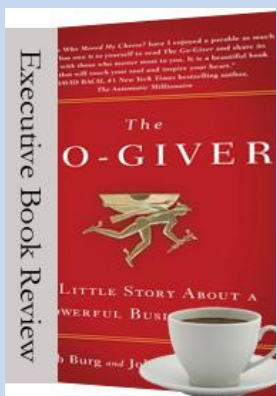


The Go Giver

By Bob Burg and John David Mann

Reviewed by Catherine R. Lester



About the Authors

Bob Burg is a former top sales professional, who is a highly-sought after speaker, teaching the principles of The Go-Giver. He's also the author of "Endless Referrals."

John David Mann has been writing about business, leadership, and the laws of success for more than 20 years. He's also the author of "The Zen of MLM" and the co-author of "You Call the Shots," and "A Deadly Misunderstanding."

About the Book

It tells the story of an ambitious young man, Joe, who gets advice from Pindar, known as the chairman. Pindar introduces Joe to successful men and women to illustrate the Five Laws of Stratospheric Success.

CHANGE YOUR FOCUS FROM GETTING TO GIVING

Put others' interests first.
Continually add value to their lives
yields unexpected returns

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*Blue Sky Leadership Consulting works with organizations to leverage Strategic Thinking and Execution Planning and we encompass many of the principles in these books into our **Four Decisions™** methodology and development of your company's **One Page Strategic Plans**. Need to grow top line revenue? Improve bottom-line profits? Build accountable and trusting teams? Improve cash flow? Develop leadership team members? Contact us for a free consultation*



NO. 1

The Law of Value

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

Be kind to everyone, appearances can be deceiving.

As a provider of goods and services, the experience you provide customers is important.

Appreciate others.

People will do business with and refer business to those they know, like, and trust.

Exceed others' expectations by giving.

Giving is a way of life, not a strategy....and they'll pay you even more.

Have a greater passion for what you are giving (product/service), than what you are getting.

Referring a new customer to a competitor because it's not a good fit for you.

NO. 2

The Law of Compensation

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

Your compensation is directly proportional to how many lives you touch.

If you want more success, find a way to serve more people.

Everybody can be successful, because anybody can give.

Being broke and being rich are both decisions.

What you focus on is what you get.



NO. 3

The Law of Influence

Your Influence is determined by how abundantly you place other's interests first.

Develop a network of people who know you, like you, and trust you.

Having a personal army of personal walking ambassadors will cause referrals to come in faster than you can handle.

When you base your relationships on who owes who what, that's not being a friend. That's being a creditor. Stop keeping score.

Forget win-win. Focus on the other person's win.

Influence creates money and position. Not the other way around.

Givers attract, and the Law of Influence magnetizes you.

NO. 4

The Law of Authenticity

The most valuable gift you have to offer is yourself.

The marketplace needs people who care, who know how to be a friend, and how to make people feel good.

No matter your training, skills or the area you work, the most important commodity is you.

Reaching any goal takes 10 percent. The remaining 90 is people skills.

Who you are is the foundation of people skills. As long as you're trying to be someone else, you have no possibility of reaching people. No matter what you think you're selling, what you're really offering is you.



NO. 5

The Law of Receptivity

The key to effective giving is to stay open to receiving.

It's not better to give than receive. If someone gives you a gift, do you give it back?
Receiving is the natural result of giving.

All the giving in the world won't bring success, won't create the results you want, unless you make yourself willing and able to receive in like measure.

If you don't let yourself receive the gifts of others, you shut down the flow.

Having big dreams, being curious and believing in ourselves are all aspects of being receptive.

The secret to success is to give, give, give. The secret to getting is giving. The secret to giving is making yourself open to receiving.

Laws of Stratospheric Success

The Law of Value
The Law of Compensation
The Law of Influence
The Law of Authenticity
The Law of Receptivity

Related Advice

These laws apply to your personal life too.

Secret to a happy marriage: Care more about your spouse's happiness than your own.

Sometimes you feel foolish, even look foolish, but you do the thing anyway.

Survive – meet your basic living needs.
Save – go beyond basic needs and expand your life.
Serve- make a contribution to the world around you.



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Actions

What thought, or idea had the biggest impact on you today?

What is one specific action you will take TODAY from what was discussed?

HOW will you implement this action?

Calendar of Events

First Friday – Wittigs 2018 Avenue B San Antonio 7:30 – 9:00 [Sponsor: UTSA EMBA Alumni Association]

- Sep 7 The Go Giver
- Oct 5 Originals: How nonconformists move the world
- Nov 2 Strengths-Based Leadership

Wine & Cheese Wednesday – Wittigs 2018 Avenue B San Antonio 5:30 – 7:00 PM [Sponsor: Haworth]

- Sep 12th The Go Giver
- Oct 10th What to Say When You Talk to Yourself
- Nov 7th Killing Cats Leads to Rats

Second Tuesday – Wittigs 401 William St. Corpus Christi 5:30 – 7:00 PM [Sponsor: Wittigs & Haworth]

- Sep 11th The Go Giver
- Oct 9th What to Say When You Talk to Yourself
- Nov 13th Killing Cats Leads to Rats (Note: later in month due Holiday)

Fourth Thursday – Haworth 2 E Greenway Plaza #100 Houston 11:30 – 1:00 [Sponsor: Haworth & Wittigs]

- Sep 27th 4th Transformation
- Oct 25th The One Thing
- Nov 15th Strengths-based Leadership

Fourth Friday – Alpha Home 419 E. Magnolia Ave. San Antonio 8:00 – 9:30 [Sponsor: Alpha Home]

- Sep 28th 4th Transformation
- Oct 26th The One Thing
- Nov 16th Strengths-based Leadership