

## Give Value First

Reciprocity. Means when some one gets something he feels socially obliged to give it back in some ways.

Meaning, if I invite you to dinner, next time you feel like you wish to exchange with me by inviting me back to dinner.

This phenomena exists in all humans to some degree. Don't believe me?

If you come to my office to take a look around, and I make sure everybody in my office is friendly with you. Greet you excitedly. Offer you drinks and snacks while you wait. And when we get into a conversation I invite you to a coffee and maybe even drive you home so you don't have to call a taxi or take public transport. Then would you feel more likely to buy from me?

Most people would.

Why? It can be justified by saying that "oh he is just so nice as a person, I would love to do business with a person like that". Or any other way you wish.

But psychologically, it is simply because I went out my way to give something extra. And now you feel you want to give back for all that you got. At this point the easiest and most convenient way you can give back is by buying from me. Or choosing me instead of my competition when next time you buy a product in my industry.

Before some of you scream "Manipulation". Please take a step back and look at this factually.

All friendships are based on this phenomena. All relationships. One person goes out of his way to give something extra (whether big or small), than the other person tries to give back, and now the first person tries to give back. Perpetually goes on like this until it's stopped.

Plus. It's only manipulation if you use it for selfish/evil purposes. You will help much more people knowingly using this psychological rule than not knowing it at all.