

LESSON NINE

So I hope you have now figured out what your watering holes are for your particular target niche. Now we are going to look at how do we get them to engage with us? What is the tool, or what is the system that we are going to use in order to actually get our target clients to engage or to connect with us? Let me use an analogy; have you ever gone into a park, and you may see a whole lot of kids playing in the park, and there might be birds on the ground, what the kids invariably will do, is they want to catch the birds, so what they do is they go chasing and running after the birds. What do the birds then do? The birds fly away. If the birds fly away because they are being chased, but the kids want them, when you are chasing your clients, what are they doing? Your clients are running away.

The first thing that you have got to understand is rather than chasing clients, we want clients to come to us. This is because the dynamic is completely different. If you observe, however, in the park, there may be an old man or an old lady sitting on a park bench, and what he or she does is they throw bird seed down on the ground, or breadcrumbs. When they throw bird seed down on the ground, the birds come to them. All they have to do is sit on the park bench and all of a sudden, because they have thrown bird seed down on the ground, the birds come to them. That is what we want to create. We want to create bird seed to attract our target clients coming to us.

If you want to attract specific birds, there is particular seed that you will use. Imagine this, you have probably done this yourself whereby in your garden you have set up a bird table. Now, in order to attract particular birds to your garden, you will use specific bird seed to attract those particular birds, and you do not want any of the other birds because you just want those particular ones. So the bird seed that you want to create for your niche has to be specific to them in order to attract the potential clients that you want to have coming to you.

The whole purpose of this particular video and the whole purpose of these exercises is to find out what is the bird seed that you could create in order to attract your target audience? Let me give you a few different ideas on what are the attributes for bird seed? 1), it is free. When you are throwing bird seed on the ground, or you are putting bird seed on the bird table, you always get it for free. Therefore the bird seed that you are going to give has to be for free. 2), it has to be attractive to the people or the clients that you want to attract. If it is mediocre or if it is not put together very well, well then that is not really going to attract anybody. It is like having one car being a banger, and another car being a really, really polished and looking well car and then your clients are going to be attracted to this polished car. The attractive car, as opposed to the banger. Think of it along those lines. Whatever you are going to create as bird seed, it has to be attractive. It has to look good.

The next thing is it has to be of value to your target clients. Think from the point of view of what is the biggest problem that they want to actually solve? They want to receive a huge amount of value from the bird seed that they are going to achieve or we see from yourself. Think of it again as if you have bird seed on the table and the birds want nourishment. The birds want the seed to fill them up and they want nourishment from that particular bird seed itself. The bird seed that you create has to give them that value as well.

The next thing is if you want to track specific birds to your bird table, you will use specific seed. Well then, the same thing applies, so whatever the clients that you want to actually attract, because they are in a particular stage of growth or they are in a particular age group or whatever it might be, whatever the problem is, and whatever is specific to them, that is how specific your bird seed has to be. Not general, not dealing with all different types of businesses and not dealing with all types of individuals, it has to be very, very specific to them. I want you thinking of this from your perspective. When you are going to a search engine on the internet, and you are trying to find the answer to a particular problem that you are investigating, or you are trying to gain knowledge on, well then you want specific answers back and you do not want generalist stuff. That is why your bird seed has to be created specifically for your target market.

Now, the next thing that you can look at is what is the format for the bird seed that you are going to produce? Different formats can be videos, it can be a physical book, it can be audio books or podcasts, it can be e-books, so people can actually download them, or they might be white papers or research papers. What you have got to look at is the way that you can give bird seed that is not going to be a massive cost to you but that your target audience can digest as easily as possible and it is suitable for them.

Bird seed does not involve man hours, and what I mean by that is, if you are giving away free services, that is not bird seed, because what you are now doing is you are giving your time for free. If you had hundreds and hundreds of people coming to you, well there are only so many hours in a day, so therefore that is not bird seed. That is not going to work from that perspective. You want to create something that once you produce it once, then it can be used multiple times over. Other things can be templates or processes that are of huge benefit to your target audience, so look at all those different ways, and again, there are videos, podcasts, audio books, physical books, there are pieces of software or templates, or whatever it might be that you can actually give to your target audience.

What I would like you to look at is that other industries use this format as well. They don't call it bird seed, that is just a term I use in order to explain to my clients as quickly as possible so they can understand what the concept of bird seed is. You will

see the format used however in other industries. If you take for example, when you go to a grocery store, and you are walking around the grocery store, invariably what you will see is people giving out free samples of food. That is bird seed. Giving you free samples, it is free, it gives nourishment, it is of value and it is something that you want to taste, and therefore if you like it. Well then you are going to buy that particular product as you are going round the grocery store.

Other industries, like the software industry use this hugely. If you have ever downloaded a piece of software, you have likely downloaded the free version, whether it be an application on your phone, or a piece of software on your laptop. You have downloaded the free version because you want to see what it looks like and is it going to do the job and is it fit for purpose. If you like the free elements, well then they always have a paid version of that application or you buy into a higher version which gives you a whole load of other benefits or experiences or features that you want to have from that particular software.

So basically what I am saying to you is that bird seed is used in a lot of different industries but we do not refer to it as bird seed, obviously. What you have got to understand is that when you create the bird seed, you create it the once, and then the whole purpose of, and this refers back to the last video, you identified what the watering holes are for your target audience and when you have identified the watering holes, and you are positioned in the centre of your watering holes, then what you are doing is you are presenting them with your bird seed. If you can imagine you are there in the centre of the watering holes, and you are presenting bird seed, and all your target audience are coming to get a copy of that bird seed. Now, in exchange for them taking copies of your bird seed, or whether it be videos, podcasts, or whatever it might be, what they are giving you in exchange is their contact details. Their name and their email address, so therefore you can get into a conversation with them over a period of time, and nurture that relationship. It is not about immediately buying or selling to them, it is a case of how can you develop that relationship with them so that when they do have a need, they actually come to you to fulfil that need.

The purpose is A), to attract them. When you give them the bird seed, the clients will come to you. B), it builds up that there is zero risk for your target clients. It is something that they can test, feel good about it, feel if it is going to be fit for purpose, and therefore they will be willing to buy more. Meaning, your services. Therefore, it has to be zero risk for them. The next thing is that it gives them a flavour of what you are like to work with. If it is videos or podcasts, or writing material that you have actually given them, or templates, if it is good enough then they have an idea of what you are like to work with and how you communicate with people and so on. It is an element of building rapport, building trust and credibility with them. That is the reason why you will actually develop bird seed as well. The

next thing is that if you give them a good experience, then they will come back for more. They will want more. What you have got to understand very, very clearly within bird seed, is that you are telling them what they need to do in order to actually solve the problem. That is critically important. Any of the bird seed that you are going to create, you are telling them what they need to do. You are not telling them how to do it, you are telling them what they need to do and that is critically important. In all the talk about bird seed already, you are telling them what they need to do in order to actually solve a problem that they actually have. You are not telling them how to do it. In order for them to know the how, that is where they have got to engage with yourself. To understand your case, these are the steps that you need to take in order to actually get to the result that you want. The client does not know how to take each one of those individual steps, so that is why they need to engage with your services in order to help them with the how. By understanding the process of what they need to do, now they feel a lot more comfortable in actually taking that next step to engage with yourself.

What you will want to look at is that if you are giving stuff away for free and it is bird seed and it is of huge value, then the inference to your target clients is, well, if I am getting this for free and it is of huge value to me because now I know what the steps that need to be taken are, then yes, you will get some clients trying to do those steps themselves, but they will always fail because they will never understand exactly why or how they need to do it. But, if the inference is, I am getting this for free, imagine what it will be like, or imagine what the service will be like if they were actually to pay for it, because there is absolutely huge value here. That's the inference that actually happens with bird seed itself.

The fears that I typically get from clients coming up to me and asking me is, "Paul, why would I give my best value away, my bird seed? What about the competition, or what about clients? I am just giving all my stuff away for free." My answer is, you are a service professional. You are there to be of service to your target clients. The more you give, the more you are actually going to receive back without a shadow of a doubt. You are asking your clients to take a huge amount of risk to engage with yourself without giving them anything at all, so therefore there is a huge amount of risk - they don't know what it is going to be like, they don't know what the engagement is going to be like, or what the relationship is going to be like. You are asking them to take a huge risk without you giving them anything in return. What we want to do is we want to change the tables. Turn the tables around.

We want to give to them as much as possible, and therefore by giving as much as possible, being open and authentic, and having integrity in everything that we do, then the more we give our clients, the more they will want to engage with us and they more they will want to actually work with us over time. Yes, there will be people out there that will have fears in relation to this such as will the competition

copy information? My information has been out there for years. I started my own business in 2001, so what I would say is there is loads of competition that are copying what I do, copying the exercises that I give, copying the analogies that I do and all those kind of things. But, it's all about making the world a better place and making the pie bigger. That is what it is all about, so I do not look at competition. Genuinely, I do not look at competition. I look at how we can make the world a better place, but equally, how can we make that cake an awful lot bigger, and help people in the process. That is what I focus on. That is where my focus is always, how can I constantly improve what I do for my clients itself? If you take on board that way of engaging with your clients and working with your clients, then the results that you are going to achieve will be far greater.

Look at a format that you want to deliver your bird seed in, whether it be video, podcast, or books or whatever it may be, and as I said, the more you give, the more you are actually going to receive back. Let me bring you back to the bird seed analogy whereby you put a bird table out in the garden, and bird seed, and the birds come to you. You are giving value to them. They perceived that bird seed to be of value to them. But the value that you get in return is far greater, because you get to observe the birds coming to your bird table, seeing them fly around, and taking the bird seed. You are actually getting a lot more value than they are actually getting. With that, I encourage you to give as much value as you possibly can in the bird seed that you are going to offer and attract your target clients with and in return, you will actually receive so much greater things from actually giving that bird seed away.

Conduct the exercise and please fill in the questions below. If you download the paperwork and fill in the questions it is going to identify what the bird seed is, what is the highest value that you can actually give your clients, what are the problems that you are trying to help them solve? I encourage you then to start creating bird seed, and then on one of the next videos, once you decide what you want to give to your target clients as bird seed, I am going to go through what is the structure for bird seed and what does it look like? What is the format that you have to structure it, which is critically important? We are going to bring in other elements later on, bringing case studies and testimonials, and all other kinds of things, in order to show that you are best placed to help your clients to solve the problems that they actually have.

I look forward to seeing you on the next video.

Exercise 17

what is the main problem that your clients are trying to solve.

What is your biggest value advice you could give to them.

What format could you give that advice – video, podcast, ebook...

