



The GO-GIVER

A LITTLE STORY ABOUT A POWERFUL BUSINESS IDEA

By Bob Burg and John David Mann

The Five Laws of Stratospheric Success

The Law of Value

*Your true worth is determined by
how much more you give in value than you take in payment.*

The Law of Compensation

*Your income is determined by
how many people you serve and how well you serve them.*

The Law of Influence

*Your influence is determined by
how abundantly you place other people's interests first.*

The Law of Authenticity

The most valuable gift you have to offer is yourself.

The Law of Receptivity

The key to effective giving is to stay open to receiving.