BONUS CHAPTER: THE POWER OF GIVING FIRST – UNLOCKING SUCCESS IN BUSINESS AND LIFE

"Sorry I Ran Out of Cash" isn't just about **managing finances**; it's about understanding the **principles that drive abundance**. One of the most powerful principles I've learned and one that transformed my business and personal life is this:

If you focus on giving others what they want first, they will, in turn, give you what you want.

At first glance, this might sound counterintuitive. In a world where many people are trying to **get ahead**, **secure the deal**, or **maximize profit**, the idea of **giving first** can seem risky. But here's the truth: **When you lead with value, you create opportunities, relationships, and success that money alone can't buy.**

The Hidden Currency in Business and Life: Value First

In business, the common mindset is **"What can I get from this customer?"** or **"How can I close this deal fast?"** But the most successful entrepreneurs, leaders, and influencers operate differently. They ask:

- *"How can I solve this person's problem?"*

- *"How can I exceed expectations?"*

- *"How can I add value before I ever ask for anything?"*

This shift from **taking** to **giving** is what separates **struggling businesses from thriving ones**. The same applies to **personal relationships**. When you focus on what you can **contribute** rather than what you can **extract**, doors open, trust is built, and people naturally want to reciprocate.

Why Giving First Works: The Principle of Reciprocity

At the heart of this lesson is something called **reciprocity**; a natural human tendency to **respond to kindness with kindness**. When you **help**, **serve**, or **add value** to someone without expecting immediate returns, they feel compelled to **give back** in some way.

Think about it:

- When someone does something nice for you, don't you instinctively want to **return the favor**?

- When a business provides exceptional service, aren't you more likely to **buy from them again** or **recommend them to others**?

This isn't just a **feel-good idea**; it's a **practical business strategy** and a **life-changing relationship principle**.

My Story: How Giving First Changed My Business

In the early days of my entrepreneurial journey, I was constantly **chasing clients**, **trying to close deals quickly**, and **focusing on profits**. But it felt like I was always **struggling**, and the cash flow was inconsistent. I was often left saying, *"Sorry, I ran out of cash."*

It wasn't until I shifted my focus to **serving my clients first**, really understanding their needs and **offering value beyond the contract** that everything changed.

- I stopped pitching products and started **solving problems**.

- I began offering **free insights, advice, and resources** before asking for the sale.

- I focused on **building relationships**, not just transactions.

The result?

- **Clients became loyal.**

- **Referrals increased without me asking.**

- **Cash flow became consistent and predictable.**

The irony is that when I **stopped focusing on money** and **started focusing on people and value**, the money **flowed naturally**.

Examples of Giving First in Business

1. Amazon: The Customer-First Model

Amazon didn't become a global giant by focusing solely on profits. They **obsess over customer satisfaction**, fast delivery, easy returns, personalized recommendations. By **putting the customer first**, they earned **trust, loyalty, and long-term profitability**.

2. Apple: Exceeding Expectations

Apple doesn't just sell products; they create **experiences**. Their focus on **design, innovation, and user experience** has built a **fiercely loyal customer base**. People don't just buy Apple products they're part of the **Apple community**.

3. The Local Mechanic Who Became a Community Hero

In my neighborhood, there's a mechanic who became known not just for fixing cars but for **helping people understand their vehicles**, offering **free advice**, and **checking in on customers** after repairs. People trust him, refer him to friends, and are willing to **pay premium prices** because he gave first.

Giving First in Personal Relationships

It's not just business where this principle works it's in **life**. Whether it's **friendships**, **family**, or **romantic relationships**, focusing on **giving first** creates **stronger, more fulfilling connections**.

- **In friendships**, being the person who listens, supports, and shows up in tough times makes you invaluable.

- **In family**, offering love, patience, and understanding even when it's hard builds lasting bonds.

- **In marriage**, focusing on meeting your spouse's needs often leads to a healthier, more joyful relationship.

The truth is **people want to be around those who make them feel valued and supported**. And when you're that person, **they naturally want to give back**.

The Spiritual Perspective: Biblical Foundations of Giving First

This principle isn't just good business advice it's deeply rooted in **spiritual wisdom**. The Bible is filled with teachings that highlight the power of **giving first**.

Luke 6:38 – *"Give, and it will be given to you. A good measure, pressed down, shaken together and running over, will be poured into your lap."*

Proverbs 11:25 – *"A generous person will prosper; whoever refreshes others will be refreshed."*

Philippians 2:3-4 – *"Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves, not looking to your own interests but each of you to the interests of others."*

These verses aren't just about **spiritual generosity** they're about **how life works**. When you focus on **serving others**, you open yourself up to **blessings, opportunities, and abundance**.

Common Misconceptions About Giving First

1. "What if people take advantage of me?"

Not everyone will reciprocate, and that's okay. **The goal isn't to keep score**, but to **create an environment of value**. Over time, the right people will respond, and you'll attract **the clients, relationships, and opportunities that align with your values**.

Galatians 6:9 – *"Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up."*

2. "Isn't this manipulative if I expect something in return?"

True giving comes from a **genuine desire to help**, not from manipulation. But the reality is, when you **serve others authentically**, reciprocity naturally follows. It's not about **expecting** something in return but about **creating the conditions where giving flows both ways**.

Practical Ways to Apply This Principle

1. **In Business:**

   o Focus on **solving customer problems**, not just selling products.

   o Offer **free resources, advice, or support** that exceeds expectations.

   o Build long-term relationships by **showing genuine interest in your clients' success**.

2. **In Personal Life:**

   o Be the person who **listens first** in conversations.

   o Offer **help and support** without expecting anything in return.

   o Show **gratitude and appreciation** regularly.

3. **In Leadership and Networking:**

   o **Mentor or support** others in your industry without worrying about immediate returns.

   o When networking, focus on **what you can offer** before asking for favors.

   o Recognize and celebrate the **successes of others**.

Conclusion: The Key to Abundance is Giving First

The irony of **running out of cash** isn't that you need to **hold on tighter** to what you have it's that you need to **give more**. When you focus on **adding value**, solving problems, and serving others, the **abundance flows naturally**.

In both business and life, **those who give first** whether it's time, energy, resources, or support are the ones who ultimately **receive the most in return**.

So, the next time you find yourself struggling, whether in relationships or finances, ask yourself:

- *"Am I focusing on what I can get, or what I can give?"*

- *"How can I serve others first?"*

Because when you lead with **generosity, value, and service**, you'll never have to say, *"Sorry, I ran out of cash,"* again.