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## FOR IMMEDIATE RELEASE

### **June 28<sup>th</sup> is National Handshake Day: Is Yours Powerful or Pathetic?**

*Jenkintown, PA* -- Have you ever shaken someone's hand and received a death grip? Or, worse yet, a fingers-only clasp that crunches all of your digits together? And let's not even go into handshakes featuring cold, clammy or sweaty palms!

**June 28, 2005 is National Handshake Day according to Chase's Calendar of Events.** That means it's time to practice this time-honored form of meeting and greeting, say workplace/career experts Pamela J. Holland, and Marjorie Brody, co-authors of *Help! Was That a Career Limiting Move?* (Career Skills Press, 2005, \$14.95).

The handshake has been around practically since the birth of civilization, and can make or break a business deal, client sale, or other encounter. Whether you're at trade show, conference, meeting, sales call, or job interview, the handshake should be part of your repertoire. Why do handshakes matter so much? They convey trust, create a nice feeling, and help build relationships. All too often, professionals who are otherwise well-dressed, groomed, and experienced will fail to shake hands properly. The message their handshakes send may be one of disrespect or weakness.

According to one study, done by the Incomm Center for Trade Show Research, 76 percent of trade show visitors responded to handshakes by "being more open and friendly." The same study also showed that when you shake hands with those you meet, people are two times more likely to remember you than if you didn't shake hands. Even prospective employers consider a good handshake vital – a 2003 survey said they're much more likely to turn down an applicant who has a weak handshake than one with visible body piercings.

So how can you make your handshake more memorable? Brody and Holland explain the first step: As you approach someone, when you are about three feet away, extend your right arm out, at a slight angle across chest, with your thumb pointing upward. The next part of an effective handshake is locking hands, thumb joint to thumb joint. Then, you need to firmly clasp the other person's hand – without any bone-crushing or macho posturing. The last part of a good handshake is to pump the other person's hand two to three times and let go.

There are six steps to follow for an effective meet-and-greet opportunity involving a handshake:

- Stand (men and women)
- Step or lean forward,
- Look at the eyes of the other person
- Have a pleasant or animated face
- Shake hands
- Greet the other person and repeat his or her name

Knowing the how-tos of handshaking is key to your professional future. To book Holland and/or Brody for an interview, or receive a review copy of *Help! Was That a Career Limiting Move?*, contact Miryam S. Roddy at 800-726-7936, or visit [www.MarjorieBrody.com](http://www.MarjorieBrody.com).