

**Increase your chances of
success**

**By GIVING before
ASKING**

**In the 1970s, there was a
Hare Krishna group in San
Francisco.**

**They used an interesting
technique to :-**

**increase donations
on the street.**

**First... they would give
someone a flower**

**And only then they would
ask for a donation in return.**

The result?

**A much higher
donation rate.**

Why does this work?

**Because of
reciprocity**

Reciprocity is the principle of influence that describes:

The human tendency to want to repay what another person has provided for us.

**In other words:
People tend to
return a favor**

Reciprocity is rooted in the social norms of giving and receiving, which are deeply ingrained in many cultures around the world.

When someone gives us something, we feel obligated to reciprocate in some way.

Even if the thing we received was small or inconsequential.

Reciprocity can be used as a tool for persuasion, because:

Reciprocity will increase the likelihood that someone will comply with your request.

How to apply this yourself?

1. Provide value first

Before asking for something in return, give something of value like free content, advice, or a small gift.

2. Personalize your acts of reciprocity.

People are more likely to feel a sense of obligation when they receive a gift or favor that feels tailored to their interests or needs.

3. Be authentic in your giving.

Reciprocity works best when the other person feels that you genuinely care about their well-being.

**I hope this was useful for
you.**

**A like or comment
is greatly appreciated**