



# How to Stand Out: Proven Tactics for Getting Noticed

*Rob Yeung*



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### Win the respect you deserve

You probably already have the skills to be more fulfilled and successful. But sometimes it's about showcasing these skills so that colleagues, customers, friends and the rest of the world can recognize what you do.

Drawing on extensive research and inspiring real-life examples, psychologist and bestselling author Dr. Rob Yeung guides you through proven techniques that will get you noticed for all the right reasons.

*How to Stand Out* shows you how to:

- Utilize winning body language techniques
- Incorporate the words that get people nodding in agreement
- Supercharge your persuasive skills to sell products, pitch ideas, network, and socialize with friends
- Boost your motivation to become more successful
- Improve your confidence to get the results you desire

### Praise for the Book

“We all need to sell ourselves and this book is a great, very readable guide on how to do that. This book is full of useful career advice – and brought to life by fascinating examples and often surprising insights.”

**Rhymer Rigby, writer for *The Telegraph* and *Financial Times* and author of *28 Business Thinkers Who Changed the World***

“*How to Stand Out* covers the latest evidence on body language, communication and persuasion. It's a rigorously researched, compelling and sometimes surprising read no matter what your goals in life. You will undoubtedly learn something new.” **Dr Tomas Chamorro-Premuzic, CEO of Hogan Assessments, and Professor of Business Psychology at University College London and Columbia University**

“Engaging, no-nonsense and full of scientifically proven advice – an essential book for anyone wanting to outshine the crowd and get ahead in business and life.” **Dr. Michael Sinclair, co-author of *Mindfulness for Busy People*, Founder & Clinical Director, City Psychology Group**

“An easy read with some well researched, practical and evidence backed advice. Definitely stands out from the crowd and can easily be applied straight away.” **Paul Hughes, Executive Development Director at Cranfield School of Management**

“An extraordinary book for everybody: Dr Yeung's book presents a wealth of useful tips on how to build your confidence and stand out from the crowd. This book is a treasure trove of useful tips on how to outperform in a job interview, get promoted, win more customers, get your business funded or simply become more successful in life.” **Professor Khalid Hafeez, Dean of The Claude Littner Business School at the University of West London**

“Practical, accessible tips and techniques for making yourself more interesting to clients, customers, and friends!” **Tamara Box, Partner and Global Chair of the Financial Industry Group at international law firm Reed Smith LLP**

“Once again, Rob Yeung demonstrates how challenge can quickly become opportunity. He has the uncanny knack of identifying our insecurities, helping us view them from a different angle and transforming them into foundation stones for building new confidence. Whether you want to learn to ‘talk like TED’, present your best side at a job interview, or simply want to stand out from the crowd – this new book offers simple, clear and practical guidance. Like his previous books, this is another example of why Dr Rob Yeung stands out from other psychologists and coaches.” **Malcolm Green, Creative Chairman at advertising agency Green Cave People**



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#### **Sandy Gonsalves:**

In this 21st century, people become competitive in most way. By being competitive right now, people have do something to make these survives, being in the middle of the particular crowded place and notice simply by surrounding. One thing that occasionally many people have underestimated it for a while is reading. Yep, by reading a reserve your ability to survive increase then having chance to stand than other is high. For you personally who want to start reading any book, we give you this specific How to Stand Out: Proven Tactics for Getting Noticed book as beginner and daily reading guide. Why, because this book is more than just a book.

#### **Olive Wilson:**

Now a day people who Living in the era everywhere everything reachable by connect to the internet and the resources within it can be true or not need people to be aware of each info they get. How many people to be smart in getting any information nowadays? Of course the answer then is reading a book. Reading through a book can help folks out of this uncertainty Information specifically this How to Stand Out: Proven Tactics for Getting Noticed book since this book offers you rich facts and knowledge. Of course the data in this book hundred per-cent guarantees there is no doubt in it everybody knows.

#### **Valerie Garrison:**

The e-book with title How to Stand Out: Proven Tactics for Getting Noticed posesses a lot of information that you can discover it. You can get a lot of advantage after read this book. This book exist new know-how the information that exist in this book represented the condition of the world right now. That is important to yo7u to find out how the improvement of the world. This kind of book will bring you with new era of the globalization. You can read the e-book with your smart phone, so you can read it anywhere you want.

#### **James Goldman:**

Playing with family inside a park, coming to see the coastal world or hanging out with pals is thing that usually you could have done when you have spare time, and then why you don't try thing that really opposite from that. One particular activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love How to Stand Out: Proven Tactics for Getting Noticed, it is possible to enjoy both. It is very good combination right, you still want to miss it? What kind of hang type is it? Oh can happen its mind hangout fellas. What? Still don't get it, oh come on its named reading friends.

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