

## Richard Gee

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**From:** Stuart Zadel [stuart@stuartzadel.com]  
**Sent:** 23 November 2006 12:32  
**To:** Richard Gee  
**Subject:** Think and grow Rich - Trust 3

Hi Richard,

You will recall in the previous two emails we've been discussing the 3-part process to purposefully build trust to increase co-operation and sales.

To refresh, the three steps are:

1. Frequency of Interaction
2. WIIFM - What's In It For ME?
3. Purposefully make and KEEP agreements

In this issue, since we have been working in reverse order, we'll discuss #1. Frequency Of Interaction.

Imagine this. A stranger stops you in the street, tells you they are new to the area, don't have any friends here, and could you help them move house this weekend.

What would you say? "No!" or, "Sorry I'm busy!"  
What would you think? "Is this person nuts?"  
Why should I help you? I don't even know you!"

Now imagine a good friend rings up and asks if you would be able to help them move house this Sunday.

What would you say?

"Sure!" Or, "I'm busy in the morning but can be there by lunch time".

Chances are you'd be thinking what you've got on this weekend to check if you are free to help, not whether or not you are going to help.

So what's the difference? After all, it's just two people asking for the same thing! The difference is Frequency of Interaction.

A major reason a person is your friend is because you have had many interactions with them and this frequency builds trust.

And just to reinforce that point, let me ask you this:

What's the easiest way to lose a friend?

Simple, don't interact with them as frequently right?

Stop calling or meeting with them and they'll slowly just drift away. Do you agree?

So how can we use this information to increase our business or sales? Well, a simple way is to implement a regular client contact system. You should be providing useful information to your clients / prospects via a newsletter, phone call or some other form on a regular basis.

Now ideally it should be automated, so that you are able to scale it for unlimited numbers of people and still keep your time free for other things.

An example of this is this very email. I keep in contact with thousands of people every week, all over the world.

Now previously I used to just send out my Think and Grow Rich newsletter just once per Month. However, after studying and speaking with several internet marketing experts, they have convinced me that the more frequently you communicate, the better.

So many of you will have noticed I now send shorter and more frequent emails. I can tell you my list is becoming much more responsive and interactive as a result.

Now the caveat on that is you must be providing useful and relevant information as to why they were interested in the first place, and not just sales pitches.

And yes, a couple have unsubscribed from my list, but they were never going to buy anything, refer someone to me, or come to a seminar anyway!

Next time, we'll tie a bow around and conclude this series on trust with some personal observations and some feedback from these emails.

Be Awesome

Stuart

Life Success Australia Pty Ltd <br> ABN 46 101 282 339

PO Box 35  
CRONULLA, NSW  
2230  
AU

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