▶ **Distance Between Cheeks:**
 - ▶ Close together – inner cheeks – short bursts of intense action deadlines
 - ▶ Far apart – outer cheeks – endurance, long term energy, can do attitude
- ▶ **Miscellaneous Cheek Signs**
 - ▶ Mole on the upper cheek, down from the eye, attractive, temperamental, royal, psychic
 - ▶ Fleshy - frugal, economical disposition, thrifty,
 - ▶ Undeveloped - communication skills may need work
- ▶ **Mustache**
 - ▶ May be self conscious about verbalizing emotions
 - ▶ Sensitive
- ▶ **Beards**
 - ▶ Round Shape – covering up softer side, genuine concern
 - ▶ Square – feels need to present more forceful image
 - ▶ Pointed – goal is to accomplish goals, dominating



Chin - Willpower

- ▶ **Size – aggression**
 - ▶ Large – demanding, aggressive, competitive
 - ▶ Small – compliant, high ethics, need encouragement, non-competitive
 - ▶ Protruding – will get the last word in, persistent
- ▶ **Shape - Battles**
 - ▶ Round chin – people, first, compassionate
 - ▶ Square chin - ideas
 - ▶ Pointed chin – control, independence, determination
 - ▶ Straight – go all out for ideas, causes they believe in
- ▶ **Width – survival**
 - ▶ Narrow – narrow minded, tender, avoid conflict
 - ▶ Wide – outgoing, tough, pride, integrity, physical endurance
- ▶ **Length**
 - ▶ Short – successful in business
 - ▶ Long – ego, same as broad chin, more grounded
- ▶ **Features**
 - ▶ Dimpled – dreamer, hard worker
 - ▶ Weak – weak personality
 - ▶ Lined – Verbal appreciation



Ears - Learning

- ▶ **Flare - conformity**
 - ▶ Stick out – rebel, nonconformist, independent thinker, stubborn
 - ▶ Close – conformist , fit in
 - ▶ Buddha – (top close, bottom out) diplomatic
- ▶ **Ear Size - listening**
 - ▶ Small ears – listen to self, instinctive, controlling
 - ▶ Large ears – great listener
 - ▶ Longer than wider – keen, impractical
- ▶ **Ear Position - speed**
 - ▶ Low ears – careful learner, perfectionist
 - ▶ Middle ears - the ears are in a normal position on the head
 - ▶ High ears – quick learner, creative, do it now
 - ▶ Parallel Vertically – follows rules, regulations, norms
 - ▶ Angled Back – unique outlook and views, unique, non-conformist
- ▶ **Traits**
 - ▶ Pointed ears – original, inventive, unreliable
 - ▶ Close to Head: Planner, thrifty, cover his bets
 - ▶ Protruding: Curious, creative
 - ▶ Outer Ridge – logical, practical, grounded
 - ▶ Inner Ridge – intuitive
 - ▶ Prominent Outer Ears – reality driven, facts, numbers, statistics
 - ▶ Notched - Quirky
- ▶ **Lobe Size**
 - ▶ Small lobes: Creative, good with detail
 - ▶ Large lobes: Independent, strong willed
 - ▶ No lobes: Unresponsive, lacks purpose, emotional problems
 - ▶ Distorted lobes: Sneaky
 - ▶ Heart Line – vertical line on ear lobe, cardiovascular indicator of distress



Bonus Material

ORGANIC MARKETING™

	Business	Personal	Universe
Business	Connections	Social Networks Online and In Person Strengthen Alliances	Target Customer Personality
Personal	Energy Signature	YOU	The Stuff
Universe	"TLC" ABC list One on One	Connections Grow ABC's Create Alliances	Online Footprint Website Blog Google



Personality

Personality Test: Choose one answer in each row across, add your totals at the bottom for each row.

1	___ Animated	___ Adventurous	___ Analytical	___ Adaptable
2	___ Playful	___ Persuasive	___ Persistent	___ Peaceful
3	___ Sociable	___ Strong-Willed	___ Self-sacrificing	___ Submissive
4	___ Convincing	___ Competitive	___ Considerate	___ Controlled
5	___ Refreshing	___ Resourceful	___ Respectful	___ Reserved
6	___ Spirited	___ Self-reliant	___ Sensitive	___ Satisfied
7	___ Promoter	___ Positive	___ Planner	___ Patient
8	___ Spontaneous	___ Sure	___ Scheduled	___ Shy
9	___ Optimistic	___ Outspoken	___ Orderly	___ Obliging
10	___ Funny	___ Forceful	___ Faithful	___ Friendly
11	___ Delightful	___ Daring	___ Detailed	___ Diplomatic
12	___ Cheerful	___ Confident	___ Cultured	___ Consistent
13	___ Inspiring	___ Independent	___ Idealistic	___ Inoffensive
14	___ Demonstrative	___ Decisive	___ Deep	___ Dry Humor
15	___ Mixes easily	___ Mover	___ Musical	___ Mediator
16	___ Talker	___ Tenacious	___ Thoughtful	___ Tolerant
17	___ Lively	___ Leader	___ Loyal	___ Listener
18	___ Cure	___ Chief	___ Charismatic	___ Contented
19	___ Popular	___ Productive	___ Perfectionist	___ Pleasant
20	___ Bouncy	___ Bold	___ Behaved	___ Balanced
21	___ Brassy	___ Bossy	___ Bashful	___ Blank
22	___ Undisciplined	___ Unsympathetic	___ Unforgiving	___ Unenthusiastic
23	___ Repetitious	___ Resistant	___ Resentful	___ Reticent
24	___ Forgetful	___ Frank	___ Fussy	___ Fearful
25	___ Interrupts	___ Impatient	___ Insecure	___ Indecisive
26	___ Unpredictable	___ Unaffectionate	___ Unpopular	___ Uninvolved
27	___ Haphazard	___ Headstrong	___ Hard to Please	___ Hesitant
28	___ Permissive	___ Proud	___ Pessimistic	___ Plain
29	___ Angered easily	___ Argumentative	___ Alienated	___ Aimless
30	___ Naive	___ Nervy	___ Negative	___ Nonchalant
31	___ Wants credit	___ Workaholic	___ Withdrawn	___ Worrier
32	___ Talkative	___ Tactless	___ Too sensitive	___ Timid
33	___ Disorganized	___ Domineering	___ Depressed	___ Doubtful
34	___ Inconsistent	___ Intolerant	___ Introvert	___ Indifferent
35	___ Messy	___ Manipulative	___ Moody	___ Mumbles
36	___ Show-off	___ Stubborn	___ Skeptical	___ Slow
37	___ Loud	___ Lord over others	___ Loner	___ Lazy
38	___ Scatterbrained	___ Short-tempered	___ Suspicious	___ Sluggish
39	___ Restless	___ Rash	___ Revengeful	___ Reluctant
40	___ Changeable	___ Crafty	___ Critical	___ Compromising
	___	___	___	___ Totals

Popular Sanguine

Powerful Choleric

Perfect Melancholy

Peaceful Phlegmatic

About Us

Helping successful businesses navigate 3 Dimensional Marketing Strategies

Coaching, Strategy, Living & Playing Creatively, & Other Interesting Stuff

With their 3 Dimensional approach to marketing, Allan and Sandi have successfully branded companies and individuals using the persona branding marketing methods. Successful branding strategies have resulted in huge increased awareness of individuals and companies, the release of CD's and books, increases in website grades, traffic and tangible money in the bank results.

Allan Curtis

Allan is your philosophy guy. No one does a better job with big picture to relatable story concepts designed to liven lively hoods, make a statement and find the mojo in your motivation. He's a sought after speaker on creativity, organic marketing and social media. His life's dreams include reading 10,000 books, holding his breath for 3 minutes, and running a marathon. He's checked two of the last three items off his list.

Sandi Maki

This is Sandi's favorite year ever. Okay, every year is her favorite year ever. Sandi shares a jump in with both feet commitment in everything that she does. Her willingness to jump, dive or parachute in has helped inspire the movement of mountains. This attention to intention has won her the hearts of the enthusiast community and some really cool day trips.

Available for idea bouncing anytime!

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