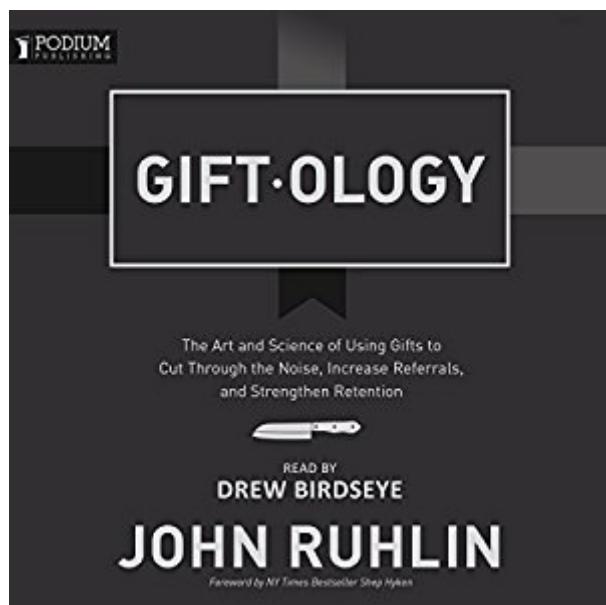


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# **Giftology: The Art And Science Of Using Gifts To Cut Through The Noise, Increase Referrals, And Strengthen Retention**



## Synopsis

Radical generosity is the against-the-grain secret weapon of real influencers, and it will allow you to boost referrals, retention rates, and ROI like few other strategies. But be warned, gifts with strings attached backfire. There is a right, and wrong, way to give. John Ruhlin has gifted on behalf of everyone from Forbes Magazine to the Fortune 500, and his tactics lead to appreciative responses and wide-open check books. Through poignant personal stories and data-backed evidence, Ruhlin breaks down how anyone - from mail clerk to managing director - can master the magic of Giftology with these and more: Mastering reciprocity, the hidden bottom line booster Laser-targeting whom to give a gift and when to use thrift Uncovering your client's inner circle and becoming part of it Give wholeheartedly to Giftology and reap the rewards of an expanding business and fruitful relationships, professional and personal alike.

## Book Information

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## Customer Reviews

I highly recommend this book for people who believe in the awesome power of generosity. From the moment I picked up *Giftology* -- and felt its smooth black cover -- I knew I was in for a memorable experience. The book is packed with fascinating stories and examples highlighting how the author, John Ruhlin, successfully grew his own business -- and the businesses of countless others -- through strategic gifting. Ruhlin sprinkles in Bible quotes -- such as "A generous person will prosper; whoever refreshes others will be refreshed" from Proverbs 11:25 -- revealing his deep faith in God as the divine source of his business philosophies. When gifting is done properly,

he reminds us, it generates more than goodwill. It increases referrals, revenue, retention and ROI. *Giftology* shares the proven strategies Ruhlin has developed over a lifetime of gifting for connecting with people in powerful, meaningful ways. He explains exactly how he has formed long-term relationships with well-connected business leaders, going so far as to break down the step-by-step process he uses to make a lasting impression with a new acquaintance. The book provides valuable criteria for strategic gifting. Gifts should be best in class, personalized and visible (something the recipient is likely to use regularly). Gifts that meet these guidelines act as symbols of the relationship and spark conversations with friends and family about you and what you do. I decided to read this book because I know the value of relationships and I'm always looking for new ways to connect with others more deeply. It met my expectations by offering a lot of practical ideas about what to give, when to give, and how to create a budget for giving. Ruhlin recommends tangible luxury items with staying power over consumable gifts, like food, or experiences, like sports events. His reasoning is that he gets better results from gifts the recipient is likely to use every day. That's why he believes classic Cutco knives engraved with the recipient's name have been so effective over the years. He says that type of gift serves as a constant reminder of the relationship, while a fancy dinner or front-row seats at a basketball game are fleeting. Generosity definitely opens doors in life and business. I'm excited to use the strategies I learned in *Giftology* to give more meaningful, memorable, impactful gifts.

For years, I fell into the trap of gifting people with MY company logo, believing I was sharing something of value while also being strategic. It wasn't until I heard John speak - and purchased his book - that I realized I had it all wrong. Whether you're sending a gift of gratitude, seeking to increase retention, boost referrals, or simply stand out, *Giftology* will open your mind to the art and science of making a lasting impact with your gifts. You'll see how a simple \$100 gift might make a bigger impact than a \$1,000 gift, and learn the formula for deepening the relationships with top influencers. I highly recommend for all entrepreneurs and business professionals.

I don't read nearly enough, and usually I struggle through a book over the course of weeks & sometimes even months! I picked up *Giftology* one evening after a friend had "gifted" it to me, and didn't put it down until it was finished sometime late that night. *Giftology* is a great book and John Ruhlin is the real deal. He has seriously caused me to step back and look at how I run my company, and how I show appreciation to my customers, employees, and even vendors. Thanks again John!

I recently had a chance to apply some of the principles in this book. After an Uber ride I gave a gift to the couple I shared it with knowing they would appreciate it. This ended up turning into an \$8,000 donation to the charity I work with. I would love the message of my life be one of generosity, and this book + John Ruhlin's philosophies are instructive of how to do just that.

I heard John speak at a real estate conference, and wanted to learn more his gifting strategy. I feel like I am a naturally giving and generous person, but I miss the mark on the gifts I give. This book is full of practical advice about being a thoughtful and deliberate gift giver. I find application for my spouse, for my family, for my friends, for my employees, customers, clients, investors, and for the great people who have made a difference in my life. John's advice is based on real experience - from someone who has mastered the skill of giving meaningful gifts and making people feel important. I feel like my ability to show gratitude and appreciation has given me an advantage in building meaningful relationships - and I want to continue developing this skill - with John's insights and suggestions. The book may not change an ingrate into an appreciative giver - but it can certainly help enhance natural tendencies to be kind, thoughtful, generous and giving.

This book is a simple message: show the people that are important to you that they are important to you. The idea of giving good gifts is really about coming to understand what is important to the person we are giving to and using the gift as a chance to show that we know and appreciate them. This book was a pretty quick read. I appreciate that he didn't belabor a point just to fill pages. He communicated the message of the chapter quickly and moved on. The value per word ratio was nice and high with this book.

As someone who'd read the Old Testament Proverb: of "A gift paves the way for the giver and brings him into the presence of the great," I'd always thought how to actually implement this truth into my business and life. Clearly Giftology is the answer. Excellent read.

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