The Law of Credibility Comes Through Creating That Greatness

(Excerpt from, The Game Of Networking, by Rob Sperry)

In my opinion, the following story illustrates one of the greatest social experiments. A man stood at a Metro station in Washington, DC, playing the violin. He played six Bach pieces for about 45 minutes. During that time, it was calculated that 1,100 people went through the station, most of whom were on their way to work.

Three minutes went by, and a middle-aged man noticed there was a musician playing. He slowed his pace and stopped for a few seconds, and then hurried along. A few minutes later, someone leaned against the wall to listen to him, but the man looked at his watch and started to walk again. Clearly, he was late for work. During the entire 45 minutes, only six people stopped and stayed for any length of time. About 20 gave him money but continued to walk. He collected a paltry $32. When he finished playing and silence took over, no one noticed. No one applauded, nor was there any recognition.

The violinist was Joshua Bell, and he’s considered to be one of the best musicians in the world. He had just played one of the most intricate pieces ever written, on a Stradivarius violin worth $3.5 million dollars. Two days before he played in the subway, Joshua sold out at a theater in Boston where the cheap seats were $100 each. Due to his extreme talent, Joshua often charges upwards of $1,000 per minute. Go look up Joshua Bell on Google. He is the real deal!

This endeavor was made possible by a “social experiment” by the Washington Post. The lesson I want to point out is the Law of Credibility. Credibility is very difficult to earn but greatly amplifies everything you say or do once it is earned. If you receive incredible advice from a non-successful friend vs the exact same word for word advice from Warren Buffett, would it be received differently? The Law of Credibility had this same effect on Joseph Bell. When he was properly edified and promoted at a Boston theater, cheap seats sold for $100. The next day, when no one knows who he was, there was very little interest.

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