

Make People Like You

What I love about Dale Carnegie's writing style is that he always begins a chapter with a fundamental truth. He fills it with loads of examples. He reminds us of the principles he gave us in previous chapters. He builds on them, showing how they apply to the current principle. And then he finishes with a zinger. It's an appropriate lesson for talking to people too. Do you have a *theme* when you talk to people? Do you learn or impart a life-principle as you talk with them? Try it.

In Part 2 Chapter 6, Dale begins with an invaluable lesson for Contacting and Inviting. He meets a Postal clerk and **exposes the secret of building relationships:**

I said to myself, "I am going to try to make that clerk like me. Obviously, to make him like me I must say something nice, not about myself, but about him. So I asked myself, 'What is there about him that I can honestly admire?'"

I love the way he reveals this little exercise in self-talk. He says that,

1. he *decided* to make the clerk like him.
2. he *chose* to say something nice about the clerk, not about himself.
3. he made the effort to *find* something to honestly admire. No false flattery here.

There you have it. Now what is amazing is the reaction he got from someone when he revealed this secret. They asked, "What did you want to get out of him?" Dale went bananas when he heard the question. If you are after something, it is the kiss of death to any further relationship with that person.

What Dale wanted was *priceless*: the feeling (emotion) that he had just done something for him without the other person being able to do a thing in return. The Golden Rule. An exercise in love without strings.

We are *not* out there trying to find people to fill slots! That's the outcome, but not the purpose. Did you get that? I engage in conversations with hundreds of people during the course of a week. I am not trying to convert everyone. I am exercising my God-given capacity to show care and concern for another human being. Sometimes in the course of doing that - to *everyone* I meet - I meet people who have a need, want, or desire. They are almost desperate to find a way out of their dilemma. *I don't leap on them like a dog on a bone!*

If they opened up and spilled their guts to you - that happens occasionally - tell them, "It's going to be OK. I'm sure I can help you. Don't give up hope. You made the best choices you could with the information you had available. I'm going to share some information that will open up new options for you. I think you're going to get excited about your future again."

We are not tape recorders. We don't have a fixed spiel that we regurgitate. We have a framework within which we work. We take what we are taught and we mix in our own style and personality. We match it to the circumstances and the needs of the person we're talking to because we were *actively listening*.

I was not after something when I began the conversation. I was not after something when I ended the conversation. I heard a plea for help, and I offered to help. That's all. We talk to everyone because we don't know who needs help. We let them identify themselves. We can't help people if we don't talk with them and listen to what they're saying between the lines (that's a lesson for another day). ***Get out there and make somebody like you today. "Talk to people about themselves and they'll listen for hours." Who knows? You may be able to help them.***