

How do you succeed in business? The majority would say you have to ruthlessly seize any opportunities that you see. To them, the secret to business is to only focus on getting what you can for yourself.

Although common, this mindset is totally incorrect: Your business will thrive when you know the needs of others and attempt to fulfill their needs. In a word, you have to stop being a go-getter and you have to begin being a go-giver.

These book chapters reveal to you the advantages of putting others first, because the more you offer, the more you will get back.

Chapter 1 - The best approach to succeed is not to attempt to take everything from life for yourself; however, but to share it with other people.

How will you be when you succeed? At times, the more you work to get the wealthy, respected entrepreneur you'd like to be, the further away it all appears. If nothing looks to be working in your way, then you have to change your outlook.

Definitely, all of us want to entice success in our lives. However, the best way isn't to concentrate on getting things for ourselves.

Let's consider the example of Joe, a friend of the author and, by all means, a real go-getter. Joe was determined, hard-working and committed to his work. Yet the harder he tried to succeed, the further away his goals looked. What was going on?

Joe threw himself blindly at the goal of getting successful and by doing that, he stopped attempting to do high-quality work he'd done formerly. Quite basically, he pushed himself to succeed a lot that he lost sight of what was significant.

There was one main dissimilarity between Joe and those who were attaining the success he wanted. A go-getter thinks just of what they can acquire. However, successful people ponder on what they can offer to others.

This is the go-giver outlook. It's based on both the joy of giving and the notion that you get out of life what you are searching for. However, if you are concerned that people are exploiting you, ultimately they will. If you are searching for disagreement, it will come to you. However, if you are searching for the best in people, and get into business with the specific desire of offering good things to others, you'll be astonished at how much gift, sympathy and good you'll see.

In the next chapters, we'll look at the guidelines that will assist you to release the power of giving. This way, we'll realize that success isn't determined by how much you earn; however, by what you succeed to offer.

Chapter 2 - Ensure that you add value to the experience of all the clients who you see in your business.

We've been acquainted with the notion that giving other people will set you on the way to success. However, what about the fundamentals?

However, there are five guidelines you have to abide by to become a go-giver: the five laws of stratospheric success. We'll talk about the first rule in this chapter.

If you wish to be a successful go-giver, then begin by making your customer experience something people will enjoy and remember.

A lot of people think that the best method to make your customers keep coming back is by focusing on making the product great. Certainly, this can be effective; however, not everybody can do it. For instance, say you sell hotdogs at a stand, how much better can you make your hotdogs than every other person's own? Barely.

Rather, learn to be unique by abiding by the law of value, and giving your customers a positive feeling they will not forget.

Think of the story of Ernesto, who managed a hotdog stand that was unique among the others, because he made sure his customers had the best possible experience. How? By not forgetting their names, the birthdays of their kids, what was happening in their lives and definitely, their favorite order. In a word, he made all his customers feel special. Ernesto's extra effort yielded good results. His business succeeded and he proceeded to be the owner of half a dozen full-service restaurants!

Ernesto's story shows that when you offer positive things to people, you'll begin to get positive things back. Although a customer's experience with you may just be a little part of their day, it can, however, be extremely valuable to them.

What other means can we touch the lives of others with our business attempts? Read further to know in the following chapter.

Chapter 3 - Your success rests on the number of lives you touch with the things you do.

How can you tell if a business will be successful? You check the number of it serves. This is the law of compensation, where how many people are touched by your business shows how successful it can become. How precisely does this function? Let's learn from an illustration of how the law of compensation works.

Nicole Martin was a previous grade school teacher who created a set of games that inspired kids to be curious and creative. Nicole's life was changed after creating these games. She is currently the CEO of the Learning System For Children software company, in which the value is as much as two hundred million dollars. The cause of her success? The nearly infinite number of kids around the globe whose lives could be touched by her games.

Definitely, this type of success is easier said than done. For you to serve people with your business, you'll have to first support of others. However, how can we persuade people to support our notions before we've had any success with them? Well, it's usually only a matter of displaying conviction yourself.

For instance, when Nicole chose to assist as many kids as she could, she attempted her concept out on family and friends. They didn't just support her business; however, they also connected her with a great investor who was eager to fund the educational software company. When you put your energy in one way, you'll immediately see how many people are ready to assist you to start.

Chapter 4 - Put people's interests first to accomplish your own aims.

We've started to realize that thinking in terms of giving to others instead of gaining for yourself will offer you more success. "Is this truly accurate?" you might be thinking. Yes, it truly is!

The law of influence displays to us just how beneficial it is to put others first, by underlining quite each idea. Put a person's interest before your own and you form a positive relationship with them. Afterward, down the road, they'll go all out to ensure your interests are met as well.

The story of Sam Rosen a businessman shows this. During his early career, he found it hard to further his own interests as an insurance salesman. However, then he changed his mind. Sam chose to begin putting others first and turned into a financial advisor, sharing his understandings to assist other people to use their money in a clever manner.

The people who appreciated Sam's assistance improved his career in turn. He now brings in huge three-quarters of the income for his company.

Yet, it's alluring to just go into 50/50 relationships with people, in which you get in return precisely what you put in. However, by putting in 100 percent of your effort, both parties will be contented.

The author discusses a touching illustration of this principle working. Joe, the friend talked about before, had an agreement with his wife. They promised each other that they would never complain about their work for no more than 30 minutes.

However, on one occasion, his wife came home totally tired and he allowed her to totally talk about her stressful day. The following day, he saw a note from her that was thanking him for listening, which made him glad. Giving your all way better than basically keeping score.

Chapter 5 - Your business will reach nowhere without authenticity – it is the spices of success.

No one likes it when they enter a store and get stopped by a salesperson talking on and on about the statistical advantage of their product. It's frustrating, and their bold accounts aren't precisely believable, either. There is a better method to have sales, and it's another go-giver principle.

The law of authenticity says that we have to treat others as human beings, not only likely customers. Consider the case of realtor Debra Davenport. It was hard for her during her early days in the industry. It looks like that all the time she had to make a sale; she couldn't, regardless of how much she spoke enthusiastically about the property.

One day, everything transformed. She started a discussion with the client about his day and all of a sudden, the formal discussion was changed into something very relaxed, personalized and fun. The outcome? She sold the house. And that was just the start! She prospered to become a successful realtor, basically by relating with the customers as people.

We can learn another vital feature of the law of authenticity from Debra's story. Anytime you relate with others, you have to be you. It is possible that you are truly the most technically talented person in your profession however; you won't be really successful until you look for a means to reveal your uniqueness.

This is precisely what Debra did. She had her talents and experience as a salesperson; however, she didn't only depend on them to sell houses. Immediately she began the discussion, she wasn't only Debra the Realtor; however, Debra the Person, with her own quirks and charms. By letting herself to be authentic, she could easily initiate relationships with customers. Therefore, muster the courage to be yourself, and you'll get the advantages.

Chapter 6 - Practice how to give for you to get.

All of us have heard several things giving; however, not much about what to expect back. You may still be a bit uncertain precisely where your own success will originate from. Let's end this dread now!

Each time you offer something, you can expect to receive something back. This is the fifth and last law of go-giving – the law of receptivity. Theories and belief systems all across their world have their own form of this law, like karma, yin and yang, to each and every action having an equal and opposite reaction. Similar to how your heart has to relax after it contracts, the natural movement from giving is receiving.

However, if you want to exploit giving, you've had to accept this flow. Often times, we shut ourselves off to this process by disregarding it or seeing ourselves undeserving. We need to put a stop to this! Rather, we have to actively open ourselves up by dreaming big, being curious, and trusting in ourselves. This will not just provide us with the energy to give to others; however, it will make us more open to the good things we get in return.

It's significant to bear in mind that regardless of what profession you have, how experienced you are, or how much you work, the most valued and successful method of approaching things is by considering what you can do for others. Utilize these laws to direct you to your business plans. You will not just become more successful; however, you'll also notice your success in touch with the people that surround you. By doing this, your business will thrive while you as well will thrive as a person.

The Go-Giver: A Little Story About a Powerful Business Idea by Bob Burg, John David Mann Book Review

If you wish to be successful in life you need to give, to serve and to you have to put the interests of others before your own. Bear in mind the five laws of stratospheric success: value,

compensation, influence, authenticity, and receptivity. Collectively, they amount to the powerful element for business – generosity.

Everything is not all about the money!

When next you see yourself lamenting that you work hard at your work and yet you don't get as enough money as you'd wish, consider all the other things you achieve. It could be positive relations with strangers, new abilities or basically developing as a person. If you're not achieving any of these things, then it's high time to begin giving more positive things – then you'll notice the outcomes.

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