



The Likeability Factor: How to Boost Your L-Factor and Achieve Your Life's Dreams

Tim Sanders

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From the bestselling author of *Love Is the Killer App*

You can win life's popularity contests

The choices other people make about you determine your health, wealth, and happiness. And decades of research prove that people choose who they like. They vote for them, buy from them, marry them, and spend precious time with them. The good news is that you can arm yourself for the contest and win life's battles for preference. How? By raising your likeability factor.

The more you are liked, the happier your life will be. In *The Likeability Factor*, business guru Tim Sanders shows how to build your likeability factor by teaching you how to enhance four critical elements of your personality:

- **Friendliness:** your ability to communicate liking and openness to others
- **Relevance:** your capacity to connect with others' interests, wants, and needs
- **Empathy:** your ability to recognize, acknowledge, and experience other people's feelings
- **Realness:** the integrity that stands behind your likeability and guarantees its authenticity

When you improve these areas and boost your likeability factor, you bring out the best in others, handle life's challenges with grace, enjoy better health, and excel in your daily roles. You can win the close calls and tight competitions that define and determine success and happiness at work and in life—*The Likeability Factor* can show you how!

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