

CLIENT BONUS

# Get Prospects to Say Yes In One Sentence



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# GRAB ATTENTION Get Prospects to Say Yes in One Sentence

## Speak About Your Business And Offers Like A Pro

There are seven things you must know to network like a professional and clearly communicate your value with others so they say “YES! I want to know more!”

### 1. IDEAL CLIENT

Consumers want to work with specialists — experts who can knock it out of the park doing one thing they do better than anyone else for the niche they specialize in. They do not want to waste their time or their money with a generalist who can deliver okay or mediocre results in a lot of different things for everyone.

Consumers are looking for the expert who is a perfect fit for them, who can deliver exactly what they need and want, and who will provide the most value for their investment. They want to hire, buy from, or learn from an expert who specializes in THEM:

- Who do you specialize in serving?
- What niche market or industry do you know better than your competitors?
- Who is the perfect client or customer for you?
- Can you describe them?

## 2. YOUR BIG RESULT

What do you do? Don't answer with the "label" for what you do, like graphic designer, professional organizer, virtual assistant, life coach, or family therapist. Labels are boring, common, and commoditized. Labels cause people to stop listening because once they know your label, they think they know everything there is to know about you.

Instead, lead with the BIG result. It is critical that you know the BIG result, the accomplishment, or the success your clients and customers achieve — the big solution you deliver. You can then share that with your audience, and when you do, you will grab the attention of your ideal clients who desperately want to achieve the same thing and need your help to do so.

You want them to think, "I want to achieve that too!" or "That's exactly what I need!"

## 3. THE BENEFIT OF ACHIEVING THE BIG RESULT

It's important to not just know the big result you create for your clients, but the reason that big result matters.

- What will change for your clients or happen for them when they achieve the big result?
- Will they get to spend more time with their family, take more vacations, or work less?
- Will their spouse finally be able to quit their job? Will they be able to remodel their house?

- Will they be able to pay off debt, experience less stress, pay for college, or sleep better?
- Will their confidence improve, will they feel better about themselves, will they have more energy, will they live longer?

Understanding the emotional driving force behind a buying decision will help encourage prospects to get off the fence and take action.

#### 4. HOW YOU'RE DIFFERENT

When you're speaking to others about your business, often you're not the only person they know who does what you do. In fact, they probably know others who do the same thing you do, so:

- Why should they choose to hire, buy from, or learn from you?
- How are you different?
- What makes you the best choice?

You must know how you are different because your value is found in your differentiation. When you aren't any different than your competitors, you make it difficult for consumers to figure out who they should hire, buy from, or learn from. You make them work to figure it out.

The problem is that consumers are lazy. They don't want to figure it out. They want it to be easy, and the easiest way to tell two things apart is by price — and when you compete on price everyone loses.

Your differentiators — experience, credentials, education, certificates, delivery, speed, etc. — are what create your incomparable value, prevent the commoditized apples-to-apples price comparison, and allow you to charge higher rates.

## 5. WHAT YOU ARE SELLING

Before you can speak in a compelling way about what you do, you need to be crystal clear on exactly what you do. **You need to know exactly what you are selling** – what people can hire you for, what they can buy from you, and how they can learn from you if they aren't ready to invest.

## 6. HOW PROSPECTS CAN GET STARTED

When you are speaking with a potential lead or client about working with you, it is critical that you remember to make the ask or extend an invitation for them to take the next step – and to do that, you must know what the next step is.

- When someone is interested in working with you, what do they need to do first?
- Do they need to schedule a strategy design or discovery session?
- Do they need to complete a project inquiry form?
- Do they need to request a complimentary consultation?
- Do they need to go to your website or do you have an order form?

## 7. WHY PROSPECTS SAY NO

Do you know why the prospects who don't become clients and customers say no or choose not to buy? Are you hearing the same objection or excuse over and over again? Believe it or not, this can be a good thing!

If you know why your prospects are saying no, you can create a strategy to manage and handle their objections upfront and eliminate them before they ever become an issue. Some of the most common objections are not enough time, too expensive, and too hard. If you're not sure yet why some say no, start keeping track of what they say during your sales conversations — and don't be afraid to ask them their reason.

## INSPIRE ACTION

# Confidently Communicate the Value You Deliver

## Leverage Your Clarity To Generate Leads

Talking about your brand, your business, what you do, and how great you are is a piece of cake once you know:

- Ideal client description
- Big Result
- Benefit of Big Result
- How you are different
- Common Objection
- What You Sell
- How to Get Started

In fact, once you know each of these items, you can use a special Secret Formula to craft a brilliant answer to the dreaded question, “What do you do?” so you can have total confidence speaking about your business, sound like a rockstar who’s got it all together, and impress those around you, and get your ideal clients to speak up and say “YES!”



## The Secret Formula:

Using the Secret Formula is as simple as filling in the blanks:

- **I help:** [ideal client description]
- **Do/be/get/achieve/overcome:** [big result]
- **So they can:** [benefit of big result]
- [differentiator]
- **Even if:** [common objection]
- **I do that through/by/with/in:** [share services, products, and programs]
- **If you:** [invite the action]
- **Simply:** [tell them exactly what to do]

## Here's Why It Works:

The Secret Formula works because it hits on exactly what your prospect needs to hear to make a buying decision or a decision to move forward and learn more.

Here's how it works:

### **You share your ideal client**

They think, "Oh that's me/my friend, I better pay attention."

### **You share your big result & the benefit**

They think, "Ooooh I want to achieve that and enjoy that too."

### **You share the emotional benefit of the big result**

They think, “Now that would change everything.”

### **You share your differentiator**

They think, “The other person I was talking to didn’t say that.”

### **You squash their objection**

They think, “Cool! There’s no reason not to take action.”

### **You share exactly what you are selling**

They think, “Good, they do what I need and can help.”

Then, just as they are wondering, “Hmmm, what’s next?”

You invite them to take action and share exactly how they can get started

## **The Secret Formula In Action**

The great thing about this Secret Formula is that it can be used in all different situations. It’s a great elevator pitch, a fantastic marketing message, and a rock-solid answer to that question about what you do.

Here is a sample of the Secret Formula in action so you can see how it's used and have a sample to model (*not copy, as that's not nice*):

*I help successful business owners whose brand and website represent where they have been, not where they are going, transform that old, boring business presence into a powerful, profitable platform, so they can enjoy more leads, more opportunities, and more income without working more hours, even if they think it's impossible.*

*I do that through speaking, consulting, and highly personalized, quality, done-for-you services.*

*If you are ready to step up your game and take your brand to the next level, simply visit <http://www.bourncreative.com/project-inquiry> to get started.*

## A Few Things To Remember

Try crafting your version and say it out loud several times in front of a mirror. Practice it. If you get tripped up or stumble a bit, make some edits. Then try it out in person and make some more tweaks if you need to. You probably won't create the most perfect, this-is-it, elevator pitch the first time. Try out several different versions to find the one that is the most comfortable for you to say. Practice it, tweak it, and practice some more. Try it out at a networking event and adjust it as you go.

**The more you practice your own formula, the better you'll get at communicating it.**

Remember, it's not about memorizing and reciting a speech — you don't want to sound like a robot! Instead, it's about getting comfortable with the

language you use to talk about your business. When you know what you want to say inside and out, you tell people what you do in a natural, conversational way – without sounding like a robot! Eventually, it will just roll off the tip of your tongue.

## Take Action And See Results

The first step is writing down this step-by-step Secret Formula, filling in the blanks, and creating a powerful marketing statement and sales pitch.

The second step is actually using it. So far, we've covered how and why the Secret Formula works to craft an incredible marketing message, and now it's time to talk about where you can use it.

### JUST A FEW OF THE USES CASES INCLUDE:

- **Networking**

Use this powerful marketing message as your elevator pitch at the next networking event, conference, seminar, or workshop you attend.

- **Social Media**

Use this Secret Formula to write a killer short bio for the about section or bio section of your social media profiles. Or, use it as an introduction to your description.

- **Website**

Need a compelling statement at the top of your Home page? Not sure how to start off your About page? Try using the Secret Formula to craft a persuasive statement that helps visitors quickly realize they are in the right place.

## FEELING STUCK?

No problem! Here are some real examples of the basic formula in action:

*I help anxious, stressed, and overwhelmed women to eliminate anxiety so they can feel stress-free and cool, calm and collected. It may sound too good to be true, but my clients see big improvements in 24 hours and dramatic results within a week, with a bonus of zero cravings, fabulous energy, excellent sleep, and joy and happiness, even if they're tolerating how they feel and have forgotten what it feels like to on top of the world all the time! I offer private coaching, group programs, and single sessions quick results options. If you'd like to learn more, I invite you to schedule a free, no-obligation strategy session to see we may be a good fit to work together.*

*I help people with health and emotional issues feel great – physically, emotionally, mentally, and spiritually, even if you've "already tried everything" and still aren't getting relief. I'm your bridge person between conventional medicine and alternative therapies. I do this through virtual mentoring, personal coaching, and online training. If you'd like to learn more, I invite you to connect with me after the event so we can talk further.*

*I help heart-centered entrepreneurs, authors, coaches, speakers, artists, and healers turn your ideas into something that matters with copywriting and marketing content strategies that work even if you struggle to turn your BIG mission into a palatable marketing message that comes from a place of true service and gets results. I do that through custom copywriting service packages tailored to meet your unique needs. If your website copy isn't turning visitors into customers and your email list isn't growing daily, I invite you to schedule a free website review.*

*I help women entrepreneurs like you in service-based businesses attract more of their ideal client, become laser-focused on results, and experience greater success, profits, and gain peace of mind quickly, even if you have been in business for a short time or think you've tried everything possible to grow your business and nothing seems to get the results you've been looking for. I offer a 90-day quick start program as well as personal coaching and group mentorship programs where I work closely with women who take action to achieve their biggest goals and dreams. If you're feeling stuck or you're not sure "what's next," I invite you to download my free ebook on *How to Achieve Success Without Sacrifice* or reach out about scheduling a complimentary discovery session.*