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**BOOK SUMMARY:  
HOW TO  
WIN FRIENDS +  
INFLUENCE PEOPLE  
BY DALE CARNEGIE**

**SUMMARIZED BY DEAN BOKHARI**

# Book Summary: How to Win Friends and Influence People by Dale Carnegie

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BASED ON THE BEST-SELLING BOOK BY DALE CARNEGIE

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# 01: Overview

Dale Carnegie wrote [\*How To Win Friends & Influence People\*](#) back in the late 1930's — way before we had Gallup polls, case studies, or any hard data about Emotional Intelligence and how much of an impact it can have on almost every area of our lives.

The book was born as a result of a need Carnegie saw for a book that didn't exist — a book of best practices about human relations.

Interestingly, Carnegie said that he initially intended for the ideas in [\*How To Win Friends and Influence People\*](#) to be taught *not* as a book, but as a lecture...

After a while, however, the lecture got longer and longer. And the teachings in it were tried and tested on his students over and over, until they eventually went from a list of principles on a card, to among one of the most influential books in the world—transforming millions of lives across the globe.

In the book, Carnegie shares a time-tested list of principles and tactics that teach us how to inspire, instruct, and communicate with people in an attractive and elegant way.

Many people get the book purely in hopes of seeing the title's promise come true—to learn “how to win friends & influence people.”

And it certainly delivers on the title. But you know what else it does? It helps *us* help *others*. In this way, Carnegie's classic is not only a “Self-Help” book, but also a “Help-Others” book.

Now, let's get into the first big idea...

## 02: Become genuinely interested in other people

"You can make more friends in two months by showing genuine interest in other people, than you can in two years trying to get other people interested in you."

— Dale Carnegie, from [\*How to Win Friends + Influence People\*](#)

Andrew Carnegie—"The Steel King," didn't know much at all about steel...

But he sure knew how to handle people.

When he was a kid, he got a hold of a mother rabbit.

Before he knew it, he had a nest full of little baby bunnies, but had nothing to feed them.

So, he told all the kids on the block that if they'd collect enough food to help him feed the bunnies, he'd name the bunnies in their honor.

He had enough food to feed his bunnies in no time.

Years later, he used this same exact technique to make himself hundreds of millions of dollars by naming factories and steel mills after prospective business associates and/or partners.

Franklin D. Roosevelt is remembered by subordinates, maids, mechanics, and more — not because he was the President — but because he remembered their names, acknowledged them sincerely and made them feel important no matter what they did or where they came from.

People make excuses about not being able to remember people's names... These folks simply haven't taken the time and effort to do it.

If Franklin D. Roosevelt had enough time to do it, so can you.

### **Actionable insights**

**When you meet someone for the first time, take note of their name** and remember it on your next interaction with them. One of the greatest ways to show people you appreciate them is to remember their names.

This habit can have a profound impact on your life (both in your personal relationships, as well as your professional ones).

People are often shocked and honored when I call them by their first name after having met them only once.

Remembering names matters and makes a difference because pretty much every one of us loves the sound of our own name.

So let's do our best to remember/pronounce/spell names properly.

## 03: Get them saying, "YES" at the outset

“When a person says No and really means it, he or she is doing far more than saying a word of two letters. The entire organism—glandular, nervous, muscular— gathers itself together into a condition of rejection. The whole neuromuscular system, in short, sets itself on guard against acceptance. When, to the contrary, a person says Yes, none of the withdrawal activities takes place. The organism is in a forward—moving, accepting, open attitude. Hence the more “Yeses” we can, at the very outset, induce, the more likely we are to succeed in capturing the attention for our ultimate proposal. It is a very simple technique—this “yes” response. And yet, how much it is neglected! .... Get a student to say “No” at the beginning, or a customer, child, husband, or wife, and it takes the wisdom and the patience of angels to transform that bristling negative into an affirmative.”

— Dale Carnegie, from [How to Win Friends + Influence People](#)

So far, we've gone over the following big ideas from the book:

1. Become genuinely interested in other people



## 2. Practice the art of listening

Today, we'll take a look at a simple strategy you can start using right away to make yourself more persuasive and influential...

### **Get them saying, Yes at the outset.**

When you're trying to convince someone to do something, it's important to get them to say "yes" early on.

This sets the conversation off in the right direction and makes it more likely that they'll agree to your request in the end.

It's like getting a billiard ball rolling in one direction—once it's moving, it takes more force to stop it than it did to get it started...

The same is true for people's minds.

Once they've said "yes" to something, they're more likely to say "yes" to other things.

**This is because when someone says "no," it's *not* just a word.** It's a whole body language. Their muscles tense up, their heart rate increases, and their brain gets ready to defend itself.

This is a natural reaction to rejection, and it's hard to overcome.

**But when someone says "yes," their body language opens up.** They relax, their heart rate slows down, and their brain gets ready to accept.

This is a much more receptive state of mind, and it's much easier to get them to agree to your request.

So how do you get people to say "yes" early on?

Here are a few tips...

### **Actionable insights**

Ask questions you already know they'll say "yes" to. Help move people in an affirmative direction by getting them to respond with several, simple, "yeses" right from the beginning of any persuasive presentation, lecture, or selling situation.

Doing this will prime them to become more receptive to your big idea, closing question, or call to action.

For example, let's pretend you're a salesperson selling a watch to a customer:

YOU: *So, you said you were looking for a silver watch right?*

CUSTOMER: *Yes.*

YOU: *With a blue dial?*

CUSTOMER: *Yes!*

YOU: *I believe we have several styles in stock, would it be okay with you if took a moment to check how many we have in the store?*

CUSTOMER: *Yes of course.*

YOU: *Before I check, I just want to confirm: your budget was \$400 or less, correct?*

**CUSTOMER:** *Yes, that's correct.*

👉 Get a few more natural Yes-responses and you'll close the sale.

# 04: If you're wrong, admit it emphatically

So far, we've gone over the following big ideas from the book:

1. Become genuinely interested in other people
2. Practice the art of listening
3. Get them saying, "Yes" at the outset

Here's what we'll be going over today...

## **If you're wrong, admit it emphatically**

The writer and philosopher Elbert Hubbard was known for stirring people up with his writing—arousing fierce resentment from some readers as a result.

But he was also a master of "winning friends and influencing people," and frequently turned his enemies into friends.

An irritated reader once wrote to Hubbard, expressing his disagreement with one of his articles and ending his letter by calling Hubbard some nasty things...

Hubbard, being an expert at handling others with elegance, responded to the reader's

letter like this:

“Come to think it over, I don’t entirely agree with it myself. Not everything I wrote yesterday appeals to me today. I am glad to learn what you think on the subject.

The next time you are in the neighborhood you must visit us and we’ll get this subject threshed out for all time.

So here is a handclasp over the miles, and I am,

—yours sincerely, Elbert Hubbard”

WOW... Can you say, class act?

Whenever you feel the need to tell someone something they may not necessarily agree with, make an effort to include the following statement before or after making your point:

“I could be wrong about this, but if my memory serves me right...”

👉 Using a statement like that will dramatically boost your ability to find common ground + influence others.

Especially when you’re communicating with someone who may disagree with you.

## Actionable insights

- **When you know you're right about something**, rather than force-feeding your views down the other person's throat, it's far more effective to take a more gentle approach to persuasion by sprinkling your points with statements like, "*I could be wrong about this, but...*"

- **When you realize you're wrong about something**, admit it emphatically. Apologize if necessary. Then move on. You'll gain a lot more respect that way... And isn't that the whole reason people pretend to be right in the first place?

And if all else fails, just keep this quote from Carnegie in mind:

"By fighting you never get enough, but by yielding you get more than you expected."

LOVE that.

See you in the next lesson.

# 05: How to get the best of any argument

So far, we've gone over the following big ideas from the book:

1. Become genuinely interested in other people,
2. Practice the art of listening,
3. Get them saying, "Yes" at the outset
4. If you're wrong, admit it emphatically.

Here's what we'll be covering in our final Big Idea...

## **How to Get the Best of Any Argument**

Let's say you're giving a presentation in front of a room full of important people.

Things seem to be going pretty well, until, all of a sudden, BOOM—someone drops a bomb on your confidence and interjects in the middle of your talk...

They're in vicious opposition to the points you're trying to drive home.

What do you do?

Do you tell them they're wrong?

Do you argue?

Do you ignore them?

Do you embarrass them for being rude and interjecting in the middle of your presentation?

No. Here's what you do:

**Align + Reframe.**

If someone says "you're wrong blah blah blah," we naturally want to defend ourselves and prove them wrong.

But what happens when we do that? Usually, both people end up angry.

So, one way to handle this would be to say something like:

- "I can see that" or

- "I can appreciate that" or

- "I understand where you're coming from..."

**Another way would be to simply agree.**

Let's say someone says that XYZ company makes better widgets than your company



does... Instead of saying, “NO THEY DON’T! We make the best widgets! Let me tell you why...”

A more effective way to handle it would be to align with them and say something like this:

"You know what, they really are an excellent company, aren't they? I agree with you, XYZ company really does make an excellent quality widget..."

Once you've said that, how could they continue to disagree and argue with you?

**After you align, it's time to reframe...**

This simply means to gently guide them back to your points without putting your 'BUT' in their face. For example:

If someone says,

“XYZ company’s widgets are the best!”

DO NOT respond like this:

👎 “I can appreciate that, BUT our company’s widgets are blah blah blah...”

When we use the word 'BUT' when we're responding to someone's point of view, it can often come off to them like we're disregarding whatever they just said.

Rather than putting your '**BUT**' in someone's face, just use the word '**AND**' instead.

So, let's run it back one more time...

If someone says,

“XYZ company’s widgets are the best!”

An excellent way to respond would be like this:

👍 “XYZ company really does make a great widget, and tell me, how long have you been using their widgets?...”

Another great response might be:

👍 “XYZ company really does make a great widget, and if you don't mind me asking, have you ever tried ours?...”

### Actionable insights

In *How to Win Friends + Influence People*, Dale Carnegie writes: *“There’s only one way under high heaven to get the best of an argument, and that is to avoid it... Because a man convinced against his will, is of the same opinion still.”*

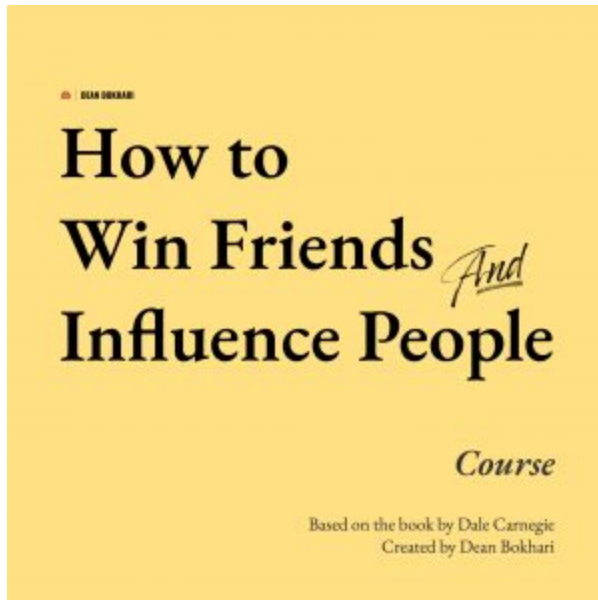
Let’s use our emotional intelligence to avoid pushing/arguing/telling people they’re wrong—doing this will not help your cause. But here's what will:

1. **Align** with them.
2. Find **common ground**. And then...

3. **Reframe** the situation so that **BOTH** parties walk away from the conversation feeling good about it.

### Want to master How to Win Friends + Influence People?

If yes, my new course is for you:



**How to Win Friends + Influence People** is a fast-paced audio + written course based on the best-selling book *How to Win Friends and Influence People* by Dale Carnegie and instructed by yours truly, Dean Bokhari.

Across 13 short audio lessons, you'll learn how to:

- improve your **communication skills** (at work and at home),
- **persuade people** to your way of thinking, and
- develop a **magnetic personality** that people can't help but be drawn to.

Your personal and professional success depends upon your ability to handle others with authority and elegance.

This course teaches you how.

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