



Master Mind Library Episode 09 - GiftOlogy

■ SUMMARY KEYWORDS ⌚ 39:08

gift, book, people, talks, gifting, class, read, john, appreciation, clients, handwritten note, logo, coffee mug, free, pizza, watches, experience, feels, nice, unique

SPEAKERS

Jon Perry, Derek Egeberg

J Jon Perry 00:09
When is a Fossil watch a horrible gift idea when you're trying to impress people with Rolexes
Good morning, and welcome to the Master Mind Library. I'm Jon Perry, the Reach Architect together with

D Derek Egeberg 00:22
Derek Egeberg. The Approval Coach, good morning.

J Jon Perry 00:24
Good morning, here at the Master Mind Library, we'd like to talk about books that we think will have an impact not only on our lives, but potentially on other people's lives. And we want to hear what they have to say, to gain more perspectives to find different angles of how these books can benefit us and other people.

D Derek Egeberg 00:40
I like it. And now you're questioning my watch. So I'm, I'm a little discombobulated with with watches at this point.

J Jon Perry 00:46
But was that given to you by a client? No, was not. Okay. So today, we're here to talk about the book gift, GiftOlogy by John Ruhlin. And on its states, it's the art and science of using gifts to cut through the noise, increase referrals, and strengthen client retention. And I absolutely love this book. It took me six years to read this book. Since I first got it. I got it as a free Amazon

Kindle book, it was free on Amazon Kindle when I picked it up. And I added it to my library. And I just didn't get around to it until probably about two to three years ago. And I read it. And immediately, I told you about it. And I sent you a copy. And the book, before we even get into the book, when the book comes to you, when you get the book and it's in your hand, it feels luxurious. It has this texture based cover with a with a different weight to it. It has a metal bookmark inside with this really extravagant ribbon, silk ribbon type material, it just feels spectacular.

D Derek Egeberg 01:50

Feels like a high dollar gift. A high dollar gift is what it feels like. And what's what's interesting. So the way you typically open the Master Mind Library, I want to open that with. So Jon, This book took you six years to read. It can't be that good, Ken, it

J Jon Perry 02:07

is amazing. It's one of my top 13 That took me six years to read because I wasn't in a place to appreciate at the time, I picked it up because one, it was free. So talk about the ultimate value. I like a good deal. I liked the synopsis of it. It just wasn't a priority to get in front of me how many Harry Potter took me four tries to get through the first chapter. Before I could get on with the rest of the book. Over the course of four years. I enjoyed the series, it just took a minute. Same with this one, it was just one of the things where I thought there might have been value to it. Oh boy, was that an understatement. Yeah. And when I finally got around to it, I had to tell everybody, I had to tell everybody,

D Derek Egeberg 02:52

so love the book. And we haven't even gotten into the meat and potatoes of the book yet, right. But what you're saying is from your library, this is on your top 13 shelf, always will be on my top 13 show. Okay, and ironically enough, it is on my top 13 shelf. So for both of us, this is one of our 13 most influential books of our season, if you will,

J Jon Perry 03:15

that we can hand out to people to potentially implement that would have a great impact on them, as well that I feel that had equally a great impact on me. And they would get it just as easily as I would get. It's very accessible, very accessible, very accessible.

D Derek Egeberg 03:29

Now, you hear people say reason, season lifetime, hey, people come into your life for reasons or a season or a lifetime. I mean, there's certainly a reason for this book. It's been a season and I think this is gonna be on my top shelf for the lifetime, it is just that much of a difference maker. Now, you said something before, though, you said value. And I think that's maybe one of the reasons. And getting into the book a little bit. The the gifting process is not small, cheap,

it's meaningful and best in class. Correct. Now, I think maybe one of the reasons you didn't read the book earlier is it was free. It didn't have a value to it. It was a book. It wasn't a gift. It wasn't an expensive purchase. It was just a free book. And so getting into what he talks about, and when you say best in class, you know, I've seen people gift at low dollars and high dollars. And I've never heard anybody until him talk about what you just said best in class. So what is what does he mean by best in class, Jon?

J Jon Perry 04:34

Well, let's go to the opening statements. You had an example of a client who wanted to impress a bunch of C level executives, CEOs, multimillionaires, people who luxury isn't every day thing. And he get and he had a budget and he had a budget of about \$100 a person so he decided to give them all really nice fossil watches, which were really nice watches and the 99% of America would probably be ecstatic to get these as gifts. This though, was the 1%. Yeah, they're wearing Rolexes. They're wearing timepieces from manufacturers that I probably have never heard of. And so a Fossil, although is a nice thought it is relegated to a drawer or a real gift. Because these people that he was trying to impress, there should I enjoy, there's no Twain it don't impress them much. So with that in mind, the false that the intent was lost because there wasn't a connection, or a value put upon it. He suggested in the book that a handcrafted 50 \$60 coffee mug would have been a much more usable gift to give them

D Derek Egeberg 05:58

Oh, because now you're saying best in class. So a Fossil watch was not best in class of watches. But a \$50, handcrafted, luxurious coffee mug would be best in class and would be much more memorable to that "C- level" person.

J Jon Perry 06:15

Exactly. And jumping back to the value of the book. I think it's also the overall experience of what it is. And in the sense of I picked up a free Kindle book. It wasn't the physical book that we praised upon the opening of the show, it wasn't this luxurious item that kind of was like, Oh, this is this is different. This is nice. It was tucked in with Mary Shelley's Frankenstein, great classic, and probably some listicle top 20 thing of how to do something that I still hadn't done, still haven't done. So the knowledge was there. But it was a needle in a haystack of a bunch of other really good stuff or not so good stuff that I had to wade through to eventually pull out this thread.

D Derek Egeberg 07:11

So his point is using gifts to build relationships and wade through the muck and mire of of the society and the instant gratification type stuff. And if you think about it, what he talks about is going back to like your grandparents generation, a well written handcrafted card or letter, or a meaningful gift, not a trinket not not trash. And it's interesting because the industry I'm in, I mean, the industry you're in, it's lots of trinkets and logoed items in things like that, that we get so used to, hey, I'm gonna put a bunch of coffee mugs out there with my logo on it. No, you

know, the the people that we're trying to impress, want a coffee mug with their logo on it, and more they want something with their name on it. And so kind of shifting the gears and turning the prism a little bit. i It struck me as so different, that we need to be purposeful with the gift, not a quantity of the gifts and you know, go buy 100 coffee cups and give them out to your 100 People know, find a really good coffee mug and give it to one or two people and make the experience different and he goes down a clothing store idea. And and that was brilliant. Brilliant. So and I think you've even mentioned that store before. Yes, Brooks Brothers. Okay. So tell the story or

J

Jon Perry 08:37

okay. So he was at an event and met this top level, influencer, CEO, consultant and wanted to he was at an event and this guy was speaking and huge line out the door and he wanted to go see him so or he wants to see what the commotion was. So he went in and watched them and was blown away with the content and the nature he had to say. He, at the end of it, went to the table to meet him, was able to chit chat with him for a couple of seconds found out he was going to be in his hometown, and a few months, asked him if you could take him to dinner and again, the guy was like, which everybody gets Yeah. Which is like Sure, sure. You know, the day of the coming in his flight was delayed. He was right behind. He didn't mention though, that he no he asked. I'm so sorry for messing this up. He asked what his intentions were going to be when he got to town. He's like, Oh, I'll probably come in shopping my favorite store Brooks Brothers, and then I'll go have a nice meal and, and relax, relax, and then come to offer for the dinner in the game. He also asked at that time though, once humans broke for what's your shirt size, just so he could have that as like, random piece of information but sure, here it is. Fast forward to the day of him coming in. He communicated that his flight was behind If he was tired, he's probably just going to go and to the hotel dinner. So, with a few hours to go, John had the idea to go to Brooks Brothers, ransack the store with one of the new season of everything in this gentleman sighs, bring it, get to the hotel, communicate with the concierge, which, realistically, at higher end hotels, they'll probably work with somebody like this. Get into the room, stage at like a Brooks Brothers store, and just wait in the lobby for him to have dinner, because I think the dinner was still on, he gets in waves, checks and goes the room comes down 20 minutes later. Because I'm all the time in the world became a huge advocate for this guy. Because the experience was so monumental, it led him to sports clubs and other large figure deals of introductions that had a cascading domino effect down the line. Initially cost him \$7,000 on its American Express that he said cost him a little bit of panic, ultimately cost him nothing because he returned what wasn't used, and the CEO reimbursed him for the pieces he did decide to keep. And so but it was the experience, the experience was one of the kind monumental out of this world. Like nothing seen before after sensor, this gentleman, and it was just the Wow, the shock and awe, the shock

D

Derek Egeberg 11:23

and awe of it all and the gift. So one of the things that it's interesting, you see a lot of people gifting iPads and in the Iwatches and all of those Apple products. That's kind of a standard gift now for a lot of people and the WoW isn't there, but I go back to when they first came out. And it's still the same packaging when it first came out. The packaging was a while you're all of the Apple products, and you knew it was something special when you unpacked your old iPod, you know, I mean, just the packaging back then. And it was the experience of the product. It wasn't

necessarily the product themselves. And that's kind of that same thing with with Brooks Brothers is the experience he created in that hotel room was the gift in and of itself. Yes. And it's basically the Hey, you're important. I'm acknowledging that you're important. It has nothing to do with the gift or it's the giftee that is the important person,

J Jon Perry 12:22

it's about them. And I think that very often in business we forget, it's about them. It's what can be done for them. You give someone something with your name or logo on it. It's not a gift. It's a promotion. Yeah, you give something with their name on it. That's a gift that's a gift, you give something surrounded by them. That's a gift. And when it's all about them, it's a gift. If it's a little bit about you. It's probably a promotion. Probably there's probably a handful of exceptions out there that I can't even think about the moment. If it's about do though, it's about it's a promotion.

D Derek Egeberg 12:58

Okay, so this book, very easy to read. Amazing. Business changing for both of us. Yes. And it's really a three hour, four hour audiobook.

J Jon Perry 13:12

Two hour audiobook,

D Derek Egeberg 13:13

is that at one speed, because I know you're a little bit faster.

J Jon Perry 13:16

No, it's 38 minutes, or three and a half speed. but who's counting, but who's? Yeah, it's just a little over two hours at one speed. It looks thicker than what it is. But again, that's part of the deception of I shouldn't say deception, the luxury value addedness of it to make it you know, it has really nice paper, it feels different than other business books or books in general. It's just a well crafted thought that's been executed to near perfection.

D Derek Egeberg 13:44

So it's a if you think about it, it's probably the most value per words written of any of the books that I've ever read. Absolutely. So it's an interesting thing when you when you look at it that way, because it is a very small book, and we've read some big past tomes of books. But he goes, there's basically three chapters kind of the tee up, and then talking about the experience and then the process. And same thing in most industries. You see, hey, here's a Christmas gift, hey, here's the Thanksgiving gift. Here's things that are routine, and they're just rote times to

do gifting where he talks about it's got to be a unique time. It's got to be an odd rotation. So it may be timed for you as the business person, but it is not timed for the customer. So and I know you and your business have done some odd days, you've done a Valentine's Day card instead of Christmas. But you know, if you say, hey, maybe you send out a gift every 97 days and it just feels like it's a weird rotation. Yes. Because it's about the gift to the recipient saying you're special and I acknowledge you not hey, I wanted to get everybody a Christmas card on Korea. So here's Christmas. And I love Christmas. I love giving gifts. But it almost feels that way, especially when you read the book, it feels a little bit like the Grinch Who Stole Christmas that everybody is so focused on the gift. And giving that it gets the message gets lost.

J Jon Perry 15:17

Absolutely, I couldn't agree more the I'm a big fan of standing out. I liked the idea. We've done Thanksgiving things and Valentine's Day things to show appreciation to our clients, because no one gives anything around those times in our area, or to my client base. And so we'd like to do little things, going back to its best in class. Some months over the last couple of years, you know, things have been a little bit tighter. So what does it say if you can't afford the best and cat class gifts, it says to write a handwritten note. Joe Girard is the most successful car salesman in the world. One point he was selling like, I don't even know off top my head, but at some ridiculous number of cars a month. And he did it with handwritten notes. That's the power of a handwritten note. He had to hire five people just to keep up with his his hand written notes. A handwritten note goes so incredibly far, it could be a handwritten letter that's that you stick into an envelope, it could be a postcard that is very clearly not the computer generated. A handwritten note on the back says I appreciate you. And people are just blown away by this simple act of personnel personal bonus. And it goes very far.

D Derek Egeberg 16:45

And John talks about that he talks about it's kind of like receiving a handwritten card from your grandparents. It's old school relational gifting that somehow we forgot somehow in this social media world of instant access and gratification, that the gift and the thought behind the gift has gone away. And you know, it's funny, I I mean, we're it's Christmas season, right now, there's lots of packages showing up to the office because these ladies are shopping and stuff for their families. And you know, there's a couple people here in the office that say things like, you know, I don't really know what to get that person in for years, when people say that, that just bugs me because what I mean, you don't know what to get them. But what that really meant is, they were putting more time and effort and thought into the gift than I would and now I realize I was the ding dong who was not very thoughtful with the gift. And they were just being stumped because they didn't know what to get as a thoughtful thing,

J Jon Perry 17:46

but best in class for that person for their budget.

D Derek Egeberg 17:49

Yen. And so, you know, I love this book. I would love to have a good conversation with John. You

rep. And so, you know, I love this book. I would love to have a good conversation with John. You know, you go back to some of the things that we haven't talked about in the book is he got his start as a Cutco salesman. Yes. And so you know, for though I'm sure most people listening this have seen Cutco. It started out my experience has been college kids selling cutlery, helping raise money for college and for you know, a great business opportunity and I've even used some of the Cutco knives here in our business. But again, it's been used in a way that I was always explained, get the Cutco knife and engrave my name and logo and phone number on it. Wait a minute, no, it needs to be branded to that person, the family name and he talks about an example that it wasn't something he gave. But it was a multimillion dollar family that the kids were set up for ever. And the patriarch of the family passed away. And they fought and legal battle and fought and legal battle. Do you remember what they fought over a harmonica harmonica.

J Jon Perry 18:57

They lost \$5 million in legal battles to fight over this \$20 harmonica that their dad played to them every night before they went to bed.

D Derek Egeberg 19:07

And again that that meaning to me of hey, wait a minute that that trinket if you will that you and I may see it as a trinket was a family heirloom for everything for them. And how many times have I engraved a set of knives that have my logo and phone number on it as opposed to you know, the Perry family? Thank you so much. The Perry fan you know and have something where you and your wife appreciate the cutlery. And now maybe your your kids fight over it at some point. It's just that the crafting the gift that is an experience for the person. And and same thing, not broadcasting the message. I've screwed this up so many times in my life where he talks about it's a surprise. And do you remember what he said about the pizza?

J Jon Perry 19:58

Oh yeah, you tell him to think Hey, I'm gonna come over with pizza next Thursday and you're thinking your head, Oh, I better not be "X" pizza. Better be "Y" pizza? And oh no, they should know now that I'm, I'm gluten free. So they gotta make sure that it's a gluten free crust or whatever else. Yeah, if he randomly comes over on some Tuesday with just a pizza and a box and maybe a six pack of soda or beer, like, oh, I don't have to cook dinner, this is great. It's just such an unexpected pleasure. Yeah. And you can treat it as an unexpected pleasure versus preparing for the worst, or, or managing the experience herself. For all case scenarios, and you can only and this goes back to not necessarily from this book, you can only control so much in your life. Why spend the time worrying about things you can't control? Yeah. And he talks about when you there's a level of the surprise when it's appreciation, that it's good to not have that time to contemplate

D Derek Egeberg 20:57

well and see that just being the moment if it's about the recipient, you don't tell them upfront, if it's about the giver. We love to say, Hey, John, I can't wait, I got a Christmas gift for you. I

can't wait until Christmas. All you hear is I not, you're going to love it, you're going to experience it. Because you've already ruined the surprise, you've already ruined the process of the recipient, experiencing the thought. And again, just the three simple reminders. You could read this book, cover to cover reading, just sitting down not a speed reader. Couple hours, you could be Jon Perry and listen to it in 38 minutes, probably a few seconds. But it's such a good reminder, and especially coming up on Christmas. You know what none of us have to go spend a ton of dollars, get best in class, do things that are meaningful and thoughtful, whether it's for our kids, our friends. And you know what if the budgets are tight, do a very well written handcrafted message, go buy some nice stationery, go buy some nice cards.

J Jon Perry 22:10

And he mentioned several other books within this book that the first time through I completely miss such as the Chicken Soup for the entrepreneurial soul, which is now on my list of things to read. He mentioned another one right at the end, which is escaping my mind at the moment, which I added to my list of things to read. And he mentioned another book that we've read.

D Derek Egeberg 22:35

So those are three more books that we'll do in a later segment. Yeah.

J Jon Perry 22:38

But there's two other things that he talked about in this

D Derek Egeberg 22:43

shameless plug, we could gift the "Giftology Book",

J Jon Perry 22:45

absolutely gift, the gift ology book, actually, leave your comments below on what you think of our series so far, or feel free to message us. And we'll randomly enter everybody who communicates into a raffle that we will pull out and we will gift a copy of gift ology and send it to you. So we appreciate you listening in and becoming a part of this mastermind journey with us. And as a token of our appreciation, we will absolutely gift one of these books out. And we'd love to hear what you have to say once you get it and read it.

D Derek Egeberg 23:19

But based on that, though, keep in mind, this Master Mind Library is a discussion. It's not just you and I sitting here it really is you all leaving comments and fostering the discussions because there's nuggets in all of these books that even you and I miss. And it's so funny that

Jon, you had this book for how long? Six years? Okay, so six years you could have been reading it but now you've read it how many times three? And have you gotten different nuggets out of it

J Jon Perry 23:47

each time? Like I said this time, it was the first time that I paid attention to the that there was other books that he recommended within it were I don't know how I missed it the first couple of times throughout while

D Derek Egeberg 23:58

when you listen it 3.6 Speed Jon, I'm so sorry that you miss a lot of things.

J Jon Perry 24:04

The first time I read it, I read the hardcover version. Okay, like I read it in the paper the second time I listen to it, yes, I listened to probably at two speed at that time. I was still you know, you're still Oh, this time though, at three, three and a half speed. You know, it just kind of struck out and again, it's now I'm into the reading about 300 books a year. So books are a little bit more on my the ice I was like, Oh, another book to add. I need I need I need to listen to the book. I got to pull this other thing.

D Derek Egeberg 24:30

So I have to ask a book. What what I've noticed I lean to is I always look to see what bonus material or what extra values the author's giving. And John has quite a few things and his bonus materials. Yes that you can go get more free. And it's a gifting plan to help you set up who you're gifting to when you're going to gift at what you want to get. He gives you a list of the top 13 Worst gifts he gives you a list of the top 10 best gifts he gives You lots of things that you can plug in best in

J Jon Perry 25:02

class elements to go in. Now, the two things I really quickly run over with this so that before we run out of time is one, why do we gift to show our appreciation, also, to retain clients to keep client retention, because it is less expensive to keep a client than it is to acquire a new one? Yes. And he talks about a certain percentage of a budget of net income that the client brings in that should be budgeted back towards it. So in the course of your billables, that should be something you factor into your overall thing. The other thing he talks about, that we haven't even touched upon yet is appreciation for employees. You know, we have, we're talking about gifting and spending money or time on these clients, who is responsible for making sure that we can have these clients to begin with who is responsible for keeping things going, while we are out there, getting these clients talking to these clients trying to pamper these clients, the staff back at our office, those who are in dollar and non dollar productive areas that help

support us. Showing them appreciation is equally as important as showing it to our clients. And it shouldn't be a will spend this person brought in hypothetically \$10,000 of business will spend, you know, \$500 \$800 on them this year to show appreciation. Well, what about the staff that actually enabled us to get this client? Should we spend, you know, \$5 Gift Card Starbucks on them this year? You know, what, what is it? You know, is it the random pizza parties?

D Derek Egeberg 26:38

Pause? Well, yeah, and he does say, you know, pizza is a great one, if it's just random and a, hey, here's a random thing. Let's do let's have some pizza, rather than, hey, on Tuesday, we're going to have a pizza party, you know, you take all the thoughtfulness out of it. So the pizza is much better than cash, according to John, and he gives you a link to a study that talks about that pizza versus cash to an employee. But he also talks about how the employee that is ordering the gifts, a lot of times, he'll order one for that employee, because if they're giving the gift, they should experience the gift as well. And again, what an amazing idea that, you know, I send my staff out to drop off food to people to show randomly, they're appreciated. But how often do I grab food and just bring it into their desk? Now? A lot of times, I'll say, Hey, I'm ordering lunch for everybody. Tell me what you want. We'll bring it into the conference room. But that's not quite as thoughtful as just me going somewhere. Picking up some stuff, you know, here in Yuma Arizona, just walk in with Chile Pepper, Mr. G's, and you know, everybody's gonna love it. Yes. But as soon as you tell them, then somebody's gonna say pan. I'm on a diet. Now. I don't really, you know, I think I want to eat healthy. No, no.

J Jon Perry 27:56

And the flipside is, is if you do something like that spontaneous, if they are on a diet, if they are, then they'll be like, Well, I appreciate I just not the right time. It's not they don't they don't get overly sensitive about it. They are they probably a little sad. They're missing out. Very much. So yeah. Yet they understand that it wasn't malicious, versus having to, you know, and realistically, if you're in touch with your employees, you have an idea of what people are going through. So you're going to carry out some alternatives anyway. Yeah. So but the employment side of it is another part of that. I mean, it's so good for such a small book, it does cover quite a broad range of appreciation.

D Derek Egeberg 28:31

So here we are, you know, where we're recording this couple of weeks before the end of the year, I would strongly encourage everybody, whether it's the end of this year, whether it's the beginning of next year, wherever it is, read the book. And my guess is you may retool your your business marketing process. Because you and I see the gift, it really is part of promotional, but if you make it about them in the experience, it's going to go a lot farther,

J Jon Perry 28:58

you'll create advocates will create ambassadors, you'll create champions, because they will know that you meant a lot to them. And that means a lot to themselves, know how highly that they're regarded

they're regarded.

D

Derek Egeberg 29:10

So I can't thank John enough for writing this book. And again, I feel like this Master Mind Library is a shorter segment than most, but this book is shorter. And I think based on the enthusiasm you and I both have for this, this is one of those very impactful books that if you haven't read it, you're missing out on the wisdom of the ages. I mean, it feels like and I know he's not that old, but it feels like this is a message my great grandfather would have shared and talking about the experience of crafting a letter, a small personalized gift, something that may have even been handcrafted and I know John doesn't talk about handcrafted. But think of what people used to gift 100 years ago. Yeah, it wasn't driving over to Walmart. It wasn't going into Target and he does talk about you know, what would alienate him is if he gets a gift and happens to be shopping with his wife, and they walk into a department store and see those gifts on clearance. 70% off. Yeah. And we've all done those kinds of things. Oh my gosh, those would be great. We could get those out. But you don't think about the experience of somebody recognizing that it's discounted. Oh, you bought those at the dollar store? Good job, kind of a thing.

J

Jon Perry 30:26

So speaking of which, since we have a minute left, is there any particular place that you'd like to go to to find unique gifts?

D

Derek Egeberg 30:34

Well, he does have a website where he does have a website that he does, in terms of me for unique gifts. No, not so much. How

J

Jon Perry 30:41

about you, there's a place that I found years ago called called uncommon goods. And it has absolutely unique, one of a kind are few of the common kinds of things or what you don't think would be common, such as I got my father in law, who's an avid Padres baseball fan, baseball fan in general, he's been to the Hall of Fame a couple of times, a pen that was made off of the seats of the old Yankee Stadium, okay. seen those, those are amazing. So it has that not just sports movie, but other kinds of stuff. Some of its sourced from ethical third world countries, you know, hand crafted pottery to just really kind of different stuff. And this is not a paid ad. It's not a sponsorship. I do like uncommon goods.com for those really unique things where you could find that \$50 coffee mug that's handcrafted, where you could find these really unique things that may attach to certain things. I know you're a Vikings fan. If I if the stadium defeat every year, thanks for rubbing that in no problem. But when they decide to build a new stadium, turn on the old one, if a piece of that stadium could somehow work its way in some sort of part of things and turn to something like a pen, something you could use every day, would that make an impact on you?

D

Derek Egeberg 31:56

D Derek Egeberg 31:56

It would because you know me, I collect nice pens. And you know, there's several things that I can use daily that for me, and it's knowing people is, you know, I like a nice coffee mug. I like a nice pen. You know, I do like nice watches. I know you you're very much into comics and artwork and things like that. And if I found an amazing piece of artwork that got into the comic or fantasy genre, would that be a great gift for you? Absolutely. Would a season tickets to the Padres be a great gift for you?

J Jon Perry 32:31

I'd prefer the time back. But I would not say no by any means I thought was an awesome opportunity. But

D Derek Egeberg 32:37

But it's so funny because I've seen people and we live here in Yuma Arizona. People say, Oh, I got you tickets to this game. But it's a three hour drive each direction. So is it really a gift? Or is it a token of appreciation, but now you're making people do something more that they may not necessarily have the time? So it depends on whether that person is gaga over that

J Jon Perry 33:02

team? Yeah, yeah. So so perfect sample padres, it would be awesome. I probably give away or sell most of those tickets. So because of that I'm back games. Oh, great. So

D Derek Egeberg 33:10

those are the gifts Yeah.

J Jon Perry 33:13

The Dimondbacks, so I would try my best to make the majority of those games, you know, because it's just context and I fast drunk drive fast and do it and turn around and you know, make it work.

D Derek Egeberg 33:24

So let's go back to gift ology. He's got unique gifts on his door. So again, unpaid, but you know, John took the time to write the book, I would certainly say go visit his his unique shop. He's got calendars on there, they'll even believe it or not, they've got a high dollar setup that you can hire a gifting specialists to help you put things together to wow people, which again, now you go from a hand crafted cards, to a gifting specialist and everything in between. But I really want everybody to take away the mistakes that I made gifting. Yeah, early. Make it about the recipient, not about the gift or make it about the experience and the best in class. And we see

these all the time. I mean, how many auto commercials Do you watch and say, best in class towing? Okay, what they really said is they don't tow the most of any passenger vehicle on the market. They're best in class. Oh, so every other industry has classes. We just haven't figured that out from a gifting perspective. I don't have to gift you a Rolex watch, and I have to give to you something best of that segment.

J Jon Perry 34:36

And we got to get out of the I'm still in college mentality where if I get anything for free, that's, that's awesome. You know,

D Derek Egeberg 34:44

well, you got the book for free and you didn't use it for six years. Well,

J Jon Perry 34:48

as a gift, if you know how many times when we were called you got a free T shirt or a free meal or a free something. If you just go to the seminar or if you just sign up for this credit card or if you do some I think that there's some sort like trauma that's associated with people who do this because it seems like like here, come here get a free T shirt. It's like, oh free T shirt. Doesn't matter if I will wear it again. It's like, ooh, free T shirt. Yeah.

D Derek Egeberg 35:09

Okay, how many timeshare seminars? Have you been through one? What did you get for free?

J Jon Perry 35:15

I think it was a massage.

D Derek Egeberg 35:17

Okay, see, but we know, it's, it's leading these, here's the freemium. And so lots of people have really taken that, hey, tear, something free to draw you in. But again, that T shirt probably had that company's logo

J Jon Perry 35:32

on it. Yeah, that's I'm saying so versus a best in class kind of thing that is about the customer, you know, versus a promotion, we got to get out of the, you know, accepting promotions, as the end of Vietnam, not saying that if someone's offering you something that you absolutely

want, and it has their logo on it, and you don't care, cool, go for it. It's just, if it's not something you need, if it is the lowest class t shirt, but it has a logo on it, and you're not dying for workout T shirts. Yeah, maybe pass it up, your time is more valuable,

D

Derek Egeberg 36:00

your time is more valuable. But again, if you look at the people that you may try to impress, they're generally not wearing other people's logos, no, they're wearing your own. So I know, Jon, you have your Imaginary Friends button on your jacket, I didn't know, that's your brand. If you gave that to me, I'm probably not going to wear it, you may see that as a great gift. You know, I would wear an academy mortgage, I would wear a US flag. But I'm not going to wear your pin if that was a gift. And lots of companies give things like that out as gifts or tokens of appreciation. And you call that marketing tchotchkes is what you really call it. But again, I think I really want to say thank you to John for writing the book. Yes. well crafted, well thought out and experience to read. But it's just an experience to pick up and hold, like you say it was it was a gift to open the packaging. And now having read through this, I think this is probably the fifth maybe sixth time I've gone through the book, unique things out of it every time and have printed all of the bonus material gone through kind of working on my gifting calendar for this year. And the hardest thing for me is I've been so structured of this goes here, this goes here on normal days now, it still needs to be structured. But it's now got to be on a random day where you know what, there's probably not going to be Christmas gifts. But it could be a two weeks into the New Year gift type thing. But again, just a great reminder and it makes me think, you know, you say sometimes Hey, that kid's an old soul that kids a caring individual. This is an old soul kind of a book that cuts through all the minutia of the instant gratification and cheesy gifts. I would agree. So can't thank John enough and for everybody listening please would be very interested in your comments on the book. Let's let's start a good dialogue on this one. And I would love to hear what gifts you all are giving out to people you know what's been your best gift what's been your your worst experience of a gift?

J

Jon Perry 38:11

What is your friends and customers said about a specific gift that you've given out that you've maybe found a craft or software? Is there some sort of hidden source that you don't mind sharing with us where you could find something unique or special that is best in class that may be we could partake in in helping that company out in purchasing them and sharing with some of our clients and friends.

D

Derek Egeberg 38:32

Love it. So from Derek Egeberg, The Approval Coach

J

Jon Perry 38:37

Jon Perry, The Reach Architect,



Derek Egeberg 38:40

this is the Master Mind Library and thank you once again to John Ruhlin for writing this book. It is on the top shelf top 13 for both of us top shelf Absolutely. Bye for now. Bye for now.