

Compounding Generosity with Spheres

“The miracle is this: the more we share the more we have.” – Leonard Nimoy

Relationships are essential for generating abundant personal and professional success. *Generosity Wins* teaches you how to live a life where you will naturally attract great people and build relationships. By nurturing the relationships you build, you will scale your generosity, your impact, and your success.

Follow this simple road map to scale your generosity:

1. Create three spheres (lists) of people that you will build and mature over a lifetime:
 - **Sphere 1:** Those whom you trust 100 percent, respect 100 percent, and know well. Aim for at least 10, and stretch yourself to achieve 20 on the first attempt. Aspire to, and don't be surprised if, you end up with 50 after a couple of iterations or years.
 - **Sphere 2:** Those whom you trust, respect, and know fairly well. People who could potentially move up to your Sphere 1. This will be a larger amount of people; aim to double the number in Sphere 1.
 - **Sphere 3:** Those whom you have met, like, and have a connection with that you want to explore and further develop. People who could move to another sphere with more engagement and communication. This list will grow every day and is where you will expand your network and your knowledge. Target 100 people or more in this sphere.

2. Document the following for each contact. For a contact to qualify for a sphere you should know some or all of the following:
 - a. Name
 - b. Email address
 - c. Mobile phone
 - d. At least one online platform/medium where you can connect with them

Now, be generous, with no expectation of exchange or return from anyone on the lists. Twice per year, send something of value to each person on each list. You may want to send something different to each sphere or you can send the same to all.

What you send can be very simple. We recommend:

- Quotes that will appeal to or inspire the recipient
- Podcast links and recommendations
- Articles
- Books
- Appreciation, a Check-In Note, or a Thank-You
- ...and more. (Be as creatively generous as you like.)

Growing and managing these lists will take time, but being consistently generous with each person on the lists will inevitably generate tremendous opportunity and success. Have no expectation of exchange or return from any of your acts, but know that generosity builds trust, and trust builds relationships. Amazing and surprising things will happen, and you'll feel great every time you send something out.

Important Notes:

- Just start writing! You likely don't comprehend how many people you know who are important to you. Once you get started, you'll be amazed at where you end up.
- You are not making these spheres with the intent of extracting value from your lists. You are creating the spheres to understand and grow your network and to proactively bring value to others. Do not mine your spheres for personal benefit. Instead, allow members of your spheres to contribute to your well-being at their desire and discretion.
- Strive to make everyone in your spheres more successful and/or happier.
- Surround yourself with positive, aspirational people and help them be more successful. Be creative. Know you can add value, then do it.