

## STEP BY STEP WITH MONEY

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Week five - WOW, I am excited about Ben Ho coming to spend time with us and share his experiences and knowledge on how to be with people. Ben is providing a great service to our community, we are all in action getting people to his events.

This is what I want to focus on today, providing useful service. Wealth is the by-product of providing useful service (Henry Ford). Lending from Jim Rohn, the amount and type of serve you provide will show up in your bank account. If you serve the many you will have a large bank account. If you serve the few you have a small bank account. Both is okay only if you know the difference.

The question is, how do you provide useful service? You give service by providing value. All top achievers continually focus on providing ten times more value than they ask in return. Henry Ford when he was asked what would you do if you lost it all replied, *'I would find a unique need in the community and fill the need and have it all back in a short time.'*

When you give value, it comes back to you in return. It is like a boomerang, it comes right back to you, this is a principle of life. The universe will supply you with exactly what you supply to the universe. If you provide tremendous value, then you will make a fortune. If you are not providing a fortune in value, then you are unlikely to make a fortune.

When providing value, be more interested in long term-clients, rather than a one-off sale. My experience has been that by providing value for clients, I received new clients requiring services which incurred greater fees and increased my bank balance. It also challenged me to learn more about my trade and taught me new skills.

How do we provide value? It does not have to be something that is complicated. I love to keep things simple. Small things done consistently to build relationships, so that when your product or service is mentioned, you come to mind because no one else has built the kind of relationship with them. I am reminded of my friend Trish, she just loves Doctor Wallach and his philosophy. Her relationships with people and her passion for what she does will result in people referring others to her because she has taken the time to provide value to people. When people's sickness comes up in a conversation, those people will be referred to Trish because she has taken the time to provide value to others and they will make the referral, no doubt.

You have to become outstanding so that the cost of your product or service is no longer an issue. You have to learn more about providing value, be obsessed about it. As I write this I am reminded about a story from the book, 'The Riches Man in Babylon', *the worker wondered why the other workers were being paid more than he. He then watched and studied what they did. He noticed that they were more interested in their work. He then applied that philosophy and became more interested in his work*'. The result was that he provided more value to his customers and was rewarded with opportunities far beyond his expectations. I recommend that you watch people who earn more than you and study what they do and most often you will see the value that they provide. Then provide that value yourself.

If you're not wealthy, you are not providing enough value.

Stephen