

### LESSON THREE

Hi and welcome to Video Number Three.

So far we have looked at what it is that you do exceptionally well, what you have achieved and what is different about you. Next, we covered picking a particular niche of what you want to go after. For this video what we are going to do is we are going to find out what is it that our target clients actually want. Therefore, as we move forward, what we are going to find is if this is what they want, so what is it that we can actually provide for them?

The first thing that you must understand is that your clients and your potential clients, whoever you are targeting, they are only interested in one thing. They are only interested in results. Results that they want. They only tune into one radio station and that's "WIIFM" - What's In It For Me? Think about this for yourself. When you are looking for something out there in the marketplace, you are interested in getting a solution to your problem. You want the result for that particular problem fixed. What you want is to provide for your particular target audience the results that your clients are looking for. If they are only tuning into one radio station, meaning what is in it for me, well then what are the results that you can actually provide for them? That is what we're going to look at in the next video.

For this video, what I want to try and get you to figure out is that you want to get into the mind of your target audience. The best way I can explain this is that back in the year 2000, there was a movie which starred Mel Gibson and Helen Hunt. The name of the movie was WHAT WOMEN WANT. In that movie, which was a comedy, there were a few different messages or trails within the actual movie itself. What happened in the movie was that Mel Gibson played a character who worked in a marketing department. He had to figure out how to promote women's products. He decided to bring their products back to his apartment. During the night he had a few glasses of wine and he tried out all the different women's products between lipstick, tights, eye shadow, all those sorts of things.

What then happened was that he fell over, hit his head, and lo and behold when he woke up the next morning, he has got the ability to hear the voice of what is going on inside women's heads. As he is walking through the office and he is engaging people, he is listening to the conversations of what the women are talking about and what he is able to do is actually hear the little voice that goes on inside someone else's head. All their concerns, all their worries, all the things that they are looking to achieve for themselves. By having the ability of being able to hear the voice of what is going on inside the women's head, he is able to communicate with them on a completely different level.

We all have that little voice that goes on inside our head. It's that voice that on one side is going to encourage us to do different things and tell us all the abilities of what we can actually achieve. Yet, on the other hand, we have got the negative side of that voice and it keeps telling us that we are not good enough, we are never going to achieve the results we want to achieve and that it is always hard or we are just not going to get where we want to get to. There is a constant play between these two different voices.

What we want to do for our target audience is we want to be able to tune into the negative voice and the positive voice of what it is that your target audience are listening to in their own heads. Typical questions that you want to look at are, first of all, what is it that they want? What are they looking to achieve? What is it that they desire? What are the problems that they want the solution for? Start to think about what are these for your particular clients.

More importantly, it's about getting into their head and listening to that particular voice. While they might present themselves with what they want, say for example an accounting query solved or they have a legal issue that they want solved. Yes, that is the problem that they are presenting you with but go beyond that and find what is it they ultimately really want to achieve? Think about it along the lines of what keeps the world awake at night? What are they worried about?

If they were to wake up in the middle of the night, when everybody else is asleep in the house, why are they waking up in the first place? What are the thoughts, the fears or the worries that are forcing them to wake up? What are they stressed about? What are they constantly thinking about in their mind that they are trying to solve? Again, try and listen to that particular voice. One of the best ways is to visualize yourself as being one of their target clients. Get into their heads and just visualize yourself as being in their head. Listen to the voice of what will be going on for them.

Another way is if you have a number of clients in the particular niche that you are going after, have a conversation with them. Even though they might be trying to present themselves with a particular problem that they have, and they want a solution for, go a little bit deeper and ask them deeper questions. Why does that concern them? Why are they actually trying to solve that particular problem? What difference will it make for them?

Again, think along the lines of what makes them angry? What frustrates them? What do they need or what is it that they are looking to actually achieve? Think along those lines first of all. Another way you can try and get ideas of what might be going on in their head. There are typically three triggers of what people are looking for. They are either looking to try and improve their money situation, their health

situation or relationships. People typically search online, or they go looking for solutions to any one of those particular categories. It normally falls under money, health or relationships.

Thinking from the money point of view, they either want to try and improve their business, get more clients in, make higher profits, make it more efficient, all those sorts of things. They want career development, which also comes in under the umbrella of money. They want career development, they want to advance, so therefore they can either get a higher status and also earn a higher income. They want to have their financial debt cleared. They want to reduce their tax liabilities. That is what they are looking for under the money heading.

If it was from the health point of view, they may be looking at how can they slim down. How can they improve their diet or look at the actual food that they are eating and make different choices around their food. If they are trying to get a six pack, how do they actually achieve getting a six pack? There are loads of different things they might cover or look for under health situations.

When it comes to relationships, it may be to deal with their partner, their family, their friends, the community or the wider world that they are trying to solve a problem for. They see what is happening either in the family, the community or the world and they are trying to find a solution to that particular problem. They want somebody to help them actually achieve that particular solution. Look at it from that perspective.

People present their symptoms. I explained this earlier on whereby they may present you with a particular problem, but your job is to go deeper and ask why is it that they are looking to actually achieve that particular solution. Are they feeling anxious about something? Do they feel that they're not being loved? Do they feel that they want to be happier or have more fun in their life? Do they want to have a sense of security? Is that why they are trying to go for higher career progression or increase their wealth or increase their business a little bit more? Is it from a security point of view? Are they looking for recognition in their life that the work they have put in that they have never gotten recognition before, now they are looking for recognition for it. Again, either through their relationships, their career progression or through their business success, what, ultimately, are they trying to achieve underlying within the actual result that they are trying to get?

Taken from the point of view, are they looking for purpose or meaning in their lives? Do they feel that they are being rejected or abandoned? Again, these are all just things that you have got to figure out from an underlying point of view. Why is that that people are looking for these things? Tap into what their core values are. What is important for them? Could it be to do with freedom or that they have a core value

of learning, so therefore, they want to gain knowledge. They want to learn or have more experiences. Do they want to achieve things in their life or have a sense of achievement in their life, so therefore, they will want different experiences? They want to feel that they are progressing in their career or their business, or in their relationships.

Is family more important to them, and therefore, the reason why they are trying to build a business is so that they can provide more for their family. The reason they are trying to develop in love and relationships is because they want to have a better relationship with their siblings, their children or their partners. Look at it from what is their core values of qualities that is really, really important to them. The more you are able to communicate with your clients from that perspective and get into their little voice in their head, understanding clearly what is it that they are actually really wanting to achieve, the easier it is for you to be able to communicate with them and truly give them a solution for what it is that they truly desire.

People buy results. What you have got to be providing is the results for what it is that your people are looking for. They buy results, but they do not buy what you do. One of the things that I am going to cover in one of the other videos is how to introduce yourself to somebody. I never introduce myself as being a business coach, a business consultant, a business mentor or whatever. They may be relevant key words; however, it is not what I present myself as. I present myself as being somebody that helps professionals get more clients, more fees and more time. That is what I present myself as. That is what people are looking for in business. It is the reason why you are here because you want to get more clients, more fees and more time. You want to buy results.

Equally your target clients want to buy results as well. Therefore, they will not buy what you do, they will buy the results that you can deliver. I want you to keep all of that in mind. Please complete the exercise that comes along with this particular video because the closer that you get into understanding what your clients actually really, really want, and take it from the point of view of that movie, WHAT WOMEN WANT, with Mel Gibson and Helen Hunt, well then, the closer you are going to be able to find the words that your clients use and want to actually achieve and, therefore, you can communicate with them a lot better.

Please complete the exercises and I will see you on the next video.



## Exercise 8

What do they want?

What do they desire?

What problems do they want solving?

What are their pains?

What keeps them awake at night?

What / who are they angry about?

What frustrates them?

What do they need?

What prevents them from getting what they want?

What are they afraid of?



## Notes

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---