

How to Win Friends and Influence People

Fundamental Techniques in Handling People

1. I never criticize, condemn, or complain
2. I give honest and sincere appreciation.
3. I arouse in the other person an eager want.

Six Ways to Make People Like You

1. I become genuinely interested in other people.
2. I smile.
3. I remember that a person's name is to that person the sweetest and most important sound in any language.
4. I am a good listener. I encourage others to talk about themselves.
5. I talk in terms of the other person's interest.
6. I make the other person feel important and do it sincerely.

Win People To Your Way of Thinking

1. The only way I get the best of an argument is to avoid it.
2. I show respect for the other person's opinions. I never say, "You're wrong".
3. If I am wrong, I admit it quickly and emphatically.
4. I always begin in a friendly way.
5. I get the other person in agreement immediately.
6. I let the other person do a great deal of the talking.
7. I let the other person feel that the idea is his or hers.
8. I try to honestly see things from the other person's point of view.
9. I am sympathetic with the other person's ideas and desires.
10. I appeal to the nobler motives.
11. I dramatize my ideas.
12. I throw down a challenge.

Be A Leader

1. I begin with praise and honest appreciation.
2. I call attention to people's mistakes indirectly.
3. I talk about my own mistakes before criticizing the other person.
4. I ask questions instead of giving direct orders.
5. I let the other person save face.
6. I praise the slightest improvement and praise every improvement. I am "heartly in my approbation".
7. I give the other person a fine reputation to live up to.
8. I use encouragement and make the fault seem easy to correct.
9. I make the other person happy about doing the thing I suggest.