

In Generous Wealth: How To Make More Money By Giving It Away And By Helping Others, Seth Coyne includes real world examples of strategies that can help your business establish a reputation as a generous, helpful company that deserves the loyalty of its customers.

**GENEROUS WEALTH:
How to Make More Money By Giving It Away
and By Helping Others**

by Seth Coyne

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GENEROUS WEALTH

How To Make More Money
By Giving It Away And
By Helping Others

“

Absolutely my all-time favorite book... like... ever! The writer is clearly such a genius that I couldn't even understand half of what he was saying.

-Seth Coyne”

SETH COYNE

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Reviews

Absolutely my all-time favorite book... like... ever! The writer is clearly such a genius that I couldn't even understand half of what he was saying.

-Seth Coyne

Simply beautiful! Even at four in the morning I couldn't put it down. The author must've been using some kind of voodoo, hypnotic mind trick to keep my eyes glued to the page... And I love him for it!

-Seth E. Coyne

I couldn't stop crying... Or wait... I mean I couldn't stop laughing... Or... Well, it was just a really, really good book. Let's just leave it at that.

-Seth C.

The aura of this book was magnificent. Out of all the enlightenment planes, this author is clearly living on the MOST enlightened plane.

-Seth Enoch Coyne

When will we finally learn to live together in peace? How can we cure cell phone addiction in our youth? When will we discover life on other planets? Read this book if you're looking for answers to these questions.

-Enoch C.

Thanks to this book I have already: made billions, lost 4,000 pounds, saved three marriages and learned proper handshake techniques. You've gotta give this stuff a try! Thanks Mr. Author Guy!

-S. Enoch Coyne

It was as if the author could see directly inside my soul. Spooky... But, you know, the good kind of spooky.

-S. Coyne

Want to be a millionaire? Read this book! Want to be an astronaut? Read this book! Want to find true love? Read this book! Want to learn West African Cultural Ballet Ritualistic Dance? Read this book! The book might not help you do half of those things, but you should still read the book! It's really cool! Like REALLY cool!

-Enoch Coyne

We all know the zombie apocalypse is imminent. Could the strategies talked about in this book be the missing ingredient in our battle against the undead? Only one way to find out... You've got to give this book a try!

-S. E. Coyne

Halfway through the first chapter my tissue box was already empty. Every now and then my three-year-old takes all the tissues and dumps them down the toilet. Oh, by the way, the book was really good.

-Seth

Introduction

Can money buy happiness? Of course not! Don't be silly... Money buys the stuff that makes us happy.

The world has changed.

For decades wealth has been created by unbridled greed. In many cases, it's been hoarded by the few at the cost of the many. Companies have gone to war with their customers and have extracted as much money as they could while offering as little as possible.

Businesses have forgotten the people that they supposedly serve. They've cut costs and produced diminished quality. They've gotten away with cutting corners. They've done their best to lie, cheat and steal their way to the top. They've conspired with those who were there to enforce the laws and protect the people, so that they could trample the rules without paying the consequences.

They've encourage their customers to engage in harmful or addictive behavior as long as it created a repeat customer.

They've abused and sold out their workforces while the wealthy few on top have become even wealthier.

But, like I said, the world has changed.

The Internet has allowed information to spread in unprecedented ways. Modern technology has tipped the balance in favor of consumers.

We've seen blogs and social media help spread unpopular truths. Grassroots campaigns organized by common people have attacked the status quo. Recent political movements have fired up large groups of people who demand an end to corruption.

And some companies have listened.

We're seeing the emerging of a new trend. We seem to be entering the Benevolent Business Era.

As reported by the Harvard Business Review:

“Generosity can be a highly effective growth strategy. Most business is viewed as zero sum when it comes to competition — and too often when it comes to consumers. But Nordstrom’s generous return policy and customer service has been highly effective. Costco is well known for its veritable free lunch buffet with its samples. Gillette gives away free razors to teenagers for their first shave. How about even ‘discount brands’ like Southwest and its bags-fly-free campaign?... The etymological root of generosity is the same as genesis, genius, and generate. Generous companies appear to be proud of what they make.”

Some businesses are realizing the power of generosity. They understand that they should be kind and generous to their customers and to society as a whole.

According to Fox News:

“Corporate philanthropy is a great way to grow your network, build your brand and influence a cause dear to your company. In 2015, corporate philanthropic giving saw a 3.9 percent increase from 2014, reaching \$18.46 billion.”

Consumers want to support companies with integrity. They want transparency. They want generous companies who add value to the world.

Consumers want to feel confident that they are handing their hard earned cash over to companies who will treat them well, respect humanity and try to make the world a better place.

Simply put, greed is so last century. Now is the time to build a Benevolent Business.

The full title of this book is *Generous Wealth: How To Make More Money By Giving It Away And By Helping Others*

I know... it's a bit of a mouthful.

Generous Wealth is wealth that is built through things like generosity, kindness and adding value to society. As the subtitle might have suggested to you, part of it has to do with philanthropic work and charitable giving. But, it goes beyond that. It includes any type of genuine effort to build wealth in a way that doesn't just benefit the seller, but that adds value to the world.

It could be about donating a portion of profits. It could be about adding more value to the lives of your employees. It could be about donating time. It could even be as simple and practical as noticing a seemingly unsolvable problem and creating and selling a solution.

I believe that Generous Wealth is wealth that can come to us more easily, because it often appeals to the better nature of our fellow humans.

Before some of you start rolling your eyes, I'm not talking about things like Karma or the Law of Attraction or anything like that. Do they play a part in our success? Maybe... but that's not what I'm here to talk about.

The idea of Generous Wealth is based on simple mathematics and human nature. To be honest, you don't even have to be generous or care about humanity to take advantage of it. You could be the most selfish jerk on the planet and still see the value of trying to build Generous Wealth.

Let me explain...

Like I mentioned, today's consumers want to feel confident that they are handing their hard-earned cash over to companies that are going to be responsible, kind and generous.

For example:

The Internet (among other factors) has helped to create a global marketplace. This is great for consumers who want to purchase items that aren't available in their local area.

For businesses, however, it's a double edge sword. They have access to an enormous pool of potential customers. But, with so many other companies trying to reach the same customers, competition can be absolutely fierce.

A company that decides to donate a portion of their profits to support an important cause, say combating childhood hunger for example, accomplishes two very important things.

First of all, it's a great way for companies to use their resources to help groups and causes that are trying to make the world a better place.

Second of all, it's an excellent way to try to stand out from the competition as a company that's generous, caring and worthy of its customers' trust and commitment (and, of course, also their cash).

Or, in other words, it's a great way to show that you have a Benevolent Business... the kind of business that customers want to support.

That's what makes Generous Wealth so powerful. That's why it's possible to get more money by giving it away (as the title of this book mentions). That's why trying to acquire Generous Wealth makes sense, even from a completely mathematical (and even selfish) point of view.

You may not care about your fellow man one bit, but if you can convince your customer that the money they give you is, at least partially, going to be put to a good or noble use, then you're going to have a much easier time selling to that customer. Your customer might suddenly become happy to buy from you, and afterwards gladly refer their friends to you.

Corporate philanthropy is just one of many ways to try to acquire Generous Wealth. We're going to be discussing many more strategies for doing so throughout this book. Some of them might seem obvious. Others might not seem particularly generous at first glance. But, when you look at it from the right perspective, there are various ways that generosity might manifest itself in a Benevolent Business.

When I wrote the first draft for this book, I was originally planning to make it mainly for business owners and leaders, as well as for people in sales or marketing. But, at some point I realized that wasn't quite right.

The Benevolent Business trend is something that may, with time, affect all of us and that we should all understand as we enter (what appears to be) a new era of business. It can affect us in our buying habits. It might affect where we seek employment. It could affect us if and when we try to start businesses of our own.

I believe that the day may come when a strong effort to acquire Generous Wealth will be absolutely necessary for all companies who want to survive and compete. If and when that happens, the strategies and principles discussed in this book might be required knowledge for anyone working in a professional office environment.

Another reason to write for the general public instead of just business owners is that seeking Generous Wealth doesn't just work for companies. It can work for individuals. As I'll be discussing throughout this book, being kind, generous and helpful wherever you go is an excellent strategy for progressing in your career and increasing your salary.

People want to work with people who are friendly and helpful and who try to make the world around them a better place. People want bosses who are like that. Bosses want employees who are like that. Owners and CEOs want managers who are like that. People want to do business with people and companies who are like that.

By being genuine, helpful and generous you don't just help others, you end up helping yourself... whether you're an intern or a CEO.

But, just being friendly probably won't be enough. You need to be strategic about it. You need to be entrepreneurial and innovative in developing your career and your personal brand. You need to be proactive in helping the company that employs you, so that it can more quickly and effectively grow and increase in profits.

If owning your own business isn't your thing, that's totally cool. The potential rewards aren't as great if you're an employee (rather than the owner). On the other hand, there's also less stress, risk and responsibility. So, you need to decide which benefits are more important to you.

But, whether you're an employee or an owner, you should always proactively try to help the company that you work for prosper and improve profitability.

By taking an active role in doing so, employees can set themselves apart from their peers... many of whom are content to punch in, punch out and collect a paycheck. Employees who go the extra mile in helping to grow the company will often have the best chance of advancing in responsibilities, leadership and income.

That's a major reason why trying to acquire Generous Wealth is important no matter what your job or position is. Using the strategies we'll be discussing in this book can help you in dealing both more generously and more strategically with people in the company you work for, in the companies you do business with and throughout your community and sphere of influence. This is true whether you're in marketing, PR, accounting, human resources or any other department.

I'll be frank. Much of the book will still be *primarily* addressed to business owners and leaders. If that's not you right now, then see if using and suggesting these strategies won't help you get promoted into a leadership position. I'll also be sprinkling plenty of nuggets of

important wisdom that are addressed to all types of employees throughout the chapters. So, make sure you're paying attention, no matter where you are in your career.

I don't mean to be repetitive, but let me just emphasize one more time that if you want to move up in business and your career, then you should make it your personal goal and responsibility to increase your company's profits. This book is full of ideas, projects and programs that can help you do just that. Even if these strategies are not relevant for your department, you can always pass ideas on to other departments and to upper management. If you help to increase profit often and consistently, then the right people are likely to take notice.

Generally speaking, smaller companies tend to be less resistant to change. If you work in a smaller company you're more likely to successfully present new projects, programs and strategies... like the ones that we'll be discussing in this book.

Unfortunately, some (but not all) larger companies have a tendency to fight to protect the status quo (whether or not it's working well). Sometimes this is done intentionally. But, it's often probably because good ideas can easily get choked to death in multiple levels of bureaucracy.

(Note: This is obviously less of a problem if you're already higher up in a larger company.)

But, even if you do work for a larger company, don't be afraid to be bold and do things like emailing the CEO with an occasional (very well thought out) idea on how to increase profit and get more positive publicity for the company.

As scary or impractical as it may sound, I recommend that you *consider* looking for a new job if you do find yourself in an inflexible company that's not willing to innovate or try new things. It may make things more difficult right now. But, in the long run it might help you to be much more successful in building the type of career you want.

Obviously, this is a very complex and personal choice. You should do what you feel is right. In case you do decide to look for a new job, Chapter 15 has a few job-searching suggestions that you may want to try.

(**Note:** If you conclude that your current employer is just not the right one for you, don't feel that have to limit yourself to looking for a job. For example, you could consider starting a side business in your free time. Eventually, it may even provide you with enough income to quit your day job.)

Before we get into the meat and potatoes of this book, I want to quickly tell you a little bit about myself. I promise I'll try really hard not to be too boring about it.

You could say that I come from a US military family. Both of my grandfathers served in World War II, one in the Navy and one in the Army. My father served in the Army in Vietnam, and my oldest brother is career Army with two tours in Iraq. I also have two other siblings who are veterans.

I never did serve in the US military myself, and that's partially due to my health. When I was 18, I suffered a fall that broke my neck and caused long term paralysis from the chest down. That was over 13 years ago.

Part of my motivation in writing this book is using it as a means of doing good. I am planning to donate 20% of my royalties from this book towards the support and relief of US veterans who suffer from paralysis. My goal is to raise \$100,000 for them by the end of 2020. If you've chosen to buy this book, I want to thank you for your help in supporting this mission.

These are real heroes who have offered an enormous sacrifice. Now they're suffering challenges that most people can't even imagine.

Knowing firsthand some of the challenges these heroes face, I want to do my part in giving back to those who have given so much to us. If we're in a position to do so, then I believe it's our responsibility to give back and try to help make life a little better for those who have sacrificed so generously for us and who are now suffering so much.

I imagine that many of you bought this book partially because you wanted to support this mission to help these disabled veterans.

That's the power of Generous Wealth. What I mean by that is...

A big part of seeking Generous Wealth is working to create a win-win. It's about using your time, talents and resources in a way that provides value to the world while also increasing your own wealth and resources. Those increased resources give you more power to provide even more value to the world. In essence, you're creating a virtuous cycle that allows you to improve your own situation more and more, while you also add more and more value to the world.

By donating part of my royalties, I'm helping people in need who have given so much to us. But, I'm also probably helping myself. I expect I will get much more positive attention and publicity for this book because of my efforts to support our wounded heroes.

In the end, these donations probably won't cost me anything. Instead, they will probably help to drastically increase my total profits. The extra publicity and attention will probably lead to more books sales, as well as more frequent and more lucrative speaking and consulting gigs.

This may sound like I'm being greedy, but the point I'm trying to make is that helping those in need is something we should all try to do... especially considering the fact that it can be a lot easier to do than we sometimes make it out to be.

It's also true that sometimes, in order to help others, you need to be willing to help yourself, too. As mentioned, this type of generosity

creates a virtuous cycle. The more I benefit from these efforts to help, the more influence I gain. And the more influence I gain, the more power I have to help and give back.

Like I said, that's the power of Generous Wealth!

The driving force behind the acquisition of Generous Wealth is an abundance mindset.

Far too many of us have developed a scarcity mindset throughout our lives. A scarcity mindset tells us that the more we give, the less we will have in the end. This type of mindset teaches us to be selfish and greedy. It teaches us to hoard our time, money, resources, social capital and so on. It can even teach us to not accept the help and kindness of others, because it will leave us in their debt.

Unfortunately, so many of us have spent much of our lives developing a scarcity mindset. Even some of those who ought to know better sometimes think with a scarcity mindset.

For example, throughout this book I use several stories from different people who have accomplished a great deal. I praise their accomplishments and talk about what we can learn from them.

In one of the chapters that I wrote, I told a little bit about a somewhat famous person that I'll call Tim. I wrote about some of his experiences and about some of the great things that he's accomplished. Afterwards, I wrote to one of his employees and asked if Tim or someone who is close to him could read through the chapter and make sure I hadn't stated any inaccurate information.

The answer I received was that Tim's story is copyrighted and that I wasn't allowed to use it in my book.

In essence, I was writing a chapter that spoke so praisingly of Tim, that I was pretty much creating free advertising for him and his brand. And they basically told me, "No thanks."

To be fair, I doubt that Tim himself actually heard about what was happening. His employee probably never informed him of my fact-checking request. He didn't personally say no to me. But, he's missing out on free publicity because of a system that he almost certainly put in place himself. (i.e. getting his story copyrighted and informing his employees to not allow others to use it)

Interestingly, Tim is not your typical, greedy corporate executive. He's a major player in the personal growth industry. He teaches people about how to add value to the world. But, apparently, he's not willing to allow others to use his story to add value to the world and to his own life.

As a result, I ended up rewriting part of the chapter and including a different person's story. For now, I'll call him Bob. Bob is going to get all the publicity that could have gone to Tim. It actually works out for the best as far as I'm concerned. After having thought about it, I've concluded that Bob is actually a better fit for this book. So, it works out for me and it works out for Bob. And, I guess it works out for Tim, who apparently does not want the extra publicity for his brand.

Does this mean that Tim has a scarcity mindset? I don't know. But, the system that he appears to have set up does seem to be at least partially built on scarcity mindset principles.

Luckily, we can always choose to turn away from a scarcity mindset and instead work to develop an abundance mindset and receive the benefits that come from making that choice.

An abundance mindset teaches us to be generous and helpful. People with an abundance mindset gladly give of their time and resources with the confidence that this will only add to their good fortune in the end. Some people may take advantage of them. Some people will probably try to take and take without ever giving back. But, people with abundance mindsets are confident that their own needs will be met if they generously help enough people. They believe that the value

they send out into the world will eventually come back to them in abundance.

Seeking Generous Wealth is all about adding value to the world in a way that will bring value into your own life.

Developing an abundance mindset and seeking Generous Wealth requires work and commitment as well as (unsurprisingly) generosity and selflessness. But, the rewards are great and far reaching.

Using an abundance mindset to seek Generous Wealth can lead to things like:

- A valuable and diverse network that offers you great friends and lucrative professional opportunities
- A large group of loyal customers who gladly buy from you again and again
- Greater success in building a personal brand that opens up doors to massive success
- Positive publicity for you and your company that draws in large groups of new, excited customers
- And so much more!

Again, I want to say thank you to all of you who have purchased this book. It may not seem like a huge thing, but little things add up. And buying this book is a way that you can do a little thing to help a hero in need.

I really appreciate you helping me in this mission to support and care for our wounded heroes.

Something else I want to mention:

You don't really need to read this book cover to cover if you don't want to... I've written the chapters in such a way that any of them can be read and put to valuable use... independently of any other chapter.

If some of the things I say in certain chapters sound a little repetitive, that's why. I want every single chapter to be able to provide significant value to your life... even if it's the only chapter that you read in the entire book.

One reason that I'm making the chapters independent of each other is that some of them will be more applicable to certain professions than others. I've tried to make each chapter at least somewhat relevant to people in any type of profession. But, I understand that some of the chapters that have more to do with PR or marketing might be less interesting to someone in accounting or human resources.

That said, I do recommend you give it a try going cover to cover. I think you might get a lot out of it... and hopefully I've included some stories that you'll find interesting or entertaining.

Even so, you should do what works best for you and your goals. So, if you prefer, feel free to check out the table of contents and start with the topics that interest you the most. I'll try really hard not to let my feelings get hurt if you don't read the entire book. ;-)

As mentioned, I've tried to fill the chapters with interesting stories to make this book more enjoyable. But, if you want the most information and profit out of a minimal time investment, I wanted to let you know that each chapter has a "Key Takeaways" section at the end that you can learn a lot from, even if you don't read the rest of the chapter.

The last section of the book serves as a summary for all 20 chapters. So, again, if you want to get the most out of the smallest time commitment, that summary is a great thing to check out.

Unfortunately, the "Key Takeaways" sections at the end of the chapters and the summary at the end of the book will mainly (but not

completely) be applicable to people like entrepreneurs, business leaders and sales, marketing or PR professionals. If that's not you, then you may need to look a little deeper into the chapters to discover ideas that are more applicable to your profession. Sorry for the inconvenience, but I could only fit so much into these brief summaries.

Ok, I think that covers it. I hope you enjoy this. Let's get started!

PS. I'd love to hear what you think about this book... or about how you are working to give back. Feel free to hit me up on Twitter [@Seth_E_Coyne](#) using the hashtag: [#GenerousWealth](#)

Or you can also send me a message on Facebook. Go to [m.me/SethCoyne](#)

Are you enjoying the book so far?

... ..

I'm going to go ahead and take that as a yes.

Lucky for you, I'm giving you the chance to enjoy EVEN more of this book.

If you're interested in reading my special bonus chapter... or if you'd like to help prevent the earth from getting hit by a giant asteroid which would threaten to destroy all life, then I want you to go get a copy of my bonus chapter at:

<http://www.RapidCompanyGrowth.com/bonus>

It doesn't matter which order you read the chapters in, so go ahead and do that now. After all, you don't want to wait until you forget or until the Internet breaks.

PS. When you download my bonus chapter, you'll also get access to my 5-part video series designed to help you double, triple or even 10x your sales. (In case you think I'm exaggerating, the first video will show that those are actually somewhat conservative estimates.)

In this series, I'll teach you:

- The real reason why businesses like Facebook, Google, Apple and Amazon enjoy such phenomenal growth and success, while so many companies struggle with slow growth for years or even decades
- The 4-part framework that could likely help you increase your profits by 40-100%, without even breaking much of a sweat (this framework has successfully been implemented by all kinds of major companies including Netflix, Coca-Cola, McDonald's, Disney and many more)

- The strategy that has helped a major media company add \$2.2 billion in **annual profit**... and what this means for your business
- 2 simple strategies that can allow you to successfully compete with a much larger competitor... even if your product is not unique (Burger King used one of these strategies for years in their fight against the McDonald's empire)
- The secret that Starbucks seems to understand, that enables them to occasionally increase transactional revenue by 38,571% (in case you're wondering, no that is not a typo)
- How Apple managed to topple Microsoft's dominance by NOT competing with them... use this if you're trying to break into a crowded market or if you're trying to increase marketshare in a competitive industry
- The important rule you must follow that might help you not just 10x your sales, but possibly 100x or even 1,000x (no exaggeration, it's been done)
- And so much more!

Head over to the following link to receive your bonus chapter and video series so you can start growing your business like never before:

<http://www.RapidCompanyGrowth.com/bonus>

Chapter 1:

Upfront Value

When I went to my colleague's office and asked her to help me out, I didn't mean for her help me out the window.

You much of a TV watcher?

I probably watch more than I should. One of the shows I sometimes like to watch is *The Blacklist*, starring James Spader and Megan Boone. I remember an episode where one of the characters (I'll call him Jack) was undercover and trying to drug and kidnap a bad guy (I'll call him Jim). Jack manages to complete the mission by switching out Jim's cigarettes with a packet of his own that include an extra toxin that causes almost immediate unconsciousness.

In order to get close enough to his target, Jack pretends to be a server at a fancy party at the Turkish Consulate in Germany. After lighting Jim's cigarette for him, Jack warns him and says, "Careful, those things will kill you." Jim, (not knowing he's about to pass out) and feeling pretty smug, replies, "So will mouthing off at guests."

We saw this same kind of thing growing up in school.

The popular kids would pick on the nerdier, lonely kids. They didn't realize that a lot of those nerds would probably become very successful one day... and be hired as the popular kids' bosses. But, thus is life.

If you really want to successfully acquire Generous Wealth, being a constant value-adder to the people around you, no matter their rank or station, is a great idea... even if they are just the server at a fancy party where you are an honored guest. Simply put, look for ways to be

generous and helpful. And, as hard as it may seem, try to do so without any expectation of immediate reward.

Sometimes this can be a little tricky. You don't want to discourage someone's independence by doing something that they ought to do themselves. And, you certainly don't want to enable bad behavior. After all, buying an expensive drink for an alcoholic is not helpful.

It goes without saying that you need to exercise good judgment. You don't want to be so generous with your time, talents and resources that people make a habit of taking advantage of you. But, in my opinion, we usually don't go far enough in our willingness to be generous and helpful to those within our sphere of influence.

Building a large network of valuable contacts is one of the most powerful ways to build a successful career or business. But, it's important to build that network in the most efficient, effective way possible.

As tempting as it may seem, I recommend you avoid making a habit of giving with the condition that the receiver has to do something for you in return. There certainly are situations where a quid pro quo makes sense (as we'll discuss in a later chapter), but that's generally not the best way to start a business relationship. Usually, a much better strategy is to be the person who generously offers unconditional help first.

Keith Ferrazzi is one of the world's most successful networkers. His contacts include Fortune 500 CEOs, prominent journalists and high-ranking politicians. In his book, *Never Eat Alone* (one of the greatest business books ever written), Keith writes:

“When I give talks to college and grad students, they always ask me, What are the secrets to success? What are the unspoken rules for making it big? Preferably, they'd like my response wrapped up in a tight package and tied with a neat little bow. Why not? I wanted the same thing at their age.

“‘So you want the inside scoop,’ I respond. ‘Fair enough. I’ll sum up the key to success in one word: generosity.’” (*Never Eat Alone, Keith Ferrazzi*)

Keith came from a relatively poor family in Pennsylvania. His father Pete was a blue-collar worker who worked hard hours for low wages. But, Pete wanted something better for his son. As Keith tells it:

“[My dad] knew I would have a better life if he could help me find a way out of our working-class heritage.

“But my dad didn’t know the exits. He’d never been to college. He knew nothing of country clubs or private schools. He could picture only one man who would have the sort of pull that could help me: his boss. Actually, the boss of his boss’s boss’s boss—Alex McKenna, CEO of Kennametal, in whose factory my dad worked.

“The two men had never met. But Dad had a clear sense of how the world worked. He’d observed, even from the plant floor, that audacity was often the only thing that separated two equally talented men and their job titles. So he asked to speak with McKenna. McKenna, upon hearing the request, was so intrigued that he took the meeting. In the course of the meeting, he agreed to meet me—but nothing more.

“It turned out that McKenna liked me—partly because of the way I had come to his attention. He served on the board of a local private elementary school, the Valley School of Ligonier, where all the wealthy families sent their children; by reputation it was one of the best elementary schools in the country. Strings were pulled, and Mr. McKenna got us an appointment with Peter Messer, the headmaster.

“The day I enrolled in the Valley School, on scholarship, I entered a new world that set me on an entirely new course, just as my father had hoped. I got one of the best educations in America, starting with Valley School, then Kiski School, Yale University, and on to Harvard Business School. And it would never have happened if my father hadn’t believed that it never hurts to ask.

“As I look back on my career, that education was the single most important act in my life.” (*Never Eat Alone, Keith Ferrazzi*)

Partially due to Pete’s boldness, Keith went on to enormous success. He is one of the more well connected people in the world. He has worked as a Fortune 500 Chief Marketing Officer and as a Tech CEO. He is a New York Times #1 Bestselling author and has contributed to various prominent publications such as the Harvard Business Review, Forbes and Fortune. He is currently the chairman of his own consulting firm, Ferrazzi Greenlight.

It's entirely possible that none of that would have happened if his father had not been bold enough to ask and if Alex McKenna had not been generous enough to help out. You never really know what kind of a difference you can make in someone's life through a simple act of generosity.

You also never know how that generosity might come back to help you in the end. I don't know if they kept in touch, but Keith could have potentially ended up being an extraordinarily valuable business contact for McKenna.

Like I mentioned earlier, you should try to be helpful and generous to the people around you, no matter their rank or station. Aside from the fact that it's simply the right thing to do, you never know how it will end up benefitting your own life.

So, be friendly and helpful to everyone including the so-called “nobodies”... the little people... the waiters, janitors and secretaries of the world. Keith illustrates the importance of doing so with an interesting story.

At the time of the following story, Keith was the Chief Marketing Officer for Deloitte. Kent Blossil was an advertising sales rep for Newsweek who was apparently determined (against all odds) to get a meeting with Keith.

“Kent was different. He knew the kind of influence a gatekeeper wields. Kent would call Jennifer [my assistant] once a week. He was deferential and overwhelmingly kind. Every so often, he would surprise her with a box of chocolates or flowers or something. Still, despite my assistant’s suggestions, I saw no reason to take the meeting.

“Jennifer persisted, however, and Kent must’ve been scheduled into my calendar on ten different occasions without my knowledge. Each time, I’d cancel. But she’d just keep plugging her good friend into my schedule because she felt he was different and had a more innovative approach than the others.

“‘Have him go meet with my buyer,’ I finally said one day.

“‘No, you’re going to meet with him. You can take five minutes out of your day. He’s very nice and creative and worth five minutes.’

“So I relented. Kent certainly was nice, but he also came to the meeting prepared with a deep understanding of my business and an interesting value proposition. At our meeting, almost the first thing out of his mouth was ‘If it’s okay with you, I would like to introduce you to the top three senior editors of Newsweek. Would you be interested in that?’ As someone who relied on getting the media to cover Deloitte’s intellectual property, this was an important offer. ‘Of course,’ I told him.

“‘By the way, we’re having a conference in Palm Springs where some other CMOs are getting together with our editors and reporters. It’s going to be a really good conference about media strategies in the New Economy. Can I put you on the guest list?’ He was offering a real business value, as many of the other CMOs would also be Deloitte customers. It would be a personal networking opportunity among my peers. ‘Yeah, I’d like to go to that.’ ‘Also, I know your media guy has been evaluating a proposal we put in a few months ago. I’m not going to waste your time with the details. I just want you to know that it

would be great if we could do business together sometime.’ That was it.

That was Kent’s five-minute sales pitch. It was 98 percent value-add for me, 2 percent sales pitch by him. I called our media guy after Kent left my office. ‘Go to Newsweek,’ I told him. ‘Quote them a fair price relative to the other magazines we were considering, and give them our business in this segment. Make it work.’ And you know that when Kent went to another magazine, so did my business. My point? Always respect the gatekeeper’s power.” (*Never Eat Alone*, Keith Ferrazzi)

A few things jump out in this story.

First of all, Kent was smart. He realized that you don’t just need to be nice to the boss. You also want to be friendly to the people who are easily ignored, like the secretary or the assistant. If Kent hadn’t been so nice to Jennifer, he may never have gotten Deloitte’s business.

The other thing you want to take away from this story is how helpful he was in this very brief sales call. Unfortunately, many people likely miss this point. They might think, “OK, I only have a few minutes, let me tell this guy about how great I am in as few words as possible.”

You probably noticed that Kent didn’t do any of that. In essence he said, “Keith, here are some things I want to do for you... no strings attached. Oh by the way, it’d be really great if you wouldn’t mind considering our proposal so we could maybe do business together some time.”

In those few minutes Kent won his business, because he was willing to add upfront value without any conditions or strings attached.

Many of the strategies I’ll be discussing in this book are more applicable to some professions than others. I’ll try to present universal

applications as much as possible, but a number of these strategies will simply be much more useful for people in sales, marketing or PR than people in accounting or legal departments.

But, the strategy of offering upfront, unconditional value works for everyone. In fact, there's not a single chapter in this book that is more universally applicable to all professions than this chapter.

Whether you're an accomplished executive working with a high value client or an intern tasked with distributing coffee, you should always be looking for ways to generously build good relationships.

In business, your network can be one of your most valuable assets. Adding value wherever you go is an excellent way to build a powerful network filled with people who have your back.

Key Takeaways

1. The Golden Rule Pays Off Sooner or Later

Are some people going to take advantage of you? Absolutely. My dad seems to have experienced this in his career.

Some people just aren't willing to go the extra mile. But, if you're consistently willing to go above and beyond (whether you're dealing with your boss, a client, the media, a gatekeeper, etc.), then sooner or later someone important is probably going to start paying attention.

So, always treat others the way you'd want to be treated, or better yet, treat them the way they want to be treated. That's what people call the "Platinum Rule" these days.

Not everyone wants to be treated the same. So, get to know people. Recognize what motivates them and what they're comfortable with. Then treat them as best you can... no matter who it is. Whether that's energetic and outgoing or calm and ultra-polite, it's going to depend on the person. So, pay attention.

2. Be Nice To Everyone, Not Just The Boss

In Kent's story, we noticed that his treatment of Jennifer was a crucial step to getting Keith's business. But dealing with gatekeepers is not the only situation where you want to be friendly and kind to those who are easily ignored or under-appreciated.

Nobody likes someone who steals the credit and climbs over everyone else on their way to the top.

On the other hand, you do want to make sure that the right people know about the great value that you're adding to the company that you work for. So, when you experience victories and success in your job, do your best to share credit with others... especially with your boss.

This is a great way to move forward and get recognition for triumphs without coming off as an arrogant show-off. Besides, other people often play roles in our success (however small) and they should get credit for their good work.

Note: Being nice, friendly and generous isn't just important for people who are trying to move up. It's also important for the people who are already on top. Hiring great employees and offering them above average pay, good benefits and an excellent work environment is a vital step for business owners and leaders who want to build Generous Wealth.

3. Upfront Value = Loyalty Generator

We are constantly bombarded with sales messages, whether it's in person, on the radio, TV, Facebook or other websites. Wherever we go, someone is trying to sell something. And eventually people learn to just drown out that type of message.

If you're planning to sell to someone, then make an effort to add some type of value first. This might catch them off guard and get them to listen up.

For example, if (like Kent) you take the first step and say, “I want to do this nice thing for you, no strings attached,” instead of immediately going for the hard sell, it can be uncommonly effective in getting a person’s attention, their loyalty and their business.

4. Lead With Unconditional Value Instead Of A Quid Pro Quo

It’s very popular in Internet marketing to offer some type of free PDF download, webinar or video in exchange for someone’s email address. It’s a great strategy...

You offer the customer something valuable (like useful information or entertaining content) at no charge. The customer offers you something valuable in return (i.e. their contact info and the ability to contact and try to sell to them in the future).

The downside is that everyone is doing this. As a result, it’s very hard to compete.

But if you offer some type of upfront, unconditional value, it can be a great way to stand out from the crowd and build a more positive relationship.

A smart strategy that some online marketers and entrepreneurs are now using is to buy online advertising that drives traffic to free, openly available content like a blog article or a video. After making that initial connection and generating some goodwill, the company can use modern technology to show targeted advertisements to only those people who viewed the article or video. These ads drive prospects to a landing page that offers some type of free download in exchange for an email address.

At this point, the company has already done the work to build up a good connection with these prospects by offering them great content without asking for any type of commitment. As a result, it’s much easier to convince these people to hand over their contact info.

(**Note:** I'll talk more about this strategy, including about an excellent kind of lead magnet for modern customers, in a later chapter.)

This strategy of offering some type of value upfront (with no strings attached) works in pretty much all types of business relationships, whether online or face-to-face. In essence, you build the connection and start the relationship by offering something valuable **before** you start asking for something.

These are the types of relationships that you should try to build and develop throughout your career. As mentioned, don't just focus on building relationships with the boss or with clients. Be a friendly and generous value adder wherever you go... whether you're dealing with a client, a CEO's gatekeeper, or the new socially awkward intern.

Chapter 2:

Fill an Unmet Need

We all have various needs. Some needs are more important than others. For example, I've always considered my needs more important than yours.

Who remembers transistor radios?

They were little, portable radios that people carried around so that they could listen to music wherever they went (as long as there was reception).

Before you assume that I'm old enough to remember transistor radios myself, let me just clarify that they were something from my parents' generation. Transistor radios were basically the predecessor to the Walkman. Now if you don't know what a Walkman is, then you really are starting to make me feel old.

Back in the day, radios were big, bulky devices that were used in the family room. Every year I love watching *A Christmas Story*, including the scene where little Randy and Ralphie rush to the radio in the living room to sit down and listen to *Little Orphan Annie*.

Imagine being a teenager back then, and suddenly having a small radio that you could carry and listen to all over the place. This must have been miraculous in their eyes... for more than one reason:

- First of all, in my experience, teenagers generally like music.
- Second of all, this was a huge leap forward from the large, stationary device people kept in their living rooms. They could now listen to music anywhere.

- And third, this gave them the freedom to listen to the music *they liked* and not have to worry about what their parents or family wanted to listen to.

The sound quality of these revolutionary, little machines was probably not nearly as good as the traditional big, stationary radios. But, as observed by Clayton Christensen, bestselling author of *The Innovator's Dilemma*, "It was infinitely better than nothing."

Every now and then, a company comes along and offers a solution to what might have previously seemed to be an unsolvable problem. Sometimes, these are problems that we weren't even aware of until the solution was right in front of us.

As in the case of the transistor radio, the new product that solves our problem might not be as advanced or fancy as similar products that are already on the market. But, if those other products aren't solving our problem, then it doesn't matter how good they are or how inferior in quality the new problem-solving product is.

The sound quality of stationary radios was probably much better than the sound quality of transistor radios. But, stationary radios didn't allow teenagers to listen to music on the go. They didn't solve the problem of teenagers being forced to listen to the music their parents liked, instead of the music they liked themselves.

So, the sound quality of the transistor radio compared to the stationary radio was irrelevant. The transistor radio was satisfying a need that was not being satisfied by stationary radios. They were filling an unmet need and, as a result, were very successful.

Put differently, there was a gap in the market. Nobody was offering something that would allow teenagers to listen to the music they liked, wherever they went. When someone finally did offer a device that allowed teenagers to do so, they were entering competition-free territory. The solution they were offering (i.e. the transistor radio) may

not have been a perfect solution. But, it was the only solution available. And, as mentioned, it was infinitely better than nothing.

Fast forward about four or five decades. The year is 2001. People have abandoned transistor radios and 8-tracks. They've already started to forget about Walkmen. They've been using portable CD players for several years. There's also this new thing called the MP3 player.

Portable MP3 players seem like they could be the next big thing... in theory anyway. Basically, they are trying to cut out the middleman. No need to carry CDs around with you anymore, just carry this device that already has the music saved on it.

But, they weren't catching on. As Clayton Christensen might say, they weren't performing the job that customers wanted from their portable music players. Or, at least, they were not doing better at performing that job than portable CD players were doing.

These portable MP3 players were simply not very practical. They weren't particularly cheap. Neither were they powerful enough to be very useful. At that time, I think you could only save about 50 or 60 songs on a portable MP3 player. The hard drives didn't have enough storage space.

So, you had companies trying to market this new, complicated, technologically-intimidating device that basically had the capacity of about three or four CDs. It just wasn't good enough.

But, then a company changed things. This was a tech company that had existed for over 20 years. It started off very popular but had more recently passed through a rough patch.

Fortunately, within the last few years, they had begun to creep back out of obscurity... largely thanks to their new CEO.

You may not be familiar with a whole lot of CEO's names, but there's a good chance you've heard of this one. His name was Steve Jobs, and the company was Apple.

In 2001 they started offering a brand new MP3 player that was unlike anything the world had seen thus far. The slogan they used to sell this device, the iPod, was:

“1000 Songs in Your Pocket”.

Imagine the difference. Maybe you remember it well... but if not, just think about it.

Here you were, forced to carry a load of CDs around with you, if you wanted a good variety of music on the go... not to mention the need to constantly switch out CDs to actually get the variety.

And then there was the iPod.

The iPod allowed you to carry your entire music library inside your pocket wherever you go. And it was even easy to use. You could switch to any song you wanted with a maximum of just three pushes of a button. (Steve Jobs demanded that you be able to find any song on the device with no more than three button pushes.)

Now, instead of buying expensive portable MP3 players with a capacity of about 50 or 60 songs on them, you could carry 1,000 songs... hours upon hours of your favorite music... right in your pocket.

Understandably, this put Apple back on the map in a way that it hadn't been in a long time. Being very popular with young people, Apple became the “cool” computer brand and started taking business back from its rival Microsoft.

Over the years, Apple would continue to increase their popularity and strengthen customer loyalty by continuing to meet unmet needs.

They started with the iPod. Later they moved onto the iPhone, the iPod Touch and the iPad. As a result, they became a very popular, incredibly valuable company.

Why? Because they identified a need that nobody else was adequately serving, and they did an outstanding job of satisfying that need.

Earlier in the chapter, I mentioned Clayton Christensen who is possibly the world's leading authority on the subject of company innovation.

Christensen, like me, is a Mormon. Some time ago his daughter served a mission for our church in Mongolia. After her service was complete, Clayton and his wife traveled to Mongolia to meet their daughter and accompany her back home.

While in Mongolia, Clayton noticed a peculiar thing.

Solar panels are, what you could call, trendy. But, in the past, companies have struggled to sell them successfully in the US.

Despite this struggle, Clayton saw people very successfully selling solar panels in a market in Mongolia. They were being sold along with small TVs, the kind with bunny ears. (Remember those?) People were gratefully buying these TVs because they had no other option.

The majority of people in Mongolia did not have access to television at the time. These solar panels were helping to change that. They were powering these small, old-fashioned TVs, giving the people access to a brand-new experience. Solar panels were filling an unmet need by allowing people to enjoy the miracle of television... something that had previously been denied to the majority of Mongolians

Obviously, this wasn't a perfect system. At night, watching TV got pretty difficult... same with cloudy days. But in such cases, TV owners were no worse off than they were before they bought a solar-

powered TV. As mentioned before, it was not a perfect system. But, it was infinitely better than nothing.

And because people were offering a solution (imperfect as it was) to a previously unsolved problem, they found fertile ground for a successful business venture.

Trying to identify and satisfy unmet needs is an excellent strategy no matter where you are on the ladder of success or authority.

Employees can look for unsolved problems in the company processes of their employers. They can work to come up with solutions that they can present to management. This could be a great way to gain attention and impress superiors, which will hopefully lead to a more prosperous career. At the very least, it's a great way to stand out as someone who is doing their best to help increase profit and growth for the company.

Managers can look for ways to solve problems that are decreasing efficiency or productivity in their departments. Displaying an ability to consistently increase efficiency and productivity can be a great way to show that you are ready for even greater responsibilities in management.

Sales reps and marketers can try to creatively look for new problems that can be solved by the products or services that they are trying to sell. By identifying new problems that can be solved with the products and services you sell, you open up doors that allow you to successfully sell to new groups of customers.

Customer service workers can try to identify the issues that are causing the most problems for customers and try to create preventive solutions. This can help take the load off customer service reps who might be overburdened. It's also a great chance to show that you might be management material.

Consultants can try to identify common problems that their clients are experiencing. By coming up with and offering solutions to these

problems you can create angles for new sales pitches that you can use to more easily acquire new clients. In essence, your message could be: “There's a decent chance you're suffering from this problem that a lot of our clients have had. We've come up with a great solution that we would love to share with you.”

Company leaders, entrepreneurs or product creators can try to identify unmet needs (or insufficiently met needs) that create gaps in the marketplace. If they can come up with a reasonable solution, then there's a decent chance that they'll be able to sell their new product or service very effectively.

And remember, if you're offering a solution to an as yet unsolved problem, then your solution doesn't have to be perfect (at least not at first). It just has to be better than what your company or your customer has now.

This may not seem like a particularly generous path to Generous Wealth. After all, you would think that the Benevolent Business Era is mainly about selfless service.

But, in reality, creating and selling a great solution to an unsolved problem is a truly excellent way to add value to the world.

When companies started selling smart phones, they might not have been thinking about transforming the world for good. They were probably thinking about increasing profits and market share. But, it's easy to see that smart phones have changed our lives in remarkable ways.

Smart phones have accomplished a great deal of good that would not have been accomplished if these companies were only focused on things like offering better employee benefits or performing philanthropic work.

Treating your colleagues or employees well and helping the needy are obviously important ways to build Generous Wealth and should not be

neglected. But, creating and selling a good solution to an unsolved problem that improves the lives of consumers is an excellent way to add value to society, to acquire Generous Wealth and to possibly even change the entire world for the better.

Key Takeaways

1. What Causes You Frustration?

If something is bothering you, then there's a decent chance it's bothering someone else. If that's the case, this could be an excellent business opportunity for you.

Could you offer a good solution to people like you?

If so, there's a decent chance your business could grow very quickly and very profitably.

Something to keep in mind is that sometimes these unsolved problems might not look like problems. From a certain perspective they might not even be problems.

For example, is it a problem that your car drives on the road instead of flying through the air? Not really... depending on your perspective.

But, flying cars are something that society has anticipated for decades. Now, flying cars are actually being designed and built... perhaps, in part, because some people looked at the issue of the flightless car as a problem that needed to be solved.

A more glass half-full way to describe problems that need to be solved might be to use Clayton Christensen's vocabulary again and talk about jobs that need to be done.

Every time a customer buys a product or service, he or she is "hiring" it to do a certain job. For example, a coat is generally hired to protect against the cold. Vitamin supplements are hired to improve the

customer's health. Streaming services like Netflix and Hulu are hired to relieve boredom and provide entertainment.

What types of “jobs” are there that don't have any viable, available candidates? If you can identify an important job without good candidates (i.e. an unmet need), then you might be able to create a product or service that many people will gladly “hire” (think: purchase).

2. First Time Entrepreneurs Beware

A while back, a friend of mine mentioned that she wished she had invented Post-It-Notes, implying that if she had, she'd be rich by now. But, most people don't realize that having a great idea for a business is only the first step. Surprisingly, it's often also the easiest step.

Just because you have a cool idea does not mean you'll make millions off of it. Furthermore, just because you think you have a great idea does not mean that the market is going to agree.

As such, unless you already have a fair amount of capital, I would at least consider saving any big, revolutionary ideas that you have for later, after you've established yourself in something that's a little more secure. (Obviously things might be different if you have wealthy investors.)

It's certainly very important to demonstrate that you are unique. You never want to just be a “me too” brand. But, seeing other people sell a solution that's at least somewhat similar to what you're offering can be a good sign.

It proves that there likely is indeed a market for your solution.

If you're marketing a brand new, totally different (**unproven**) solution, you might strike gold. But you also might sink in quicksand. I'm not saying that you definitely shouldn't try it, but take some time to think about it first... and consider yourself warned.

If, after careful consideration, you still feel it's the right thing and that now is the right time, I highly recommend you consider using lean startup methods. You want to put the idea to the test and discover what works without investing or risking too much before the idea is proven. If you're unfamiliar with these methods, then I highly recommend you check out Eric Ries' bestselling book *The Lean Startup*.

3. When Possible, Piggyback On Other Solutions

A great example of this is a service called Webinar Jam.

Webinar services can be pretty expensive and very limiting. Most major webinar software has a limit of 1,000 participants per webinar.

The problem is, some people have lists of leads that number in the hundreds of thousands, and webinars are a great way to sell very profitable, high-ticket items via the Internet.

So if you have 10,000 people who would gladly listen to your webinar and who might buy, suddenly you've locked out 90% of them.

Google Hangouts, on the other hand, serves a somewhat similar function, albeit not quite as well designed for an entrepreneur or a marketer. But their major strength is that they can welcome an unlimited number of live listeners.

The people responsible for Webinar Jam recognized the opportunity and offered a webinar service that piggybacks on Google Hangouts technology... but a service that is specifically designed for businesses. Entrepreneurs and marketers were suddenly able to use Webinar Jam to offer presentations to an unlimited number of people.

Webinar Jam might not be a perfect service. As with all things, there are pros and cons to it. But piggybacking on Google Hangouts was an absolute stroke of genius.

They could offer a great solution to a previously unsolved problem... and they didn't have to start from scratch. Often, you may find a very simple solution to a problem if you just build on what somebody else has already done.

4. Look For Low Competition

As we learned from Mongolia, just because something doesn't sell well where you are, doesn't mean that it can't sell.

Oftentimes, people might find their own culture very competitive when selling their solution, but, if they visit another part of the world, they might see that they have a solution to an unmet need in that area.

Going on vacation isn't just a great stress reliever... it can be an excellent source of business opportunities.

5. Did I Mention That Going On Vacation Can Be An Excellent Source Of Business Opportunities?

You might have a solution that isn't being offered in other locations. You also might find that other locations have solutions that are needed where you live.

The energy drink Red Bull seems to be an interesting example of this idea.

Dietrich Mateschitz, one of the founders of Red Bull, discovered a powerful energy drink while visiting Taiwan. "Krating Daeng", the name of the drink he discovered, roughly translates to "Red Bull".

Apparently, Dietrich thought that if an energy drink like that was popular in Taiwan, there was a decent chance it could be popular in Europe, as well as other parts of the world. When he got back home, he had an interesting idea for a new business that would eventually make him a very rich man.

Chapter 3:

Donating Profits

I'm all about charitable giving. It's good income that I don't have to work for.

John Stein married his high school sweetheart Barbara Nelson.

They both graduated high school in the early 80s. According to Kelly Friday (a childhood friend of John's), John already wanted to be a helicopter pilot while he was still in high school. As Kelly tells it, "Any goal he set out to achieve, he mastered it. He was very intelligent. Anything he touched he mastered."

John went on to achieve his goal. Lieutenant Colonel John Stein was a helicopter pilot in the 41st rescue squadron at Moody Airforce Base, which was a part of the 347th Operations Group. They specialized in rescuing downed pilots behind enemy lines.

Unfortunately, John's heroism left his wife a widow and his children fatherless in 2003. Most of us probably can't even imagine what it must feel like to go through something like that. Suddenly, their husband, father, friend, companion and protector was gone. But, even though they grieved, they weren't abandoned.

According to John's widow Barbara:

"My husband, Lt. Col. John Stein, died in Afghanistan in 2003. At the time, we had two children in high school and one in middle school. Because of the Special Operations Warrior Foundation, I did not have to worry about how to pay for college for my three children. All three of my children have attended college. One is an Air Force Flight Surgeon at Hurlburt Field, FL, one is an Army Ranger stationed in Italy, and my daughter is scheduled to graduate from University of

Illinois Veterinary Medicine in May. From the bottom of my heart, I want to thank [the Special Operations Warrior Foundation] for making this possible – not only in financial assistance but also the emotional support.”

The Special Operations Warrior (SOW) Foundation is a charity that cares for the families left behind when our troops are taken from us.

In the summer of 2014, the energy drink brand 5-hour Energy ran a campaign to help out. They decided to donate 5 cents for every sale of a special edition cherry-flavored 5-hour Energy to the SOW Foundation. They managed to raise \$279,061.60.

In addition to raising hundreds of thousands of dollars, the campaign also helped raise awareness for the SOW Foundation, which experienced a 99% increase in website visitors. Independent donations increased by almost \$250,000.

I want you to ask yourself a question:

Does all that make you more interested in buying their products?

I can't speak for you, but it makes me a little more interested in buying their products... and I don't even drink caffeine!

Hopefully, the desire to line your own pockets with cash is not your primary motivation for giving to those in need. Hopefully, you realize how much the Lord has blessed you in your life and you want to share those blessings with others.

But, whatever your reason for giving to those in need, it sometimes makes sense to get the word out so that you can get others on board and recruit more help.

5-hour Energy was able to help contribute to over half a million dollars being raised for those in need because they decided to donate to a

worthy cause AND because they let people know what they were doing.

The Bible teaches that when we give to those in need, we should do so in secret. I believe that to be important instruction, but I also think we should understand it in the proper context. On the one hand, we shouldn't be too proud or boastful of our own accomplishments. But, on the other hand, it's important to keep in mind that sometimes letting the right people know about your efforts to give back can help magnify your results and can recruit more help for those who are suffering. After all, scripture also teaches us to let our light shine like a city on a hill.

I think the proper way to look at this is that it's not just about us.

We shouldn't be letting people know about our efforts to help those in need so that we can look good or because we're hoping to be honored with awards and accolades. But, depending on the situation, it may be in the best interest of everyone involved for us to get the word out and let people know about our efforts to build Generous Wealth by donating to people in need.

Don't forget that in addition to the \$279,061.60 donated by 5-hour Energy...

... the Special Operations Warrior Foundation received an **extra** increase of almost a quarter million dollars in donations...

... **because** 5-hour Energy helped them get the word out and raise awareness.

Obviously, all the publicity was probably very good for the 5-hour Energy brand. But, if they're going to use their influence and resources to continue to do good, help those in need and add value to the world... then I think they deserve to do well. Personally, I'd consider it an honor to support a brand like that.

(Note: Depending on your situation, when donating a portion of your profits to a charity, it might be best to NOT specifically state the name of the nonprofit organization in your marketing and PR efforts. Instead, it might be better to simply state the type of cause that you're supporting.

So, for example, if you were to donate a portion of your profits to the Special Operations Warrior Foundation, it might be better to just state that you're donating part of your profits to support the spouses and children left behind by soldiers who are lost in combat.

Unfortunately, this won't be as effective in raising awareness for the specific organization. But, as it turns out, stating the actual name of the nonprofit that you're supporting can in certain circumstances cause problems with the IRS for you or for the charity. If you plan to use the charity's name in any of your marketing or PR, make sure that you have the charity's permission. I'd also recommend you talk to a lawyer and/or accountant who is knowledgeable in such matters.)

Don't forget, an important part of acquiring Generous Wealth is creating a win-win situation... a situation where you "win" yourself because you help other people "win"... and as you "win" more influence and gain more resources, you also gain the power to help more and more people "win" as you continue to work to help those in need and to add value to society.

I'm trying to do this myself by donating 20% of my royalties from this book to offer support and relief for US veterans that are paralyzed. As I mention in other parts of the book, my goal is to raise \$100,000 by the end of 2020.

Again, I want to ask you a question:

Doesn't knowing about my intentions to give back, make you just a little more likely to want to buy my book or even to hire me as a consultant or speaker?

I'm not saying this to pat myself on the back. I'm saying this to demonstrate that when someone gives back, our tendency is to want to support them.

You can try using this natural tendency to your advantage... whether you're responsible for an entire company's finances or just responsible for your own paycheck.

If a company gets the word out that they are donating part of their revenue or their profits to a noble cause, then there's a good chance that potential customers will be more interested in buying that company's products or services. Basically, the customers choose to donate through the company. The customer is in essence able to make a charitable donation, simply by purchasing a product that they already want or need. This type of promotion can be a strong incentive to be much more selective about which brand we choose to give our business to.

But, what if you don't own your own business or you're not a high level leader in the company you work for and, as such, don't have the necessary influence to implement this type of promotion?

I don't know of any research to back this up, but I would imagine that letting potential employers know that you're an active supporter or volunteer of a certain charity... or perhaps even that you donate a certain percentage of your paycheck to help those in need would be one more reason for a company to either hire or promote you.

What if you tried mentioning something like that on your resume, in a cover letter, on the back of your business card or on your LinkedIn profile?

I do, however, recommend caution with this strategy.

You're probably not going to help yourself if people think you are bragging. So, you want to share this information in the most humble and professional manner possible. For example, if you plan to donate a

portion of your salary, try to make it clear that you are sharing these intentions, so that potential employers will know that if they choose to hire you, then some of the money that they spend on your salary will be used to support a worthy cause.

In essence, you're informing potential employers, that hiring you will be an opportunity for them to support important charitable efforts.

Like I said, I don't have any research to back up my assumption that this would actually help someone get hired or promoted. But, as a business owner, I can tell you that seeing something like this on a cover letter or resume would probably impress me.

If a job candidate humbly informed me that they're a supporter or volunteer for a cause or charity that I respect, then I would probably pay closer attention to that candidate. It likely wouldn't be enough for me to choose a less qualified candidate. But, if I were on the fence between two or more candidates, then finding out that one of them uses their time and/or resources to support a worthy cause might be a decisive tiebreaker.

Another reason for caution with this strategy is that your potential employer may not share your values.

You may consider Donald Trump a national hero. But, not every employer will appreciate learning about your support for his reelection campaign. If your resume lands in front of another Trump supporter, you may have an instant job offer. On the other hand, you may burn a bridge with a great potential employer. Be careful about sharing your support of controversial (and especially political) causes.

This is also plenty true when you're leading a company and hoping to impress potential customers with your support of a noble cause. In such cases, it makes sense to do research and make sure that the charity or cause you're donating to is something that your customer will actually want to support.

For example, if your ideal customer is a diehard Republican, you're probably not going to get very far by telling them that you're trying to support Planned Parenthood.

But, you might be very successful letting someone like that know that you're donating to some type of law enforcement or veterans charity.

The bottom line is that, whatever your goals, you should always try to know who your customer is.

Key Takeaways

1. A Great Way To Get More Money: Give It Away!

When people see that supporting your business (or your career) means they're supporting a great cause, their willingness to buy from you (or hire you) will likely grow significantly. Even if they're not terribly interested in what you're selling, they might be interested enough in supporting what you're doing that they still choose to make a purchase.

2. It Doesn't Have To Be Military

What do your customers want to support? One of the most important things in marketing is knowing who your customers are and speaking to them in a way that matters to them.

If your customers are pacifists who think that our nation should completely disarm our military, then supporting the Special Operations Warrior Foundation, like 5-hour Energy did, might not resonate very well with them.

In that case, donating to a group that provides relief to war victims in the Middle East might be a cause that your customers would more eagerly rally behind.

PS. That said, you should still do what do you feel is right, whether or not other people will like it. But, it makes sense to try to understand what the consequences might be.

3. If You're Turning A Profit, You Can Afford It.

Some businesses might donate a portion of their revenue, but I think it's smarter to donate a portion of your profits.

First of all, you can donate a higher percentage. Saying, "I donate 10% of my profits" sounds more exciting than, "I donate 1% of my revenues"... even if it ends up being the same amount.

Furthermore, donating a percentage of profit instead of revenue gives you a larger cushion of protection. Even if your profit margin goes down, you can still donate the same percentage without taking a loss.

Note: An exception to this rule would be a fast growth startup that is not expecting to be profitable for quite some time. In this case, you may want to go with a different donation strategy.

4. Generating Press

People often view business, especially big business, as manipulative, selfish and deceitful.

A company giving back and supporting a worthy cause, might be something people are interested in hearing about.

Many journalists are in the business of sharing stories that people will listen to. A heartwarming story about how your company is working to give back may have a much better chance of being covered in the press than a story about how cool your brand-new product is.

If you're hoping for increased press coverage, try reaching out to any charities or nonprofit organizations you're supporting and working

with them to generate publicity. Maybe they have contacts in the media that would be willing to work with you.

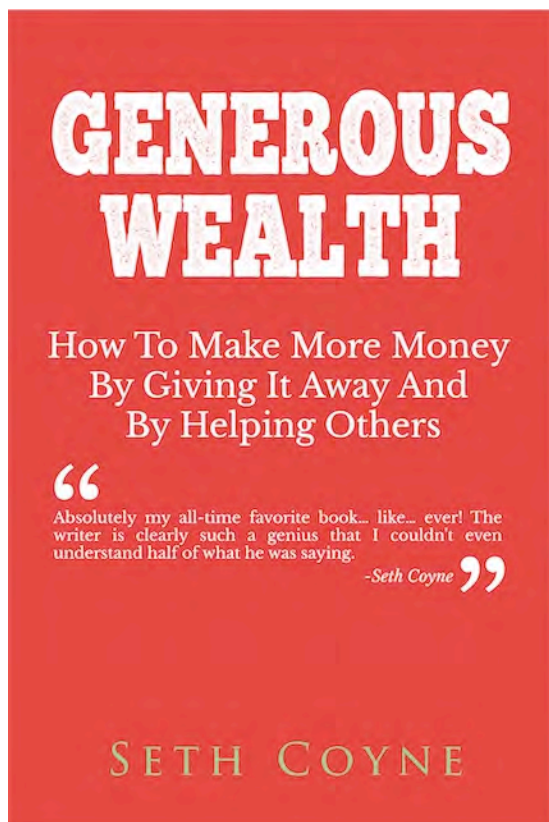
This might even work if you're simply an employee donating part of your paycheck. If you can use your commitment to give back in a way that offers the press an interesting story to report on, then you might gain a bit of extra publicity and recognition in your field. This could potentially lead to new job offers, raises or promotions.

5. Beware The Taxman

Be very cautious about publicly stating any intentions you have to donate to a specific nonprofit organization. Doing so may cause trouble with the IRS, possibly for both you and the charity. At the very least, talk to a lawyer and/or accountant who understands tax law before proceeding.

Also, don't publicly state your intentions to donate to a specific charitable organization without the express permission of said charity. Like I said, doing so might actually cause problems for the people that you're trying to help.

Instead of stating the specific organization that you're supporting, a simple alternative is to describe the type of cause you're supporting. So, for example, instead of stating that you plan to donate a portion of your profits to No Kid Hungry, you can say that you're planning to donate to combat childhood hunger.



In Generous Wealth: How To Make More Money By Giving It Away And By Helping Others, Seth Coyne includes real world examples of strategies that can help your business establish a reputation as a generous, helpful company that deserves the loyalty of its customers.

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