

Reaching Out When Others Have Done Good Work

Chapter 6: Reputation

Whenever I see a great piece of work, I take a few minutes and send the person (or team) responsible a short message saying: *Wow, I loved the thing you did. You're awesome! That is all.*

Here's an example of a note I sent to recognize good work. My friend Molly is the founder of a company doing fantastic work to empower women to be their strongest, most confident selves (Girls Gone Strong). Although I didn't know her before she released her first product, once she did, I found her email address and sent her this note:

Subject: Hell yeah!

*Wow, I love this:
<linked to product page>*

The product looks awesome.

Really great sales page too.

It's all beautifully done, thorough, accessible.

I can tell a lot of care and attention went into this.

High fives!

JB

Since then, I've become an advisor to Girls Gone Strong and have enjoyed countless referrals from her business. Even more, Molly and her partner have become great friends, making time to visit us annually and join us for family vacations.

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Precision Nutrition co-founder Phil Caravaggio and I often talk about “catching people doing something right” instead of just “catching people doing something wrong” (not only in our own business but outside our business too). To this end, we’re constantly on the lookout for great work.

When we find it, we’re quick to send a message saying: *Hey! Caught you! You just did something amazing! You’re SO busted!* People remember this because it’s so rare and feels so good, especially if it comes from someone whose work they respect.

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book