

# [BE FOUNDATIONS] RECIPROCITY



Giving gifts pays dividends, and reciprocity comes in three forms. Use this worksheet to practice the right way to use RECIPROCITY

## 1) FREE GIFT

Giving a little something for free triggers reciprocity and encourages payback. What can you give for free? Circle any that apply:

Podcast

YouTube  
video tips

Lead Magnet  
(listen to episode  
3 for specifics)

Candy or  
Snacks

Facebook  
Live/Webinar

Pens or  
other swag

Water bottles

Other? \_\_\_\_\_

## 2) SMALL TO GET BIG

Example: Ask to put an auction sign in the window BEFORE asking for a donation. Be strategic. List your big ask first, then the small ask to help you get there.

BIG ASK: \_\_\_\_\_

SMALL ASK: \_\_\_\_\_

## 3) BIG TO GO SMALL

Example: Ask to volunteer for 2 years. When they say no, how about 2 hours? Be strategic. List your realistic small ask first, then the big ask to frame it.

SMALL ASK: \_\_\_\_\_

BIG ASK: \_\_\_\_\_

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HELP?**

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