



This Is Your Life Podcast

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Michael Hyatt

Michele Cushatt: Welcome to *This Is Your Life* with Michael Hyatt, where our goal is to help you win at work and succeed at life. My name is Michele Cushatt. I'm your cohost today, and joining me in the conversation is my good friend Michael Hyatt. Hey there, Michael.

Michael Hyatt: Hey, Michele. It's good to hear your voice.

Michele: Same to you. I always enjoy our Mondays together.

Michael: Me too.

Michele: We have talked so much about platform and expanding your tribe. However, before anybody is able to build their platform and expand their tribe, they really need to understand the critical nature of establishing trust. You can scramble, scramble, scramble, trying to get people to follow you, but if they don't trust you, they're not going to catch on. They're not going to buy into your message.

In other words, if you want them to buy into the message, they have to buy into you first. That trust is so imperative to what we do as leaders, business owners, writers, speakers, or whatever it is. This may sound like an obvious question, Michael, and maybe it's a silly question, but I'm going to go ahead and ask it anyway because I think it's important for us to verbalize this. Why does trust matter so much? In other words, what is at stake here?

Michael: Yeah. Well, when we're in a situation where we're selling anything... Make no mistake about it; if you're in any kind of leadership or you're trying to influence somebody, you are in sales. You're trying to sell your point of view at the very least. Perhaps it's a product or a cause. It could be a number of things, but we're constantly selling. Even when my kids were teenagers at home and I was trying to get them to do simple things like clean up their rooms, I was selling, right?

Michele: Yes. I think that's the toughest sales job of all. Let's just say that.

Michael: That's a tough sale. It's good practice for the real world. But when you're selling, when you're trying to convince somebody, when you're trying to influence somebody, trust is a critically important component. Without it, they dismiss your information. They dismiss your request.

But if you've earned their trust and they've come to see you as somebody who is reliable and trustworthy, it's much easier for people to buy in. As it turns out, there's kind of a science, methodology, or formula for creating trust. I'm not talking about manipulation but genuine trust. There's a way to do that.

Michele: Yes. That's what you're going to help us figure out today. You've come up with something that's very practical just to really help us understand how to build trust. You're going to give us *five ways to build trust with your tribe* with the goal of helping yourself as a leader, speaker, author, business owner, or whatever quickly gain rapport with your audience. I would even say to preface this before we dive into it that these are non-negotiables. If you want to build trust, it's not like you can pick two out of the five here.

Michael: No, that's exactly right. This is why some people are extraordinarily successful in their communication and their influence, and it's why some people aren't. They don't have trust. I mean, we're seeing this in the presidential race right now. Some candidates have more trust or are considered to be more trustworthy by their constituencies. I'm not going to name names. You can figure it out and apply it as you want.

Michele: Oh, come on. Name names. Come on.

Michael: Well, I think that in some ways, just by virtue of the fact that you're a politician today... That kind of dings your trust. I mean, people don't trust politicians in general, so I think that if you're a politician and you want to gain people's trust, you have to be very deliberate. In fact, I would love to give this same exact message to politicians. It would work for them, and it works for anybody who's trying to influence anyone else.

Michele: Yeah, you make a very good point. I don't want to belabor this, but the fact that there are some positions that come with an inherent lack of trust...

Michael: Yes.

Michele: I hate that because it's not necessarily fair to the true, honest people there, but I think we need to be aware of that because it then adds a level of importance or critical nature to the fact that if you are in such a position where there's already a measure of distrust, you're going to have to work extra hard. There's really no room for error when it comes to this.

Michael: Yeah. Well, I think that if you're a CEO... There's kind of this cultural distrust of CEOs, people who are in leadership. You see this in some demographics, some segments of the country, more than others. I think that even as a parent, you're distrusted until you really earn the trust and your child feels like you can be a confidante. So I think we just live in a time when people are generally cynical. You have to earn their trust. That's all I have to say.

Michele: Mm-hmm. Absolutely true. Let's go ahead and dive into the content, the main body of this.

Michael: Okay.

Michele: Michael, you're going to give us five ways to build trust with your tribe. Again, all of these are important. It's not like you can pick and choose one or two, so make sure you write all of these down and remember them. Just be very intentional about implementing all five of these ways to build trust with your tribe right away. Let's get started with the first one. What's the first way?

Michael: Okay. The first one is to *show empathy*. It's kind of like that old adage that says people don't care what you know until they know you care. To be a listener, to be somebody who has the emotional intelligence to not just listen with your ears but with your emotions and really connect with what's kind of behind the words, is critically important.

I think that if you're trying to build an online tribe or influence an organization, the more you can find out about the people you're trying to influence, the better off you're going to be. This is one of the reasons, for example, that every year except one since I started blogging, I've done a reader survey. This year (you're not going to believe this, Michele), we just did one two weeks ago, and we had 8,700 people respond to that survey.

I can't remember how many questions we asked, but it was over 50. So people gave us a lot of their time and a lot of information. We got two different kinds of information. We've talked about these two different kinds on the show before, but it's really important in this context. First of all, there's the demographic information.

I mean, it's important to know whether you're talking to people who are highly educated or people who are not so highly educated, people who live in the South or people who live in the North, people who are at a certain economic level or people who may be at something below that level. That's the demographic information: all of that kind of statistically relevant data that helps you segment the market and know with more particularity who you're speaking with.

Beyond that (this is where I love to dive into the data) is the psychographic information. In other words, what are their motivations? What are the things that frustrate them? What are their aspirations, their dreams, their fears, their hopes? You want to know all of that, and a reader survey is a great way to do that. It's good to do it with your employees if you're in any organization or to do it with your customers, but find out what it is they really want.

Then what's in the way? What's keeping them from getting what they want? This is a key part when it comes to trust. It's communicating that you get them. Again, this can be manipulative if you're not careful, but if you are really a person who's caring and loving and you want to know how you can best serve people, the best way you can do that is to dive into those frustrations, those dreams, and those aspirations and communicate, preferably in the language they use, how they would articulate that.

Michele: Absolutely. All right. Showing empathy... One question before we move on to the next one...

Michael: Yeah.

Michele: Would you say that these are sequential, that you have to start with empathy, or not necessarily?

Michael: Yes. I actually do. I think we have far too much talking in our culture and not enough listening. All you have to do... Again, go back to the political thing. I guess it's so present to me because politics is like a sport for me. Some people follow their favorite football team; I follow the political news. I drive my wife crazy.

Michele: It's like reality TV gone bad.

Michael: Well, that's what Gail thinks. I enjoy it. I just like to keep up-to-date, and I'm listening to it at every spare moment. But here's what does drive her crazy, and it makes me a little crazy too. It's that nobody is listening.

Michele: Yeah.

Michael: People are talking over the top of one another. You get on some of these shows where people are interrupting one another... They're just not listening. I think that if you want to build trust, you'll get a lot further much faster if you start by listening, particularly with empathy.

Michele: With empathy. Empathy really can't be fabricated. I mean, you can't fake it. You have to really feel it in order for it to come across.

Michael: Yep. Absolutely.

Michele: All right. The first way to build trust with your tribe is to show empathy. As Michael just said, it's, very sequential in many ways. You have to start here. This is really where you have to begin. What is the second way?

Michael: The second way is to *be generous*. You know, nothing builds trust like love. Sometimes people think, "What's love got to do with it?" I think there was a song with that name. What does love have to do with a business or organizational context? I think it has everything to do with it. In fact, Tim Sanders, who is an amazing author whose work I love, wrote a book called *Love Is the Killer App*.

In this book, he talked about how love is typically expressed as generosity and how being generous with your audience or the people you're trying to influence is a great way to build trust with them. It's the willingness to share your knowledge, resources, contacts, and compassion with other people. I think that sometimes we operate out of a scarcity mentality. We don't want to be generous, because there's not going to be enough for all of us. "I want to make sure I get mine, so I'm not going to give away stuff."

Michele: Yes.

Michael: I see this in platform building, for example. People start out blogging and want to know, "Should I give away content for free?" or, "Shouldn't I withhold my best stuff and not share that?" I don't think that's how it works.

Michele: No.

Michael: I think you have to come from a perspective of abundance and share your best content, your best nuggets, with other people. I think there's kind of a spiritual principle at work here. One of the things Gail tells me a lot about this very topic is, "There's always more where that came from." It's a good thing to remind yourself of almost like a mantra.

When you feel a little bit of stinginess when you're trying to give something away, some content, some advice... When you're sharing your contacts, your compassion, or whatever it is, you might think, "Ugh, I want to reserve that for myself," but remind yourself, "There's always more where that came from."

Michele: That's such a good mantra. I mean, there's really so much wisdom there.

Michael: Well, I think it's kind of like if you walk through the food court at your local mall and the people who are out giving you samples... They don't give you the leftovers from yesterday. They don't give you their worst offering. They're going to entice you with their best food in hopes that you'll stop and buy dinner or lunch. I think that's how we have to think of it with the free content we're offering.

Michele: Okay.

Michael: There's another spiritual principle that I think is at work here. That is that you're not going to get more of what you need until you give away what you have. Sometimes we hoard it.

Michele: That bears repeating right there. Say that one more time.

Michael: Yeah. You're not going to get more of what you need until you give away what you have. I think that sometimes we can become information hoarders. We can hoard our contacts. We can hoard our compassion or our resources, and we don't want to give anybody else, especially our competitors, a leg up. One of the things I've noticed in the online space where I work, where we're selling courses and online products, is that most of the people in our space who are successful are giving away tons of information for free.

Michele: Yes.

Michael: I mean, look at Jeff Walker, Amy Porterfield, Chalene Johnson, or any number of people who are successful. They're giving a ton of information, a ton of resources, away for free. All that does is make us trust them more. I want to buy the course, because I think to myself, "Wow. If the free content she's giving away is this good, how much better must the paid content be?"

Michele: It's so true. I know you probably wouldn't mention this or say this, but basically, this is what you're doing with the podcast. The podcast isn't a money maker for you. In fact, for a couple of years, it was a massive expense.

Michael: Yeah. I wouldn't say it's a massive expense today...

Michele: But it's still an expense.

Michael: It's still an expense.

Michele: It's free content that people can download at any time. You have hundreds of thousands of downloads. You and I have talked about this before. The generosity of it, the idea that you really have a heart to serve your audience... Giving it away for free really sets the foundation for everything else you do.

Michael: Well, it does. Again, it builds that climate of trust so that when I have something I want to sell people, they've already learned they can get value from me. They've seen me be generous with them. I think there's also the law of reciprocity that's at work too. People feel like, "You know, I've been consuming the blog. I've been consuming the podcast. I've never bought one of his products. I think I'm going to do that. It's just a way for me to give back as well."

Michele: Yes.

Michael: I know I certainly do that with people who give me free content even though some of them, by the way, who have courses and stuff and with whom I'm friends... I could ask for it for free. I always sneak in and buy it. The reason I do that is that I want to give back because they've earned my trust. I know their motives are pure. I love what they're doing, and I want to support that.

Michele: Absolutely.

Michael: Again, it's a way to build trust.

Michele: I've done the exact same thing. Okay, so the first way to build trust with your tribe is to show empathy. The second way (which is equally important) is to be generous. What is the third one?

Michael: The third one is to *tell the truth*. Now it's kind of obvious. I mean, who's going to disagree with that, right?

Michele: I don't know. It seems like we don't value truth as much as we used to.

Michael: I know.

Michele: It's not as obvious as it used to be.

Michael: It's harder than it sounds too. I know all of us probably think of ourselves as truth tellers, but it's easy to round up the numbers, to spin the facts, to conveniently leave out the evidence that doesn't support our positions. If we're going to build trust, we have to commit ourselves to telling the truth even when it's difficult or embarrassing.

Michele: Mm-hmm.

Michael: When I was at Thomas Nelson, I had a vice president of marketing by the name of Pamela Clements.

Michele: Okay.

Michael: Pamela was a terrific executive. She was in marketing, but, like most of us, she made mistakes. Sometimes things fell through the cracks. But the thing about Pamela that endeared her to me and made me trust her was the fact that she always made a beeline to my office when something went sour, and I heard it from her first.

She was the one who told the truth. She would come into my office and say, “Hey, I have something to confess. We went over budget on that project,” or, “This fell through the cracks, and I didn’t return that phone call you asked me to get on.” Whatever it was... When somebody was like that, my attitude was always, “Well, gosh. I don’t really need to beat you up about it, because you’ve already taken responsibility for it.”

Michele: Yes.

Michael: I think I’ve talked about this on this show a few times too. My boss, the CEO of the company at that time, was Sam Moore. Sam was incredibly forgiving of people who told the truth, but if you tried to shade it, if you tried to round your numbers up, if you didn’t present the other side of the story, he was not very tolerant. Some of my colleagues learned this the hard way. One of the things I learned (because I figured out he was like this) was... When I would go up and present a proposal to him...

Maybe there was something I wanted to do and I needed to get his approval on a project. I would always round the numbers down slightly so that if he were to go behind the scenes and do a little fact check himself, he would find that I had not inflated the numbers. I would always present the other side of the evidence so he didn’t feel like he had to talk to somebody else to get the other side of the story.

Michele: Yes.

Michael: So I would say, “Look. Here are the pros. Here are the cons. Here’s why I’m recommending what I’m recommending.” We built the trust to the level where when I would go in and ask his approval on a project, I would almost always get it immediately, right on the spot, because I told the truth. I mean, it wasn’t that difficult. I told the truth, and over time I earned his trust so he felt like he could approve it and know exactly what he was getting.

Michele: You know, it's an interesting thing. Building trust can take quite a bit of time, but you can lose it really quickly when you don't tell the truth.

Michael: Yeah, you really can. I was just talking to an author the other day who was telling me how many copies of his book he had sold in the first week of its publication. I thought, "Wow. That's impressive." But then I talked to somebody at the publishing company who told me it was half of what he had told me. Now what do you think my impression of that author was after that?

Michele: Probably not great.

Michael: I thought, "Okay. Here's somebody who exaggerates the truth." He was trying to influence me, but he actually did the exact opposite. I mean, I didn't go out to fact check him. I just happened to be talking to his publisher, and the publisher told me the number. It was half of what he had told me. So that dinged his trust. I wouldn't say he was lying. I guess you could make that case. But he was definitely exaggerating the truth. I think that if you're going to tell the truth, you have to be committed to not exaggerating, and that's tough.

Michele: It is very tough because... I think it's unintentional many times. I mean, there is such a thing as those who intentionally set out to lie and deceive, but I think most of us just get caught up in the emotion of the moment, insecurity, or whatever. Like you said, it becomes an exaggeration that we're not super intentional or cognizant of, but we slip into that pattern.

Michael: Yeah, we can. I've been guilty of it too.

Michele: Oh, me too.

Michael: There have been times when I've reported on information and tried to dress it up or maybe leave something out that wasn't quite as flattering. I think we just have to have that commitment. If we're going to build trust, if we're going to influence people as much as we can, we have to be brutally honest with people and make sure our words line up with the facts as we know them.

Michele: Absolutely. We have two more ways to talk about in a moment, but right now we've talked about the first three ways to build trust with your tribe. They are to show empathy, be generous, and tell the truth. We have two very important ways coming up in a moment, but before we get to those, Michael, you have something to share with us.

Michael: Yes I do. For those of you who are attempting to build a following online or know you need to do so, I want to just take a minute and tell you about a free resource and a major

shortcut you can take. We have just posted a set of three training videos about how to skyrocket your impact online. In these videos, you're going to learn eight simple tweaks that will blow up your blog and give you more traffic, more influence, and more impact for your message.

You can see all of those in a real-world makeover where we take a couple... We take sort of the before picture. Just imagine a weight loss program, but this is a platform building opportunity. We take a couple before we met them. We look at their platform, and then we transform it before your very eyes. Then they report the results. They are dramatic. It's totally worth watching, and it's free. There are three free videos.

Michele: Three free videos. Very simply, it's a step-by-step process of eight simple tweaks to blow up your blog.

Michael: Yep.

Michele: You can find them at platformuniversity.com/skyrocket. Again, one more time, that's platformuniversity.com/skyrocket. They're free. You're basically living out your message today. It's a generous offering for your audience. It's absolutely free for them, and the results speak for themselves.

Michael: This is one of my favorite video series we've ever done, because, again, you get this...

Michele: You've done a number of video series. Let's just be honest.

Michael: I have. I've done a ton of these, and this is probably my favorite one to date because, again, we take a real-world example, and you see the transformation before your very eyes. And you can apply it to your own platform. That's the fun part about it.

Michele: Well, I love it. I love the fact that you have made it available for those of us who are in the trenches, trying to build our platforms one step at a time.

Michael: Perfect.

Michele: Well, today Michael is walking us through the process of building trust with your tribe. He's giving you five ways to build trust with your tribe, and the simple goal is to help you quickly gain rapport with your audience. All five of these, as we mentioned at the beginning of the program, are non-negotiables. You cannot cheat this process. You have to apply all five of them in order to build trust with your tribe. We've covered three of them. Let's get into the next two. What is the fourth one?

Michael: The fourth one is to *honor your word*. Again, this is in the context of trying to build trust, but you have to be able to deliver on your promises. People have to know that if you promise something, you're going to deliver it. I can think of two examples from online. One is honoring refund requests.

Michele: Okay.

Michael: Now most people who sell products online find that in order to build trust and take the risk out of the transaction, they should offer a 30-day money back guarantee. But here's the problem. If you offer a 30-day, no-questions-asked money back guarantee, you had better not ask questions when people ask for refunds, right?

Michele: And you had better not make it super difficult for them to get their refund.

Michael: No, because then all of a sudden they're not going to trust you the next time you make that same offer.

Michele: Totally.

Michael: They're going to go, "Oh my gosh. Do you know how hard it was to get my money back that last time? They grilled me." You don't want them to do that. If it's a no-questions-asked money back guarantee, you have to make it fast, simple, and immediate. People need to have that money back in their bank accounts so quickly...

By the way, I remember... You might have been there. I think it was at a LAUNCH Conference we did. Somebody came to the end of it, and they said, "You know, I didn't think this was worth it." Occasionally, that happens, right? You can't satisfy everybody.

Michele: Oh. Yes. Absolutely.

Michael: Everybody else had a great experience, but this one guy just didn't think it had been worth the investment. We literally refunded his money immediately, and he got an e-mail with the refund for the full amount. Well, then he got embarrassed. The conference was still not quite over. Then he came back and said, "No, no, no. I have to pay something. I got some value out of it." But again, we didn't want to ask any questions. We didn't want to make it difficult for him. We wanted to make it easy.

Michele: Absolutely. Without a doubt. Somebody did this for me, actually. I was signed up to go to the Storyline Conference with Donald Miller.

Michael: Ah.

Michele: Is it the Storyline Conference? Is that what it is?

Michael: It may have been the StoryBrand Marketing Workshop.

Michele: Okay. Forgive me. That's a big faux pas. But anyway, I was signed up to go to that. I had been waiting for a long time. In fact, I think it was the year you were speaking at it. Right before the conference, my dad became ill and died. I was unable to attend, so I actually wrote them and said, "Circumstances beyond my control..." I have never had an experience as quick, easy, and no-nonsense as that one when it has come to a refund.

Michael: That's great.

Michele: I don't even know what their policy was. Who knows? This was such a sudden event. As a result of that one experience, I will be back. I have so much trust in that organization based on how they handled that one tiny little refund.

Michael: Perfect example. By the way, that was the Storyline Conference. As another product offering Don has, he also has the StoryBrand Workshop, which is his current thing. Both of them are fantastic.

Michele: Oh, okay. Well, good. I'm glad I didn't mention a conference that wasn't his. That would be very embarrassing. The short of it is that his team handled it beautifully. Not only did they issue the refund, but they also showed great empathy for my situation, which you talked about being number one. The combination of their empathy and generosity, keeping of their word, and making it a very easy and painless process set them apart from I can't tell you how many other similar situations that didn't work out quite the same way.

Michael: That's great. You know, there's another online situation that happens. That is... We use deadlines when we market.

Michele: Uh-huh.

Michael: We're very transparent about it. We have a deadline because we want to motivate people to act, and when there's no deadline, people procrastinate, procrastinate, and procrastinate. But if you have a deadline as a marketer and you say that registration closes for Platform University on a certain date (like we do), or that some other product you're selling ends then, or that the bonuses go away (like when we launched my book *Living Forward* and said, "The bonuses go away on this date")... They had better go away.

Michele: That is so true. That's such a great point.

Michael: Yeah. Sometimes they don't. There was an online marketer whose mailing list I was on, and she was marketing a product I was interested in, so I mainly wanted to follow the campaign. I didn't end up buying, but the very next day, I started getting the e-mails that were like, "Well, the demand was so high that our servers crashed, so we're going to keep it open for another day."

That promotion literally went on for a week after the deadline. They kept doing downgrade promotions where they said, "Well, we noticed you weren't interested in this, but what about this?" I just thought, "The deadline means nothing."

Michele: Mm-hmm.

Michael: I think that your word has to be your bond, and usually we mean that in a positive way, but if you have a deadline, have the integrity to honor it. Otherwise, all of the people who paid attention to the deadline and acted before the deadline are going to feel like they were misled in some way. This is really important in building trust. Honor your word. Do what you say you're going to do.

Michele: You know, it's so interesting because I hadn't thought of it quite this way. Recently (I won't mention any names) a television show announced it was going to be the very end and the last episode ever. It was never going to be back again. At the last episode, they closed it all out. The last comment that was made was, "Goodbye..."

Then somebody said, "For now." I thought, "Wait a second. We've been building this up as the end forever and ever," and there was a little bit of a sense of being duped. Do you think there's ever a time when you can do that for a hook, or is the risk to your integrity and trust too great?

Michael: Well, I think the risk to your integrity is too great. I know we've had this thought before. We've thought about doing some kind of after promotion or something. Fortunately, we have people on our team who know that this is an important value and kind of put the smelling salts under our noses, wake us up, and say, "No, we're not going to do that. It's contrary to our values."

Michele: Okay.

Michael: Sometimes we get overwhelmed with the opportunity, and we think... Again, it's the scarcity mindset. We think, "Oh, I have to grab all I can grab." It's just never good. I think it hurts the long-term viability and credibility of your brand. It's not worth it.

Michele: Yeah. Good word there. Okay, the fourth one is to honor your word. What is the final way to build trust with your tribe?

Michael: It's to *be transparent*. You know, people don't trust you unless you learn to share yourself, warts and all. You just can't be the kind of person who... By the way, I get accused of this from time to time. I get accused of just sharing all of my success stories. The truth is (if you listen carefully, if you follow my stuff) that I talk about a lot of gaffs I've made.

Michele: In fact, I think you talk about your failures all the time. In fact, I probably make you talk about them too often. People might think I'm picking on you.

Michael: Well, the reason I do is that it creates rapport.

Michele: Yes.

Michael: And rapport builds trust. The reason this works is that when you're revealing something, when you're being transparent, you're actually demonstrating trust. You're going first. You're saying to the person or people on the other end, "Look. I think I can trust you with this, so I'm going to go first. I'm going to take the initiative, and I'm going to share something about myself that I'm not particularly proud of, that's not going to cast me in the best possible light."

The thing it does... I had this experience just last week in my Inner Circle mastermind. One of the guys in the group decided to go really deep and share a failure he had experienced in the last quarter. It was really upsetting to him, and he was sharing something that was deeply personal. It was a failure. Now he was scared to do it, because he thought everybody's respect for him would go down. Guess what happened. It went the exact opposite way.

Michele: It went way up. Yeah. Isn't that the truth?

Michael: Now all of a sudden everybody held him in higher esteem because what they saw was that he was courageous, that he was transparent, that he had been willing to entrust them with this information. I think that if we're going to influence people, particularly online, we have to be transparent. Usually the very thing that we're withholding, that we're scared to share, is the very thing that would create the greatest connection and build the most trust if only we would have the guts to share it.

Michele: So true. That's such good advice, Michael. Okay, once again, today we've been talking about five ways to build trust with your tribe. Those five ways are... First, show empathy. Second, be generous. Third, tell the truth. Fourth, honor your word. Fifth, be

transparent. I'm reading those, and I'm like, "These are just foundational principles for every relationship."

Michael: They really are. I don't care whether you're a parent, you're running an organization, you're working in an organization and want to move up through the ranks... Regardless of where you are, it's critical.

Michele: These are just core values. Now in wrapping up today, here's the final question I want to ask you. This wasn't part of our notes and what we wanted to talk about, but I'm thinking of those of us who have tripped and made mistakes in one of these areas or maybe multiple areas. Let's be honest. We all do it.

I mean, I have an example in my mind right now of something I shared unintentionally that wasn't completely accurate. How do you make it right? I think that's what I really want to ask you. For the person who has stumbled somewhere and wants to regain trust with their tribe... What advice do you have for that person right now? Is it too late? Are they too far gone? What can they do to rebuild trust where they feel like they've lost it?

Michael: Yeah, it's absolutely not too late. I think the best policy is just to admit it. Just say, "Hey, I know I gave you this one number, but that wasn't accurate. I misspoke. Here's the actual number. I just didn't want you to walk away with a misconception that it was this number when it was actually this." It could be as simple as that.

If you've broken your word, you haven't fulfilled a promise, go back to that person or group of people and say, "Hey, I screwed up. I told you it was going to be a no-hassle, no-questions-asked money back guarantee. I understand we made it difficult for you, and I want to make this right." At the very least, say, "Please forgive us."

Sometimes there has to be some restitution. Sometimes you just have to make it right, and we've done this before in my company. We just give somebody something to try to make it right. You have to put your money where your mouth is. I think that in a business context, we have to recognize the lifetime value of a customer.

The relationship is far more important than any one transaction is. Oftentimes, people don't stick with us, because we get very transactional with them. We try to enforce the policy or be sticklers about something, or we try to blow off the fact that we didn't keep our promise and act like, "Well, it's no big deal." But it eats away at the relationship, and it's the long-term value of that relationship that is a business's (and any organization's) most important asset.

Michele: Absolutely. Well, thank you so much, Michael, for speaking to this important, important topic today. For those of you who have listened in, if you enjoyed today's episode, you can get the show notes and the full transcript at michaelhyatt.com. If you'd prefer to watch rather than listen, you can watch the full video, again, posted at michaelhyatt.com. But do us a favor before you go today.

This is so critical. It means the world to us. Take about 30 seconds to head over to iTunes and rate this podcast. We need those ratings all the time, every single day. So if you haven't done it yet or if you have and want to leave a review... Whatever it is, just take a few seconds to go over there. Remember, this is free content Michael is offering. Leave a rating on iTunes for us. It's the best way for us to get this material into the hands of the people who need it most. Do you have any final thoughts for us today, Michael?

Michael: No. I just think you should determine that you're going to be a person who is trustworthy and be willing to make the investment to do that. Anybody can be that kind of person. As you so eloquently pointed out, it really does come down to our character. We're not just making decisions about communication, methodology, or a technique in business, but it's fundamentally a question about who we are and what kinds of organizations we want to build: trustworthy ones or not-so-trustworthy ones.

Michele: Absolutely. Well, thank you again for joining us today. Until next time, remember: Your life, your one and only life, is a gift. Now go make it count.