



Mindshift

In Association with

Preeminence



THE POWER OF TRUST

Jay tells a story which demonstrates the power of joint ventures and how you can capitalize on goodwill, existing trust, credibility, respect and access.

There's a great story which has been told five or six different ways. It's been told about Bernardo Baruch, the famous financier. It's been told about Rothschild. It's been told about Rockefeller... A person went to them and said, "Mr. Rothschild/Rockefeller/Baruch, will you loan me \$50,000 for my business?" And he said, "No, but I'll do something many times better. I'll walk arm-in-arm with you back and forth three times across the New York Stock Exchange floor, and when I do that everybody will be willing to lend to you, or joint venture with you, or finance you for all the money you want."

