

LESSON TWELVE

What we want to now do is to start having great conversations with people because if you are not having conversations with people, then you are not likely to convert them into business and get revenue. So that is what you want to do. Therefore, how do we start looking at how can we have great conversations with people?

You know who your target age is, you know what your watering holes are and from that then you know where you should be positioned in the marketplace. However, there are three lists that I want you to start creating.

The first list is, I would like you to make a list of all the people that you have worked with in the past, meaning past clients or existing clients. List out all those people's names. The next thing I want you to do is list where did those people come from. All the people that you worked with in the past including both past and current clients, where did they come from, because really what we are looking for is the source of those people. What you will find is that clusters will start to appear, meaning when you start to look at that complete list, you will see that I got them from a particular network or an event or conferences that you attended, or people that introduced them to you, or they came through a particular website or whatever the source maybe.

You will start to see clusters appearing and now what we now want to do is start focusing our attention on those people clusters and spending more of our time where we just take one or two clusters where you are getting better results. If you have got a number of your clients that have come to you in a cluster, or in a particular way, then the more effort that we spend on that source of how they have come to you, then the more results that you are going to get. That is the first list that I want you to compile. Again, it is a list of your existing and past clients, and what is the source of those clients and the reason why you are doing this is to find those clusters. When you find the clusters, well then is by putting more effort into focusing on the areas where you have got the vast majority of your clients from.

The next list that I want you to create is what we refer to as your Key 100. Your Key 100 are the referral partners. The people that are going to introduce you into your potential clients. Perhaps because they know them well, or they are doing business with them or they have contacts in your target clients. What you want to start doing is making a list of who are your Key 100 people, meaning your referral partners. Who is going to introduce you or who is likely to introduce you to your potential clients.

These may be people that you do not know yet, but they are people that are either acquaintances or friends or family or whatever might be, that you know that they

have particular contacts in companies or individuals that you know that you can work with. The first thing that you want to do is make a list of all those people. The reason why I say Key 100 is because I want to push you to try and put a list together of 100 people. It is easy to start off maybe with a list of 10 or 20 people, but what you want to do is keep adding to it, because the more referral partners that you have on that list, the more likelihood it is for you to get business out of it. It is easier for them to refer you into their particular clients, or individuals or contacts that they have, as opposed to you trying to go there directly.

Once you have been referred into a particular target client, it is highly likely that you are going to get business out of them. Meaning because you have been referred, that there is a level of trust and credibility and therefore you are building on that. Somebody has introduced you into that individual or into that company and what you want to do is have those referrals happening on an ongoing basis.

Once you have got your Key 100, then it is a case of what can you do to start having conversations with those people. Whether it is over lunch, or it is over coffee, it is a case of having a conversation with them and saying here are the people that I want to be working with.

One of the earlier videos that we discussed was your pitch, your 60-second pitch. You have got it down from the point of view of who you are working with and what are the results that you are going to be delivering for your target clients. What you are asking them to do is to introduce you into particular clients.

The most important thing is writing down that list, compiling your list of the Key 100 and then start having conversations with them. Over a period, what you want to do is nurture that list of 100 people, because when you nurture the list, then the deeper that relationship will start to become and therefore the more referrals that you are going to get.

You can bring it to a point where if your relationship is so strong and there is a huge amount of respect for each other, what you can do is to sit down with them, in their office and say "look, show me the list of people that you're trying to work with. Show me the people that you want to be in contact with." Therefore, you are getting a list from them of who they want to talk to and there may be people on that list that you can introduce them to and equally what your doing is you are sharing your list with them. So, in effect what you're doing is you are swapping lists and therefore you are going to help them to get introduced to people that you perhaps may know, that they want to be talking to. And equally they are going to do the same for you.

The stronger you nurture that relationship that is where it can become that you are getting constant referrals into your business itself. So that is the second list.

The third list is I want you to put a list together of all the clients that you are looking to get into, meaning that you want to be working with. So again, going over the material that we just covered, you know who the niche is and within that particular niche you should be able to identify who would be your ideal clients that you want to be working with. If you can't put names of companies or individuals on the list, then you have not sufficiently worked on your particular target niche, because what you want to be able to do is list out the top companies and top people that you want to be working with.

What you then want to do with that list is use that as a list that you can show to your referral partners and say these are the kinds of people that I want to be talking to. Therefore, they get more depth of, okay, these are the people you want to be talking to, now their brain can work in that more easily. Because as I said in previous videos, the brain works like a Google engine. When you give it more specifics, it can start to make those connections.

The other thing that you want to do with that list of target clients that you want to be working with is this is something that you keep on your desktop, on your phone or in your diary or pin it up on the wall. Because every single time when you are looking at that list you are embedding into your subconscious mind that these are the people that you want to be talking to and you want to be working with. Therefore, all the opportunities that will start to show up in the world, when you are either reading newspapers or magazines or talking to people, because you have a list of names of people you want to be talking to it is going to be are the forefront of your mind and therefore you will start to bring it into conversation and your eyes will start looking at reading materials or your ears will start listening to conversations going on, and you will be able to hone in on what could be a potential lead into getting into your target clients.

When you have got that list compiled, make sure that it is somewhere that you can see it on a regular basis and that you are constantly being refreshed and you can add to it over time.

Now we have got those three lists. What is the next step? The next step is we want to get 50 meetings, meaning your Fast 50. Now you have got a list, you want to get meetings, because the more meetings that you have, well then, the more clients that you are going to get. If you are right now feeling uncomfortable about arranging meetings, well that is bringing up different stuff, it is bringing up a fear or a belief. If you on the other hand say, okay, I have got my list of people and I want to have those 50 meetings, because I know I can meet with these people, I can tell them exactly what I do, I can listen to them and start to get introduced to people and I can start bringing money into the company.

That is the kind of feeling that you want to have. If you are not having that feeling and you are having a feeling more of a fear, or more of the belief that you just do not know what to cover in the initial conversation, all those kinds of things, well then that is something that needs to be tackled. That is really something that can only be done on a one to one basis. What I want you to do is start to listen to what is actually coming up. If you are having a negative feeling, listen to it, why is that negative feeling there, what is coming up for you? Then go through some of the exercises to try to find out what can I do in order to remove that fear or remove that belief.

What I am going to go through in one of next videos is what I refer to as the value conversation. To remove some of those fears by way of, I don't know what I am going to be talking about or how am I going to conduct this meeting? In the value conversation I am going to show you and teach you the structure for having that particular conversation. It is going to dispel a lot of that fear or beliefs around it and once you have done that, then you can start talking to people. If there are other issues that come up, then that to be honest is something that can only be covered in a one-to-one conversation.

But the first protocol is to make the three lists. The first list is the source of where you got all your past and existing clients. The second list is your Key 100 people and the third list is who are the target people that you want to be talking to. The next thing after that is to start having conversations, because when you have conversations, you are going to get the business in.

I will see you on the next video.

EXERCISE 19

List of all the people you have worked with in the past and where did they come from...

List your Key 100 / Referral Partners...

List the clients that you want to be working with...

