

THE JORDAN HARBINGER SHOW

Worksheet for John Ruhlin | Ways to Give Gifts That Make a Big Difference (Episode 157)

Have you ever stressed out about giving gifts that matter? Sure, everyone says "It's the thought that counts," but think back to the last time you were disappointed by a crummy gift someone gave you that was obviously picked up at the last minute with very little effort involved in the process. It's not the *afterthought* that counts, is it? Now think about what happens when you give a similarly crummy gift to someone with whom you're trying to build a professional relationship. As someone wise once said, the way you do anything is the way you do everything -- so if you're seen as being lackluster in your generosity, who's going to entrust you to pull through when money and livelihoods are on the line?

Even if you're not in business for yourself, the concepts [*Giftology: The Art and Science of Using Gifts to Cut Through the Noise, Increase Referrals, and Strengthen Retention*](#) author John Ruhlin brings to [this episode](#) can be applied to any occasion that calls for gift-giving, and any relationship you want to strengthen.

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The \$100 Giftology Challenge

"It is more blessed to give than to receive." Acts 20:35

We often forget how lucky our lives are in comparison to the lives lived by others. If we have shelter and food to eat, our worst days are already better than the best to be expected for a staggeringly large percentage of the populace.

Here's one way you can exercise your gratitude muscle and share your good fortune without expectation of anything in return but the joy of giving. You might be surprised at how rich the dividends of that return actually turn out to be.

Once a month for 12 months, take a \$100 bill (or a smaller but still significant increment if you're working with a tighter budget) and go find someone you don't know who you think might need love or encouragement -- and give it to them. It could be a janitor at the airport. Someone at a gas station. A waiter. It has to be someone you don't know who cannot repay you in any way.

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John says: "You hand them the \$100 and you basically say, 'Hey, you're loved. I wanted to give this to you.' Then see the response and walk off."

It's okay to keep track in a journal or in the space below if you want to remember each experience -- as long as you're not keeping score in order to brag to everyone about how "giving" you are!

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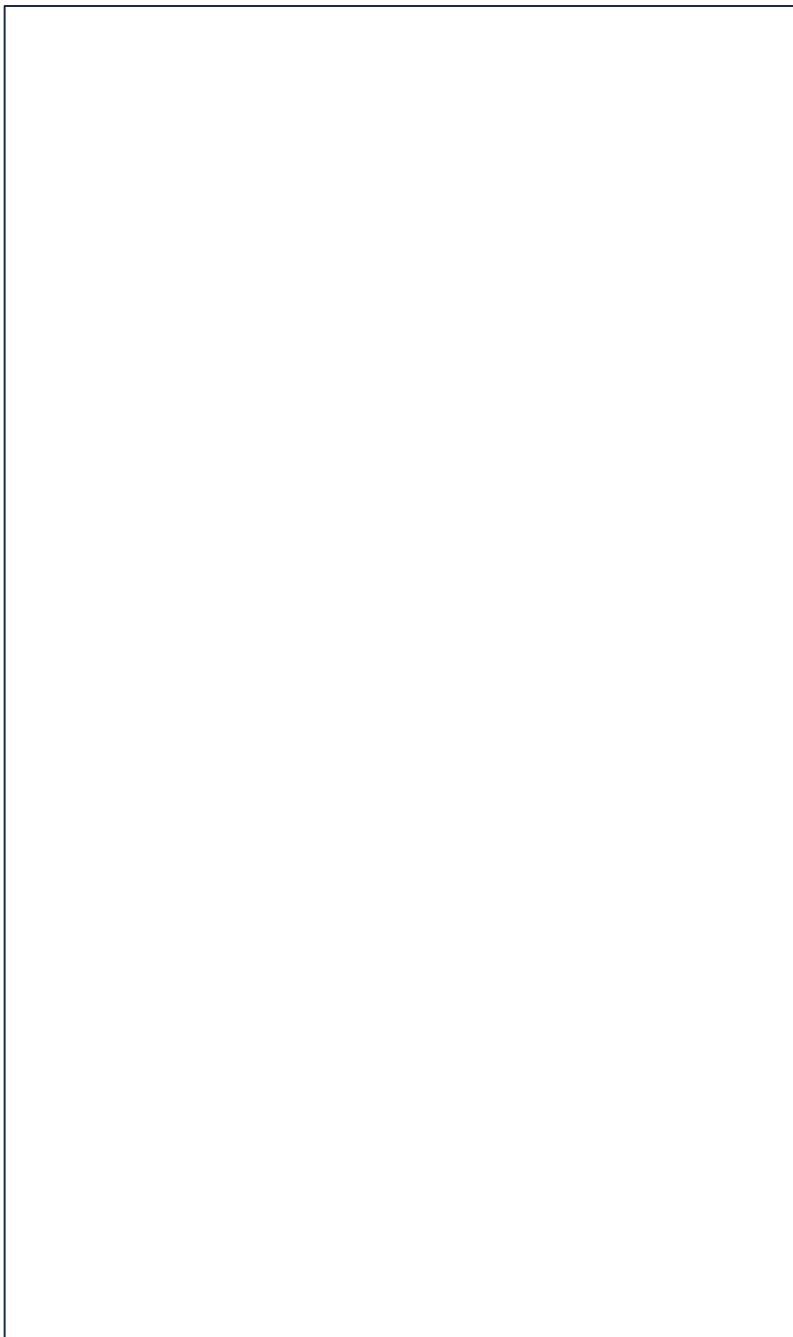
Build Gratitude Lists

Another way John recommends you can work that gratitude muscle is to build a gratitude list. Actually, in this case, we'll make two.

For the first one, think of the 100 people who have helped you get where you are today and jot them down in a journal (the space below probably won't be big enough unless you write with tiny doll hands). These could be clients, mentors, investors, teachers, referral sources, coaches, assistants, parents, siblings, great uncles, bus drivers, librarians, dog walkers, podcast hosts -- you name it! This is an exercise in itself, but save the list for the next exercise.

For the second one, write down the 100 people who *could* help you get where you want to go. There's nothing wrong with a little preemptive gratitude -- it will help you keep these people in mind.

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Send Handwritten Notes

Now that email and text messaging are the preferred ways of communicating, taking a little time to thoughtfully handwrite a note to someone you care about goes a long way. In our interview, John even mentioned that a handwritten note is a more meaningful gift than a chunk of cheap swag stamped with your company's logo -- because it's personal.

You can even use the gratitude lists from the last exercise to jump start the process -- and you'll be showing appreciation to people who have -- or will -- make a difference in your life.

Honestly, even the busiest among us has time to handwrite one note a week, and the budget is next-to-nothing. John tells us his friend John Israel wrote five thoughtful thank you notes every day for a year! So what can *you* do?

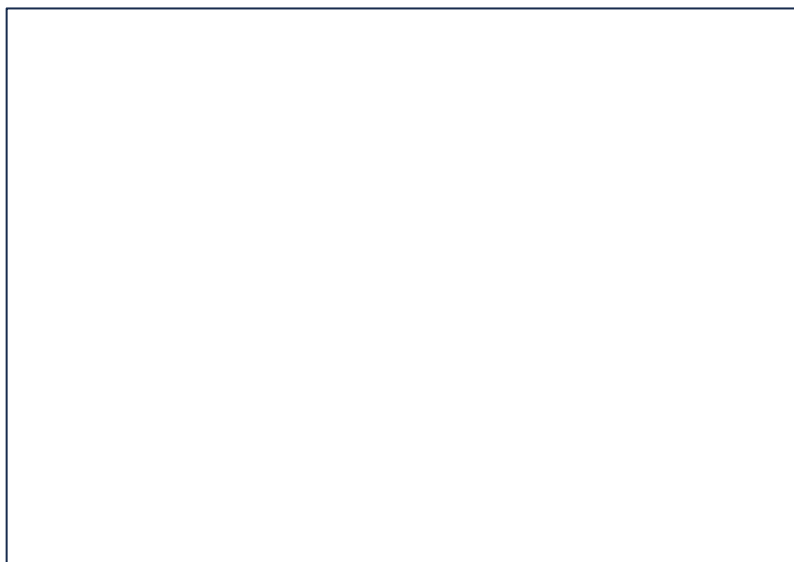
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Reinvest in Relationships

This one's short but simple and demonstrates the real value of giving. It's like a boomerang made of bunnies: it comes back tenfold.

Set aside 5 percent of your profits and reinvest them back into your relationships.

John told me they do this at his company at 20 percent and it's one of the best compounding investments they make. "We have seen 100x ROI here," says John.



Full show notes and resources for this episode [can be found here.](#)

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About



Join us as we get deep into the untapped wisdom of the world's top performers -- from legendary creators to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these valuable insights into your own life and live what you listen.

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