

Trading favors Seth Godin

Those people who owe you—because you mowed their lawn, drove carpool, promoted their site, gave them advice, listened to you in the middle of the night—they will probably let you down.

Favors aren't for trading, they wear out, they fade away, they are valued differently by the giver and the receiver.

No, the best favors are worth doing for the doing, not because we'll ever get paid back appropriately.