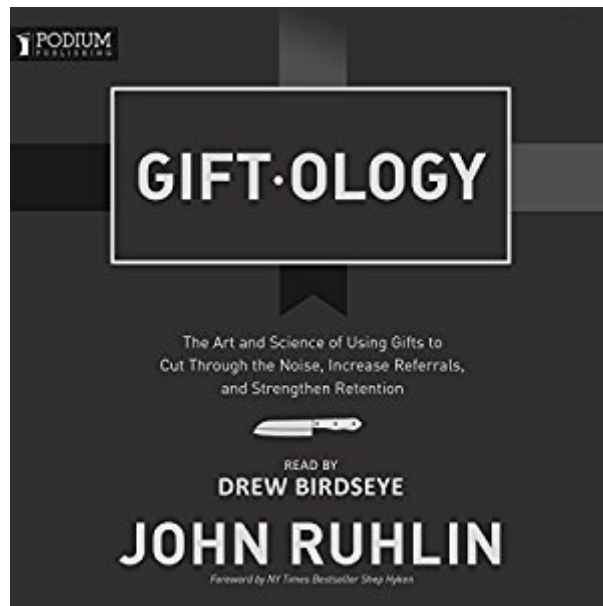


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# Giftology: The Art And Science Of Using Gifts To Cut Through The Noise, Increase Referrals, And Strengthen Retention



## 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

Giftology is a must read for every business person (CEO, Entrepreneur, Salesperson, etc.) as you can expect a significant ROI in two different ways: "Relationships" and "Revenue." The premise is simple: actively show your appreciation for the people you value most - your clients, employees, and maybe most important - the people they have sex with... BUT the "How-to Strategy" is the secret sauce that John gives to you within the pages of this book. Even if you currently give gifts to the people who are most important to your business, this book will teach you how to up-level your gift-giving strategy, and thus, take your most important relationships to the next level, which will

result in an increase in revenue, good will, and all that matters most, to you, and to your bottom line. If you've never considered giving gifts to the people who matter most to you and your business, this book will open your eyes to what's possible, and make it as simple (and affordable) for you to execute. In other words, it's time to buy this book and (insert cheesy pun) give yourself the gift of Giftology.

On rare occasions I read a book that blows the lid off my thinking about a specific topic. Giftology is that kind of book. I absolutely love this book and the values that John Ruhlin operates from with all his recommendations. I've known for a long time how important it is to express appreciation to those who've impacted my life in a positive way – especially through hand-written notes and thoughtful gifts. But John Ruhlin introduced me to several ideas that I'd never considered before. These are life-changing concepts, not just in the TYPES of gifts I choose to give in the future but in the way I THINK about gift-giving. Just one example: Think in terms of radical generosity. • Ask yourself, "What's the MOST I can do?" instead of "What's the LEAST I can get away with?" • The author doesn't advocate breaking the bank, especially if you're on a shoestring budget. But he does encourage you to always ask, "What can we buy that's best in class that is within our budget?" • This is a book that every business owner should buy and apply (at least those who want to be successful, that is). It's that important, if you're committed to creating strong relationships that lead to referrals and raving fans.

I have been in marketing for over a decade and it's amazing how many people mis-understand gift giving. Many companies buy cheap schwag that people simply throw away or clutter their desk. Over many years, John has hone the skill of how to use the right gifts, given in the right way to massively grow relationships and business between people and companies. I had the pleasure of meeting John recently and the information that he shared changed the way my company builds relationships. This book took that to the next level. If you are in business and relationships matter, then this book is for you!

Today your network is proportional to your network. Your network is not the number of Twitter followers or Facebook fans; it's those people you have a real relationship. In his book, GIFT-OLOGY John Ruhlin gives a great time tested strategy to build relationships by giving gifts that are a cornerstone of relationships. This practice that would be common sense to our

grandparents or in other cultures seems to be lost in the modern west. If you want to stand out, don't send an email gift card or a promotion piece. Invest in building a relationship. John gives fun ideas, and there are a wealth of resources back at his website.

Likely you are not being effective, are having misguided expectations or are sending the wrong message. Not to mention often throwing good money away. John Ruhlin will change the way you look at gifting, whether it be personally or professionally, with clients, suppliers, employees, friends or family. A gift is not about you (though it can say a great deal about you), it is about them...the recipient. John's marriage proposal is a case in point. Perfectly planned, it unexpectedly turned life threatening. Had he been thinking of his fiancée's comfort level, he would have avoided a potential tragedy. His story is a profound example of one sided thinking. In Gift-ology, you will learn:

- How your corporate logo works against you.
- The difference between a gift and a promotion (and how to know which is which).
- The pitfalls of foods, beverages, event tickets as gifts.
- Why you should avoid giving on major holidays.
- How to stand out from the rest and be top of mind.

The Ruhlin Group's clients are found among the top Fortune 500, and especially at the C level. Not only do they do outstanding things for their clients, they treat their employees exceedingly well. When was the last time you sent your employees to the Ritz-Carlton so they could experience 5 star service? Or pay \$1,500 per employee for cleaning services for their homes? John will expose you to a variety of gifts, from the simplicity of the hand written note to a Rolex watch and many things in between. Because in reality, Gift-ology is all about appreciation.

Quick and easy to read, Giftology puts the idea of true gifting into perspective. So many "routine" items are given out all the time without genuine thought, to thousands of people everyday. I have boxes full of items, with logos and names, that will end up in the landfill or given to someone else, just to prevent it from being wasted. As a business owner, I have been looking for that one thing to set us apart. I will be implementing the idea I'd Giftology into my daily business, starting with the basics of the handwritten letter.

We've had great success in business over the last few years, and we've achieved this without a penny spent on traditional marketing. Instead, we have a "Wow" or "Client Appreciation Budget". Using many principles laid out in the book, we've been able to win attention, leverage word of mouth, and build loyalty with our clients in today's noisy world. It's a must read... Plain and simple.

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