

The Go-Giver

Key Takeaways

1. Your true worth is determined by how much more you give in value than you take in payment.
2. Your income is determined by how many people you serve & how well you serve them
3. Your influence is determined by how you prioritize the problems of others.
4. The most valuable gift you can offer is yourself.
5. The key to being an effective giver is to be an effective receiver.

Notes & Thoughts

- Go out of your way to serve others
 - o Survive: basic need
 - o Save: expand life
 - o Serve: contribute to world around you

Summary

Joe, a salesman at a large town trust company has a strong to desire to be more enterprising and successful. After hearing rumors of one of his coworkers, Gus, who is highly successful and takes long leaves of absence, he craves to learn more and about how *he* might be able to be as successful as Gus.

Joe asks Gus for insights, and Gus refers him to his mentor Pindar. Pindar agrees to take on Joe as a mentee, but only if he follows one rule: to actively engage with and perform each lesson he learns throughout the following week.

After having some of Rachel's famous coffee, Joe is first introduced to lafrate, an Italian who moved to America whose first business was a hot dog stand. In order to differentiate himself from others, he took a true and genuine interest in his customers, remembering birthdays, engaging in conversation, and constantly interacting in order to generate rapport. Soon enough, he was known around the city, and was fortunate enough to be "connected" with Pindar, who subsequently funded his restaurant, lafrate's Café. Now that lafrate, an unassuming chef owns a large real estate portfolio and is highly financially successful, Joe learns that looks can deceive, *they almost always do.*

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Upon reflection Joe realizes that he *must* give in order to increase his own value and decides to give a referral to his arch competitor.

Next, Joe meets with Nicole, a former schoolteacher turned EdTech founder. Again – looks *do* deceive. Nicole realized her compensation as a schoolteacher was not proportionate to the amount of effort she put into her job, so she set out to change the face of education in order to affect millions instead of just small classes each year: the number of people served & how well you serve them correlates to compensation.

Reflecting, Joe sees the need to serve coffee to all those in his office even though he might feel as though he looks stupid for doing it.

Joe then is introduced to Sam, a financial advisor for Pindar and Nicole. Sam is a friendly fellow who again speaks about a “connector” who helped both him & Nicole. As a financial advisor, he always looking out in the best interest of others. By putting the interests of others first, individuals become magnetic.

That night, Joe is able to comfort his wife, allowing him to wake up with a smile.

The next day, Joe goes to a sales conference with Pindar. Joe learns that the connector also helped the woman speaking at the sales conference after she sold her first house. Rather than trying to follow a sales technique, she simply has a conversation with her customer, asking about her wants, needs, challenges, etc. What he learns there is one of the most crucial lessons in the book: taking a genuine interest in others, being there for them, connecting them, and simply being authentic is the greatest gift you can give anyone.

In reflection, Joe simply is authentic in a conversation with Gus in which he finds out *he* is the connector and he simply works because he enjoys it.

On the fifth and final day, Joe meets with Pindar at his mansion where he learns that he must be able to receive in order to give and vice versa. Just as with anything in the world, you must be able to receive before you give: think of breathing or a baby.

Finally, Joe reflects and waits to receive when he receives a call from Neil Hansen after hours to open a new account for a hotel & cruise line consolidation deal – there’s just one hiccup: they need coffee.

A year down the road the story picks up with Joe having cofounded a coffee brand with Rachel and Neil. A woman comes to close a deal when Joe is uncompromisingly personable. She asks for his secret, and Joe takes on the role of Pindar.