

LESSON FOUR

Okay, so now that we know what it is that your clients are looking for, we are now going to look at what is your solution, or what it is that you are going to help them to actually achieve, and how you are actually going to achieve that. The first protocol is, look at what experience you have got. What are the skills or what is the knowledge that you have in helping your clients achieve what it is that they want to actually achieve?

If you remember back to one of the earlier exercises that we did, whereby you identified what were the awards, or the certificates, or the achievements that you actually got in your life. Now what we want to do is look at, is there a marriage between those and what it is that you need to provide for your clients? Go back over those exercises and look down through those first of all. Really, what you are looking for is that you have got a target niche that you want to go after, you know what your clients are actually looking for, so what is the voice that's going on inside your head in relation to what are the results that they actually want to achieve?

It is a case of, how are you best fitted for meeting those clients' needs? It is a case of that they are getting your skills, your knowledge, your experience. What successes have you had in that particular area? How competent are you in that particular field? The more you have all of that knowledge, well, then, the more you can bring to bear when it comes to having conversations with your target clients. Look at it by way of, what are the successes, or what are the goals that your clients are looking for and what are the obstacles that they want to overcome, and how can you actually help them?

Primarily, what you want to be looking at is answering the "what" questions. What is it that you can help them with? Your clients are trying to get from A to B, and what are you going to help them with what in that particular journey? Identify that what, and then also what is it that you have experience at in relation to being able to deliver that what for your target clients. What is the value that you bring for your particular clients themselves, what are your differentiators, your achievements, what gifts and talents do you have that you can bring to bear? What previous results have you achieved for other clients in similar circumstances?

All of this information is going to feed into your pitch, or your unique selling point, or what other people would refer to as being your elevator pitch, or your 60-second pitch. This is whereby you try and communicate to somebody as quickly as possible what it is that you do for your target clients. The most important thing in this particular exercise is understanding what it is that you are going to help your clients with and what it is that you can bring to the table for your clients to make them, or want them want to buy from you in particular?

Thank you and I will see you on the next video.

Exercise 9

What knowledge / skills / experience / successes do I have that would help them achieve their goals and overcome their obstacles?

Exercise 10

How will I help them? What will I help them to achieve?

Exercise 11

What value and benefits do I bring to them?

