

How to Win Friends and Influence People, Dale Carnegie, 1936, 30 Principles

WIN PEOPLE TO YOUR WAY OF THINKING

- Show respect for the other person's opinions. Never say, "You're wrong."
- If you are wrong, admit it quickly and emphatically.
- Begin in a friendly way.
- Get the other person saying, "Yes, yes" immediately.
- Let the other person do a great deal of the talking.
- Let the other person feel that the idea is his or hers.
- Try honestly to see things from the other person's point of view.
- Be sympathetic with the other person's ideas and desires.
- Appeal to the nobler motives.
- Dramatize your ideas.

BE A LEADER

- Throw down a challenge.
- Begin with praise and honest appreciation.
- Call attention to people's mistakes indirectly.
- Talk about your own mistakes before criticizing the other person.
- Ask questions instead of giving direct orders.
- Let the other person save face.
- Praise the slightest and every improvement. Be "lavish in your praise."
- Give the other person a fine reputation to live up to.
- Use encouragement. Make the fault seem easy to correct.
- Make the other person happy about doing the thing you suggest.

BECOME A FRIENDLIER PERSON

- Don't criticize, condemn or complain.
- Give honest, sincere appreciation.
- Arouse in the other person an eager want.
- Become genuinely interested in other people.
- Smile.
- Remember that a person's name is to that person the most important sound in any language.
- Be a good listener. Encourage others to talk about themselves.
- Talk in terms of the other person's interest.
- Make the other person feel important - and do so sincerely.
- The only way to get the best of an argument is to avoid it.

