

Have you ever noticed how people freeze while waiting for elevators? Unless they are with someone they know, most folks never say anything to the person standing beside them. One day I resolved to do a little experimenting.

I resolved to say something to the stranger who was waiting as I was. I kept track of his reaction twenty-five consecutive times. And twenty-five times I got back a positive, friendly response.

Now, talking to strangers may not be very urbane, but most people like it nevertheless. And here is the big payoff:

When you make a pleasant remark to a stranger, you make him feel one degree better. This makes you feel better and helps you relax. Every time you say something pleasant to another person, you compensate yourself. It's like warming up your automobile on a cold morning.

*Here are six ways to win friends by exercising just a little initiative:*

1. Introduce yourself to others at every possible opportunity—at parties, meetings, on airplanes, at work, everywhere.
2. Be sure the other person gets *your* name straight.
3. Be sure you can pronounce the other person's name the way he pronounces it.
4. Write down the other person's name, and be mighty sure you have it spelled correctly; people have a fetish about