

Treat Me Good And I'll Treat You Good

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*By Welly Mulia*

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We're going to take a look at how to use reciprocity marketing in our business.

But before that, let's take a look at what the word "reciprocity" means.

Reciprocity, taken from Wikipedia, means:

"The norm of reciprocity is the social expectation that people will respond to each other in kind—returning benefits for benefits..."

**In simple English terms, it means that we, as human beings, have a tendency to respond to other people the same way how they treat us.**

If Bob is kind and nice to you, you feel the need to be kind and nice to him. Barring some exceptional rare cases, it's just human nature to react that way.

I say barring some exceptional cases because there are a few rare people out there who do not appreciate the kindness other people are showing them, and instead of returning the kindness back, they simply do nothing, or worse, they return back with ill intentions.

However, this short report is about the former – which is to return one's kindness back.

Let me give you an example of reciprocity in action in our everyday lives.

Let's say your birthday is around the corner, and today you accidentally meet your long-lost friend, John, whom you've never met in 10 years.

John still remembers your birthday, and on your birthday he gives you a birthday present.

What do you do?

If you're like me or most people, you'll most likely feel happy and have a sense of guilt at the same time. Happy because your friend still remembers your birthday even though you guys never met for 10 years. A sense of guilt because John has just given you a birthday present and you feel the need to reciprocate – you want to give John a present back to express your gratitude.

In our business, if we use the power of reciprocity correctly, we can attract more customers and hence make more sales as a result. The way to do this is to give away for FREE cool and high quality content that other people would normally charge.

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Who do you give away to?

Your subscribers, prospects, customers, and blog readers.

Give away unconditionally and expect NOTHING in return. Even though deep down inside you're expecting them to reciprocate by buying your products in the future, now is NOT the time to think about: "What can I get from these people? Will they buy my products?"

Trust me, just give away UNCONDITIONALLY and the rest will take care of itself and everything will come NATURALLY.

During the initial stages when you're giving away cool, high quality content all the time, you'll most likely not see any results. Your efforts will SEEMINGLY go to waste. But I promise you, your efforts will not go down the drain.

(...even if it were to go down the drain, you can still repurpose the content in other ways so your precious time and effort in creating that content will not be wasted)

Give it time and be patient.

All your efforts will pay off in the future when you start to gain momentum. It's just like a snowball going down the mountain – initially the snowball is small and moves at a moderate speed. As the snowball falls down the mountain slope, it picks up more snow and therefore falls faster. In the end, what started out as a small snowball turns into a GIANT snowball.

Your marketing efforts are the same. You need to give it time to pick up momentum.

### **NEVER EVER expect instant results!**

As a sidenote, the power of reciprocity can also be used "wrongly". An example in the Internet marketing or Internet business world is where the marketing gurus scratch one another's back by cross-promoting one another's products.

I've talked about this on my blog before, which is called "Crazy Guru Promo Emails".

Basically Guru A promote Guru B's new product that has just launched on a massive scale; and the next time Guru A has a new product that is going to be released, Guru B will return the favor by promoting it.

Please note I'm not against promoting products. What I have a problem is these gurus promote products without even reviewing the product being promoted first – they just do it for one

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reason, and that is so that their next product can be promoted by the guru whose product they're currently promoting.

So what's the takeaway for today's report?

Answer: Use reciprocity marketing in your business and give away for FREE high quality content that your competitors would normally charge. This will make your subscribers, prospects, customers, and blog readers feel indebted to you, which will in turn make it easier for you to ask something back from them in the future in the form of asking them to buy your products.

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