4.14

They get the network.

Implication: they’ll get it if you tell them good things.
We hope you like our services.
You get paid.

I: We’ll reward you if you go the extra mile and tell your friends about us and encourage them to get our service.
Everyone wins.

I: We win w/ more customers, you like $ and will get some, and your friends will get our service.
It’s the network.

I: Specific network - company’s service
Cooperative principle assumes you have “the network” and like it enough to recommend it to your friends. It also assumes that they will reference you if they decide to get “the network,” and then the company will pay you.

Quantity - minimal words used - generic
Relevance - all words used w/ purpose to point
Manner - order matters - implies “steps” to reward

accomplishment in achievement (all specific and print)

Completed vision immediately