

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE BOOK SUMMARY

Don't Criticise, Condemn or Complain

When we criticise people, it's an argument which is meant to be won and they want to win it. You will never get a profitable outcome by criticising, condemning or complaining. We should try to understand their side, figure out why they do what they do

People will always try to defend themselves, when criticised. We can obtain profits or positive results just by talking to them with a touch of love, gentleness and understanding

Talking to someone with a try to mock them, only makes a negative impact and arouses ire for you inside them. Talk with love

If you want the honey, don't kick over the beehive

Give honest and sincere appreciation

Everyone likes to feel important, to get a boost in their morale and self-esteem. All we need to do is appreciate them for they are good at But to only give honest and sincere appreciation. Flattering and polishing is strictly prohibited. Do not criticise anyone, even when they ask for it. Give an honest and positive appreciation and make people feel important

Arouse in the other person an eager want

There is only one way to get anybody to do anything, that is by making the other person want to do it

Imagine I come to you and ask, hey read this book called "How to win friends and influence people", why would you bother to

read it? Because I told you? Nobody cares. But what if I tell you that by reading this book, you will be able to communicate with people better and influence people by your point of view. You are interested right? Why? Because it's for your benefit so you want to do it. In the same way, when you tell others to do something or what you want, they don't care. So instead, always make them want to do it by telling them its benefits and advantages

First arouse in the other person an eager want. He who can do this has the whole world with him. He who cannot, walks a lonely way

Become genuinely interested in other people

Everyone is interested in their own selves and nobody cares how great are you. If you try to impress them and get them interested in you, you will fail. The only way to get people interested in you is by being interested in them

It maybe by talking about what they like or just greeting them with enthusiasm. If we are interested in them, the time and effort we invest, pays back

We are interested in others when they are interested in us

People are not interested in me, they are not interested in you, they are interested in themselves

Smile, that's it!

Remember that a person's name is to that person the sweetest and most important sound in any language

It's the desire to be great, feel important. When we call someone by their name. We showcase that they matter, they are unique and important by calling their name

One who remembers other people's name and calls them by their first name gets an biased advantage and special place of honour in our hearts

Remember and address people by their first names, always.

Be a good listener. Encourage others to talk about themselves

Here, I give you 2 options, listen to me or talk to me, what will you do? Yeah, absolutely talk to me.

When people say let's talk, they actually mean, let me talk

No one is interested in listening to what you like, they are interested in their own selves. When people say you are a good conversationalist, they mean you are a great listener. The secret to great conversations is to listen with 100% concentration and genuine interest

Make sure you keep the conversation most about themselves and their interest

People care about their toothache more than a famine in China.

Talk in terms of other person's interests

Pretty Self-Explanatory! People are interested in themselves and also their own interests. They can talk about these topics for hours and you can accompany them.

Make the other person feel important and do it sincerely

"The greatest urge in humans is to feel important"

If we treat people with respect, it gives them a feeling of superiority over us, and it makes them happy. They are going to prove that superiority in some or the other way, so instead if we make them feel superior, their ego or the vacant place for pleasure is satisfied. Now because, we helped them do that, they turn to our favour. By just simply making them feel important, you can get your work done and even make best

friends for life. But make sure you never fake it, it should be genuine

Now, how to make people feel important? It varies from how sought after they are. In some cases just calling them by their name is enough to discussing topics of their interest. Remember its about 'them', 'their' and 'their's'.

The only way to get the best of an argument is to avoid it

When two people get into an argument, logic and reasoning exits the battlefield. Now, it's all about their egos, both of them are trying and will try their best to win over the other party. The problem here is not about the violence or the feeling of competition, actually no one gets the desired outcome out of any argument. No solution to the problem is found

The best way to win arguments and also to win the person against us is to respect his opinion and understand his point of view. Avoid the argument and focus on finding the solution. Listen to what the other party is saying

A man convinced against his will,
Is of the same opinion still

Show respect for the other person's opinions. Never say You're wrong

Yes, it is about their ego and dignity. Telling someone that they are wrong, sounds straight forward and rational, but is disrespectful and impractical

When we tell people that an action, decision, thought or information of theirs is wrong. They see it as we are mocking them down, Even if you are thinking or doing this for their well-being

So, the only way to tell them is diplomatically. With gentle and gradual investigation about that particular thing. By which they will understand their mistake but we are not telling them directly.

If you are wrong, admit it quickly and emphatically

When someone addresses our mistakes or sometimes not, and we accept that we have done the mistake quickly. It gives them an feeling of achievement, and they are more likely to forgive you or help you to get out of it

Accepting our mistakes somewhat symbolises us as an honest human being. Also the person we are dealing with gets a feeling of superiority and we are saved because of his superior and the forgiver attitude.

Begin in a friendly way

When you are angry, and shoot your harsh and evil words on the other person, you certainly feel relieved and light, but you fail to think, what effect it had on the person you are dealing with

He got mocked upon and now his ego is hurt, he will not listen to you, how great it is for him or you, it doesn't matter. He's in a state where he sees you as an enemy

Make sure, you befriend people everytime. It maybe appreciating them before talking the real problem. Spending time with them or in any other way, gain their confidence, win their trust

Get the other person saying "Yes, yes" immediately

Our next step depends on our current position, also psychologically our next decision depends on our current

mental state. That's why we take positive decisions when we are happy and talk everything negative when we are sad or upset. We must get the other person in an affirmative state of mind. Where he has said a lot of "yes, yes", he is in a rhythm of answering questions positively

When we get the other person to say "yes, yes" from the absolute beginning, they are most likely to agree with you in further things

To get a person to this state, start with asking them questions to which answer will be "yes, yes", after a long or short but a series of questions answered with "yes, yes". Get the real thing on the table but gradually. Their positive attitude at the time will help you to get a desired answer

Let the other person do a great deal of talking

Yes, let them talk and be a good listener. This makes other person feel important and makes you seem interested

People feel pleasant when someone gives them importance and this pleasant mood leads them to an affirmative attitude towards you

Let the other person feel that the idea is his or hers

Here, I give you an idea about a particular thing and tell you implement it, will you? And in another case, I'll tell you to think about an idea about a particular thing and implement it, you will right?

Because the idea is yours and you are connected to it on a very personal level

In the same way, when we involve someone in anything, they get connected and are more likely to buy it or do it to your desired version will help you to make others but the product or like the idea and so on

Try honestly to see things from the other person's point of view

You do a certain thing because, you feel it is correct. You argue with a person, you say something, you do something because you feel it is the right thing to do. In the same way, the other person also feels and does what they think is right

Wait for a minute and try to see that particular thing from that a person's perspective, also talk in that perspective

This will help you and the other person to get along each other easily

Be sympathetic with the other person's ideas and desires

Sympathising someone can be a great way to make them feel we are on their side or something similar

Connecting with them personally on an emotional level, the other person is craving for it. You don't want to get involved in a mellow drama. I can understand but if it's giving a bigger return or output than the time and energy invested, then it is a win-win.

Appeal to nobler motives

Attach the deed with a nobler emotion and think of it in a serious way

Go for the noble human emotions

Dramatise your ideas

Drama- the only thing most people like, you may say I don't like it but deep inside you enjoyed "Kota factory" and "Scam 1992". We like the excitement graph raising and racing

Dramatise your talk like movies and commercial producers do it, connect your ideas with emotions

Throw down a challenge

When things get boring and there is no enthusiasm in anyone to conquer it or complete it. Throw down a challenge, bring the competitive spirit in the teams. It triggers their pride and their want to be great. They will give their best to win it and somewhere in between unknowingly, they will do that work with more enthusiasm and give better returns

Begin with praise and honest appreciation

These are times when you need to criticise someone and it's necessary either to correct that person or other such a motives. So when you need to undergo such a situation, make sure that you use this technique

First start with appreciation which as per our rule, should not be fake and exaggerated. This makes the other person happy and now even when we criticise them, they don't get hurt. They do understand the statement we make but the emotional side of it is neutralised due to the positive emotions they had before this

Call attention to people's mistakes indirectly

If I have to tell someone that your code is bad. I will not go directly to them and say, hey your code is lol. I would start with saying hey your designs and punctuality is point "and" I hope I will see a better code and whatever is wrong as per you will be improved, in a optimistic and positive attitude

I will ask them questions and make them realise their mistakes but not to point out them, Should not downgrade or disrespect them

NO matter what, make the other person feel important

Talk about your own mistakes before criticising the other person

You have did this many times before this, making the context more relatable or non-alien for someone. When we tell someone that hey you know, I did this too. I made this mistake too. It makes them feel less guilty and demotivated, aslo seeing from another perspective, they may see you as a motivator and a mentor to correct those mistakes

Ask questions instead of giving direct orders

Orders are harsh but suggestions are humble, questions are more humble. Instead of asking someone to do a particular thing, we should ask them questions that will lead to your desired answer, and then tell or suggest them to do that, this will make the order or deed personal for the person. They think it's their idea and give their best to the work.

Let the other person save face

Make sure no-one loses their dignity and self-respect. Remember this, never make anyone lose their confidence because of your harsh words, never say such words to anyone. Even if it is very necessary to criticise someone, make sure to do it in a polite way

Great leaders never throw someone down

Praise the slightest improvement and praise every improvement. Be hearty in your approbation and lavish "in your praise"

Same as the dog trainer pats and appreciates every slight improvement of the dog, we too should appreciate and mention people's improvement. This makes them feel special and a lot more confident

We should be specific about what we liked and we should mention it, this way, it does not sound flattery

Give the other person a fine reputation to live up to

Set a benchmark, tell the other person that how noble and great we think they are, these are our expectations towards them, without a direct mention. Now when we have said this, expressed this, the person now has a reputation that they have to take care of, they have to live upto that

Tell people that you trust them, they will become or atleast try to become trustworthy.

Give people a reputation to live upto

Use encouragement. Make the fault seem easy to correct

The great leaders never let their people fall. When someone make a mistake, make sure you encourage them to correct it. Motivate them and make the mistake or hurdle seem small and easily correctable

Keeping the teams's spirit up all the time is one of the significant qualitties of a great leader.

Make the other person happy doing the thing you suggest

The deepest lesson in the book, so deep that my words will be an injustice to the author. I suggest reading it yourself, buy the book, download a free pdf online or ask me for the pictures of this lesson. But this lesson can be understood in the authors words only. And to be honest, I have not understood the complete depth or message.

End message

If you have read it till here, an hearty thank youuuu, I appreciate your curiosity and dedication that you survived my weird book summary.

I grew all the way while writing this and I believe you will too maybe in comparatively different quantities but I am sure you did. If you feel this was it, Nooo, the original book is better by folds and worth reading by everyone. I tried to work out my share in sharing this concept of concious human relations, and if you are reading this, I think I did it successfully.

Thank you.

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