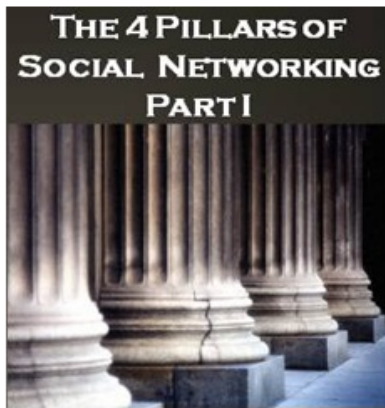


## People are People and we've been that way for 5000 years (#1/4)

July 2, 2010 by [Bill Brown](#)

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Many of our social rules and behaviors have been formed over thousands of years. You can be very successful at marketing in a social networking world if you just tap into these fundamental rules of human behavior.

In our book, "The Smart Entrepreneur's Guide to Social Networking", we discuss the four psychological pillars of social networking that must hold up all your marketing efforts in this social networking age. We will discuss 1 pillar a week over the next four weeks.

### **Pillar #1 of 4: Give Before Receiving**

When we feel someone has given us a gift without expecting anything in return, we feel powerfully and emotionally in debt to that person. This emotional debt is called reciprocity, and we all have this very strong social urge inside.

When I moved into our new home in 2001, my wife wanted to get to know the neighbors. So she created a nice basket of goodies and asked me to go door to door with her.

Now, knocking on the door of people you don't know can be a little uncomfortable, but we met the nicest people up and down the street.

About two hours after completing our rounds, there was a knock on our door. A woman who lived down the street from us was at the door with a nice gift basket. You see, when we gave our neighbors a gift with no expectation of anything in return, it instilled a powerful emotional debt in them toward us.

This emotional debt was so powerful, our nice neighbor quit whatever it was she was working on, drove to the store, and purchased us a gift basket in return. She did not mail it to us; she came down the street to give it to us right away.

The best part of reciprocity is that it is easy to use in your business right away! All you have to do is to offer free e-books, free videos, or free special reports, to your clients. You're the expert, sharing your knowledge to help your target client make good decisions.

The people who benefit from this will feel that sense of reciprocity. They'll feel that sense of relationship. They'll want to return the favor—often by doing business with you or by referring you to someone else who needs your product or service.

There is a word of caution. If you give a gift while selling, you will not instill reciprocity. Instead, the person will see you as trying to buy them off.

Dedicated to your success  
Greg & Bill

P.S. If you want to learn more about the research behind this pillar, you should read Robert Cialdini's classic book, *Influence Science and Practice*, which explains that reciprocity is fundamental to human development. Without reciprocity, society may have never developed. For additional discussion on this topic, you should also consider reading *Yes*, by Noah J. Goldstein, Steve J. Martin, and Robert B. Cialdini. This book is full of some outstanding real-life examples.