

Articulating What You Do

INTRODUCTION

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When asked the simple question "What do you do?" it's been my experience that most coaches cannot answer this question in a simple, compelling fashion. For coaches, being able to answer this question effectively can mean the difference between being successful, or not.

This 3 Step Training Module is for anyone who wants to learn how to articulate what they do in a specific way. After completing this module, you will be able to answer the question "What do you do?" with enthusiasm and confidence.



Articulating What You Do

QUICK QUIZ

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Instructions	Circle NT if Not True, T if sometimes True, VT if very True. Total your 'score.' Go for a perfect 30.
NT T VT	<input type="checkbox"/> Statement
1 2 3	1. I know how to articulate what I can do for my clients.
1 2 3	2. My family, friends and acquaintances know and understand what I do.
1 2 3	3. I know 10 benefits I can provide my clients and can name them right now.
1 2 3	4. I enjoy meeting new people, as it provides an opportunity to share what I can do for them.
1 2 3	5. When I engage in conversations with potential clients about my services, they are intrigued.
1 2 3	6. My referral network has at least 25 people in it.
1 2 3	7. I have identified my ideal client and can speak from their shoes.
1 2 3	8. When I speak to my ideal client, they identify with what I am talking about and say "Oh, that's me!".
1 2 3	9. I feel terrific about the services I offer my clients.
1 2 3	10. I know exactly what I provide for people.

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Articulating What You Do

CLIENT GUIDE

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■ Introduction

A quick story...

Several years ago I was coaching a financial planner who wanted to ramp up his practice from 60 clients to 100. And he wasn't very inspired to do so, even though he did want the 40 new clients. He couldn't get motivated. So he called me and within a couple of weeks he was flying high.

What made the difference? After speaking with him for 10 minutes, I figured out that he simply wasn't "proud" enough about the work and quality of work he was doing for his clients. Sure, he was/is competent, reliable, experienced and smart. But, because he had very high standards for himself, being really good at what he did simply was not enough. So, his internal systems kept his glass ceiling of 60 clients firmly in place and his body/mind just wouldn't let him break through this virtual ceiling. Again, in good conscience, his body was preventing him from getting more clients because, again, he didn't feel "good enough" about the reach/power/value of his work with his clients.

So, I asked him to do one thing...

And this is what shattered that glass ceiling.

I asked him to speak to each and every of the 60 clients -- outside of their normal quarterly appointment -- and ask them one question. The question was:

"What is the value that you are receiving from our work together?"

Now, his clients were quite pleased with his work, so at first they said things like:

"Hey, you do great taxes!"

"I appreciate your patience as I get my finances in order."

"Your strategies are excellent!"

Now, this isn't bad. But he hears it all the time, and it's just not enough. So, forewarned, my client pressed his clients to go a couple of levels deeper with their comments (over the phone or in person -- always).



He pressed his clients by asking:

"I'm glad to hear that but I'm wondering if I'm providing value to you in surprising ways -- beyond my role as your financial planner."

The clients ponder this one and usually within 60 seconds, they come out with real stuff, like:

"Now that I think about it, I think you're the best marriage counselor we've ever had. Until my wife and I hired you, we used to fight about money constantly. Now, we save up EVERY discussion about money for our quarterly meeting with you and our marriage has never been better."

(ponder, ponder and then...) "You are my small business mentor. I find that you are just about the only guy I can talk to about my business ideas who listens and believes me. And who thinks through my idea and helps me see how to make it work in the real world. I didn't realize this until you asked me, but I very much look forward to our quarterly appointments because I know that I'll make a lot of money as a result of our discussions, even if indirectly."

See what I'm talking about? Your clients are getting a lot of value from what you deliver, but they may not have articulated it until you ask (and press) them to do so.

What are the benefits of having these conversations?

There are many benefits in using this technique, including:

1. You have great phrasing to use when explaining the value of your services to potential clients. (Just take anything the client says that you've provided for them and start mentioning this at your website or in your conversations.)
2. You "get it" in terms of knowing the larger value that you are providing. This information will enhance your self-confidence because now you know -- precisely -- what you 'really' do. By going deep the truth emerges. By only going shallow, all you would have heard are clichés and kind words.
3. Your clients will refer more people to you because now the CLIENT understands the real value of what they are getting from you. By asking the right question they have found the words that accurately describe the power of your services.

What does "Articulating What You Do" mean?

It means being able to answer the question what do you do, from a potential client and have that individual get, in an instant, what you can do for them. You will have identified the top 10 services you can provide your clients and are able to speak about it in everyday language. These won't be all you can do for a client, but will appeal to your ideal client.

What seems to be true about articulating what you do?

■ Potential clients don't really care about you or your coaching.

I don't know that the term 'coaching' has even been properly defined or easily described, so I suggest that you steer clear of trying to talk about "coaching." In my experience, while people may sound curious

about what coaching is, what they are really wanting to know is exactly how you can help them with a problem or opportunity.

■ Potential clients just want to know if and how you can help them.

And they need your help to do this. They need to understand specifically what you can do .

Why is it beneficial for me to be able to do this?

Given the fact that most people cannot articulate what they do for others, it is especially important to take the time to complete the three step process below. The inability to do this, in my opinion, is a key factor in preventing most coaches from having a full practice.

The 3 Steps

How do I articulate what I do? There are 3 steps...

■ Step 1. Ask others what you can do for them.

Your assignment is to work with a buddy and come up with 10 key things your clients would you can do for them. Be specific. No jargon.

Stand in the shoes of your ideal client. Ask yourself:

- What value are they receiving from our work together?
- What problems is your work together helping them overcome?

Examples:

You help me stick to the goals that I set for myself. Before I had your support, I would reach a glass ceiling with my goals or get distracted. I know that you'll help me take a rough idea I have for a new service and develop it into a revenue stream.

One of the things I like about working with you is that you continually look at what is in my best interest, even more than I do!

You consistently challenge my assumptions and challenge my thinking. Something that translates into me being a lot more effective in my job.

The biggest surprise I've experienced in coaching is just how some of the seemingly simple changes that I have made have turned out to be life changers.

I know that I can come to you with a problem and that you'll actually hear me out instead of trying to solve it too quickly. I like to solve my own problems and the perspective/questions you bring, help me to do that, my way.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

■ Step 2. Ask yourself what you can do for clients.

Now come up with 10 specific situations you have excelled at or problems you have overcome in your own life that could provide value to others. Don't edit your thoughts. Replace vague and jargon words with simple, plain English. Be situational.

Stand in your own shoes. Ask yourself:

- What did I used to have problems with that I no longer do?
- What comes easy for me that perhaps I can share with others?
- What's the contribution I want to make to others?

Examples:

Incorporating healthy lifestyle
Spiritual based living
Transform order takers into sales personnel
Single mom's overcome overwhelm
Help people who are confused, find clarity
Individuals overcome impossible financial situations
Small business owners systematize their entire operation
Mid-level managers who have hit the glass ceiling
Using my intuition to know what is next
Improve business controls
Recognize and define complex issues
Help people make changes in attitude
Strategic planning
Become evolution-oriented

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

■ Step 3. Craft your statement.

Your assignment is to work with a buddy and start crafting your statement of what you can do for people.

The trick is to be very, very specific...

It's okay to be too specific because even though your example of what you can do may not fit for this client, they at least will get a sense of what you can do. And, when you share with them several things you can do for clients, they may well be able to weave in your comments and buy the fabric, if not the thread.

..And to think situationally

It's not enough to say what you do. Rather, you need to include references to what real people are experiencing in their personal and business lives.

--What are the key skills, support structures and resources that people need to be their very, very best -- and successful?

--What are some of the trends that are redefining the priorities that people have?

Examples:

I work with corporate employees who are struggling with work and life balance.

I help young entrepreneurs who have too many ideas.

I help GenX women who are starting a small business and need focus.

I work best with clients who are in overwhelming or seemingly impossible financial situations..

I help people gain clarity on what they want to do. I will tell them things no one else will.

I work well with freshman college students who need guidance as they navigate their first year at school.

I work with my clients to create a home that is a sanctuary for themselves and their families.

I help divorced families create relationships with one another so that they may develop a way of communicating.

I work with busy executives who want to get home in time for dinner.

I _____ who _____.

I _____ who _____.

I _____ who _____.

Articulating What You Do

WORKSHEET

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■ Articulating What You Do Worksheet

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Articulating What You Do

COACH GUIDE

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3 step training



■ Introduction

■ Who is this MicroModule most useful for?

The Articulating What You Do module is for anyone who provides a product or service and wants to be able to speak about the value of what they offer in an effective manner. It is particularly useful for individuals who:

1. Have their own practice. ie. doctors, lawyers, CPA's, coaches.
2. Are new to their profession and want to be able to meet and talk with, not at, potential clients.
3. Want to attract clients more easily.
4. Hate getting asked what they do for a living.

■ How to approach this subject with a client or potential client.

That's easy. One of the easier ways to bring this up, is to simply ask someone what they do and listen to how they answer it. You'll know whether or not this topic will interest them. Here are several ways to phrase the invitation:

"Brian, have you ever stopped and identified the top 10 things you can do for your clients?"

"Karen, I can help you rephrase what you just said so when you talk to people, they will really get what you are offering. Interested?"

"Dennis, one of the things I generally do with all my clients is help them articulate the top 3 ways in which they can help their clients. May I do that with you?"

■ How to do I transition a potential client to a paying client after this?

Once someone has landed on what they REALLY do for their clients and craft their statement they will be excited and feel good about what just happened. Possible follow-up questions include:

"Given what you've just articulated, did you find the lesson valuable? How can I further support you, Tom?"

"Bob, given what you now know, what's the next step in the process of filling your practice?"

"Teresa, how would you use me as your coach to help fill your practice?"



■ What you should know...

■ Your folks will resist being specific enough.

Encourage them to go deeper as people don't buy generalities.

■ Needs to be results focused, but sound compelling.

It should sound fresh and exciting. When the right phrase (aka truth) pops out, the person comes alive.

■ Press for what they enjoy working with people on.

If they aren't compelled by what they can do as a coach, the people with whom they speak with won't be compelled either.

■ One key benefit per statement.

Some coaches will want to include two or three things they can do. It's been my experience that you just confuse who you are speaking with when you do that.

■ Jump in with questions to get them to think.

You don't have to wait for them to come up with them. The trick is to get them talking about what they do, from that the right phrasing will appear.

" Why do you want to work with this type of client? What's the REAL reason?"

" Try this on as an idea. I work with...."

"That's what you do, but what's the benefit to them?"

■ Challenge them to keep playing with their wording until a light bulb goes on.

And it will. When the right phrase pops out, the person instantly gets it and also gets the value of this exercise.

■ This exercise is really powerful because once a person lands on this, they come alive while expressing what they can do.

You'll find that when one or two people land on this, it will bring excitement to the room. Let your group share their wins with each other. Magical.

■ This approach works for accountants, lawyers, real estate agents, not just coaches.

The non-coaches at your meeting will gain value from the exercise. As a matter of fact, the non-coaches will bring a fresh approach to the group that will help the coaches in the room land on this.



■ 50 examples of specificity...

Here are examples of what people can say to potential clients who ask them what they do. Please note that the word 'coach' is not used in any of these responses.

I help entrepreneurs to systematize their entire operation so that it can run without them, yet not take any of the fun out of being an entrepreneur.

I tend to work well with mid-level corporate manager whose advancement progress has slowed to the point that they are doubting their future with the company.

My practice is exclusively working with individuals who have too many choices/options in their lives and who feel the need to design a simple, sustainable, flexible and elegant life and lifestyle.

The person who I can do the best work for is the person who is totally confused about who they are and what they want.

Our firm grooms and polishes executives -to-be.

People who come to me are particularly curious about what their mission, vision and purpose are and how to reorient their live around these.

Some of my best clients are people with low confidence but who are willing to overcome it and try new things.

A self-motivated, high achiever who sets goals, does one thing a day towards those and wants someone to bounce ideas off of or keep him/her on track.

A self motivated person who is so healthily driven that I have difficulty staying a few steps ahead!

A work team that wants to become a highly effective work team and is willing to be open and honest and work to get there.

A stay at home mom who desires growth, both personally and professionally, and wants a coach for her own self-development.

A person who wants to identify a new career for themselves.

A person who needs job search assistance.

An entrepreneur who is ready to grow their own business financially, and who wants to discover what success means for them, and what the vision is for the business.

A fun, inspiring creative person who wants to be coached in certain areas of their life so they can continue to be fun and creative!

A person willing to give up self limiting beliefs, behaviors and decisions, and who will do the change work after intervention necessary to ensure it sticks.

An executive or leader who seeks coaching for business results, and sees



the link so is willing to be coached on personal foundation.

An executive or leader who seeks coaching for business results, and who is willing to be coached themselves too. They are open minded so they understand their influence on results, and are willing to take steps necessary to further their own personal foundation as well, as take appropriate steps for business results. I would love to work with someone on the whole idea around Servant Leadership.

Athletes who want to improve their performance.

Sales people who want to improve their performance.

To get rid of tolerations, clearing up clutter etc, personal foundation work.

I work best with really busy women who have gotten overwhelmed with their careers and want to create a simple, elegant life and lifestyle.

I work best with clients who have gotten overwhelmed by everything that comes at them in their daily life, who want to create a wonderful simple life they love.

My practice is exclusively working with clients who are too busy to enjoy their lives, to cut out the things that aren't working and keep only those activities, people, and things they truly love.

My practice is exclusively working with individuals who have too many choices/options in their lives and who feel the need to design a simple, sustainable, flexible and elegant life and lifestyle.

I work best with clients who want to figure out who they want to be when they grow up.

I tend to work well with clients who have climbed the ladder of success and are now ready to create a life they love.

My practice is exclusively working with clients who are ready to create their dream career.

I tend to work really well with clients who want to find their passion and create a career and life that supports it.

I work best with high achieving women who have spent their lives taking care of everyone else, and are ready to create fabulous lives for themselves.

My practice is oriented around working with clients who want to create wonderful careers without struggle.

My practice is exclusively working with clients who are ready to dramatically improve the quality of their careers.

Clients who are attracted to me are ready to create the career and life they most want.

I help you see the humor in this world.

I help you to see the glass full and overflowing.



I help you to see value in what you have to offer. And, I help you see what you have to offer.

I help you to see hope.

I help you to see pride in yourself and your work.

I help you to achieve a sense of accomplishment.

I help you use your time more wisely, or at least help you to see where your time is going.

You know those moments in life when you think, "Ah! Life is good.", I help people have way, way more of them.

Think of possibilities that they have never considered before.

Let go of a lot of baggage they never thought they'd get rid of.

Find a community that loves them exactly as they are.

Being blunt - I will tell you things that nobody else will. I have a very straight forward style.

■ Questions to ask each other or your clients during this exercise.

1. What are the three feeling/emotional reactions that your typical client is experiencing before they start working with you?
2. What are the 3 feelings they will likely experience within 90 days of working with you?
3. What are the most common challenges that your ideal client is facing?
4. What do you do that helps them resolve or make the most of those challenges?
5. Of all the things you could do with a client, what are the 3 thing you most enjoy doing with a client?
6. What is the root cause of the stress that your ideal clients are experiencing?
7. Who do you most enjoy working with because it is so rewarding?
8. Who is the easiest client for you to do great work for?
9. Why do you want to work with this type of client? What's the REAL reason?
10. Is it that? Or something else?
11. Try this on as an idea. I work with...
12. What comes easily to you?
13. What do your clients say that your primary value to them is?
14. Let's say it's not that. What else could it be?
15. Why is that so important to you?
16. What is the simple English version of that?
17. And how do you do that for them?
18. That's what you do, but what's the benefit to them?
19. That's what they focus on with you, but what are they feeling during this process?
20. Can you be more specific, even if seems exclusionary?

Transcript of Training Session

Articulate What You Do
January 23, 2002 - 7:00 p.m. EST
Thomas Leonard, Session Leader

The RealAudio of this session is [here](#). You will want to play only the first section for your group (20 minutes or so). The full taping is about 45 minutes. The second part is for your benefit as a host.

Transcript

TJL: Hi coaches! This is Thomas Leonard, with me is...

DB: Dave Buck!

TJL: and...

SA: Susan Austin!

TJL: Susan, as you know, is the senior host for study group hosts, and we're going to spend the next 10-15 minutes describing a bit about the process of articulating how you talk about coaching and how you articulate what you do. There's a trick to talking about it so the person who's listening to you can get excited, can understand what is said, and will know what you're offering is really for them. Coaches often talk in general terms, and while they're accurate, they're categories of things, and you want something that they can really grab on to. We're going to talk about how to be very specific, almost to the point that you're excluding some people. We have about 10 to 20 other study group hosts, and we'll be interacting with them, talking about how to properly phrase how you describe what you do.

One really great resource is www.coachvillereferral.com. If you go there, you get a free listing, and what's unique about that is that you'll learn exactly what these coaches do. You'll see some great wording and will get ideas for phrasing ideas. Dave, do you want to add anything you've discovered about articulating what you do?

DB: A very important point is not to get the glaze over effect! (laugh) The one key thing I've learned is to speak about specific results, rather than vague generalities. Rather than saying you "help people get to the next level", you would want to say, "I help people at the \$50,000 a year level get to \$100,000". You want to include who you want to work with, and also mention some kind of a tangible result the person can latch on to.

TJL: And they can be tangible or intangible. Like "I help my clients get up in the morning and feel happy until they go to bed at night; that's my specialty". Again, it may exclude 95 percent of the people you talk to you, but even if they walk away, they've been educated. Also, the more specific you are, the more referrals you will get. You can have 15 things you do, but if you're specific, you'll be remembered.

DB: I understand what you're saying about having many things, but here's what I've noticed. If you give someone a list, as soon as you say the 2nd thing, they'll remember nothing. In any one conversation, you'll just want to

say one thing - save the Chinese menu for your website.

TJL: Yes - it's like having a quiver of arrows at the ready, so you can pick out the specific thing you want to say to that specific person.

DB: Exactly!

TJL: What else have you learned about the process, Dave?

DB: For many people, it's actually very difficult to do, so don't be disappointed if it takes a while for you to come up with something you really like. Just the thing to recognize is that most of us think in terms of vague language, the first couple of times you'll notice yourself saying clichés or jargon. Also, being specific is scary because it sounds like you're making a promise, and while it sounds scary, it's important to having something you can stand behind.

TJL: I remember one of my early clients, he didn't want to over-promise, so his out was, "I'll help you reach that goal or figure out why you didn't!" (laugh) I wouldn't suggest using that line Susan, what about you?

SA: I think the biggest thing is that when you say this, you come alive. Once you land on this, you get excited about what you're telling people that you have to offer.

TJL: And people can feel that enthusiasm, and to a certain degree, they'll buy that enthusiasm. People don't want to hire people that don't have energy. I've coached a lot of entrepreneurs, and a lot of their family have given up on them - they don't have the energy to listen to them all day, so that's why they hire me.

DB: It's a very good point you make - when you say what you do in a way that touches you, you come to life, and when you do, it really doesn't matter so much what you say!

TJL: You've got a feature and a benefit!

DB: Yes! (laugh)

TJL: And what you may think is natural and normal, is not, and that's the key feature of a coach.

DB: As you get to that point of clarity, that will bring you to life. There's just something amazing about this process.

TJL: Part of the process we'll be doing today is articulating to yourself first of all, what you have to offer. You can also turn the explanation into a question that gets the person talking about themselves. Another point is that we don't generally talk about coaching to potential clients, usually we talk to them about classes, pricing, and so on. If you just ask them about their 3 biggest challenges, you're moving right away into coaching, and believe me, that'll grab them. People care about their situation, their families, and their business.

DB: Yes, that's the important thing. When someone asks you what you do, refrain from talking about coaching. They won't hire you and send you any referrals.

TJL: Yes, what they really want is to talk about themselves. I can talk about the history of coaching, for example, but I really want to talk about YOU. Susan, anything to add to that?

SA: No, not really. When I led this study group, the discussion centered around being too salesman-y, or pushing. Can you speak to that?

TJL: If you're hungry to get a client, that'll come across, but if you're enthusiastic, that's a whole different place. When a coach finds the right words that articulate how they really help people, they can't help but want to talk about it.

DB: Well said!

TJL: We're going to take 2-3 minutes and ask a volunteer to share one thing they do. you can be anonymous if you like.

Gene: I help people enhance their creativity.

TJL: Okay, I'm going to press you a little harder, just to make a point. When you're in the study group, you can press people too, to make sure they understand. What does that mean to you?

Gene: I help them move from left-brain thinking to right-brain thinking, and I do that through..... actions - working through certain exercises..... I'm not very good at telling people what I do!

TJL: That's okay - you're not alone. A couple of questions. Are you wanting them to become more creative, or wanting them to make money from their creativity?

Gene: Well, I think being creative is a joy in people's lives. Many companies have a culture where the creativity gets pushed out of people. If they learn how to be more creative, they can enjoy their lives better.

TJL: Why does this appeal to you so much?

Gene: Because I found that true for myself. I grew up in a left-brain family, was pushed down the path of information technology, engineering, and so on. I've come to realize there's a lot of joy in that, in fact, more than I ever thought before.

TJL: Yes. The stuff that's virtual in our lives sometimes becomes more exciting than the traditional or non-virtual. When this comes up in your groups, challenge that. Tease it out - why this one? They're going to tell you some of the phrasing they really should be using. I'm going to give you a couple of ideas, Gene. "I'm a coach who works with people who are ready to re-orient their lives around creativity." That's an exaggeration of what you said, but when you're speaking about things you do, you want to find clients who are ready for what you're offering. That may be too extreme of an example, but....

Gene: They're going to take what I said, and at least think about it more and more!

TJL: Yes, it's going to work on them. I've had people come back to me months or a year later and tell me they're now ready. Do you have a

phrasing suggestion, Dave?

DB: I was trying to think. I really like the first one you said - it really appeals to me.

TJL: We're trying to create a gap for the person, really, and if you're wanting to be hired, you want to point out or create that gap. Some of us are afraid to articulate exactly what we do because we're afraid of turning away clients.

DB: Just from what he did do - the one thing I wouldn't do is go into left-brain or right-brain; it's kind of esoteric. The other thing is, whatever you're saying you do, the way you say it has to reflect that. When you say what you do about creativity, you should say it in a creative way.

TJL: Yes, you can work on your voice or tone, but yet when you find the right phrasing, the language will do something beyond just your voice. In this exercise, push each other as you want your coach to push you. Stay with that - it can take an hour sometimes for the "right" words to come out of your mouth.

DB: Yes, exactly. When you nail the thing, it'll light you up! It's almost like you can create your whole coaching business out of that phrase, once you create it.

TJL: Yes! You can move into that larger game yourself.

DB: Especially when you say something bold or include a promise - that really moves you forward.

TJL: And it puts you in a collaborative relationship with your client. Anything that you're coming away with, Gene?

Gene: You hit something on the head when you were talking - I'm not sure what it is that I do, and I really can't articulate what it is.

TJL: Yes, and that's why you need somebody to just sit with you for half an hour or so and pummel you with supportive questions, and the study group hosts will be doing just that. Susan, you've already led this right?

SA: That's right. And don't worry - only about half of my group walked away with it that night, but I got several emails a couple weeks later that said, "I got it!" So just sit with it, and be patient.

TJL: Great advice. Dave, do you have anything?

DB: Yes, make sure what they do is in integrity with what they're saying.

TJL: Match the phrasing with the specialty.

DB: Exactly.

TJL: Now, we'll take the folks in your room through this process. Again, as Susan said, don't try to force someone to get it tonight. Some folks will get it right away - if you're not getting it, don't worry. It'll come to you. As you're working on it, it'll re-orient you without you knowing it. Hosts, this concludes the introductory portion, so you can now turn off your Real Audio.

(silence for about 20 seconds)

Okay, the introduction took a bit longer than I thought, but The first segment is for the study group hosts to play for the group, and this second segment is for the host themselves to listen to on their own, to understand a bit more about the process. Dave, Susan and I are here to share what we've learned and walk you through it.

Susan: I work with people who are ready to have more success and enjoyment both on and off the job.

TJL: You're finding they don't have enough?

Susan: I think they focus on success and not the enjoyment. Their focus is on the work piece.

TJL: I think they're paying too high a price for their success on the job, and missing out on success in the balance of their life. Of those 2, what makes it most fun for you to coach?

Susan: I think the piece that is closest to my heart is paying too high a price for their success.

TJL: So, do you work with people like that?

Susan: Yes.

TJL: Any questions, Dave?

DB: No, I think that's great; it's really compelling.

TJL: Yes, and people have this, and they really don't know it. You're not saying 'how to be more successful', but they can reduce the 'cost of their work'. Often, getting a balanced life is getting rid of the "shoulds".

DB: One thing you could then do is then add to that with one statement about what you do or how you help them, like one line about how you make it feel, or make it better. it's just a suggestion.

TJL: Could you answer that, Susan?

Susan: Not in a succinct sense. It would be about giving more perspective on what the price is that they're really paying.

TJL: Good, good. I find that when you can help someone articulate some of those hidden costs, that really motivates the client themselves.

Susan: I like that!

DB: It's a good line if you want to hire yourself!

TJL: That's a good line Dave!

Donna: I like the way you gave them the possible results and the solution.

DB: A lot of people have problems and they become accustomed to them, they don't even think they can solve them.

TJL: And by calling it a 'cost', it's not being judgmental and calling it a problem. Thanks for volunteering. Anyone else?

XXX: I help the technologically clueless get a clue and get a balanced life.

TJL: And what's the connection?

XXX: People think technology will take up all their time and they tend to be afraid. I help them find an easier, faster way to use the technology they have. A lot of people buy software that they never utilize.

TJL: So is it people that are having a problem with the learning curve?

XXX: Yes, and some people are really just clueless.

TJL: And they actually want to hire you for this, or do they feel they should?

XXX: They're eager to hire me, but I think they're at ease when they talk to me and see this won't take up all their time.

DB: So you're an expert in computer software?

TJL: Do you actually train people on the software?

XXX: Sometimes I do. I do an awful lot of stuff, but it often segues into the balance question.

TJL: Dave, do you want to take a stab at it?

DB: Boy, this is a puzzle! (laugh)

TJL: Stump the coach! (laugh) Are you basically hand-holding?

XXX: It depends. I show them the easier, faster way to do something.

TJL: You show them the tricks.

XXX: Yes!

DB: You help people take their technology from a source of 'overwhelm' to a tool that could work for you", or something like that. You want to do a before and after.

TJL: What's the feeling they have? Are they busy? Terrified? Lost?

XXX: It's usually all of the above.

TJL: Give me the actual feeling that you most often get. What do they feel before you start working with them?

XXX: The biggest feelings I get are frustration and pressure that if they don't get on the bandwagon, they're going to be left behind.

TJL: Yeah, that's it. If you can't figure out the solution, figure out the feeling that they get, and sell to that. For example, 'if you feel pressured by technology, I can help you.'

XXX: Thanks - it took me a while to come up with pressure!

TJL: Yes, and if you can segue from feelings about hardware and software, you can segue to feelings about kids and dogs. Who learned something from this?

XXX: I heard what she said, but I really heard it louder at the end, when she really figured out what she wants to do. We can listen to the people and let the emotions come up. I'd like it if we could put together a list of questions to go through.

TJL: That's a great idea. Like a list of the questions we just went through to tease that out? I'll see if I can get that out. Susan?

SA: For a while, it looked like you were lost for a while and then you just landed on it. I just want to say that's how it happens sometimes, and you need to just let it go where it's going to go!

TJL: Yes, even if you don't get it, they'll get it sometime and that'll make a difference.

DB: Yes, a lot of times it hits later!

TJL: Thank you all for being on the call today. Thanks Dave and Susan!

END

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