**Lecture Two: Give Value First**

**Con- Artists & Scammers:**

Let’s start this conversation with some context.

Here is an experience that many of us are all too familiar with- we all have that one sibling or friend or even parent, in some cases, who always has their hand out. We all know someone that always needs or wants something for nothing.

Even when you care and you want to help, it can be so draining to be around people that only know how to take and never make the effort to share or give back. What’s worse is due to entitlement and being experienced con artists, these people are often the ones that are appreciative the least.

Let me be clear, the only people that always want to take from others and never give anything back, never do anything as an act of kindness or because it’s the right thing to do without an ulterior motive are *con-artist and scammers*.

**Don’t be that person!** Don’t be that person, especially in the business industry, who doesn’t have anything of value to offer. Because that’s essentially who con-artists and scammers are.

 **Building Lasting Trust:**

The only way to be good at business is to really care about what you do and what your customers do. Something I learned from all my mentors, many of whom are the best in the business across the board, is that if you want to grow and build lasting trust you must pride yourself on giving value and quality.

You need to care about your customers need and the ways you’ll go about providing for those needs. This is crucial in establishing and building a good relationship with your customers.

That’s the easy part, because it’s just empathy and doing the right thing. The hard part is knowing how and when.

People are very skeptical about everything and with good reason. Between telemarketers, door to door con-artist and people selling fake goods left, right and center- how do you know who to trust or if you are getting what you paid for? How do you know the person you’re giving your time and attention isn’t trying to cheat you or steal from you? The easiest way to gain trust is by really making a difference in people’s lives. It’s helping them by providing them ***value first and for free*** with no expectations.

**Ways to Give Value:**

When you’re sharing knowledge or giving quality & value first and for free, what you’re teaching them about most importantly is your character and what you have to offer. The impression that leaves is PRICELESS.

Something that Gary Vaynerchuck always emphasizes is value. He will tell you time and time again that ***the person that can provide the most value upfront, wins***. It’s as simple as that. You need to provide your work or value for free to leverage it for something that they can eventually pay for. But that upfront free value is what matters to customers and what is most important.

*So, what are some ways you can give value?* If you have taken the time to learn your customer, you can start by showing them how knowledgeable you are on their needs and offering suggestions to where you can help make improvements. You run real strategies by them that you would use and asking things like “Do you think we can tailor fit this method to you and your client base?”

When it comes to helping your customer it’s all about finding needs and fixing needs.