

Have A Little Pride

Never ask someone to buy your product or be your friend as if they would be performing some great act of charity in doing so.

As an alternative, get clear on your own value and come back with a proposition that's based on the conviction that you have more to offer people than a mere plea for unmerited favor.

The problem doesn't lie in your requests for support. The problem lies in the assumption that you don't have any value to reciprocate.

If what you're offering people is truly worthless, then you shouldn't make their lives worse by burdening them with things that have no value.

If what you're offering is actually worth something, however, then walk and talk like it's actually worth something.