

**YOUR CLIENT'S POINT OF PAIN**

	Client 1	Client 2	Client 3
NAME			
What was your client feeling when they came to you as a prospect?			
What did your client perceive that OTHERS were telling them to think, feel or do about the problem? (How did they think they <i>should</i> feel?)			
What other solutions were they SEEING around them with regard to the problem?			
What solutions did they TRY without success?			
What outcomes did they say they most wanted?			



UNDERSTANDING YOUR TRIBE

My Tribe's Egoic Label is...	
My Tribe's Demographic Profile is...	
My Tribe's Psychographic Profile is...	
My Tribe's Point of Pain is...	
The Root Cause of my Tribe's Point of Pain is...	
Ideal Outcome My TRIBE wants is...	
The Solution I provide for my TRIBE is...	



YOUR CHARISMA STYLE

(The Charisma Myth: Olivia Cabanne Fox)

Assess yourself:

FOCUS <ul style="list-style-type: none"> <input type="checkbox"/> Present <input type="checkbox"/> Confident <input type="checkbox"/> Intensely Attentive <input type="checkbox"/> Listener <input type="checkbox"/> Credible 	VISIONARY <ul style="list-style-type: none"> <input type="checkbox"/> Belief <input type="checkbox"/> Confidence <input type="checkbox"/> Conviction <input type="checkbox"/> Passionate <input type="checkbox"/> Altruistic
KINDNESS <ul style="list-style-type: none"> <input type="checkbox"/> Warmth <input type="checkbox"/> Confidence <input type="checkbox"/> Approving <input type="checkbox"/> Grateful <input type="checkbox"/> Compassionate 	AUTHORITY <ul style="list-style-type: none"> <input type="checkbox"/> High-Status <input type="checkbox"/> Confident <input type="checkbox"/> Powerful <input type="checkbox"/> Impressive <input type="checkbox"/> Persuasive

Find your balance:

Too much?	Try this:
FOCUS	Increase Confidence Increase Warmth
VISIONARY	Increase Vulnerability Increase Focus
KINDNESS	Increase Power Increase Confidence
AUTHORITY	Increase Warmth Increase Attention



BUSINESS BY REFERRAL BOOTCAMP

Trusted Authority

YOUR 7-SECOND "TALKING LOGO"

Your TRIBE: (Ex: Entrepreneurs, Nurses, Healers) _____

Your TRIBE'S Top of Mind Problem: (Ex: Inconsistent cashflow, joint pain, constant conflict, low self-esteem, invisibility)

Your TRIBE'S ideal outcome--what is it they WANT instead of the problem? (Ex: consistent cashflow, financial freedom, vitality, increased confidence, establish authority)

The ULTIMATE BENEFIT your TRIBE seeks (Ex: No worry, Lifestyle they love, provide for their family, energy to play with their grandkids, increased ability to serve others)

"I help _____ (insert tribe) _____
_____ (avoid TOMP) so that they can
_____ (achieve their ULTIMATE OUTCOME)

OR

"I help _____ (insert tribe) _____
_____ (achieve their ideal outcome)
so that they can _____ (experience their
ULTIMATE BENEFIT)

Example 1:

I help entrepreneurs get off the revenue roller coaster so they have the money to do what they love and the time to enjoy it.

Example 2: *I help entrepreneurs generate a dependable six figure income so they have the money to do what they love and the time to enjoy it.*



YOUR ELEVATOR PITCH

Your TRIBE:	
Their Top of Mind Problem Ex: Inconsistent cashflow, joint pain, constant conflict, low self-esteem, invisibility	
The IDEAL OUTCOME Ex: financial freedom, vitality, confidence, authority	
The ULTIMATE BENEFIT EX: provide for their family, energy to play with their grandkids, increased ability to serve others	
Your USP: What's the ONE THING you provide that your competitors cannot?	
Success Story: Include: <ul style="list-style-type: none"> • Original problem • Solutions tried unsuccessfully • Your solution • Results • Benefits 	

Example: Hello! My name is Virginia Muzquiz. I help entrepreneurs generate a dependable six figure income so they have the money to do what they love and the time to enjoy it. My clients hire me because of my systematic approach to building relationships that lead to revenue. They STAY with me because of my relentless belief in their ability to create a business the fuels their passion, funds their dreams and has a massive impact on the community where they live and serve. I recently worked with Jacquie, an insurance agent who was working from dawn to dusk chasing customers and trying to make ends meet. She had spent thousands of dollars purchasing leads that didn't convert and was really frustrated with the lack of business her networking was generating. Jacquie joined my Referrals on Demand program and created a complete referral-based marketing plan. In less than a year of implementing the Referrals on Demand system, her pipeline was full. Even better, she now closes 80% of the prospects that walk through her door, her average sale has tripled and she makes it home for dinner each night by 6pm. Before working with me, whenever Jacquie got home before 6pm, her kids asked: "What are you doing home?" Now, they ask: "Mom, what's for dinner?" And it is music to her ears!



BUSINESS BY REFERRAL BOOTCAMP

Trusted Authority

TESTIMONIAL QUESTIONNAIRE

Dear _____,

Thank you for agreeing to provide a testimonial for my business. I appreciate your willingness to share your experience with others and value your feedback. If you will answer the few simple questions below, I will use your feedback to craft a testimonial for your review and approval. I will be using your testimonial on my website and in my marketing materials, so please provide a low resolution headshot (JPEG file, please) with your approval. If you would like to provide me with a brief (50 words or less) description of your business or personal hobbies/interests and a URL, I will include that information with your testimonial as well!

Questionnaire:

1. What challenge/situation prompted you to contact me (name of your business)?
2. What concerns did you have regarding finding a solution (time/money/convenience/other)?
3. What factors prompted you to choose (name of your business) over a competitor
4. What part of the process of working with us did you find most helpful / did you enjoy most?
5. How were your concerns/questions addressed throughout the process?
6. How has having (insert description of solution here), benefitted you?
7. What else would you like us/others to know about your experience?



HOW TO WRITE TESTIMONIAL

State your specific problem:

Before working with _____, I was struggling with

State your specific concerns:

As I started looking for a solution, I was concerned that /unsure about/worried about

State how your concerns were addressed:

_____ showed me how she/he could (solve my problem/provide me with.../help me achieve – state your objective)

without worrying about (state your concern) _____

State how you feel about using the product / service

I feel _____ about (using the product or service)

Because _____

State the specific benefit you have achieved

As a result of working with _____, I now _____

(Have the business of my dreams, feel fabulous in my new size 6 clothes, have no clutter and can find everything in my office, will be taking my wife on a two-week vacation to Turks and Caicos)



Crafting the Client Experience

	PROSPECT	CLIENT	PARTNER
OASIS Be a refreshing refuge			
HARMONY Embrace infinite diversity in infinite combinations aimed at greatness			
ASSERTIVENESS Moving forward on purpose with respect for others			
NOBILITY Be your highest and best self			
ALOHA Love. Family.			