

# The Go – Giver

*So obvious, so overlooked*

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It's the post about the book **The Go – Giver** by *Bob Burg and John David Mann*. Let me start with the first lines on the cover, which made me buy this book, and which made me write this post too. These are by *David Bach* who says, "Not since *Who Moved My Cheese?* have I enjoyed a parable as much as this. You owe it to yourself to read *The Go-Giver* and share its message with those who matter most to you. It is a beautiful book that will touch your soul and inspire your heart." So I did the first thing by reading for myself, and now the second thing by sharing with those who matter to me.

The title of the book is "The Go-Giver *A Little Story About a powerful business idea*", but idea is not about business, its *way of living life*. I will share some part of book with you without my commentary. As the title of this post is, the idea is too obvious; the book just comes as a reminder. The best thing I liked is **Be Yourself**. I will give it **8 out of 10**. Now I leave you with some parts of the book.

*"Most people just laugh when they hear that the secret to success is giving... Then again, most people are nowhere near as successful as they wish they were."*

*"The majority of people operate with a mindset that says to the fireplace, 'First give me some heat, then I'll throw on some logs.' Or that says to the bank, 'Give me interest on my money, then I'll make a deposit.' And of course, it just doesn't work that way."*

*"What you focus on is what you get. Ultimately, the world treats you more or less the way you expect to be treated."*

## **Five Laws of Stratospheric Success**

### **1. THE LAW OF VALUE:**

**"Your true worth is determined by how much more you give in value than you take in payment"**

*"You give, give, and give. Why? Because you love to. It's not a strategy, it's a way of life."*

*"All the great fortunes in the world have been created by men and women who had a greater passion for what they were giving – their product, service or idea – than for what they were getting."*

### **2. THE LAW OF COMPENSATION:**

**"Your income is determined by how many people you serve and how well you serve them."**

*“You get to determine you’re your level of compensation – it’s under your control. If you want more success, find a way to serve more people. It’s that simple. It also means there are no limitation on what you can earn, because you can always find more people to serve.”*

### **3. THE LAW OF INFLUENCE:**

**“Your Influence is determined by how abundantly you place other people’s interests first.”**

*“You need to develop your army of personal walking ambassadors... a network of people who know you, like you and trust you... People who are personally invested in seeing you succeed.”*

*“Stop keeping score. When you base your relationships – in business or anywhere else in your life – on who owes who what, that’s not being a friend. That’s being a creditor.”*

*“Forget about fifty-fifty. Fifty-fifty is a losing proposition. The only winning proposition is one hundred percent. Make your win about the other person, go after he wants. Forget win-win – focus on the other person’s win.”*

*“Because if you place the other person’s interest first, your interests will always be taken care of. Always. Some people call it enlightened self-interest.”*

### **4. THE LAW OF AUTHENTICITY:**

**“The most valuable gift you have to offer is yourself”**

*“As long as you’re trying to be someone else, or putting on some act or behavior someone else taught you, you have no possibility of truly reaching people... no matter what you think you’re selling, what you’re really offering is you.*

*“Reaching any goal you set takes ten percent specific knowledge or technical skills – ten percent, max. The other ninety-plus percent is people skill... You want people skills... then be a person.... It’s called authenticity”*

### **5. THE LAW OF RECEPTIVITY:**

**“The key to effective giving is to stay open to receiving”**

*“It’s not better to give than to receive. It’s insane to try to give and not receive... Trying not to receive is not only foolish, it’s arrogant... Receiving is the natural result of giving. In fact, every giving can happen only because it is also a receiving by someone else... If you don’t let yourself receive, you’re refusing the gifts of others – and you shut down the flow.*

<http://ateawithme.wordpress.com/2008/07/14/thegogiver/>