

## Helping People Like You

### Dear Small Business Owner:

I remember several years ago having a debate with a colleague about whether it was more important in business to have people like you or to have people trust that you can get the job done. While I've probably moved from one side to the other over the years, it's clear where Dale Carnegie comes out.

I recently re-read Carnegie's classic book ***How to Win Friends and Influence People***. This time, I was struck by how timeless and simple his points to getting along with people are. In business relationships, I'm seeing more and more just how important it is to focus on what others need.

Carnegie gives this simple example. He likes to go fishing. Personally, he prefers to eat strawberries and cream. But he finds that for some strange reason, fish prefer worms. So, when he goes fishing, he doesn't think about what he wants to eat. He thinks about what they want. The hook gets baited with worms. How simple. How true!

Below is a brief summary of Carnegie's 6 ways to help people like you.

### **Rule #1: Become genuinely interested in other people.**

Carnegie says "if we merely try to impress people and get people interested in us, we will never have many true, sincere friends. Real friends are not made that way." He strongly believes you will make more friends by being interested in others than you can ever make by trying to get other people interested in you. (The picture on the right is what NOT to do!!) It's natural to become self-focused on what we're trying to do in life. But I've often found that when we focus on helping others get where they are going, we gain even more satisfaction.



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## Rule #2: Smile.



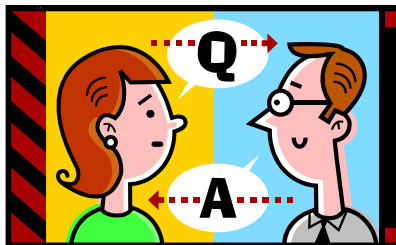
This point may seem petty but I think there is more to it than many of us want to admit. I don't think most of us realize how we look to others. Several years ago, I was disappointed at how I looked in photographs. I looked depressed, grumpy but I didn't feel that way when the picture was taken. So, I stood in front of a mirror and practiced smiling. The smile felt fake to me but looked great. Only a few people are naturally photogenic. So, as my choir director says often, "notify your face." People are naturally drawn to someone who is smiling, not grinning falsely but smiling!

## Rule #3: Remember that a man's name is to him the sweetest and most important sound in any language.

We've all heard this before---remember people's names and call them by it. But, it's hard to do. There are memory tricks that work to get better at this. One suggestion is to connect a person's name to a picture in your mind, either of something that person reminds you of or another person with the same name. It's a matter of focus. Emerson said "All this takes time, but good manners are made up of petty sacrifices."



## Rule #4: Be a good listener. Encourage others to talk about themselves.



We've all seen how much people like to talk about themselves. When they tell you something, remember those things (or write them down!) for your next conversation with that person. Help them tell you their story by asking great questions. Learn some standard leading questions like: "How did you get into that?" or "What does it take to get involved in that area?"

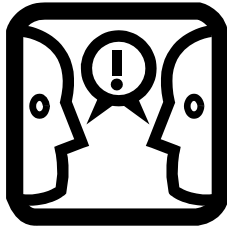
## Rule #5: Talk in terms of the other man's (woman's) interest.

To be interesting, be interested. While this is a lot like Rule #4, it involves a bit more effort. When you know the person you'll be meeting with, do research before the appointment. Look for topics the other person is not only interested in but passionate about. Make sure you ask about this. I tend to get straight to the point when calling someone about an issue. Often it would be better to be friendly, establish some easy rapport with the person first. This is a good time to bring up things you remember they are interested in. Be thinking of those topics as you dial the phone or drive to the appointment.



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## Rule #6: Make the other person feel important---and do it sincerely.



Carnegie says in the book, "The unvarnished truth is that almost every man you meet feels himself superior to you in some way; and a sure way to his heart is to let him realize in some subtle way that you recognize his importance and recognize it sincerely." If we look to each encounter to help the other person feel appreciated or encouraged, we can help put more smiles on more faces. We don't do this because we're trying to get something from them, but because we want to recognize the worth each person has in the world. Emerson said that every man he meets is in some way his superior; and in that, he can learn from him.

Remember, people do more business with people they like; they want to be around them more. We can all find ways to do more of the above 6 tips. After while, they will become a habit that we'll do naturally all the time.

**Sincerely,**

**Lynda Hess, Business Coach  
Alpha Business Coaching**

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