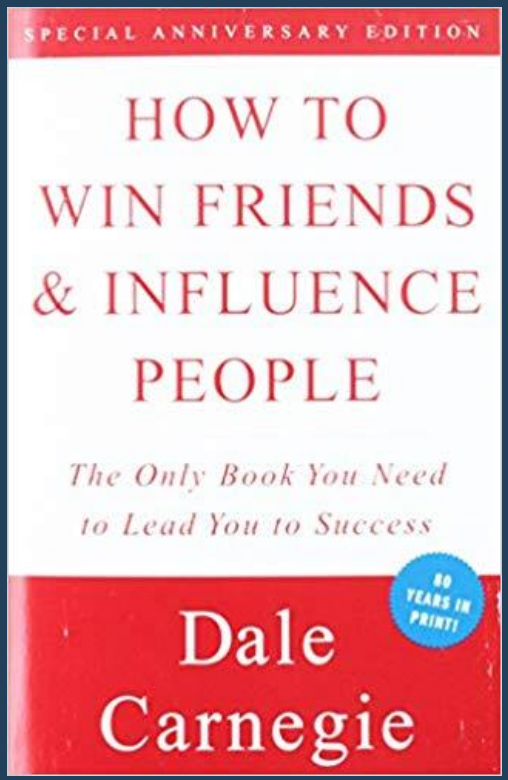

How to Win Friends and Influence People

Year of publication: 1937
Author: Dale Carnegie
288 pages
Link for purchase: https://amzn.to/2Yi00yx

The Book How to Win Friends and Influence People (1937), has sold more than 50 million copies and is considered by many successful people as the secret of your success.
The author teaches through simple yet extremely effective techniques, how to deal with people and get what they want from them by changing your behavior.

Score

8

9 Aplicability
8 Inspiration
7 Innovation
9 Impact on results
8 Structure

Main ideias of the book

- Be genuinely interested in other people.
- Do not criticize, condemn, or complain about people.
- Encourage others to talk about themselves.
- If you make a mistake, recognize it quickly.
- Before criticizing another person, speak first of your own mistakes.
- Praise all improvements, however light they may be..
- If you want to change others, start with yourself first.
- Feeling important is one of the strongest human desires. Always make others feel important and never undermine anyone's sense of importance.
- Remember the names of people. A person's name is the sweetest and most important sound in any language.
- Express your ideas dramatically. Use illustrations and charisma to convey your ideas.

For whom is this book suitable?

The content of this book is intended for salespeople, managers, parents, teachers, people who wish to make a good first impression, those who are concerned to be more friendly and to all those who deal with people, that is, all of us.

Overview of the book

Tip 1 - Avoid Criticizing

The author begins the book by showing why we should strongly avoid criticizing people. To criticize someone is not going to cause this individual to try to change, because we are instinctively guided by emotion, not by reason. When criticized, the person will feel attacked and the natural reaction is to withdraw and try to react.
Many successful people have made it a habit to not outsource criticism. Benjamin Franklin, for example, said that his success was due to the fact of "not speaking bad things about anyone".
Criticizing someone is easy, but it takes character to understand and forgive people for their mistakes. So if you want people to like you, think about the reason that led them to that mistake, accept the consequences and do not openly criticize them.

It isn't what you have or who you are or where you are or what you are doing that makes you happy or unhappy. It is what you think about it

Tip 2 - Distribute praise

Learn in this part to praise in a correct way, so that people like you, but do not look like a flatterer.
One of the strongest characteristics of human behavior is the desire to be valued by other people; we all like to get compliments and hear that we are doing a good job.
You have to be careful not to overdo it and start making false statements because people around you will notice. Simple and educated phrases like "I'm sorry", "Good morning" and "Thank you" are enough, allied with sincere praise.
The most natural method to provide compliments is to stop and think about the positive points of the person in front of you. Consider that every person is superior to you in some aspect, so you always have something to learn and value in another person.
It is also interesting to remember the so-called "Golden Rule": treat people the way you want to be treated.
Praise can also be used when you want someone to change his/her way of acting. Think about it in this way: just as the barber puts foam on the face before shaving the beard, it is easier for us to hear unpleasant things after receiving a compliment.
In that sense, always keep praising the person for every improvement he or she demonstrates, as this will keep him/her motivated and make it easy to change in the direction you want.
By doing so, you will quickly become a person that others like and want to work with. In addition, you will have a positive impact on the lives of everyone around you.

Tip 3 - Use the Power of Smile

With Tip 3, understand the power that the smile has, both for you and for the receiver.
A stock broker from New York known to be closed and moody decided to change his stance. Every morning he began to greet his wife with a smile, as well as to the porter of the building, the subway attendant and his co-workers.
The result was that people began to smile back. At home, the environment has improved a lot. At work, he realized that it was easier to deal with problems and complaints, which increased his sales. In summary, he became a happier and richer man.
In addition, psychologists have found that the connection between smiles and positive emotions is a two-way street: smiling can consciously generate good emotions, just as positive thoughts lead to smile.
You can even force yourself to smile: whistle or sing some music you like! Act as if you are already happy and soon you will realize that you are getting more cheerful, which is captivating and helps you in your relationships.

Tip 4 - Remember People's Name

Would you think remembering people's names can have an important convincing power? Well, in Tip 4 we will understand why and learn how to incorporate this habit.
Remembering and using a person's name is a subtle but powerful way of convincing. When you promote this habit, it draws people closer to you and makes them feel valued, aspects that aid in the return you will receive.
The first time you meet the person, find out and understand his/her name. So during the conversation, it is important that you repeat that name to associate it with the person you are talking to.
Finally, it's interesting that you write on a paper and associate the name with some of the person's striking features as it becomes easier to memorize.

Tip 5 - Listen to what others have to say

In Tip 5, we will understand why it is more important to listen than to speak when you want to gain someone's trust.
Humans are always interested in talking about themselves, and that's why we love to meet someone who wants to hear us.
So if you want to be more friendly and kind, talk less and listen more. Ask others about their lives and allow them to develop their ideas from there, with few interruptions.

> *Don't be afraid of enemies who attack you. Be afraid of the friends who flatter you*

In a conversation, most people are more concerned about the next talk than listening to what the other person is talking about. To truly listen, it takes a conscious effort to give your full attention to the other person.
On the other hand, talking too much about yourself and interrupting others as they speak will make people avoid you because these are characteristics of egocentric people.

Tip 6 - Know What They Want

In this part, the author presents us a way to find out what other people want.

If you want someone to do something, try to imagine the perspective of that individual: how can I make him want to do this?
US President Theodore Roosevelt always prepared for a meeting seeking to know everything about the other person's interests. He understood that the direction to please someone is to talk about what that person values most.
If it is difficult and you are not sure of the other's wishes, remember people's favorite subject: themselves.

Tip 7 - Avoid Discussions, They Can not Be Overcome

In this overview, we'll explain why you should shy away from discussions of any nature.

Arguing with another person does not make much sense. You see, if you lose, you lose the discussion. If you win, the other person will resent you and probably will not be able to establish a relationship.
In addition, in 9 of 10 times the discussion will reinforce the other person's thinking about that subject that generated the conflict initially. That way, the best approach is to avoid this from the beginning.
So whenever you find opposition to your ideas, do not start arguing to defend your vision. Instead, try to see the disagreement as something positive that can bring a new perspective to the subject matter.
Listen to what the other person has to say without resistance or protests, and promise to carefully review their advice. Try to find points that you agree on and admit if you have made mistakes, which will decrease your opponent's stamina.
Finally, always thank the conversation and try to schedule a new meeting, so that the two parties can think about the matter and, finally, reach a common solution.

Tip 8 - Admit Your Errors

In this part, the author outlines a way for you to disarm someone who is going to scold you.

The truth is that we all make mistakes. And when you make a mistake and someone rebukes you, there is an effective way to disarm the person: admitting your mistake.
This helps because now, in order for the person to feel important, he must show generosity and forgive you instead of attacking you as was the first intention.
So the next time you realize you've made a mistake, admit it enthusiastically. It will promote better results and you will notice that it is much more enjoyable than defending yourself when someone points out your faults.

> *You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you*

Overview: Tip 9 - Be friendly

In Tip 9, we'll understand how much being friendly can impact your business and your life.

In 1915, John D. Rockefeller Jr. was one of the most hated people in the American state of Colorado. His company employees were on strike for two years demanding better wages and working conditions, which led to violent conflicts.
In the midst of such tension, it seemed almost impossible to convince union representatives. So Rockefeller decided his strategy would be to be friendly and talked to the strikers closely, as if they were friends who shared many interests.
The result? The miners returned to work without further questioning about payments and conditions.
With the cited example, it is easy to see that people tend to change their thinking more easily when treated amicably. So, whatever you want to achieve, always treat people in a friendly and friendly way.
It is naive to think that by applying the tips given above you will always see the result you want. This is not how things work.
However, it is possible to realize that most people tend to change their attitudes towards you when you make use of these principles, which can already be very useful and important for your personal and professional life.

Okay, but how can I apply this in my life?

To become a more pleasant person, you should:

- Smile more;
- Listen carefully to what people have to tell you;
- Remember the name of people;
- Praise but not flattery;
- Avoid criticizing others.

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