

The Go-Giver **Monday, March 10, 2008 Call**

Mannafest 2008!!! Robert Kiyosaki, Sen Harkin, Bob Burg, “I Can”, and so much more; make your plans today

T-shirts: available by order this week

Incentive 2008: Keep track of where you are in accumulating 100 pts!

Fourth quarter 2007 results to be announced this Friday

“The GO-Giver” by Bob Burg

Review of the book: a story of a young ambitious man, Joe, who desires success. He is a true go-getter, but when he got desperate one day at the end of a bad quarter, he sought advice from “the Chairman.” Over the next week, he is introduced to five “go-givers” and learned the Five Laws of Stratospheric Success. Changing his focus from getting to giving totally changed his results.

First meeting with Chairman:

- a) Rachel’s coffee at the first meeting...”sharing her coffee” versus “making a killing”
- b) Giving was the trade secret of the Chairman
- c) “Trying to be successful by making money as your goal is like trying to travel a superhighway at 70 miles per hour with your eyes glued on the rearview mirror.” Successful people focus on what they are giving, sharing, and through that become successful.
- d) You don’t get what you want; rather you get what you expect.

1. First Law: The Law of Value

a) Ernesto...used to have a hot dog stand now a multimillionaire with string of restaurants and real estate holdings. How? He made having a hot dog a dining experience, an unforgettable event.

How? Remembered all customers’ names, their kids, birthdays, events, etc. A great restaurant provides a higher quality of food and service than any amount of money could possibly buy.

b) Exceed people’s expectations and they will pay you more? No, give more because you love to give. Results come later.

LAW: “Your true worth is determined by how much more you give in value than you take in payment.”

c) Condition: Joe heard from a client; lost the contract and gave the client a referral of a competitor who might meet his needs!

2. Second Law: The Law of Compensation

a) CEO of Learning Systems for Children

Through LSC she expected to impact 20 to 25 million children.

She used to be a school teacher and felt stifled by the materials they used so spawned off to make her own.

b) LAW: Your income is determined by how many people you serve and how well you serve them.

If you want more success, find a way to impact more lives.

Belief system: we make stuff up....she had made up that people are either rich because they take advantage of people; and those people who really care are supplying worthy services and never get rich.

Well, she changed her mind. Being broke and being rich are both decisions we make.

b) Condition: He had received from Rachel 1 pound of coffee and when he returned to work he made everyone of the employees a cup of coffee. Three universal reasons for working: Survive, save and serve...problem is the majority spend all their time in the first one.

3. Third Law: The Law of Influence

a) Sam Rosen was a poor insurance salesman; then he figured out networking, creating an abundance of people who cared about his success. How? Quit keeping score. Putting other's interests first.

b) LAW: Your influence is determined by how abundantly you place other people's interests first. Putting other people's interests first creates influence. Givers attract...they are like magnets.

c) Condition: Joe got home...both he and wife had tough jobs and had decided that each gets 30 minutes of complaint and that's it. His wife gave her thirty and then said "I guess I am done." Joe thought twice and then said "No, go on." For him it was no longer 50/50...he understood the third Law. The note on her pillow the next morning...

4. Fourth Law: The Law of Authenticity

a) Debra Daniel, real estate sales, started off failing until she realized whatever you sell, add value. If you need lots of money, add lots of value. If you need money fast, add value fast.

b) How to care, how to make people feel good about themselves; that is a value each one of us can give.

You are the most important commodity you have to offer. Listening, caring, etc. are all very important. But it is still all about you being you.

c) LAW: The most valuable gift you have to offer is yourself.

d) Condition: He became authentic with Gus, the guy at work he

could never figure out but now did...he was the Connector.

5. Fifth Law: The Law of Receptivity

a) Pindar asked about inhale/exhale; heart relaxed/contracted; etc. It is impossible to give without receiving...why? Cause with every giving there is receiving...giving can not happen without receiving. Within virtually everything in our universe is this “opposite tucked inside.”

The flow must stay open...you must be open and willing to receive in order to continue giving.

b) LAW: The key to effective giving is to stay open to receiving.

c) Condition: Joe received a call for a huge business opportunity looking for major sourcing of quality coffee. He was open to receive...he linked up with Rachel and began a new venture called Rachel’s Famous Coffee and one year later they were the talk of the town.

End of the book is a pay it forward...they started a Foundation for business initiatives in Central America, Africa, etc. all the coffee producing countries, and asked a person to head that up who had the heart of a giver.