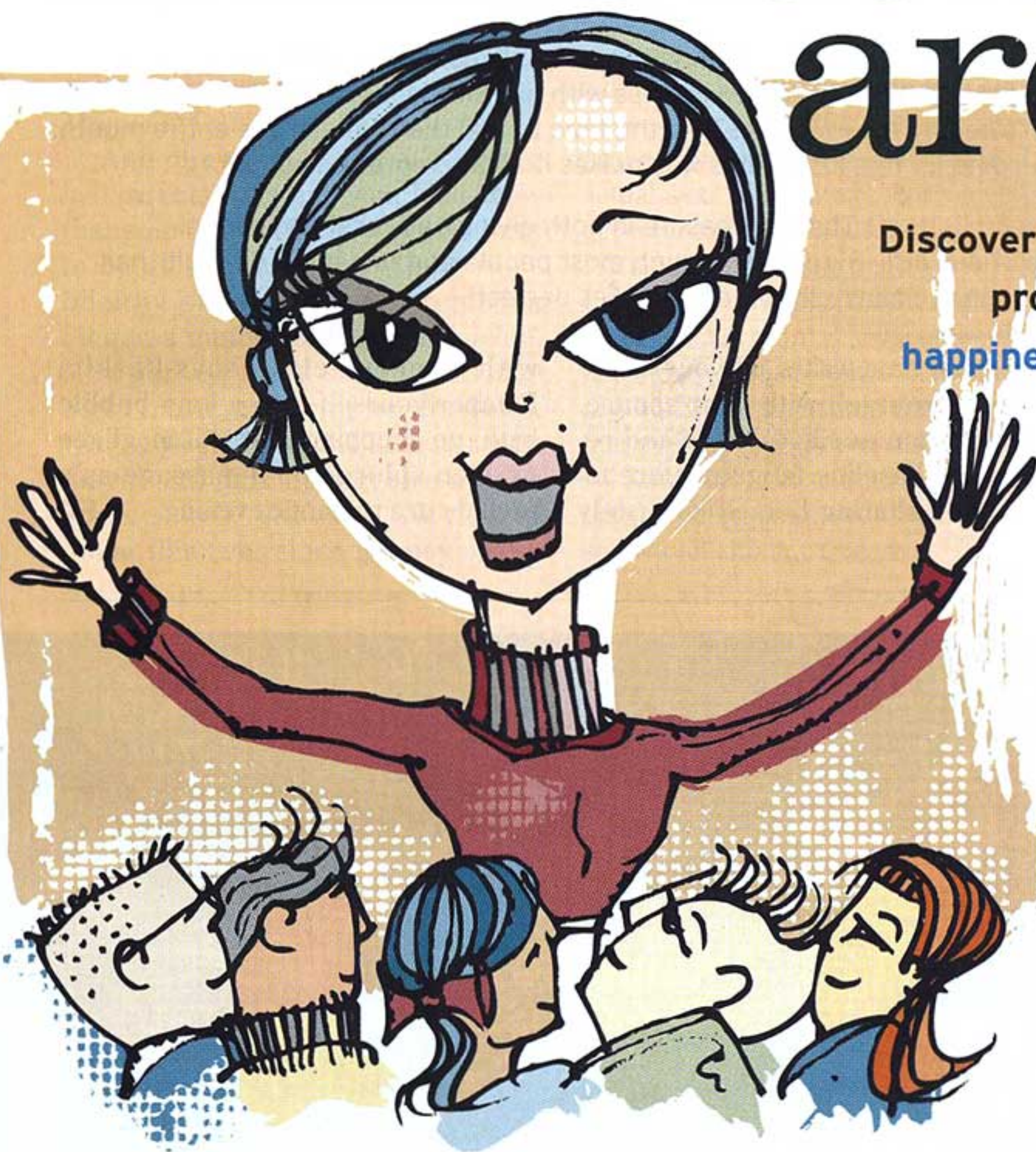


how likeable are you?

Discover the personality secret that promises better **health, wealth and happiness.** BY GLENN PLASKIN



What exactly is this powerful ingredient that promises such a charmed, happy existence—and how can we get more of it? Likeability is the ability to produce positive attitudes in others by delivering emotional and physical benefits. “Someone who is likeable gives you a sense of joy, happiness, relaxation and rejuvenation,” says Sanders. “He or she can bring you relief from depression, anxiety or boredom.”

Furthermore, likeable people may live longer. According to a 2001 study by researchers at Duke University Medical Center in Durham, North Carolina, heart disease patients who had three or fewer people who were concerned for their well-being had a greater risk of dying than patients who had numerous caring relationships. Just one more reason why it’s important to expand your circle of friends.

The four ways to boost your likeability factor

Friendliness: The key to likeability is friendliness—being agreeable and open while also conveying warmth, comfort and safety to others. “We’re like broadcast towers,” says

Your success and fulfillment in life are the result of how likeable you are,” says Tim Sanders, leadership coach, motivational speaker and author of *The Likeability Factor: How to Boost Your L-Factor & Achieve Your Life’s Dreams* (Crown). “Your L-factor permeates virtually all aspects of your life.” In fact, according to Sanders, likeable people land better jobs, earn more money, have lower blood pressure and better relationships.

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