



**SPI 248**

# The Art of Giving Gifts with John Ruhlin

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Pat: This is the Smart Passive Income Podcast with Pat Flynn, session number 248. It's a gift.

Announcer: Welcome to the Smart Passive Income Podcast, where it's all about working hard now so you can sit back and reap the benefits later. Now, your host, nine times out of 10, he mispronounces the word "pivotal", Pat Flynn.

Pat: Hey, what's up everybody? Thank you so much for joining me today in this session of the Smart Passive Income Podcast. We're talking about something that I've never talked about before that I didn't even know was something that I would ever talk about before, and that is the art of gift giving with John Ruhlin, who wrote a book called Giftology. Oftentimes, we think about gifts as just something nice to do for somebody, and sometimes we get gifts because we know somebody wants something from us. Those are things that exist, but John has a very specific approach for gift giving. There's a very specific reason why this episode is happening right now and not during the holidays, because he actually says that the holidays are the worst times to give gifts because your gifts are gonna just be lost amongst everybody else's gifts.

Strategic gift giving for the purpose of strengthening the relationship that you have with the other person, whether it be your clients, or your customers, or somebody who you're looking to partner with, or all those types of things. There's a very specific strategy that is involved that John has mastered so well that he has an agency now called Ruhlin Group, R-U-H-L-I-N. What they do is they help companies and people with gifting. How crazy awesome is that? We're gonna get an insider look at just how this all happened and what we can do as people who are here building relationships with all these amazing people around the world who have these connections with us. So here's John Ruhlin from the Ruhlin Group, also author of Giftology. Wait 'til the end. He has a fun little fun. Fun little fun, a fun gift for us as a giveaway for those of you who listen all the way through. Here we go. This is John Ruhlin from [ruhlingroup.com](http://ruhlingroup.com).

Hey everybody, what's up? I'm so happy to welcome John Ruhlin to the show today. John, thank you for joining us on the Smart Passive Income Podcast today. How are you?

John: I'm great, man. Thanks for having me, Pat. This is gonna be a blast.

Pat: It will be a blast. I'm really excited because you have a unique thing that you do. Can you just share with everybody really quick, what is it that you do? I know some people might have heard of you before. I know you as the gift giving expert. What does that even mean?

John: If you meet me at a dinner party, the six-word-opener, the Clay Hebert opener is, "I help leaders not suck at saying thank you." At the end of the day, we have a gift strategy and logistics company. We help from startups to pro sports teams like the Cubs and \$20 billion companies. We help them love on their people well. It could be their clients, it could be their suppliers, it could be their employees, but at the end of the day, relationships matter. Most people would agree with that statement, but how they actually show it is a different story. Most people kind of drop the ball on the showing and really proving to people that they care.

Pat: People who know my brand know that I care a lot about my audience. There's obviously many other people who have businesses who care about their audience too, but I think there's a thousand and one different ways to show that care. We all hear from Gary Vaynerchuk the best strategy for success is care, but when it comes to actually doing it, some people struggle. Some people go as far as just writing great content that's really helpful. That's obviously one way to care, but you're taking it next level from dropping surprises and gifts and whatnot to show that love. Where did this even come from? Why is this what you do?

John: Well, it wasn't part of the master plan. I thought I was gonna be a doctor when I was in college. I was prepping for med school, but I had a mentor early on that was just world class at being what I now call radically generous. He wouldn't have call it that, it was just how he was. He was always giving things away. After a basketball

game, he'd pick up the entire restaurant's tab and he would never take credit for it. He would find deals on noodles. He'd buy a semi load of them and everybody at church the next Sunday, like 200 people, would end up with 20 boxes of noodles just because that's who he was. I noticed every deal in town seemed to flow his way. He was the most top-of-mind person because of his generosity. So everybody just picked up the phone and called Paul when they had an idea, an opportunity, he was just front and center.

When I interned with Cutco, the knife company, I thought it may last a summer if I was lucky. I was green. I wasn't a sales person. I didn't really think of myself as a sales person, but I was motivated. I was a hustler. I pitched him the idea of giving away pocket knives to all of his clients 'cause I thought, "He's generous, all of his clients are men, they're into outdoors. Maybe he'll give away pocket knives." He got this little twinkle in his eye and he was like, "John, what about paring knives? I want to give those away. Could you engrave those?" I'm like, "You want to give away paring knives to grown men, guys that are running a hundred million dollar company? That's weird. Why?" He's like, "Well, I've found that if you take care of the entire family, especially on the gifting process and appreciation or gratitude, everything else in business seems to kind of take care of itself." I was like, "Oh my gosh." It wasn't about the knife for Paul. It was about the psychology of giving and there was a strategy involved. I had never heard of strategic gifting. It was always just obligatory gifting. I started to mimic that. I was like, "I want to do this for real."

So I'd invest \$200 on a carving set, which might as well have been \$3,000 or \$2 million as a college kid. It was a big deal, and I put a handwritten note inside saying, "Carve out five minutes for me. I promise it'll be worth your time." I would send it off to a CEO of a \$50 million company that I'd want to get a meeting with, and I'd get the meeting. I walk in at 21 years old and the CEO, who's 60, is expecting somebody in their 40s or 50s. He's like, "Are you here to sell me knives? I'm confused." I'd be like, "No, I'm actually here to help your thousands sales reps open doors with your biggest clients, your dream 100 list, and I'm here to help you drive referrals."

Instead of selling one set at a time, I'd sell 1,000 sets. By the time I was a senior in college, I'd become Cutco's largest international distributor out of 70 years, out of 1.5 million kids that had gone through the doors. I kind of put med school on hold permanently and decided this whole gift and appreciation and strategic gifting company was worth a go, and that was 16 years ago. I've never looked back.

Pat: That's awesome. This sounds more than just like, "Hey, somebody help me out. I really like this person. Let's send them a Starbucks or a Jamba Juice gift card." There's some strategy involved with the kind of gifts you select and who you select it to, but I'm also curious, where does one draw the line between giving gifts specifically to get something back in return? How does that all play in all of this for you?

John: I think that one of the biggest things ... There's a big difference between giving a gift to a client or an established relationship or giving something to somebody that you want to get their attention. I like Gary V's idea of being an attention broker. On the prospect side, I'm helping companies, and sales reps, and startups. I'm essentially helping them buy peoples' attention ahead of time. I'm pre-buying their attention. At the end of the day, you still have to have a great product or a great service, but with all the digital noise and the fast pace of business, it takes something pretty significant to shock and awe somebody into actually responding.

There's a lot of good services, there's a lot of good consultants, there's a lot of good startups, but there's so many people out there all vying for the same attention. Unless you do something pretty significant, you're not gonna get their attention, but on the client's side, the goal is to love on people well, no strings attached. There's obviously an inherent hope of, over the next 20 years, I hope good things happen when I do give things to people, that they're gonna reciprocate, but people can tell and sense when you do something and it's a bait and switch. "Hey, I just sent you that gift. Now get me on your podcast." So you can feel that in the interactions with people, but we're all in business to make profit, so we all know that people are hoping for good things to happen, but there's a very

subtle difference. There is a big difference between somebody doing it with strings attached and somebody doing it with the right intentions. The intentions do matter.

Pat: Absolutely. In terms of the art of gift giving, where does one even start? Who should they be looking for and then also, where does one start in terms of trying something, like you said, that would stand out? For me, being an influencer, I'm getting a lot of notes in the mail, lot of gifts. People are giving me things all the time, which I'm truly blessed and thankful for, but they're all clumping together now. I'm getting everybody's books and that's obviously self-promotional and they're hoping I'll mention it on the podcast or whatnot, but then I'm getting other things that are random. People are targeting my kids now, which is great and very thoughtful, but I'm always like, "Uh, I don't know." For whatever reason, sometimes gifts are like, "Wow, this is truly thoughtful." You can tell somebody put some time into it. How do you instruct somebody to give great gifts?

John: People talk about, "It's the thought that counts," and I say all the time, "That's bull crap. It's the thoughtful thought that counts." People are like, "Yeah, I sent you that Starbucks gift card, isn't that so thoughtful," or "Hey, I sent you a polo shirt with my logo on it." I'm like, "That's not thoughtful, that's self-promotional," like you're talking about. A lot of it starts with, number one, instead of trying to target 1,000 influencers, pick the 10 that really matter to you and then do the homework. It's like everything else. Gary talks about it, you talk about it. It's the extra effort and it's less is more. Dial things back. Instead of going after 1,000 people, do 10 really, really well. I see companies and entrepreneurs all the time, they try to target. The list is way too big and so they end up doing things that are very vanilla, very average.

When I sent out a book to Darren Hardy, who's a client of mine or an influencer, or Michael Hyatt, I spent \$200 to \$300 on the book that I put out per piece. I had a handmade linen box with a custom leather bag and it was personalized to them and their spouse. It was signed, it was with a metal letterhead, but I didn't send that out to 1,000 people. I sent it out to 40 people. When people got that, they



were like, “This is the nicest book I’ve ever seen,” whereas most people are like, “I just want to send as many as possible,” and so they do the shotgun approach and they send out 100 or 1,000. Then they wonder why it’s crickets on the other end. Nobody’s posting about it. It’s because it’s not remarkable. Seth Godin talks about you better be a freaking purple cow or else go do something else. Gifting is that same way.

When I send a gift to you or to anybody else that I want to build a relationship with, I make it all about you, I make sure it’s best in class, I do the homework and the research or my team does, and because of that, when somebody gets a gift from us, oftentimes they’ll say, “This is the nicest, most thoughtful gift I’ve ever received,” at least in business. Maybe your wife or your mom or dad have done nicer things for you, and they should be able to because they know you intimately, but in business, most people are not willing to do the hard work. That’s what we do for our clients. We help them do that hard work, but anything that we do for a client, they can do it on their own. It just means spending time and attention to detail, and digging through people’s social media files, and actually reading their books, and actually understanding their likes and preference, and what would really be meaningful. Most people are lazy. They’re not willing to do that hard work.

Pat: Right. You’re talking about all these amazing gifts and you’ve given an example already and that sounds amazing, but I think a lot of people listening to this are totally on board with you in terms of the benefit and just how great it feels to give gifts and being strategic with that and being obviously caring of those clients that you have and other people that you want to connect with, but I also know a lot of people might not have the money to spend. Does one need money to be able to give great gifts? If not, how can you give great gifts still?

John: Yeah. I would say that having a lot of money is a relative term. When I was in college, I didn’t have a ton of money. I didn’t have money for a ton of fancy gifts. I’d have some, or fancy brochures, or a fancy website even. So I spent a lot of time writing a lot of handwritten

notes, but I also looked at the things where most people go really cheap, I was gonna go expensive. By expensive I mean our business cards, for instance. Most people spend two cents on a business card. If they're fancy, they spend five cents. I set a goal, and this is nine, 10 years ago, of giving out the nicest business card on the planet. I set a goal, spending a dollar. My friends would make fun of me. They were like, "You're gonna go broke passing out dollar business cards," but I felt like it was a detail worth communicating, that we were different and that the details matter.

I don't know if you're a Will Smith fan, but growing up watching Fresh Prince of Bel-Air and all his movies, I always thought that he was Mr. Cool. I remember watching the movie Hitch and seeing his card. I don't know if you remember his card on that movie, but it was a square black card, it had his name on it and his cell phone number, and that was it. I modeled my business card after that. I made them out of metal and they were black. Nine, 10 years ago, this is unheard of. I remember handing that dollar business card out to the CEO of this massive ... It was like Lowes. It was at a Nascar suite. Before that, a card exchange, you could tell that all he cared about was the nachos behind me. He didn't give two rips about gifts, or gift strategy, or gratitude. He was glazing over during our conversation and when I exchanged business cards, he got the card and he looked at it. He was like, "This is the coolest fricking card I've ever seen," except he didn't say "fricking." He's like, "What do you do again?" It changed the conversation. A dollar changed the conversation. Instead of spending two cents, I spent a dollar, which didn't seem like a big deal, but that's 50 times more than what most people do.

I would say right now, we spend nine dollars on our letterhead, which sounds crazy, but nine bucks. People spend nine dollars on, sometimes, their Starbucks order costs nine bucks and they don't think twice about it, but when it comes time to your stationary that you're gonna hand write a note or you're taking 30 minutes or an hour and putting down your thoughts, I don't think you have to spend a lot of money, but I do think that you have to be willing to go against the grain in how you show gratitude and appreciation and



be willing to do things radically different than your competitors, not spend 2% more on your brochure and make it glossy verses matte finish. Spend money where it's gonna count.

I always say, "Where everybody's going expensive, I cut out all together, and where everybody goes cheap, I go super expensive." Super expensive may be the three dollar business card that we now have, but it's just about thinking differently and redirecting your resources where you can actually be that purple cow. I've found that in gifting, most people are so horrible at it and do it so wrong that the bar is pretty low. It's one of the few levers out there where people suck at it so bad that you can actually be what I would consider average and still be in the top 5% of gift givers out there because most people are so horrible at it.

Pat: The gift is obviously very important, the thing that they see and they receive, but I would expect that the way that you give that gift is also pretty important. Can you speak to the methods by which you might hand something off to somebody or send somebody something? Is it okay to just send a cardboard box with a thing in it or what are some tips you might have for the approach?

John: The delivery?

Pat: Yeah.

John: I think the item itself is important, but all the other details around it that you're alluding to are massively important. In fact, this time of year, December, January, February, all of a sudden, people are coming off the Christmas high, and craziness, and insanity of the holidays and all the gifts that are exchanged. What's funny is, as a gifting company, we've been called the Grinch that wants to kill Christmas.

Pat: Really?

John: Literally. There's articles that's like, "The Grinch that wants to kill Christmas," because between Thanksgiving and Christmas, you

would think would be the busiest time of year for us on the planet, but we don't let our clients send gifts between Thanksgiving and Christmas because we don't want to be one of 50 gifts on the conference table or in the office that are causing the table to collapse from all the candy, nuts, chocolate, wine, bourbon, all the crap that everybody's sending. One of our big keys is timing matters. It needs to be a surprise and a delight, and you can't do gifting at a world class level when it's an obligation. That's when most people give gifts, is when it's expected. "Hey, we're having a conference. We should send a gift." "Hey, it's a trade show, we should do a gift." "Hey, it's their birthday, do a gift." Our view is, whatever you're gonna send, make it a just because. Don't give a gift after a referral because then it cheapens the referral. "Hey, you sent me a million dollar referral or a thousand dollar referral. Here's your Starbucks gift card."

Pat: Gift basket or whatever.

John: Gift basket. Yeah, it's cheesy, and yet, we do it all the time.

Pat: Literally.

John: Yeah. A lot of them are, yes.

Pat: Cheesy and meaty and nutty.

John: Cheesy, yeah. Half the stuff, I would never eat this stuff. Most of it gets re-gifted or thrown in the trash.

Pat: The jam. Yeah, I don't use the jam.

John: It's fricking horrible. So the surprise and delight element matters. I do gifts. We send out a quarter of a million dollars worth of gifts. We started with a budget of \$5,000, but every year, we've worked up because we see the return on investment. We send gifts out once a quarter, but it's always at a time that they're not expecting. One year, we might do Valentine's Day around the theme of loving working with you. There's that theme, and then the next year,

we might do it around St. Patrick's Day around being lucky and fortunate to have a client or partner like you. People never know what's coming. So they don't get into the realm of, "Well, they've been sending a honey baked ham for the last 27 years. Here's the 28th honey baked ham." That doesn't make anybody feel VIP. It makes it feel automated.

I think when you can make your gifts feel like they're the only person that received it, the packaging matters. It needs to be well wrapped and put into a beautiful box. It needs to have a handwritten note with the gift so it doesn't feel like it just came from Amazon like, "How can I automate this process and make it as easy as possible?" You want it to feel like, this took some time and energy and effort to put together and send out. When we do gifting for our clients, it doesn't say "Ruhlin Group" on it. It's not powered by Ruhlin Group. It says nothing about us because we want it to come from our client to their client, or their employee, or whatever else. So the packaging and all the finger details make it going from being just another box of stuff to making it feel like ... We want our gifts to become artifacts. When somebody values something and is like, "Wow, I'm gonna keep this for the next 20, 30 years," we've done our job, not, "Wow, this is gonna be great for the next five minutes, then I'm not sure what the heck I'm gonna do. It's gonna end up at Goodwill in six months." That's not the goal.

Pat: How would you recommend people do research for those that they're giving gifts to? I'm sure you guys have your own methods. Can you reveal anything? Is it just as simple as going onto a Twitter account, looking at the media tab and seeing what they're interested? What can people do today, actually, to give better gifts tomorrow?

John: Yeah. We're an open book. The book, Giftology, is our entire game plan. There's no Giftology II coming out in six months like, "Hey, our secret secrets." A lot of it is just doing research on social media. I would say secondly, if you have a relationship with your client and they have an assistant, a lot of the gifting that we do, we target the inner circle. The assistant and the spouse, we do a ton of gifting

for for our clients because those are the people that are the most underappreciated in business.

Oftentimes, guys like you and I, we get nice things sent to us all the time and we stay at nice hotels and get cool experiences, but oftentimes, our spouses and our assistants, they get the worst part of being in a business. A lot of the gifting we target has that halo effect. If I get somebody's assistant or their spouse to be a fan, then all of a sudden, they become my internal champion and sales advocate. I encourage people that are clients or your listeners to do the same thing. A dollar spent on that inner circle, it doesn't matter what industry you're in or what size company you're in, a dollar spent on the inner circle is like spending \$50 on the target or the executive or the decision maker that they think that they're going after. 80% of my own personal gifting is towards peoples' inner circles.

Pat: That's super smart.

John: The kids are on that list, but unless you have a personal relationship, kids are a weird thing to start giving gifts for. It almost feels stalkerish at that point. You can get away with spouse, you can get away with assistant, but I avoid kids unless there's an established relationship because otherwise, it just feels like you're crossing the line.

Pat: It's kind of creepy.

John: Yeah, it's a little creepy there. You're protective of your kids and there's that concern there. It's awesome if you have a close relationship with the client or the employee. I encourage our pro sports teams clients like the Cubs to have events where they can bring kids because that's where the memories are created. There's photography and video. Those are the kind of experiences that are once in a lifetime experiences, but in general, targeting a prospect's kids is just weird. I would avoid that.

I would also say that there's common hot buttons that we use.

One of the reasons we still sell a boat load of Cutco, the knives, it sounds weird, knives in business. That doesn't make any sense, but eating is one of the most common things. Throughout history, breaking bread with people and spending time eating and drinking with them is still, in 2016, is a big deal. So a lot of the gifts that we encourage people to do are around the kitchen because that's where you entertain with your most intimate relationships and spend time. So the knives are beautiful because I can send them to somebody that's 30 years old or 70 years old and I know that eating is probably not going out of style anytime soon. So they're probably gonna use the knives, whether that's one knife or whether that's a \$4,000, \$5,000 set. I'm able to vary it depending upon who I'm engaging with, that kitchen element.

We do these cool glasses that are made from wine bottles because they'll get used every day in the kitchen. You can't go buy 'em at Target. A lot of the gifts we encourage people to do, I call them practical luxuries. I could give the same gift to 1,000 people, but every person that received it would be like, "Wow, this is actually useful for me," and it feels very personal based upon the fact it has their name on it, their family name. There's no logo of any sort on the gift, and it's all about the recipient. You can take some common gifts in any industry and any sized company and duplicate that and leverage it to your own benefit. That's part of our secret sauce.

Pat: What is the website for your agency again so people can find it?

John: Yeah. If they search for Ruhlin Group, which is my last name, ruhlingroup, all one word, .com, they can check out John Ruhlin. We're starting to do more speaking. I just spoke at Fortune Magazine Growth Summit. John Ruhlin or if they type in "Giftology" into Amazon, there's some links there and whatever else. They can see everything that we're about. Ruhlingroup.com has some of our case studies with the Cubs and some of our bigger clients.

Pat: That's awesome. So that's R-U-H-L-I-N for Ruhlin. I'll have the links and stuff all in the show notes for everybody on here who wants to click through, and I would encourage you to do it. Let's say that

I hire you or your agency to help with gifting. Do I usually come in with people in mind already or is it just, I hire you knowing that I need to do this and you kind of help me figure it out? What's it like working with a group like that?

John: Yeah. I guess both/and. Some people say, "Here's our dream 100 list of clients," or "Here's our top 50 clients that we already have." I spend more money than most people do on their supplier, so sometimes I'll walk people through what we call a relationship action plan and get them to recognize that they wouldn't have a business without these 30 suppliers. Most people treat their suppliers like dirt and I encourage people to treat their suppliers like gold. Some of my biggest wins, and opportunities, and growth of my company has come from aligning myself with the right suppliers. Some people come with a pre-established list of, "We know who the targets are, we know who the key relationships are. Can you just help us lay out how many times a year, and what should the frequency be, and how much should we reinvest of our profits back into the clients?" Other times, people are like, "Man, I suck at gifting and gratitude. I know it's important. Take me through from step one to identify who the people need to be." People can kind of come from two different directions of having the pre-established versus wanting to sit down with us or wanting to have a webinar type program put together where we walk them through step-by-step of identifying those key people.

Pat: That's really cool. That's so awesome. Who knew that this would be a thing, and then here you are just crushing it. I never even had considered that this would be something people would need help with, but I think you're right. Most people are terrible at it. They have a good heart and they're trying, they're making an effort, but there's an art to it, as you can see here. This is a very selfless question because I have a few friends who have told me specifically, "Don't give me anything. I have everything I need. Don't give me anything. I don't want stuff." How would you provide a gift to somebody who doesn't want stuff?

John: I think there are those people out there. We run into it in the



corporate world where companies can't give gifts because it's like Walmart. They can't even take a pencil. There are times where gifting either isn't appropriate, because the last thing you want to do is spend money to have a negative consequence. Either you spend money to give the wrong gift and people, behind your back, are like, "I just did \$20,000 worth of business and he sent me a bar of chocolate with his logo on it. I'm less likely to do business with a person as a result of receiving this gift." I hear that all the time, or you're dealing with compliance and whatever issues. I would say that there are people out there that either A, already have everything that they want or they think that they do. Sometimes I'll push the envelope and say ... There's what people think and say and then there's the reality of things. I would say if they're married or have kids and you have a close relationship, I would say yeah, let's not gift that person, but let's take care of their assistant and some of the key people around them, and make them look like a rock star through that inner circle, and then see the halo effect of that. You kind of go at it from a more back door approach.

Then I would say some of the other things are it is appropriate times to say they don't want more stuff, but they would like an amazing experience. Figure out what's on their bucket list and help craft and make sure that one of their dreams comes true. Sometimes people add things that maybe they wouldn't do for themselves of the experiential side, but through relationships or investing of your own resources, you might be able to help make that happen for them and their kids or their spouse or whatever else. Gifting, showing love and appreciation, isn't just stuff. It's like the five love languages. There's different ways to show love and gratitude, whether it's to your spouse. Some people are more acts of service or the spoken word, words of affirmation. I do think that there's ways that you can show gratitude.

We've done gifting for people that are billionaires. I don't know if the people that you're talking about are billionaires or not, but everybody, I think, at a core level, loves to be loved on, and most people aren't walking around saying, "Gosh, I wish people would stop appreciating me. The gratitude stuff is just too much. My

gratitude cup is just overly full.” Most people, secretly, are walking around feeling underappreciated, even the highest level people. In fact, the higher up the food chain you go, sometimes those people are on islands and aren’t shown appreciation as much as you would think.

Pat: Yeah, absolutely. I want to share one really cool gift that somebody had given me. It was literally through an email, but it was the extra time and effort that this person put into it that really made an impact on me. His name’s Robert. He has a site at [themusclecarplace.com](http://themusclecarplace.com). Some of you who are hearing that, you might remember him because he was on a previous episode of the SPI Podcast where I was kind of coaching him and working through a process with him live on the podcast.

Anyway, as kind of a thank you, he didn’t send me anything via snail mail or a package or nothing, but because he knows cars, he speced out a DeLorean for me, meaning that he said that if I’m ever interested in buying a DeLorean, here’s the kind of DeLorean that you would want to buy. He just wrote this whole thing about all the different types that were out there, which ones had fake parts from different places that you didn’t want in your car and making sure that if I were going to buy one one day, which I hope one day, maybe, once it makes sense for me to do that, that I would get the right one. It was so cool. He would say things like, “Make sure you get the DeLorean with the speedometer that has 95 miles per hour, not the 85 miles per hour one,” with the pictures attached and everything. It was so awesome. It was just so cool. You can see how you don’t need to send stuff to really make a big impact and have people remember you.

John: No. It took the time, the energy, the effort, the creativity, the focus, and just, yeah. I tell people all the time there are gifts out there like the handwritten note or that email that are actually better than the \$100 gift. It’s not always the amount of money that you’re spending. It’s bringing the same intention, and focus, and inspiration that you do to other parts of your business to showing gratitude and appreciation. At a core level, that’s one of the most important things, is what we focus on and put that intent towards. Anybody

can become a great gift giver and shower of gratitude if they really want to be.

Pat: Right.

John: I'm a farm boy from Ohio. I grew up milking goats. It's not like I was given this special gifting power. I've just been doing it for 16 years and surrounding myself with great people that are great at showing gratitude. When you do something for 16 years, you become pretty good at it.

Pat: Yeah. Well, you're great at it and thank you again for coming on the show. Giftology is the book. Everybody, go check it out on Amazon. Like I said, Ruhlin Group and all the links that were mentioned on the show will be available in the show notes. I'll mention that link in just a moment. Man, thank you so much for coming on. I appreciate you so much. This was a blast and I hope you all are starting to think about how you can make an impact on somebody else's life by just a little extra thought, and gifting, and gratitude. John, thank you so much for your time. We appreciate you.

John: Yep, absolutely. I'll leave with one gift as well. If people want to think about doing gifting on their own, I created a Top 10 Worst Gifts to Avoid Giving to kind of give some bumpers. If you're into bowling, like bumper poles.

Pat: Nice.

John: If you go to [giftologybook.com/flynn](http://giftologybook.com/flynn), you can download for free the PDF and you're able to ... Things to avoid. Whether it's at the holidays, which I think are the worst time to give gifts, or whether it's year round, it'll at least give you some food for thought for you and your team to digest. That's my free gift to your listeners.

Pat: Cool, man. Thanks for that, appreciate it.

John: Absolutely.

Pat: Really quick, I wanted to tell you about today's sponsor, which

is freshbooks.com, one of my favorite companies because they helped me manage my business finances, they help me with invoicing as well. They've been a long time sponsor of my other show, Ask Pat, but listen up. This is gonna be really interesting. Do we have any affiliate marketers in the house? I thought so. If you do any affiliate marketing, meaning promote or recommend other peoples' products, check this out.

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