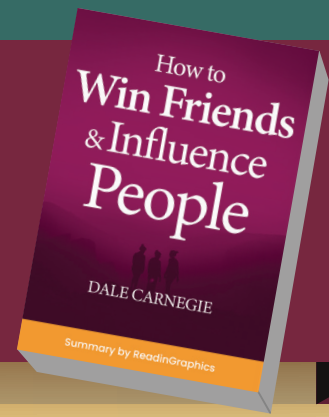


HOW TO WIN FRIENDS & INFLUENCE PEOPLE

DALE CARNEGIE



These principles and methods must be applied sincerely from the heart. Over time, through practice, they represent a way of life that helps you understand others, be well-liked and win people to your way of thinking.

3 FUNDAMENTAL TECHNIQUES IN HANDLING PEOPLE



1. Don't criticize or complain

Instead, try to understand why people do what they do.



2. Give honest, sincere appreciation

Being appreciated is one of the deepest human desires



3. Arouse in others an eager want

Show how they can get what they want.

6 WAYS TO MAKE PEOPLE LIKE YOU



1. Become genuinely interested in others



2. Smile (wholeheartedly)



3. Remember people's names



4. Listen attentively. Encourage others to talk about themselves.



5. Talk in terms of their interests.



6. Make others feel important (do it sincerely)

12 WAYS TO WIN PEOPLE TO YOUR WAY OF THINKING



1. Avoid arguments



2. Respect others' opinions



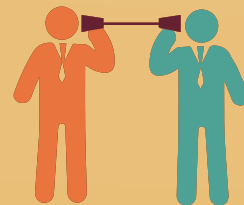
3. Admit to your mistakes quickly



4. Get in a friendly way



5. Get to "yes, yes" asap



6. Let others talk more



7. Let others "own" the ideas



8. See from others' point of view



9. Be sympathetic



10. Appeal to nobler motives



11. Dramatize your ideas



12. Throw a challenge

BE A LEADER: 9 WAYS TO CHANGE PEOPLE WITHOUT CAUSING OFFENSE OR RESENTMENT



1. Start with praise & appreciation



2. Highlight others' mistakes indirectly



3. Talk about your own mistakes first



4. Ask questions, don't issue orders



5. Let others save face



6. Praise any improvement



7. Act as if they were better



8. Make correction seem easy



9. Help them see their benefits



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