

Secret #18

Be Thoughtful of Others

SECRET #18 If your service is outstanding, you'll always stand out.

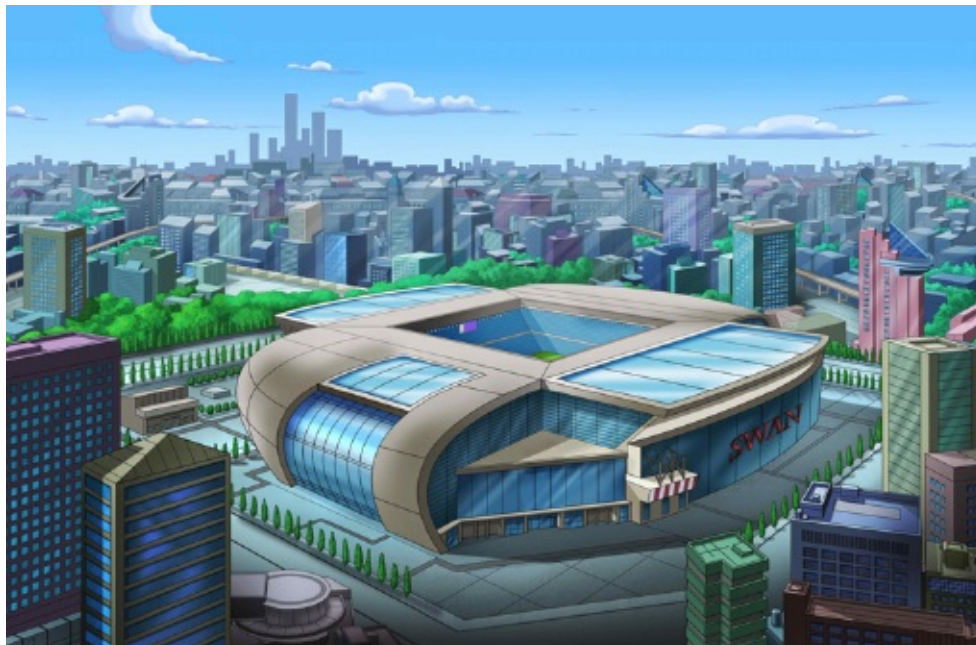
Want to know how to make even more friends?

One of the best ways for a business to stand out is for it to be respectful of its customers, to care for them as if they were friends. Customers almost always prefer to do business with companies that treat them with respect.

Being nice and making friends is also important for success in life. You should always strive to be nice, care for others, and be friendly; if you do this, you're sure to stand out.

So remember: The first *three* rules for making friends are: Be pleasant, be respectful, and care for others. The *fourth* rule is to pay attention to the first three rules!

This particular secret came to light when *Secret Millionaires Club* learned that their local soccer team, THE SWANS, was losing money so it was being sold and would probably move out of town!



Radley, Starty, Lisa, Jones, and Elena were shocked. Not only were The Swans the only professional soccer team around, they served the world's best pizza at Swan Stadium! Our heroes dashed to the stadium to see if they could help the team raise money so they wouldn't be sold.

When our heroes arrived, they immediately knew that things had changed at Swan Stadium. Trash littered the ground and the concession stand had stopped selling hot dogs—and the pizza tasted terrible!

To make matters worse, the owner, MR. FELLUM, stopped playing music during the games and the Swan mascot—a fan favorite—was no longer performing.

Our heroes met with Mr. Fellum and suggested that the problem might be that the stadium and team had stopped being a service to its fans and therefore showed that it didn't care about them. *That's* why no one came to the games anymore.

Mr. Fellum saw the wisdom of what they were saying and things changed immediately. The soccer players threw a big thank you party for their fans, Mr. Fellum had the stadium cleaned and repainted, and the pizza was once again the best in the world.

After the soccer team showed its appreciation for its fans, the fans returned to Swan Stadium in droves. With the seats filled to capacity, there was no reason to sell the team, so The Swans stayed right where they were!

As I always like to say, “The more you learn, the more you'll earn,” so remember:

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