



Achieve Your Goals Podcast #131 - RADICAL GENEROSITY: Why Appreciation Is Your Key to Success (with John Ruhlin)

Nick: Welcome to the Achieve Your Goals podcast with Hal Elrod. I'm your host, Nick Palkowski, and you're listening to the show that is guaranteed to help you take your life to the next level faster than you ever thought possible. In each episode, you will learn from someone who has achieved extraordinary goals that most haven't. He's the author of the number one, best-selling book, "The Miracle Morning," a hall of fame business achiever, an international keynote speaker, ultra-marathon runner, and the founder of VIPSuccessCoaching.com, Mr. Hal Elrod.

Hal: All right, Achieve Your Goals podcast listeners, how are you doing? This is Hal Elrod. Wow, I just said that really fast. Hey, this is Hal Elrod. Hey, it's Hal. No, today I'm excited to introduce you to a good friend of mine, a longtime friend of mine. When I say 'friend,' I'm talking about this guy, we room together at events. We've slept not in the same bed, I don't think, but like the beds right next to each other. You can hear him giggling in the background.

This is my friend John Ruhlin, and he actually has his first book coming out. I don't know if I've ever seen anyone ... and I'm an author, and I've had books come out. When you finally write a book, it's like it's a big deal, right? It's like your whole life, you've always wanted to do it. It takes so much work, and then your world revolves around this book. You're just like, you're hoping people will like support it, and help. I don't know if I've ever seen anybody, though, put as much into a book as John has put into this book. I mean that very sincerely. When I say 'put as much into it,' not just in writing it, but he's put a ton ... He's invested so much in what went into being able to write it, and his expertise.

He's world class, one of the best, if not the best in the world, at a very odd subject, which is gift giving. He is the leading expert in the world on gift giving, but specifically ... He can help anybody give really great gifts, but he really focuses on business people, entrepreneurs, business owners. How do they give gifts to their employees that create an amazing culture, and retention, and engagement? How do you give gifts to your client that create repeat business, and then really happy clients, raving fans? How do you use gifts in a way that are strategic and win-win, so that you add a lot of value for the people you're giving them to and they remember you?

Now, you become a fixture in their mind, so they do business with you. They support you, et cetera, et cetera. Not for the purpose of ... it's not manipulative, but it's just simply making everything a win-win. In John's case, he would focus on two wins for the other person, and whether or not a win comes back from him ... You'll see, when you get to know John that that's not what he's concerned with. It's really just showing up in the

world and adding as much value as possible, and then having faith and trusting in the universe that things will ... that they'll work out for everybody.

Before I bring John on, my background with John is I met him selling Cutco cutlery. We got our start more than a decade ago selling Cutco knives. What's crazy is that John came on the scene ... I've told this story before, how I came on, I broke some records with Cutco, then this guy Jon Berghoff, our other friend and my business partner comes on, he breaks every record that I set. Well then John Ruhlin comes on the scene, and he breaks every record that Jon Berghoff set that broke every record that I set. John Ruhlin used to do things in the company, it was crazy. He would show up for a sales contest and he would not just be the number one sales rep, he would beat every other office at that conference. It was crazy! He would stand up there, and he would sell more as one person than a team of like 50 or 100 sales reps. It was crazy.

Anyway, I could go on and on, and without further ado, I'm going to bring him on. I want you guys to hear from the man, the myth, the legend himself, Mr. John Ruhlin. John, how are you doing, buddy?

John: Hal, man, I'm awesome. I'm floating right now. Dude, I feel like I'm walking on water.

Hal: Dude, yeah. I don't ... there was no script there. That was just off the cuff from the heart.

John: Free flowing. I thought you were going to start rapping and everything.

Hal: Yeah, dude. [crosstalk 00:04:33]

John: That flow was good.

Hal: That's right. No, I could, I could have. Before I ... I want to just say this. As I'm getting ready for our interview today, I go to John's new book, GiftologyBook.com, which that's the name of his book, "Giftology." Phenomenal book, coming out ... Let's see, when we air this, it will already be out, I think. June 21st, is that the day that it comes out?

John: June 20th is when it came out, so yeah, when this goes live, it will ... You'll be able to, not pre-order it, you'll be able to go buy it immediately.

Hal: Order it immediately on Amazon, June 20th, "Giftology." GiftologyBook.com, I'm at the site though and I'm scrolling down, just kind of prepping for my interview John. Which, I'm like, "I don't ... what prep do I need to do?" I know John really well. I know his interview, but I just want to make sure I've got everything that he's currently up to that I might not be aware of. I'm scrolling down, and I see a video testimonial from Darren

Hardy, and a video testimonial from Jeffrey Gitomer, and a video testimonial from Shep Hyken.

Darren Hardy, the founder of SUCCESS Magazine, I got on the Skype with John and I said, "Hey, when I click play on this," I'm like, "Dude, does he actually say your name in the video?" Not only does he say John's name, but he says what I said, which he is the best in the world at what he does. In fact, the text here says 'If you want to win the hearts and minds of influencers and finally capture your dream clients, then read, study, and devour John's book, "Giftology.'" That's from Darren Hardy, the author and former publisher of SUCCESS Magazine.

John, before you became this world-renowned expert in gifting, published in Forbes, and Inc., and Entrepreneur Magazine, how did you get started in this world of ... in this expertise that I don't ... It's not common. You don't see this a lot.

John: Yeah. Well, it wasn't based upon my upbringing. I grew up milking goats on a farm in Ohio, [crosstalk 00:06:25].

Hal: That was just for fun, right? That was just for fun.

John: I wish it was just for fun. It seemed like slave labor at the time. It was just horrible, but it taught me work ethic and it taught me what I didn't want to do in life, and motivated me to go do

something else. I didn't grow up in the country club, silver spoon, hanging out in Massachusetts by Harvard or something. I grew up in Ohio, which is a great place to grow up. I grew up one of six kids, and kind of an overachiever.

When I found Cutco, I was fortunate. I was dating a girl at the time, her dad was an attorney, and I saw what I now call 'radical generosity' being practiced by him. I saw him just do ... He was an attorney, but he made all of his money in like non-attorney related things. He owned the banks in town, and he owned all this other stuff, but he was always giving things away, no strings attached. I started to model my whole Cutco business and really created my whole philosophy around this mentor-type relationship of being radically generous with people, and loving on people, not just because you had to but because you wanted to, and not because you wanted to manipulate them but just as a way of living.

That's how I landed, instead of somebody ordering a paring knife, I would sell a thousand paring knives to somebody that would give it as a ... use it as an artifact, or as a tool to drive referrals and open doors, and all these other things. I used Cutco as the delivery vehicle, and then of course, we've added other products, and deepened the strategies. Really a lot of what I learned was in the heart of Amish country, of all places, in Ohio. Kind of a random place to learn high level gift strategies.

Hal: You parlayed that into gifting ... your clients are, you've gone just beyond the Amish families in Ohio. Now, Vitamix, Miami

Dolphins, Orlando Magic, Chevron, I mean you've got some major corporations that get their gifts from you, right man?

John: Yeah. We've worked with a lot of ... some start-up companies that are doing a million or two million bucks to companies that are doing 20, 30 billion dollars, we've worked with. The pro sports teams, being a sports lover and just loving competition, athletics, we just landed ... The Cubs are really hot. We just landed them as a client last year.

Hal: Nice.

John: Did a historic project, where we took pieces of Wrigley Field, the locker room wood, and we literally created 400 custom speakers, Bluetooth speakers, made out of the wood from Wrigley Field for their 400.

Hal: Wow.

John: Most important relationships. They came back and like, "John, this is so amazing, but here's the challenge: what the frick are we going to give next year? How do we outdo this?"

Literally, the speaker company even said, "We can't make speakers out of old wood from a locker room."

We're like, "Well, we said we were going to, so we need to figure it out."

We actually just bought a supplier that helped us with this project, because they were ... unfortunately, they're craftsman, but they ran into some challenges financially. We were able to buy the small company out of St. Louis, and now we're making our own leather bags, our own ... Really anything out of leather, metal, or wood, we're able to create from scratch.

One of the first projects we worked with was this company, with the Cubs, which is kind of a cool, iconic kind of projects. Yeah, we have clients that level to manufacturers that manufacture widgets, but they care about people. Really, at the end of the day, our whole business model is calling CEOs out and saying, "Everybody says relationships are important, but how you actually show appreciation and gratitude to those people matters," and most people think that promotional products and dinners, and bars of chocolate with their logo on it are gifts.

We're like, "Do you really think that that company that spends a half a million dollars with you, you really think they feel the love and appreciation when you send a polo shirt with a logo the size of a softball on it? That's not a gift. That's a promotional item."

Really, the whole book, "Giftology" is laying out our playbook of how a farm boy can get the attention of Darren Hardy. The simple fact is, each principle is ... We didn't necessarily invent them, we just brought them back into style within the last fifteen years.

Hal: Before we talk about what makes a great gift, what makes ... a gift that's going to be memorable, and last, without having to dig up the wood from Wrigley Field, which isn't scalable for our listeners. What makes a bad gift? Where do business people, or entrepreneurs, or companies, or even just individuals with their family, where do people mess up on gifts? What makes a bad gift and how are people doing it wrong? We can kind of handle that first, and then we'll talk about how to do it right.

John: Yeah. I think some of the principles that really are universal in that how you would gift your wife, Ursula, the same principles apply in business. You have to determine, "Is this a marketing ploy? Is this manipulative, or is this a gift?" If it's a gift, a gift by its very nature is recipient focused. It's about the person you're giving it to.

Like for you, you can't go and give your wife, like let's say you love mowing, and you give your wife a \$10,000 mower. You'd never do that, because Ursula would be like, "Really? You think this is a gift? This is a gift for you, Hal. This isn't a gift for me."

Hal: I've gotten her a few of those gifts for ... "Sweetie, I got you a big ... an 80 inch TV! You can watch 'The Bachelorette' on it! It's going to be great!"

John: She's like, "I never watch TV! I don't even watch it in that room! Why would you" ... That's not a gift for you.

Hal: I've gotten a couple of those, yeah.

John: Yeah, I think as guys, we do that in business. We say, "Aw! I got you this amazing whatever," and it's not focused on the recipient. It's all about the brand. It's the brand's colors. It's the company's colors. It's the company's logo. It's the owner of the company is really into hunting, so he sends out hunting knives to everybody. Meanwhile, some of his clients are vegan. They don't even eat meat. One of the worst things you can do is make the gift all about yourself versus about the person you're giving it to, whether personally or professionally.

People, if they're honest with themselves, they make the gift ... They sent XYZ because it was easy. 'I just ordered it on Amazon.' Well, that's not what makes a great gift. A gift is about the other person, so engraving your logo or your name on it is horrible.

You'd never go to a wedding and get this nice Tiffany's vase for the couple, and put 'Compliments of Hal and Ursula Elrod.'

Your wife would be like, "That's the tackiest, most unappreciative thing on the planet."

In business, we slap our logo on it, we don't personalize anything. We send it out to people and we're like, "I don't ... I don't understand why the gifts aren't working." Well, they're not working because you're not giving a gift! You're giving a promotional item!

Hal: Yeah.

John: If you want people to feel VIP, and feel special, you have to make it about the individual. Most people make it about themselves. That's a huge, huge no-no. There's a list of 18 I could talk about on the 'do not do' gift list, but that's some of the [core 00:13:27].

Hal: Let's go to the other side now, which is ... I think you touched on a little bit of it with the whole ... some of the opposite of what you just shared is obviously what makes it a great gift. ... You have some ninja strategies around buying for the wife of the influencer, which I have done. By the way, for everybody listening, in full disclosure, I use John for all of my gifts. When I need a great gift, I call John. I'm like, "Hey John! Hey, I want to appreciate this person. I want to really do something special for them."

He's like, "I got you covered."

We were just at an event ... I was in a Genius Network Mastermind event and I realized that I had never sent Robin Sharma a gift after we filmed him for 'The Miracle Morning' movie. It was like two days from me seeing Robin, and I called John. I go, "John, did we ever ... Did I ever send Robin ... a gift?"

He says, "Nah, you never mentioned that." He goes, "Don't worry, I got you covered." Within two days, a custom leather bag, and a leather portfolio with Robin's initials.

I'm like, "How did you get him something engraved and shipped, and arriving to me in like two days?" Anyways.

John: Only for you, Hal.

Hal: Only for me.

John: You get the red bat phone.

Hal: All your clients listening are like, "He told me he couldn't do that for me! What the hell!"

John: Yeah.

Hal: Talk about some of your ninja strategies for, if you will, for incredible gifts.

John: Yeah. I think that in business, you think, "Well, that person's the client, and they're into bourbon." Or, "That client's my biggest client, and they're into golf." They don't recognize that that person, because they're an executive, or a director, or whatever, they're getting catered to all the time. Nice dinners, nice wine, nice drinks, nice food. We stayed in [inaudible 00:15:11], they made us like, 5 star event together, we get cool things all the time.

Often times, our inner circle gets the worst end of us, and the worst end of being in business. We travel, and they're away to hold down the fort. Our spouse gets the raw end of the deal. Our assistant has to deal with our crazy scheduling, and challenges. Our kids, they have to deal with the same things. What we found is that 80% of the gifting that we do is targeted to the family, and the inner circle. The assistant, the spouse, and the kids ... One, it's just more cost efficient because a dollar spent on them, because they're not included in anything. It just goes further.

If I want to get the attention of Darren Hardy, to get his attention without ... [alone 00:15:53], I have to spend thousands of dollars. If I want to get his attention, and I do something for Georgia, his wife, I have to spend maybe a few hundred dollars. What's amazing is, she became my sales advocate. The whole reason that video got made, and he'll tell you this ... He kind of eludes to it in the video if you go watch the video. 'The whole reason I'm making this video is because of what you've done for my wife.'

I've seen the same thing with assistants. I took care of the CEO of Orlando Magic, his assistant, and she ended up setting a meeting for like, eight of the division heads when I was in town, and we landed a six figure deal because of one of those introductions. Why? Because I treated the assistant ... I sent the exact same gift, or better, is what I sent to the executive CEO of the Orlando Magic ... I sent his assistant the same thing, or better, because I treated her like a peer. I didn't treat her like a pawn or a gatekeeper, all these other words.

I think that it's a big misnomer to think, "Oh, all of my clients like golf."

It's like, "What do all your clients' spouses like?" Or, "What do all your clients' assistants like, and what are you doing for them?"

Our gifting targets people that normally don't receive gifts. We don't do it in a manipulative fashion. We just say ... I know that

when somebody does something for my wife, Lindsey, I'm way more likely to do business with them. My life is easier. I'm always appreciating her, but she has a rough deal taking care of three kids under five, and somebody did something for her and all my kids, and my assistant while I was away, and made me look like a fricken' rock star hero. Out of all the people I'm going to take a phone call from, or do stuff, do a favor for, guess who I'm going to reach out to? That guy.

Hal: Yeah.

John: It's the inner circle is ... I can't understate how important it is.

Hal: Dude, yeah and I mean you helped me to do that, to take care not just of the individual but the inner circle that like you said, doesn't always get gifted. Another thing that I wanted to share, you had an amazing idea. I got ... a really nice Cutco set for James Altucher, similarly for being in 'The Miracle Morning' movie, the documentary. I had you ... That one I thought ahead, and I had you send it out before I got there so he would have already received it and set it on the counter before I even got out there.

John: Yup.

Hal: Your idea was brilliant. ... I think I was looking for the James Altucher logo or something online, and I go, "Dude, he's got

nothing! Like there's no logo, there's no ... I don't know what to do!"

You said, "Well, he's an author. He's a thought leader. He's got a lot of quotes, you know, probably popular famous quotes, right?"

I said, "Oh yeah, that's true."

You said, "Why don't you engrave one of his quotes on each of the knives?"

I was like, "Dude! That's amazing!"

John: Yeah.

Hal: The funniest part is I get out there, and I see the set of knives on the counter, I really wanted to see how they turned out. I said, "Hey, do you mind if I check out the knives?"

He said, "Oh yeah! Thank you so much! What an amazing gift. We love those, we're using them." I pull out the knives, and I'm looking. He goes, "What are you looking for?"

I go, "Oh I just want to see how the quotes turned out."

He goes, "What quotes?"

I go, "Your quotes are on here!" He had not even noticed, and this is a note to self, 'put it in the card.'

John: Yeah.

Hal: Put in the card, right? Next time. He just flipped out. Then, he had you on his show.

John: Yeah, he invited us on the podcast and was like, "That's the ..."
He was flabbergasted with the ... Yeah, making the knives not only useful, it's a useful gift, but making it all about him.

Hal: Yeah.

John: People's name and their own ... He pours a lot of blood, sweat, and tears into his book. When you can take somebody's art and incorporate it into the gift, and part of the art that you're creating as the gift, ... it goes from being a gift to being an

artifact or an heirloom. There's no way that those knives aren't going to get passed down to his kids or grandkids. That's a part of who he is.

Hal: Yeah.

John: When you get a set of thirty knives that are handmade, that's a pretty fricken cool gift. The personalization element just takes it to ten levels above.

Hal: Yeah, yeah. For John, for you or for anyone listening, I'm also an author and have a lot of quotes. I do own Cutco knives, but I would love a set to hand down to the kids because they have all my quotes on them.

John: Dude, I think I've taken care of that with luggage, and a few other things in the meantime, but I will make a note in your file.

Hal: No, I'm a bottomless pit of receiving radical generosity. Yeah, you've sold me so much on the concept of radical generosity that I just ... I want more, and more, and more of it.

John: [crosstalk 00:20:27] ... I love it.

Hal: Before we talk about the book, I'd love for you to take a few minutes and share one of my favorite stories that really exemplifies how thoughtful you are around gift giving, and how outside the box you think, and how far you're willing to go to really wow somebody with a gift. That is the Cameron Herold story, which famously was told at Mastermind talks a couple years ago. Which was the first time I think I had heard it. I was blown away. Would you mind sharing that story with our listeners?

John: Yeah. I qualified for [EO 00:20:59], Entrepreneurs Organization, like eight, nine years ago. I just barely qualified. I go to this event, it's their university. The organization has like 12,000 CEOs, top ranked, around the world. This event had 1200. I went there feeling green, and I was just like "What the heck. Do I even belong here?"

I remember going to one of the breakouts and hearing Cameron for the first time. It was one of those standing room only, and he's talking about 1-800-got-junk, how they went from 2 million to 120 million, and 5,000 articles written about them in five years, and on Oprah. I'm like, "Oh my gosh, a junk company on Oprah? This guy's a genius."

It was at that point ... and I'm sure everybody has had this moment where you're like, "If I can only have him as a mentor and advocate, a client, my business would change forever."

I'm sure people have had that where they've met somebody and they're like, "Oh my gosh, this could be a game changer." That was how I felt. I waited in line for like an hour to get to say 'Hello' and I found out in line that he was going to come to Cleveland to speak. I was still living in Cleveland at the time ... to our chapter.

I went up to him and said, "Hey, great message, amazing. I hear you're coming to Cleveland. What are you going to do when you're in town?"

He's like, "Oh, the dollar's weak. So I'm going to buy a bunch of stuff. I'm from Canada."

I said, "Oh," I'm thinking in my head, 'Maybe this is the angle.' I'm like, "Where at? Where are you going to shop?"

He's like, "My favorite store in the world is Brooks Brothers."

Off the top of my head, I'm just like 'This is my angle, I'm going to take it.' I said, "What's your shirt size? I want to send you a shirt. I'm a Jos A. Bank guy."

He looks at me like this bewildered look of like, 'does this guy got a man crush on me? Like this is just kind of like, weird.'

Within just two minutes to ask somebody's shirt size. He played it cool and said what it was.

I said, "What else are you going to do when you're in town?"

He said, "Nothing. I'm probably just going to hang out."

I said, "Well, I have Cavs tickets, LeBron's in town, it's opening night. You want to go to dinner and a ballgame?"

You can tell, he's going to be asked this a hundred times throughout the year. Dinner and a ballgame isn't going to like ... It's what everybody does. That wasn't going to be the angle. I didn't have the cojones to do it first, because my business partner ... I just sold half the business to, and you know Rod. He's like ...

Hal: [crosstalk 00:23:05] Conservative.

John: Yeah, conservative would be a light way of describing. He's the CFO. I'm definitely the ... crazy visionary, and he's the one that makes sure we actually make money eventually.

Hal: Yeah.

John: I had this idea, and he's like, "Dude, you're crazy. That's ... We can't do that."

The morning of, Cameron starts texting me. 'I'm not sure if I'm going to make dinner, or I'm going to miss part of it.'

I'm like, "Rob, we have to do this."

He's like, "All right, dude. You're either like a genius, or you're just insane. This is going to come out of your draws if it doesn't work," basically is what he said. I drive up to, five hours before he lands, I drive up to Brooks Brothers up in Cleveland and I put down the AMEX. My hands shaking, I'm sweating profusely.

I'm like, "I want one of everything in this size right here, jackets, shirts, pants, everything." The whole fall collection.

The junior sales associate is like, "You're joking, right?"

I'm like, "Gosh, I wish I was." They line everything, and they totaled up, and they run the AMEX. It's \$7,000, and I'm like, "Oh my gosh. This better work." Then, I run over to the Ritz, and I ask the GM, I'm like, "Hey. You have a VIPs, he's one of

the top business coaches in the world coming into town, do you want to do something really over the top?"

Of course, it's the Ritz, they say "Yes." We merchandise his whole room to look like a Brooks Brothers store, jackets here, pants over there, shoes. I'm downstairs waiting, having a drink, probably a double, if I remember right. I'm literally like ... I had a pit in my stomach. Like, 'This is either going to work, and be like historic, or I'm going to crash and burn.' I was leaning towards crashing and burning at the time.

He checks in, you could tell, like, 'Why did I ever agree to this dinner?'

I'm like, "Hey, go take a shower. It's been the travel day from hell, like who cares if we miss half the game?"

He comes back down about twenty-five minutes later, and his eyes are the size of silver dollars, and there's a glow around him. You know Cameron, he's tall, skinny. He's just like vibrant.

Hal: Sure.

John: He's like, "John, I've had a lot of people do really cool things for me, and I thought like, the Four Seasons remembering my

name and having a bottle of water and a towel waiting for me after I went for a jog was amazing. I've called authors, texted pictures, whatever you want to fricken' talk about," except he didn't say 'fricken.' "For as long as you want to talk about it, I'm all ears." He's like, "I've never had anybody treat me this way."

Fast forward eight, nine years. He's done more than I could have done with ten million dollars in advertising. He opened up doors with the president of Starbucks, and he's recommended me, and talked about me on stage at events like Mastermind Talks. He's become one of the ... Not only is he a close friend, I got invited to his 50th birthday party, and wedding, he's [crosstalk 00:25:32].

Hal: I didn't get invited to his ... What?

John: Dude, I'm sorry. [crosstalk 00:25:36]

Hal: I didn't get him the Brooks Brothers fall line.

John: Yeah, yeah.

Hal: Got it.

John: Yeah. I'm sure a lot of your listeners are like, "John, that's great, but I don't have seven Gs laying around. My business plan doesn't accommodate that." The funny part is, the entire experience didn't cost me seven grand, or even thirty-five hundred. It cost me nothing, because Cameron came to me afterwards and he picked out what he wanted, and the rest went back to Brooks Brothers. I had that arrangement.

He said, "John, here's the deal. I'm either going to write you a check for 30% more than I think that it costs, or you're going to tell me and I'm going to write a check for that amount, but what you did, the experience, the personalization, just how you treated me was the gift. I can't let you pay for the product on top of that as well." The entire experience, everything, out the door, cost me nothing. The fruits that I've reaped as a result of that gifting experience paid just insane dividends.

Hal: Here's what I love about this. That's an example of years, probably more than a decade of you investing your time and energy, and creativity into gifting. If I'm listening to that story, which, I am, but I know it, but if I'm hearing it for the first time, I'm like, "Wow, this guy's great, but yeah this is ... It's not even that the cost would be overwhelming. It's more like the ... I don't even know where to begin the thought process around gifting this way."

That's what I love about why me, or everyone that knows you has been like, "Dude, you've got to put your philosophies and strategies into a book that makes it simple, and concrete, and scalable, and step-by-step that anyone can take their gifting, ... "

whether it be personal or professional, "To a whole new level so they become more memorable. And they make a bigger impact in the lives of the people that matter to them, whether those are their clients or their employees, or their family members, or whatever."

Dude, tell us about "Giftology." Tell us about this book, and who's it for? What are they going to get out of it?

John: Yeah. You're right, a lot of people are like, "How do I do this? I can't afford to hire you."

A lot of times people hear that story, and they're like, "Well, I don't have a hundred grand, so I can't hire John."

The simple fact is that I have financial advisors that are clients that do gifts for their top twenty to fifty relationships every year ... I have small companies. I have large companies of clients. We're able to scale up or down, but there's still some people that they want to do it on their own, or they're just getting started, or they can't ... They need a playbook. Really, the "Giftology" is our playbook. I did the research. We hired a PhD from Wharton to actually do research on the history of gifting. The funny thing is you look even in the Bible ... faith is really important to me, and in Proverbs, written by Solomon, 3000 BC, one of the Proverbs is ... Proverbs 18:16, "A gift ushers the giver into the presence of the great."

Gifting has been around for two thousand, five thousand, ten thousand years. It's not a new idea. In fact, most people in those cultures ... If you go to Asia, or other places, you give a gift based upon the value of the relationship. You don't give a trinket or a token. I hate the word 'token.' I wish everybody would ban the word. 'A token of appreciation.' Would you ever say, "Hal, our relationship is a token. You're a token person." Nobody wants to be a token, and yet, we use words that completely devalue the relationship.

The book, it talks about the why it works and the [reciprocity 00:29:20], and [inaudible 00:29:22]. It goes into the [inaudible 00:29:25] science of it, and the psychology of it. From there, it's like, "Okay, John you proved that it matters, and you proved that it counts. How do you do it?" Then, we walk through the do's and don'ts, the questions to ask yourself. The playbook, the examples, the stories. How much should I spend? What about industries that have limits?

All of that that I've been talking about for fifteen, sixteen years. This isn't like I became an expert in the last six months because I just put my mind to it, and I went to a Tony Robbins conference and said "Gifting is my thing." We've been doing this for a long time, and we've fallen on our face, and had things go wrong. We've learned a lot. Really, everything that we have is poured into "Giftology." There's not going to be a "Giftology 2" next year, and a "Giftology 3." Now, maybe we can follow your playbook and we create a "Giftology" specifically for financial advisors, or a "Giftology" ... But we tried to put as concrete of a game plan in there. Whether somebody's in start-up mode, and is trying to get mentors and investors.

Or, whether somebody's been handed a third generation business, and is like, "How do we ... We have these amazing relationships," and maybe things have gotten stale. We really feel like gifting is one of those things that the benchmark is so low, that if you just get mediocre at gifting, it can radically change your relationships because most people suck at it. They're just horrible. "Giftology" is the all-in-one kind of playbook.

Hal: I love it. I love it, and so the best place to get it is Amazon?

John: Yeah, you go to Amazon and order it. You go to GiftologyBook.com, which we actually created ... We believe in the philosophy. Our core business is gift strategy and logistics. We make good money off of consulting, and shipping. Guys like you that want to send out amazing gifts ... Our business is solid. We don't need to make money from the book. If we do, great, it'd just give us the opportunity to get more gifts and be more generous with charities, and do more things with our families.

We literally want the message ... Kind of like James Altucher put out there that we just want people to read it, and if somebody buys the book and reads it, and can prove that they read it, and they can actually email me that IReadGiftology@Gmail. They just prove that they read it within the first three months, I'll give them their money back. If they hated it, and I wasted their time, I'll gift them ... We're

"Giftology," and we're talking about radical generosity. I will gift them their next book for free. That's how confident we are in the principles in the book.

We really want people not to have a stack of Gary Vaynerchuk, and James Altucher. Everybody has the stack of books. I want people to buy it, and actually read it, and do it, because how we show gratitude to people ... Everybody responds, relationship-wise, based upon how they feel. I think a lot of people are walking around feeling under-appreciated from their spouse, their employees, their managers. I really think this book has the opportunity to really change how people feel in their relationships.

If that happens, my daughter, who's five, will talk about her dad helps people love on people. This book is part of my legacy, and I really want people to take it and put it into action. It's not a vanity book. It's not a lead generation book, all though those things may happen. It's a "I hope people take it and go do something." If they do, then I can't wait to hear the byproduct and the fruit of what loving on people well will do for the relationships they have.

Hal: Well man, I've experienced the byproduct of it firsthand, and it's a result of your influence in my life, man, so thank you so much.

John: Dude, Hal, thanks for bringing me on and sharing me with your tribe, dude. What you built ... What I love about you is that the

person you are on stage, and the person I know, the silly, crazy Hal that we hang out at the conferences ... Dude, your generosity as an entrepreneur is ... Dude, you've blazed the trail, even beyond some of my Fortune 500 companies clients. You're living it. To come on your show and share this with your audience is a true honor.

Hal: Thank you, man. I thought you were going to say I was just obnoxious off stage as I on stage, but I like what you said way better. Well man, no I did. I appreciate you, and the way you show up, and loving on people is what you do and you do it well. Anybody listening, Achieve Your Goals podcast listeners, if you haven't already gone to Amazon ... which, I imagine most of you, you're there, it's in your shopping cart, you're checking out. Go get "Giftology." Get it for you, get it for a friend, et cetera.

The name, I think that just subconsciously, John, people are going to want to buy this as a gift for other people. It just ... How could you not, you know?

John: I hope that ends up being the case.

Hal: I will.

John: There are barter packages that somebody wants to buy more than one.

Hal: Before that, because I actually am personally ... I saw our buddy Jon [Cain 00:34:12] bought like 325 copies. I was like, "How do I get more than one?" Because I'm going to give at least ... start with a few dozen, or something. Where do we get the bulk packages?

John: Yeah, if you go to GiftologyBook.com, there is a barter page that you can click on.

Hal: Okay.

John: You get different bonuses based upon ...

Hal: Beautiful, okay.

John: Buying ten, or fifty, or a hundred, or whatever else. You could just email us directly if you have a barter that's not on there. You're like, "Hey, I'd love to bring you in to speak," or whatever else, we can work out details on that, too.

Hal: Beautiful. Cool, John. Well, love ya and appreciate you, buddy. Achieve Your Goals podcast listeners, I love and appreciate you. Thank you for your time, and energy. I hope you get a copy of John's book, "Giftology." Let us know, let me know

how you implement the strategies, and watch how it transforms your relationships with people around you, and therefore really enhances your own quality of life, and your bottom line, which is a cool byproduct as well. I love you, everybody, and we will talk to you next week. Take care.

Nick: Thank you so much for tuning in to this episode of the podcast. Now, we want to know what were your big takeaways from this episode? Simply head on over to HalElrod.com/131 for episode number one hundred and thirty-one, and just leave a comment there on the show notes page. Also, if you haven't done so yet, please go subscribe to the podcast on iTunes by going to HalElrod.com/iTunes, clicking on the subscribe button. Then if you would, please leave a rating and review because rating and reviews truly are the best way for you to show your appreciation for the show, and to help more people find out about the podcast and decide this is the one for them. Now, until next week, it's time for you to go out there, take action, and achieve your goals.

Speaker 4: If you're looking to grow your business using podcasting, but don't have the time to edit the audio, insert the intro and outro, write up the show notes, post the episode to all the different sites, and do all of the ridiculous back end work that's required, then you need YourPodcastGuru.com, where you bring the content, and we take care of the rest. We'll even co-host the show for you! Visit YourPodcastGuru.com right now to explode your audience, and crush it in the podcasting world.