

# *The* GENEROSITY FACTOR

*Understanding the Law of Life*



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# The Generosity Factor

## Understanding the Law of Life

Mark Victor Hansen, Roice Krueger, and James Skinner

**“The Generosity Factor” is good news: Givers get. It is universally true. They give and give and are inundated with showers of blessings known and unknown to them.**

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**Be sure to give this book to everyone you know who struggles with time. The busier they seem, the more they need it!**

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## The Generosity Factor

### The Authors

**MARK VICTOR HANSEN** is the co-creator of the *Chicken Soup for the Soul* empire and is the best-selling nonfiction author of all time. His goal is to make the planet work for all humanity!

**ROICE KRUEGER** co-founded Franklin Covey, the world's largest training company, and has supervised consulting projects for 80 percent of the Fortune 500.

**JAMES SKINNER** is the founder of two global financial groups that manage billions of dollars of assets. He is also recognized as one of the world's foremost business thinkers and appears regularly on Japanese television.

**NOTE:** Ideas That Can Change Your Life™ is a collaboration of three of the world's most amazing authors, speakers, and thinkers. The first person "I" may refer to any of the authors.

**To contact the authors for keynote and other speaking engagements:**

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### If You Don't Give, You Lose

When you are working in the “real world,” if you have 100 percent and give away 10 percent, you have 90 percent left.

However, giving is intrinsically of a spiritual nature; and therefore giving has an intrinsic multiplier effect that is invisible.

Some people say, “I cannot trust something that is invisible.” But we each do it every day, and all day long.

Our food digestion is invisible to the naked eye, and yet it turns into skin, hair, fingernails, and everything our body needs.

Not giving shuts off the invisible flow of wealth, value, and creative energy.

Generosity and giving can be likened to water.

Water has three states; just as generosity/giving has three states of being.

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Water can be ice and solid; it can be liquid and flowing; or it can be heated to steam, vaporized, and if correctly and effectively directed, be enormously powerful—generating action, energy, and results.

When you are greedy like Scrooge, in Charles Dickens' A Christmas Carol, and its many film adaptations, and you try to hold on to every penny, you are an ice-like solid, contracting as you personally get colder.

Greedy individuals are cold, hard, inflexible, unmovable, and by and large unlikable. If they move, they break or crack, just as ice contracts, cracks, and becomes less when it freezes.

Individuals who are afraid of giving live in scarcity and fear. They are like ice contracting and becoming less—spiritually, mentally, and physically. When their giving spirit dries up and ceases to flow, they spiritually age and wither, like a plant that does not get any water.

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Or they are like the Dead Sea in Israel and the Great Salt Lake in Utah: they are dead because they take and do not give. If you take and do not give, you may be spiritually dead and not know it.

If you are like water, you are in the flow.

Generosity and giving causes flow, and flow is good. The goal for every human being should be to give 10 percent of all their money, energy, talent, time, and treasures to charity or their church or its equivalent during the course of their lifetime.

It is easiest if one decides, for example, to give a penny out of a dime, a dime out of a dollar, \$1 out of \$10, \$100 out of \$1,000, and so forth.

Many say, “Well, when I have \$1 million, I will gladly give \$100,000.”

Experience and research study after research study show that this is not the case. If you don't feel comfortable and inspired to contribute when the

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amounts are small, you won't give when the amounts are vast and tall.

Generosity is the rent we pay for the generosity that God has bestowed on each of us.

The generosity factor is best seen as steam. Givers get.

It is universally true. They give and give and are inundated with showers of blessings known and unknown to them.

Allow me to share two great examples of celebrity givers. (We use them as examples because their fame and celebrity allow you to easily check out their stories.)

Willie Nelson, the great country singer, actor, philanthropist, and founder of Farm Aid™ is a major giver. Willie lives to give. Willie was publicly audited by the IRS and told that he owed \$17 million in back taxes. Willie jokingly said he didn't know that he had ever earned \$17 million, much less ever owed such a vast

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amount in taxes. It was embarrassing and publicly humiliating to him. Rather than duck and hide, he promised the IRS that he would pay. He made his *The IRS Tapes: Who'll Buy My Memories* album and went on the road to pay off his taxes (and did so within three years).

Simultaneously, Willie, Neil Young, and John Mellencamp saw that farmers were going bankrupt at a rate of 200-500 every week in America. They decided to start Farm Aid™.

Willie's generosity to others and his efforts in creating Farm Aid™ brought out his biggest audiences ever, and they continue today, 20-plus years later, with sold-out crowds and blockbuster record sales.

He has since written some 2,500 more great songs, and he does more than 240 sold-out concert dates a year.



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At age 74 he has done the most concerts on record in a lifetime—over 10,000—and is a Crusader Rabbit for saving the ecology.

Willie Bio-Diesel™ is a fuel made of soybeans and other legumes and is selling briskly.

His car, called Willie's Winkie™—which runs 100 miles per gallon—and his bio-diesel motorcycle—which gets 150 miles to the gallon—are other investments he's made to give back to the planet that has so generously served him.

Robin Williams is best known as a comedian, actor, and movie star, with more movies to his credit than any other actor.

In 2007 alone he had five major movie releases.

What is not known is how many charities he has given to generously, quietly, and almost anonymously.

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Few know that when his roommate from Julliard, Christopher Reeve, aka Superman, needed \$50 million for research to cure the problem of quadriplegia, Robin rose to the occasion and raised the money in two weeks by calling on all his comedian friends and the media to support the cause via a TV special.

That is time, talent, generosity, and philanthropy at its best.

The audiences poured out their money to see great talent and to help out Reeve and all quadriplegics simultaneously.

Robin does regular benefits for Comic Relief™, Habitat for Humanity™ (along with his great cycling pal and Tour de France seven-time winner Lance Armstrong), and many others.

The generosity factor makes the lives of givers omni-successful. It works at every level of life.

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The happiest people, in our experience, are the greatest and most continuous givers. They seemingly give everywhere and in all ways, and they are rewarded and blessed continuously in ways known and not known.

What's amazing to us is seeing that the more they give, the more they want to give. Life, at its best, is about contribution.

The contributor who gives the most lives the most.

They are the happiest, most content and fulfilled people alive.

## The Law of Life Is the Law of Giving

When you give, you get. When you don't give, you don't get.

Ask a stingy person to show you their checkbook register and show how much they have given. They will never do it. Why? Because they are incarcerated in their own greed.

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But givers who are living and thriving in the generosity factor are the most open, expansive, and sharing people alive.

They know from experience that giving means having more. They hear or see a need and choose to help out and recruit other givers to participate.

We tithe on every *Chicken Soup* book. When we did the *Chicken Soup for the Soul Cookbook*, we made our charity of choice the Union Rescue Mission, on skid row in Los Angeles. Our goal and slogan was “*Feed L.A. on Turkey Day.*”

Sales were extraordinarily brisk, and we had enough capital to feed 10,000 homeless, hungry, and indigent people.

We shared the message of what we were going to do only to inspire others and make sure everyone anywhere in metro Los Angeles had a place to go and eat.

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Jack Canfield and Mark were there at dawn to lead the charge.

What was amazing and not requested were the volunteers who offered to help us, because we were a specific point of giving and a safe place to contribute and work alongside individuals they trusted.

We had to turn down 428 people, because we did not have room for them to serve and help out; some spontaneously came and were truly helpful anyway.

While we planned to underwrite all the food to be given, Mrs. Gooch's, a health food restaurant in Santa Monica, California, said, "We have this entire amazing, healthy, organic surplus that will go to waste if you don't let us contribute it." It made us cry, because generosity begets more and greater generosity.

We accepted their gift to the Union Rescue Mission along with many others' gifts of food, clothes, and service.

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We planned to do a little quiet, effective giving and ended up being the mass attractor factor with enormous outreach and a lasting effect.

We made the front page of *USA Today* with a picture of 10,000 people lined up to be fed. We listened to many stories of lives that were changed because of that day's experience.

The Union Rescue Mission was started by an oil man with no children who dedicated his fortune to helping the needy, hurting, and indigent.

At the mission, the staff feeds the needy, teaches them, shares spiritual wisdom, and trains them to be able to work productively with a new skill, and then helps them get a job.

One man who had been sleeping his whole life on the street said that frequently his shoes would be stolen from him as he slept.

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Because of our generous food offer, he found a group of people who cared about him personally. They taught him the trade of being a printer. He was wowed when he had three companies begging him to come and work for them at over \$40,000 a year, which to him seemed like an absolute fortune. This gentleman turned his life around; and now, years later, he goes back to the mission to serve people who are in the same situation he was not so long ago.

There are many kinds of giving that we can be engaged in—sharing locally, regionally, and worldwide. We need to take care of ourselves, our loved ones, our city, country, state, country, and the world.

And we need to do it all simultaneously! Why? Because a soul is a soul, and all souls deserve help.

Extremely cautious generosity is the prevalent attitude because scarcity and fear are considered the norm.

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Abundance is considered rare, unusual, different, special, and for the few.

Nature abhors a vacuum. When you give, it must come in. No space can stay empty. When you give, it comes back and comes back multiplied. Emerson reinterpreted Jesus' message as "Cast your bread upon the water"; when you do, you get back loaves."

### Everyone Can Be Abundant

The Spirit has always taught that there is enough to feed, house, clothe, and educate everyone and give them whatever they need.

Perhaps the oldest spiritual text on the planet at over 6,000 years old, the *Upanishads*, says: "Out of abundance, He took abundance and still abundance remained."

The first words that God spoke to humankind in Genesis were: "Be fruitful, multiply, subdue and replenish the Earth and the fullness thereof."



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In John 10:10 Jesus said: “I have come that they may have life and have it more abundantly.”

In all spiritual literature we find the same awareness of abundance.

The only limitation or shortage is in consciousness.

That’s why we are teaching seminars, writing books, and doing audios and videos, and are on the Internet with messages of fundamental abundance.

If you don’t believe it, you cannot see it; and if you cannot see it, you cannot experience it.

It is obviously difficult to think, feel, believe, and expect abundance when there is scarcity all around you and everyone you know is practicing scarcity.

Our 101 books, if read and reread, assimilated, and used will get you out of limitation and into lots, loads, plenty, and abundance.

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Twenty-nine years ago, our friend Larry Jones was in the Dominican Republic.

One night a young man approached Larry on the street. The young man told Larry he was starving to death.

Larry asked him, “What will it cost to eat?” The man said: “Nine cents!” Larry asked, “What would it cost to drink?” The man said, “Three cents!”

Larry gave him the money, and to this day the man remains his friend and has become his colleague.

For twelve cents Larry started Feed The Children™, which now serves more than one million people worldwide some part of their daily food requirements.

It has an administrative overhead of 2 percent—that means that the money is effectively going to feed the children.

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With television outreach, Feed the Children™ raises about \$1 billion in contributions per year.

When Larry was inspired to start this organization, he saw a need, believed that he could serve greatly with love, did not know how to do it, and says that he still doesn't.

He wears a watch that says "Feed the children," because, he says, "Hunger never takes a rest, and neither do I."

Larry is the real deal. If you ever get to meet him, you will see a man with a mission who has integrity and who will work ceaselessly until everyone is fed.

Richard Tripp picked Mark up in a cab at five one morning in Kansas City.

En route to the airport, Tripp drove through a seedy part of downtown and said, "That's my office." It said COPP on the window. Mark asked, "Are you a

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policeman?” Tripp said, “No, I started Operation COPP. It means Charity of the Poor People.”

Mark wondered if he was being hit up for a donation. Tripp said, “I don’t want your money; I want long johns (underwear), socks, gloves, and clothes for 10,000 people that I am taking care of here. I remember when I lost my license and didn’t have the required \$15 so I could drive my cab. I was dead broke. I slept under that overpass, in a plastic garbage bag tent held up with an old broom handle as a pole. I was kept warm at night by one candle. It would get down to 20 degrees below zero, and on several occasions I almost froze to death. Now I am working, and in my spare time I want to help everyone in need.”

Richard’s misfortune led him to create magic for thousands of others. In Genesis the message of the story of Joseph and his coat of many colors is “What you meant for my harm, God meant for my good.”

Assuming you have a story about limitation and lack of abundance, we are encouraging you to rethink your

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experience and, like Larry and Richard, turn tragic into magic.

*What if every human being on the planet tithed and gave 10 percent of all their goods?*

Tithing would create a fundamental state of absolute plenty for all, and scarcity would be ended.

The world economy now produces \$50 trillion of goods and services every year!

Ten percent of that, given and circulated to charities and churches, temples, synagogues, ashrams, and mosques, would be \$500 billion a year.

That is enough investment in social enterprise and in what Dr. Jean Houston, at the United Nations, calls “social artistry” to solve all the world’s major problems of hunger, thirst, education, electrification, and disease control, all while creating a sustainable ecology and a thriving, in fact, *booming* economy.

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While this is an idealistic concept, we believe that just presenting and sharing this idea is inspiring and makes more of us move in the right direction of creating the greater good for the most people possible. It is exciting, as John Lennon sang, to “Imagine.” We are imagining a world that works for 100 percent of humanity, where everyone is physically and economically successful.

James Skinner says, “All of us come into life beggars before God. We inherited the entire planet for free. It is our supermarket wherein we can shop for the memories that we choose. It is our choice where we are going to shop for memories. When your life is complete, the only things you take with you are your memories.”

People only regret what memories they didn’t create, not the ones that they did. List your lifetime memories and, more importantly, the ones you want to create. It is free in the supermarket of your mind to imagine all the delicious memories that you want to make happen.

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Before going home to heaven, make your memories worthy of you. You can only do that if you are abundant, share your abundance, and leave a legacy of abundance.

Make the planet work for more people.

Give the gift you came to give.

Love the people you came to love.

The world is abundant and it is our job to keep it so.

With best wishes,

Mark Victor Hansen, Roice Krueger, James Skinner

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