

# How To Win Friends & Influence People

## PDF

- I. **3 Basic Techniques In Handling People**
  - a. Don't criticize – it's futile
  - b. Make em' feel important – honest & sincere praise
  - c. Arouse in them an eager want
- II. **6 Ways to make people like you**
  - a. Be genuinely interested
  - b. Smile
  - c. Their name is the sweetest sound
  - d. Be a listener & get them talking
  - e. Talk in terms of their interest
  - f. Sincerely make them feel important.
- III. **12 Ways To Get them to see it your way**
  - a. Only way to win argument – avoid it
  - b. Respect opinions & never say 'You're wrong'
  - c. If wrong, admit quickly & emphatically
  - d. Begin in a friendly way
  - e. Get them saying 'yes, yes' immediately
  - f. Let them do most of the talking
  - g. Make it 'their' idea
  - h. Honestly try to see things from their point of view
  - i. Be sympathetic to their ideas & desires
  - j. Appeal to nobler motives
  - k. Dramatize your ideas
  - l. Throw down a challenge
- IV. **9 Ways to Change people without resentment**
  - a. Begin with praise & honest appreciation
  - b. Call attention to mistakes indirectly
  - c. Talk about your own mistakes first
  - d. Ask questions instead of giving orders
  - e. Let them save face
  - f. Lavishly praise ALL improvements
  - g. Give em' a good reputation to live up to
  - h. Use encouragement – make it seem easy to correct.
  - i. Make em' happy about doing what you suggest.

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I noticed that in the above list, there are some *repeats* and many many principles that could be chunked together.

In an effort to make these lessons easy to remember, I've combined them all into the following list of 13.

### I call these **The 13 Laws Of A Pleasing Personality**

1. Smile
2. Be Agreeable
3. Ask Questions
4. Listen
5. Say nice things about the other person - Compliment Recognize, etc. ---> **POUR ON THE HONEY!**
6. Make it all about THEM. Keep conversation focused on them, their interests and their desires. Have them do most of the talking.
7. Gratitude - Express honest & sincere appreciation.
8. Earnestly try to see their point of view.
9. Remember & USE their name
10. Make it seem like their idea
11. Always let them save face
12. Quickly & Emphatically admit faults & mistakes
13. Humor