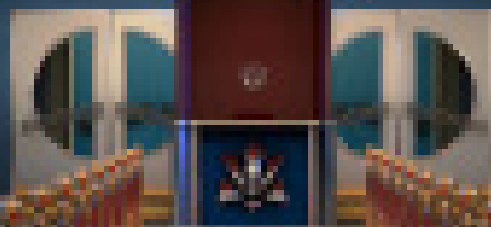




NOW SHOWING

The Magic Question





The **Magic** Question

In your Client Machine® training sessions, you learned about the 'Magic' Question. Or, perhaps you're seeing this information for the very first time.

Regardless, you'll either be reminded about how to make the most of a 'Moment of Truth' -- meeting a new prospective client or COI for the very first time or, you'll be introduced to a simple, effective way to make such 'moments' truly valuable for you and your business.

WHAT YOU WILL LEARN FROM THIS REPORT:

- HOW . . . you can ask a new contact one simple question and, in so doing, learn
- WHO . . . is / is not available to pursue as a prospective client for your service

The 'One Breath Commercial' or what's commonly known as an 'Elevator Pitch' is a key 'tool' in your prospecting toolkit.

HOWEVER . . . all that does is get another person to know of the BENEFICIAL DIFFERENCE you can make in their life or business. And, let's be honest, that's still a pretty good thing!

BUT . . . if that's ALL you do with it, it's like the 'one' in a 'one-two punch' combination -- you're MISSING something! And THAT . . . is what prompted us to write this report . . . for YOU.

The MAGIC Question is your key to getting the FULL potential out of an initial meeting with a future client or Center-of-Influence – it's your full 'one-two punch' combination!

So . . . I'm now giving you what our Coaching Clients get put through AFTER they've completed our online training session and/or viewed our on-demand video on . . .

The Magic Question

Now . . . I trust you'll enjoy this report and invite you to email me if you have any questions.

Best,

Bill



Bill Doerr, CCO
860-798-6964

The Client Machine®

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The Magic Question

WHAT . . . IS THE 'MAGIC' QUESTION?

A Structured Conversation . . . Designed To Achieve a Specific Objective

"What Do You Do?" . . . is a question that some look forward to hearing. Many do. Many do not.

You may be one of the lucky ones who find the prospect of being asked that question . . . a good thing. Or, you may be one of the people who haven't yet found your 'perfect pitch' or aren't using it consistently.

But either way, if you aren't using a well-designed, rehearsed answer (and, BTW, most business people do not!) then you may be working way too hard, for much too little, and for longer than you like.

In this report, you're going to learn about one (1) simple (yes, you read that correctly!) question that:

- 1) will transform the way you meet people in the course of your business, and
- 2) can improve the results you get when you do

If that's an attractive value proposition . . . you're going to really enjoy reading our Special Report.

I'll get into the HOW of The Magic Question in a moment. But first, let's get to the WHY you will want to learn to use it when you meet with new people who may be of value to your business.

WHY . . . SHOULD YOU CARE?

Good question! **"What IS the value — to you — of asking someone the 'Magic' Question?"**

You will learn if someone is

- AVAILABLE to pursue as a client or center-of-influence
- INTERESTED in what you can do for your clients
- RECEPTIVE to having you keep-in-touch
- QUALIFIED to be cultivated as a prospect, a center-of-influence . . . (or, not!)

If that will help you better 'process' the many people you come into contact with during the course of your business day . . . then you should definitely take the time to finish reading this report.

If those benefits aren't attractive to you, then you would be better served doing something else.

So, if you're deciding to stop here . . . thank you for your time! If you've decided to stay with me, let's get into the details of what, I hope, will be a transformational experience for you and your business.



The Magic Question

THE MAGIC QUESTION — HOW IT'S BUILT and HOW TO USE IT

The Structure . . . The Process

STEP 1. You START!

You start by asking another person about . . . (wait for it!) . . . THEM! It's called *LEAD*-ership. Plan to take the lead . . . whenever you're meeting someone who might be of value to you.

The more you practice using this technique when you meet people, the sooner it will become a habit. The sooner it becomes a habit, the more you'll use it. The more you use it, the more value you'll see from using it. So the key here is . . . PRACTICE!!!

Here's how you start the conversation . . . whenever you meet another person . . . you ask:

"What do YOU do?"

See? SIMPLE!

STEP 2. They'll Ask YOU The Same Question . . . and you respond with The Magic Question!

In most cases, they'll ask you the same question in return.

If they don't, then they're thoughtless and boorish. This is a great way to have someone DIS-qualify themselves as someone of interest to you. Once they 'out' themselves, avoid them like the Plague.

After all, if they can't ask about you after you've asked about them, they probably do the same thing when they're with other people, too. That makes them people you do not want or need to help you grow your network of influence or . . . revenues for your business or practice.

Silently say, "Thank you for revealing your true nature", wish them well and . . . MOVE ON!

But let's assume that, after the other person answers your question . . . they'll ask you the very same question . . . which is typical of most people, most of the time..



The Magic Question

STEP 3. You respond with *YOUR* One Breath Commercial – brief, coherent, clear!

OK, It's Show Time!

Here's that 'Moment of Truth' I referenced earlier. And the way you respond is critical to your success.

I strongly suggest you keep it SHORT and SWEET -- just long enough to convey:

- WHO you serve, and
- WHY they'd care . . . to learn more about . . . you and what you do for your clients

Here's the MODEL you can use to do this nicely . . . in effect, it's your 'one breath commercial':

"I work with . . . (Market) . . . who want to . . . (Valued Outcome)"

Here are some EXAMPLES of the type of answer you want to give someone:

"I work with **attorneys** who want to **spend less time and money doing title searches**"

"I work with **dog owners** who want to **stop their dogs from jumping on guests**"

"I work with **consultants** who want to **generate more qualified leads and better revenues**"

"I work with **new moms** who want to **lose their baby weight quickly and safely**"

"I work with **parents of high school students** who want **to see more A's and B's than C's and D's**"

It's not Rocket Surgery. Market and Outcome. Market and Outcome. Market and Outcome. SIMPLE.

Please, don't make this complicated. It's not.

It's also NOT the time to share your 'story'. Nothing more than you can say on ONE breath of air!

Now . . . you're ready to ask THE MAGIC QUESTION!

Important Note:

Immediately after you give your 'One Breath Commercial' . . . **DO NOT STOP . . . KEEP ON GOING . . .** right into:

The Magic Question

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The Magic Question

STEP 4: You continue — *without pausing* — by asking the 'Magic' Question:

"Tell me, if you . . . OR a friend, client, family member, business associate . . ."

"EVER had a need . . . to know someone who does what I (just said I) do . . ."

"Is there someone . . . anyone . . . who comes to mind . . . you know already"

"That you would EITHER:

- USE . . . yourself, and/or
- RECOMMEND . . . to someone you cared about?"

Here's the reasoning behind asking about each element of The Magic Question:

- **OR . . . a friend / family member / business associate?**
This shifts the focus (and, the pressure!) away from the person you're speaking to
- **EVER . . . ?**
Again this reduces the pressure — you're not necessarily seeking a 'hot' lead . . . today
- **Is there SOMEONE . . . ANYONE . . . who comes to mind . . . you know already?**
Do you have any competition? If so, it will help you know how to best respond!
- **USE or RECOMMEND?**
Is there an emotional commitment? Are they 'dating' someone who does what you do?

The Moment-of-Truth and Your Options for Response

OK, after you ask The 'Magic' Question . . . there are only two (2) things they can say to you:

1. "YES, I do . . . know / have someone I'd use myself / recommend to others . . ."
2. "NO, I don't . . . know / have someone I'd use myself / recommend to others . . ."



The Magic Question

“No, I don’t . . . know / have someone I’d use myself / recommend to others . . .”

This comment is easier to address than when someone does have a ‘Go To’ person in your field.

If someone says “No”, your **goal** is to become (and, remain!) their ‘Go-To Friend’ in your field.

You want this person to get to know you . . . as someone they know, like and trust enough . . . so that when they (or, someone they know) . . . develop a need for the beneficial difference you can create for a client . . . in the future . . . you’ll be at the ‘top’ of their ‘Mental Shelf’ for the category you want to own.

So you simply ask:

**“In that case, how do I apply for the *POSITION*
 . . . of being your ‘Friend’ in my field?”**

Just because someone doesn’t know or have someone . . . in your field . . . they’d use themselves or refer to a friend, a client, a family member, a business associate, etc. . . . does *NOT* mean they are a ‘Hot-To-Trot’, ready-to-eat-treat-cripple-at-the-back-of-the-herd prospect. Well, not today, anyway.

So asking if you can apply for a *POSITION* . . . on their ‘mental shelf’ in *your* category, means you are seeking to earn a *position of preference* . . . in their mind . . . should a need develop for what you do . . . by this person . . . or someone they know . . . in the future.

You are NOT getting a ‘green-light’ to take a ‘kill shot’ and go for an appointment . . . today.

Of course, if they say they’d like to talk with you, then of course you should make an appointment.

But in most cases, you want to earn the right to be thought of . . . first and favorably . . . before all others . . . should they (or, someone they know) . . . develop a need for the benefits you can provide.

When Someone Says, “Yes . . . I’d Like That!” . . . Offer To Keep-In-Touch With Them

You must be ready to tell them what happens next. Since a need-to-know now may not develop for some time, you’ll want to find a way to Keep-In-Touch to Stay-In-Mind so you pop out of their mind -- like a candy from a PEZ® dispenser -- when (not if) a need develops in the future. And, of course, the easiest way to do this by inviting them to receive ‘drip’ emails from your **Client Machine**® and give you permission to ‘touch base’ by phone . . . periodically over time. That’s how you’ll realize the lifetime value of this person . . . keep-in-touch, stay-in-mind to make ‘m fall-in-love with you!



The Magic Question

“Yes, I DO . . . know / have someone I’d use myself / recommend to others . . .”

At first blush, this may *seem* like the last thing you want to hear. We understand. But, it’s not.

Let’s quickly review what you *MIGHT* do after hearing someone say this to your ‘Magic’ question:

Option 1: Congratulate and Move On!

- good option if you like to believe there’s always ‘more fish in the sea’
- good option if you like to take the ‘high road’
- good option if you’re a WIMP! and you want to ‘bail & fail’!

Option 2: Explore their receptivity to Keep-In-Touch and identify a ‘Next Step’ to take if they do

- good option . . . if you *don’t give up* easily
- better option . . . if you *have a specialty niche* you can fill
- excellent option . . . if you *believe (or, know) the incumbent will screw-up!*

Obviously, I believe ‘Option 2’ is the better way to respond when someone says, **“Yes, I do have or know someone I’d use myself or recommend to a friend, family member, etc.”** Here’s how . . .

Step 1: Congratulate them!

If nothing else, this is not something most people will expect. But all can appreciate!
“Wow! I am so glad to hear that! So many people I meet tell me that they don’t have a relationship with someone in my field. But you do! That’s great to know!”

Step 2: Ask them a KEY question!

OK. So, you’ve just learned that they already have / know of someone in YOUR field whom they would either use themselves or recommend to someone they regard highly. You might be tempted to throw in the towel. DON’T! Instead, find out if they’re receptive to knowing more than one person in your field. You may be surprised at how many people are . . . IF . . . you ask them correctly. Here’s how . . .

“Since you’ve got a ‘Go To’ person in my field . . . may I presume that you’re happy with this person . . . and if you needed their services, you’d use them yourself or you’d recommend them to someone you’d have to face at the office the next day . . . IS THAT RIGHT? (Yes) OK. Just checking. BTW, that was the ‘correct’ answer! :-)
Now, here’s another question . . .

If you were the coach of a football team . . . would you want more players on your BENCH than you have positions on the FIELD? (Yes, of course!)

Why? (a player might get injured, can’t play, doesn’t show, stops performing, etc.)

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The Magic Question

EXACTLY! And it's NO DIFFERENT in my field. The only thing is that relationships with an advisor like myself . . . like players on the field . . . are subject to change.

In my experience, it's helpful to have a 'bench' of alternative advisors because of . . .

1. Chemistry

sometimes a **relationship changes** or a **friction develops** that's problematic for both parties . . . 'falling out of love' as it were

2. Competency

sometimes the **skill set you need isn't one they have** -- just because you're a doctor doesn't mean you can do brain surgery, right?

3. Capacity

sometimes a **project demands more than one advisor can provide** (*which is what launched a whole new industry -- called 'outsourcing'*)

4. Availability

sometimes an advisor is **up to her eye-balls in alligators** and can't take on a new project for a month. And **you need it done . . . 'last week!'**

So here's what I'd like to ask . . .

"Can I apply . . . for the position of your 'Backup _____' on the 'bench' in my field IN CASE . . . your 'First String' advisor isn't able to help you . . . for any one or more of the four (4) reasons I just cited?" (Hmm. I guess that would make sense . . .)

Glad you agree. But here's the problem . . .

If we don't have a way to stay-in-touch between today and some time in the future when a need develops that I can help you with, you'll probably forget who I am! (True)

So may I tell you what I do . . . to stay-in-touch with other people who invite me to do so . . . and see it's acceptable to you, too? (Sure)

On Mondays, I send an email with 5 - 6 links to 'interesting' and 'useful' content. You don't read it, you SCAN it . . . in 15 seconds or less. Then, once a quarter, I'll call you to 'touch base' and see if there's anything I can do to be of service to you. If not, it will be a very S-H-O-R-T call . . . and I'll be the first on off."

If they agree, invite them to receive Minute Memo™ emails from your **Client Machine®**



We Make Staying-In-Touch . . . Simple, Easy and Very Affordable



The Magic Question

NOTE:

Exploring receptivity to a *relationship* with you means learning if their 'other' advisor is:

1. *always* going to be either *available* to them if a need arises, and/or is
2. *always* going to be able to handle *every* aspect of what you can do for them

If the person agrees that it makes sense to have a 'back-up' person to go to in case their #1 person is either unavailable and/or unable to help them, then they're in the same position as the person who does NOT have a 'go to' person in the first place . . . and you can address it the same way.

And that would be?

Seek to establish a RELATIONSHIP with this person that you can cultivate or nurture into a highly productive SERIES of future opportunities to keep-in-touch and stay-in-mind . . . as this person is likely, sooner or later, to require the very same kind of expertise that you possess.



Then, when they do . . . (and, they will . . . trust us on that!) . . .

IF . . . their primary advisor is unable to help them . . . for one or more of the 4 reasons cited on the last page . . .

THEN . . . you'll be THE first 'alternative' provider of the expertise you offer . . . who will POP! out of their brain . . . just like candy from a PEZ® Dispenser!

Remember: "Positioning" as the book by Al Ries and Jack Trout wrote many years before is always a . . . "Battle for The Mind" . . . of your prospective clients.

Seek to see that! See the BIG Picture. And know this . . . some people seek one *sale*, today at the expense of the opportunity to build a long-term *relationship* with someone who will want, value and can easily afford the beneficial difference they can create in the life of a client many times in the future.

Others will seize the opportunity to build a foundation -- by establishing a *relationship*, today so they can enjoy ALL the future purchases that someone may have for the beneficial difference that their expertise and services can provide to a client over their buying lifetime -- i.e. their 'lifetime value'.

This doesn't mean you don't seek to sell today. It just means you don't close the door on future sales at the expense of a single sale today . . . that can lead, quite easily, to many, many more sales in the future.

Which kind of person are you? Which kind of approach to steady revenues is better? It's a fair question!



The Magic Question

The Importance of Following-Up . . .

QUESTION:

How many business cards does the average person in a business or professional capacity collect?

QUESTION:

How many of those business cards do they actually do anything with *AFTER* they put them in a pocket?

CONCLUSION:

If the numbers don't match up . . . that's a problem! a 'Lost Opportunity' problem!

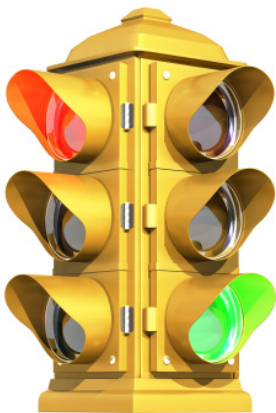
It's like buying the rights to a gold mine . . . but then never getting a shovel and 'going for the gold'! That's lunacy . . . in gold-mining. It's not too different when it comes to building business relationships that will build your referrals and revenues.

How To Follow-Up . . . Using Your Client Machine® and 'TRAFFIC LIGHT' Phonecalls

Once you're invited to do so, your Client Machine® can send this person an email on a regular basis and trigger a 'Keep In Touch' telephone call with them about 4 times a year. Explain it by saying this:

"OK, so here's what you can expect. I'll send you an email from me every Monday. You get about 5 - 6 links to interesting content and you can SCAN it in UNDER 15 seconds.

Then, about every 3 months, I'll give you a quick call to 'touch base' and see how you are. When I call, you can tell me 1 of 3 things . . .



1. **"Hey Chris, great timing! I was just thinking of you. Any chance we could find a time to talk about something on my mind?" OR**
2. **"Hey Chris, nice to hear from you! Love those emails you send, too. I'm actually not at a point where I feel a need for us to sit down and talk about something . . . yet . . . but can we 'dance' for another quarter and would you call me again at that time?" OR**
3. **"Hey Chris. Look I'm not seeing any reason/s to think that I'll EVER want or need your services, nor am I likely to be in a position where I'm likely to ever recommend your services to someone in my network. So, it's OVER! Let's stop the calls and emails, OK?"**

If you don't choose option #3, we'll either agree to meet or continue to keep-in-touch. Fair?"

Then ask, "Bob . . . is there ANY reason why that would NOT be acceptable . . . to YOU?"



The Magic Question

Executive Summary . . . the 60 Second Speed Read Review:

- ❖ Meeting a new person for the first time is a **MOMENT OF TRUTH** and **OPPORTUNITY**
- ❖ **PREPARATION** is the key . . . making the most of both
- ❖ The **MAGIC** Question . . . a Structured Conversation to make the most of each new opportunity
- ❖ The **VALUE** of using it . . . you'll learn if someone you're meeting for the very first time is:
 - **AVAILABLE** to you to pursue for business and/or referrals
 - **INTERESTED** in what you can do for your clients
 - **RECEPTIVE** to having you keep-in-touch to build a trusted advisor relationship
 - **QUALIFIED** to be cultivated as a future client or center-of-influence

❖ STRUCTURE . . . of **The Magic Question**

1. "What do **YOU** do?" Once they finish, they'll probably ask you the same question
2. Give your **ONE BREATH** Commercial (see page 5 for the details!) . . . don't stop but
3. Ask the Magic Question:
 - "If you . . . or a friend, a client, family member, business associate . . ."
 - "**EVER** had a need . . . to know or find someone who does what I do. . ."
 - "Does someone come to mind . . . you know already . . . you would **EITHER**:
 - **USE** . . . yourself, and/or
 - **RECOMMEND** . . . to someone you cared about?"

❖ The **MOMENT OF TRUTH** . . . "Yes, I do" or "No, I don't"

"No, I don't . . ."

- ask, "How do I apply for the **POSITION** of being your **FRIEND** in my field?"
- explain how you'd like to **EARN THE RIGHT** to become their 'Go To' person
 - invite them to receive Minute Memo™ **emails** from you, and
 - invite them to receive a quarterly **phone call** from you, too

"Yes, actually I **DO** . . . know someone I'd use myself / recommend to others"

- Congratulate them . . . on having a relationship with an advisor like you
- Ask, "If you were a coach . . . would you want more players on the bench than there are positions on the field?"
- Explain . . . why they may want some 'bench strength' for themselves, too!
- Ask, "May I sit on your bench . . . for my expertise . . . in case a need arises?"

- ❖ **CULTIVATE** . . . use **The Expert Directory®** and **Client Machine®** until one of you either
 - 'coughs up' or
 - 'gives up'