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# **When you give, you get: Why you need to apply the Law of Reciprocity to Your Internet Business Volume 1**

By Albert Grande

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Consider this e-book, a lesson in the  
**Law of Reciprocity.**

## Chapter 1

[The Law of Reciprocity in Real Life](#)

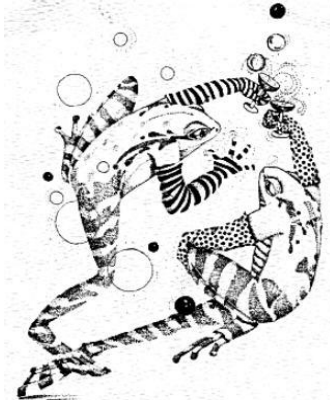
## Chapter 2

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# Chapter 1

## The Law of Reciprocity in Real Life

This e-book is all about one of the most powerful laws in the universe. You may have used this law throughout your life, and not even realized you were tapping into its power.

The Law of Reciprocity states when you receive something from someone you are very likely to return the favor. Although seemingly simplistic, this is a very powerful concept.

You can use this law to grow and maintain relationships. You can use this law to build your business. This law teaches a very straightforward lesson: when you give, you get. Give of yourself and you will be repaid. Oftentimes, your investment is repaid exponentially. This law really works.

I learned about the Law of Reciprocity long before I knew it had a name. My grandfather, Antonio Palmieri, explained it to me, many times, when he recounted his coming to America.

Antonio Palmieri was born, of Italian parents, in Brazil. When he was 17, he immigrated back with his

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parents to Italy. He was 18 years old when he first came to America. He spoke no English. His father had given him a boat ticket and the name of a friend in America. He explained to young Antonio, that this man would allow him to stay at his house in Providence, Rhode Island, until he got settled and got a job.

The man turned out to be a very good friend to Antonio. Throughout the years, my grandfather repaid this man many times over. Antonio, felt obligated to this man and felt he needed to re-pay an enormous debt. My grandfather was very influenced by the Law of Reciprocity.

There has been academic research done on The Law of Reciprocity. Studies have shown, time after time, the many benefits of using it. The most powerful affirmation about The Law of Reciprocity is this: it works. One scholar who has offered undisputable proof is [Robert Cialdini](#).

[Robert Cialdini](#) in his book [Influence The Psychology of Persuasion](#) says: "One of the most potent of the weapons of influence around us is the rule for reciprocation. The rule says that we should try to repay, in kind, what another person has provided us."

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If you are involved in selling or marketing in any way, I recommend you immediately get a copy of [Influence The Psychology of Persuasion](#). It will change the way you think about business.

I want to give you an example in my own life, where a small favor (worth less than \$10.00) done by a business for me, resulted in my spending hundreds of dollars at the business. Include the profit for word of mouth advertising, and this business recouped an enormous return on their very small investment.

Shortly after I moved to my town, I happened to get a flat tire. I was near a tire shop so I decided to try to get the flat repaired. I walked up to the clerk and explained I needed to get my flat tire fixed.

"How much?" I asked.

"No charge" he said.

"No," I said, "How much to get the flat tire fixed?"

"No charge." He repeated. "We'll fix it for free".

Guess where I went the next time I needed to buy new tires? Yes, I went straight to the tire shop that had fixed my flat tire for free. I not only bought tires there, every time I needed new tires, but I told all of my friends, where they should buy their tires. I told my family and co-workers where to go if they needed tires. Whenever tires came up in

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conversation, I told everyone who would listen, where they should get their tires.

This business made a small investment, by fixing my flat tire for free. The business was repaid many, many times over by using this simple principle. The Law of Reciprocity put hundreds and perhaps thousands of dollars back into the business.

Here is another example. There is a pizza place near my parent's house. On occasion, I have stopped in to get pizza. Here is what the pizza shop owners do to set themselves apart from every other pizzeria in the area.

When you enter the restaurant, you will notice a fresh pizza on the counter. As soon as you walk up to the counter, the pizzaiolo (pizza man) cuts off a small slice of pizza and hands it to you.

If you are there to pick up a pizza for take out, they cut off a small slice of pizza and give it to you. If you are there to order pizza to eat there, as soon as you walk in the door, they give you a slice of pizza.

They are very generous with their pizza. They want you to sample their pizza. This simple act of giving a small sample of pizza when you walk in the door has been a good investment for this pizza shop.

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They do what no other pizza business does. They practice The Law of Reciprocity. The pizza there is not the best, but it is not the worst. It is OK. But the idea of getting a free slice of pizza stays with you. Many people return for this simple reason.

Another business that grew from one small neighborhood ice cream store to a national chain doing millions upon millions of business is "**Ben and Jerry's**". "**Ben and Jerry's**" practiced **The Law of Reciprocity** from the day they opened.

Here is my first hand account of how they used **The Law of Reciprocity** and spread word about their business through viral marketing.

### **Viral Marketing Lessons from Ben and Jerry**

Many years ago, I lived in Vermont when a new home-made ice cream store opened its doors.

The ice cream stand, located in Burlington, was in a gas station that had long ago been abandoned. This was not a fancy operation. This was very bare bones. It was functional without a lot of fluff.

Behind the counter were several ice cream machines that looked like they could barely work. The

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machines squeaked and moaned as they turned, creating home-made ice cream.

The people behind the counter had a passion for what they were doing. They eagerly served their customers whatever was requested. Each customer was treated as if they were special. A nod and a smile or positive comment accompanied each item sold.

Slowly by slowly the business grew. Ice cream cone by ice cream cone the word went out: if you want to get great ice cream, you need to check out **Ben and Jerry's**. People flocked to the ice cream store. Soon, lines out the door were common. **Ben and Jerry** were advertising their product with powerful, word of mouth, viral marketing.

The reason for their success was more than just the ice cream. They also gave back to the community. The owners started a tradition during the summer by showing free movies once a week. The movie was projected on a wall outside the ice cream stand. This became a much anticipated community event. Crowds showed up for every movie, with blankets and beach chairs. **Ben and Jerry's** turned their parking lot into a miniature drive-in theater. The crowds ordered a lot of ice cream. They all told many of their friends about **Ben and Jerry's**. Now their

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marketing message was spreading like a highly infectious virus.

I left Vermont and moved back several years later. The ice cream stand had moved down the street to a brand new location. Business was booming. The tradition of summer movies had been replaced by various community projects.

Now, the ice cream store owners sponsored concerts, festivals and fairs and continued to give back to the community. They made a point of supporting local farmers. All of the milk and produce that went into their ice cream was always purchased locally, first.

After a few years, the demand for their ice cream increased. First demand increased in Vermont, then to neighboring states, and finally across the country. Pretty soon their products began to show up in grocery stores as well.

When **Ben and Jerry's** were big enough to start selling stock, they had state-wide community meetings. The initial stocks (Initial Public Offering) were sold first, through these community meetings. Any Vermonter who wanted to buy part of **Ben and Jerry's** company was given the opportunity. They always remembered the local community. They

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never forgot where they came from and their mission.

**Ben and Jerry** became very successful but never forgot they started in that abandoned gas station all those years ago. They always thought of their customers. They continued to give back to the community. They capitalized on word of mouth advertising and fierce brand loyalty.

They practiced the law of reciprocity. If you give something, you will get something. They always remembered their customers. They gave much to their customers and they got much back in return.

The lesson here is clear: [have passion, then, take action](#). **Ben and Jerry** had big ideas that took their company to the next level. Always remember your customers and the power of word of mouth advertising.

Remember always, the **law of reciprocity**. When you give back, you get back...

Feel free to use my article about [Viral Marketing Lessons from Ben and Jerry](#).

Here is the link:

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## Chapter 2

# The Law of Reciprocity On the Internet

Everybody in business on the Internet is looking to make money. There is much evidence to suggest this is very possible. There are a number of Internet Marketers who are quite successful.

The most successful Internet Marketers practice The Law of Reciprocity. The least successful, are most interested in making money, first and foremost.

Here is the process followed by unsuccessful Internet marketers.

Does this sound familiar?

- Get a product (either create it or get resale rights)
- Throw up a website
- Hope that you will get traffic to your site.
- Really hope, that someone will buy your product.

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The most successful Internet Marketers are certainly interested in making money; however, they understand The Law of Reciprocity. These marketers want to have a relationship with their customers first. They realize the first step to using The Law of Reciprocity. When you give something, you get something.

Successful Internet marketers will offer something of value to their customers. This may be in the form of a free report, software or initial consultation. They will cultivate a relationship with their customers. Then the entire process of marketing to their customers becomes a natural transition.

The most important concept Successful Internet marketers understand is, once you have a relationship with a customer, that customer is more inclined to buy products from you.

More importantly, the customer is more likely to buy from you again and again.

Many Internet marketers will offer some type of free report in order to get someone to sign up for their list. The unsuccessful marketer then bombards their list with offer after offer. Generally, a person who has subscribed to such a list will soon unsubscribe.

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The successful Internet Marketer understands the power of The Law of Reciprocity and continues to give valuable information. They are not interested in the quick buck. They take care of their list. They nurture their list. They build a relationship.

The following are some case studies of some extremely successful Internet Marketers. Study what they do. Understand why they are successful. Try to discover how you can practice The Law of Reciprocity in your own business.

Then, you can, as Elizabeth Kubler-Ross said: "Stand on the shoulders of Giants." You will grasp the power of using The Law of Reciprocity. Remember, when you give something, you get something.

- **Case Study #1: [Mark Hendricks](#)**

[Mark Hendricks](#) understands The Law of Reciprocity and practices it daily, in his Internet business. He frequently gives valuable content in the form of emails. He also shares free reports and audios with his list members. There is no charge for this information.

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His most successful Internet Campaign is his [12 Days of Christmas](#). With this promotion he gathers 70 or so of the most successful Internet marketers. They each contribute a valuable gift. You are able to get extremely valuable, hand-picked, gifts. In exchange you are asked to share your email address.

To find out more you need to visit and sign up for this valuable promotion. Here is the link again: [12 Days of Christmas](#) Hendricks speaks passionately of **The Law of Reciprocity**. He lives the **Law of Reciprocity**.

## **Case Study #2: [Jeremy Gislason](#)**

[Jeremy Gislason](#) has mastered The Law of Reciprocity. He has developed a number of Internet websites with the underlying concept of "if you give back, you get back." He lives in Japan, yet markets throughout the world. It appears some of the Eastern ideas he has nurtured, while living in Japan, have influenced his marketing methods. One of his successful sites is called [SureFireWealth](#)

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**Jeremy** is very willing to share incredibly useful information about list building and traffic generation for anyone wanting to learn Internet Marketing. This includes “newbies” as well as seasoned veterans. [SureFireWealth](#) is pure gold. I am a proud member of this website. Jeremy has allowed me to share this incredible resource with you. Jeremy is a master marketer as well as an honest and trustworthy person.

Visit [SureFireWealth](#)

**Also for a special bonus visit:**  
[Elistsecrets.com](#)

### **Case Study #3: [Michael Rasmussen.](#)**

[Michael Rasmussen](#) has learned through experience how to successfully market on the Internet. He is the author of countless cutting edge eBooks as well as having developed and launched a number of Internet sites. He is also a very successful affiliate marketer. Members of his email lists know him, like him and trust him.

**Michael's** project on how to write [effective email copy](#) has created an army of effective email marketers. He gladly shares his secrets for free in the form of video tutorials.

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Michaels's tutorials offer practical step by step by step information. These videos will serve as a keystone for anyone wanting to learn the inside tricks used by the most successful Internet Marketers. Go there and learn one of the hardest skills to master: writing effective email copy. Here is the link:

**[Email Promos Exposed.](#)**

## **Case Study # 4: [Kevin Rohan](#)**

**[Kevin Rohan](#)** is an up and coming superstar of the Internet. He has created a virtual Boot Camp complete with videos, eBooks, and downloadable mp3 files as well as hard to find Internet resources.

His website is a one stop shop to learn everything you ever wanted to know about Internet Marketing but were afraid to ask. **It's all free.** **[Rohan](#)** offers a complete marketing course filled to the brim with valuable content. Go to his site sign up and bookmark the page.

**Kevin** understands the virtues of **The Law of Reciprocity** and lives it daily through this website: **[Discover How to Earn Money While You Sleep](#)**

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## Case Study # 5: [Dan Kelly](#)

[Dan Kelly](#) has developed an entire website based on **The Law of Reciprocity**. He has knowledge and techniques he freely shares to who ever visits. You will unlock incredible secrets for zero cost.

He cuts through all of the hype, sharing the absolute most useful ways to start a web site. I continue to learn from [Dan](#), every time I visit. You will to. Visit his [Mini-site Secrets Revealed-](#)

Get an incredible amount of valuable information on how to create your own profitable website.

## Case Study # 6: [Michael Russell](#)

[Michael Russell](#) has created a program called [MPAM](#). [MPAM](#) is more than a website it is an active community of Internet Marketers. In his own words: "Our raison d'être (reason to be) is based on members helping members - and many members do selflessly help new members with no reward or recompense to themselves. These members help others entirely because they are willing to do so - not because they personally get anything out of it."

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Russell encourages and fosters the concept of the **Law of Reciprocity** in [MPAM](#). This is a membership site that allows you one month of free access when you join. I am a proud member of the [MPAM](#) community. ([MPAM](#) is My Prosperity Action Machine)

## **Case Study # 8: Jimmy D. Brown**

[Jimmy D. Brown](#) is a well known and respected marketer. Originally from humble beginnings, [Jimmy D. Brown](#) has created a marketing empire. He never forgot his roots and actively practices The Law of Reciprocity. You can discover more about him by visiting this page: [Small Report Fortunes](#). You can also pick up a free copy of his e-Book, [5 Steps to a Big Profit Small Report Business](#). **Jimmy D. Brown** is the real deal.

## **Case Study # 9: Albert Grande**

I practice the **Law of Reciprocity** on all of my web sites. For example at [pizzatherapy.com](#) I offer a free copy of my "World Famous Pizza Dough Recipe" if you sign up for my email list.

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Here is my latest site: <http://bimwah.net>

You will discover, The Law of Reciprocity, is, not only the right thing to do, but also the **most profitable thing to do.**

## Chapter 3

### You and Law of Reciprocity

As I have shown throughout, this eBook, **The Law of Reciprocity** is more than just doing a few favors. It is not about manipulating or tricking people. It is not about being dishonest or unethical.

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It is about freely giving, to your customers, and to others, to build relationships. You now know and understand; **when you give back you get back.**

This is a very real and advanced marketing technique that when applied correctly and consistently, will pay you dividends time after time, after time.

This concept when used with heart and conscience is a very powerful marketing tool. **The Law of Reciprocity** will allow you to grow business relationships. You will be able to foster and nurture powerful bonds and associations. You will become a huge success.

These relationships will develop. You will soon discover these clients will become your absolute best and most loyal customers.

**The Law of Reciprocity** does not need to end here. If you have a personal story or you have a website that practices The Law of Reciprocity, and should be included in future editions of this e-book, please email me.

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Your stories, websites and resources will be included  
in future editions.

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[albert@pizzatherapy.com](mailto:albert@pizzatherapy.com)

## **Resources**

[Robert Cialdini: Influence The Psychology of Persuasion](#)

Jimmy D. Brown: [Small Report Fortunes](#)

Jeremy Gislason: **[SureFireWealth](#)**

Albert Grande: <http://grandepublishing.com>

- [Marketing Lessons from Ben and Jerry.](#)
  - [Pizza Therapy](#)
- Subscribe to Pizza News, my pizza newsletter, here: [Pizza News](#)
  - Get the [Traffic Jam Formula](#) for free.
- **[MPAM](#)**- A website that practices The Law of Reciprocity
- My grandfather, Antonio's Palmieri's Journey is chronicled here: [An Immigrant's Tale](#)

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- [Profit Arena ebusiness Training Center](#)  
**This is a series of trainings valuable for ANY  
Internet Marketer  
(Totally Completely Free)**
- Subscribe to my newsletter about  
[The Law of Reciprocity](#)
- Get your [FREE six-part video course](#).[Click here!](#)

Mark Hendricks: [12 Days of Christmas](#)

Dan Kelly: [Mini-site Secrets Revealed-](#)

Michael Rasussman: [Email Promos Exposed.](#)

Kevin Rohan: [Discover How to Earn Money While You  
Sleep](#)

Michael Russell: [MPAM](#)

## **Bonus Resource:**

Discover The Secret at this link:

[The Secret Awaits You!](#)

Learn the Secret.

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## **Recommended Reading**

New to affiliate marketing? Want to know how to bump up your sales and earn more cash?

I highly recommend marketing guru Mark Ling's Affilorama [FREE six-part video course](#). Each part is jam-packed with mind-blowing tips on how to making money as an affiliate. *time living* from affiliate marketing. Watch for yourself and make up your own mind about the value of [Affilorama!](#)

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Two of Internet Marketing's 'Top Guns' have finally released a brand new version of their best selling training course. I've been simply blown away with this and for the money it's a STEAL!  
**Now you can discover the Explosive, Million Dollar Strategies that made them famous**

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