



"The secret to being popular and appreciated is to make others feel valued," said Barbara Emery, who teaches seminars on social development and self image. "Appreciation is the greatest human need next to food, shelter, and clothing."

## Barbara Emery Teaches Others How To Be Well-Liked, Popular

**LOU ANN GOOD**

Lancaster Farming Staff

LANCASTER (Lancaster Co.)

— So, you want to be well-liked, popular, and appreciated?

Barbara Emery knows how to become all these things and more. She holds seminars to teach others good manners that will enhance their career and social development.

The secret to becoming popular is really making others feel valued.

"Appreciation is the greatest human need next to food, shelter, and clothing needs," she said.

Make the other person feel valued by using their name, maintaining eye contact, and leaning slightly forward while listening.

To be well-liked, you must make a good impression. Studies show that 90 percent of the opinions formed about a person happens in the first 30 seconds of introduction.

To make a good first impression, Emery teaches what she calls the Rule of 12.

"The most important 12-inches is from your neck up — make sure you have a smile on your face; the first 12 words spoken when you first meet a friend should reflect appreciation; and the first 12 steps taken reflect a positive self-image.

When you first greet a person, words should express appreciation such as "I'm so glad you invited me" or "I'm so glad to meet you."

To reflect a positive self-image, one should walk into the room with chin parallel with the floor and shoulders back. Look your hostess in the eye and offer a firm handshake.

The key to making others feel valued includes the following:

- Learn to listen with sincere interest. This is hard work and cannot be faked.

- Ask questions that encourage others to talk about themselves and their interests. Start with how, what, where, and when.

- Don't criticize or embarrass

others with your comments. Apologize if you do.

- Smile. Keep a pleasant expression on your face and animation in your voice.

- Allow others to express opinions, even when they are different from yours. Allow others to be right.

- Never gossip. Be an encourager, not a discourager.

### Manners matter

You can say all the right things and ruin it by what you do.

"Manners matter," Emery stresses. "People who project poise, correct manners, and social skills have more impact than those who do not."

Recently during a dinner held by a large corporation, Emery dined at the head banquet table. The woman next to her used her fork to slice butter after she had had it in her mouth.

"Because the diners were polite, they pretended they did not notice, but no one took butter after that," Emery said. "I'm sure she lost a lot of credibility with that action."

Unfortunately, most people grow up ignoring many of the manners their mothers taught them. Teenagers in the 1960s especially paid little attention to manners. Now, many of those who are now adults, seek Emery for advice.

**Etiquette includes:**

- Place your napkin on your lap after the blessing and the hostess places her napkin on her lap, not before.

- Dinner napkins should be folded in half when placed on your lap.

- If you need to leave the table temporarily, during the meal, place your napkin on your chair.

- Don't place your napkin on the table until you are ready to leave it. Then fold it; don't leave it in a crumpled heap.

- Always break your bread or roll in half.

- Do not cut more than two

pieces of meat at a time.

- Remove unedible seeds and gristle the same way that you put the food in your mouth. If you put an olive in with your fingers, remove the pit with your fingers and put it under a lettuce leaf. If you used a fork for your meat, remove the gristle with your fork.

People make value judgements on what they see. And what they see isn't always pleasant although they may be too polite to tell you.

### Style, not fashion

In 10 years of teaching seminars, Emery said that she has observed that the majority of women have a poor self image.

"Although raising a family is a wonderful opportunity, it is no ego trip. Mothers often deprive themselves for the children's sakes. They don't want to spend money on self-improvement courses."

Emery is an image consultant, but she said that she does not teach fashion, but principles for dressing in style. "Principles on dressing to look taller and thinner will never change, but fashions will," she said.

"Those on a limited income really need to know how to build their wardrobe with two to three colors." When they learn how to acquire different looks by adding a scarf, or jewelry or a jacket, they can save a lot of money on their wardrobe and simplify life.

When shopping for herself, Emery said that she doesn't buy anything unless she can get at least three different looks from the same outfit. She encourages her clients to do the same.

"Leadership, self confidence and control are learned skills that can, and should, be consistent with inside values and worth," Emery said. "I enjoy helping people help themselves."

Write to Barbara Emery at 1062 Huffman Place, Lancaster, PA 17601 or call (717) 394-4603.

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