

Turn Conversations Into Clients

Transcript of Tele-seminar

Training Hosted by:  
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**Transcription:**

**Notes (or Golden  
Flashes of Insight)**



**“Turn Conversations Into Clients”**

**Theresa@ABetterYouCoach.com**

Theresa... I know you're all busy and I appreciate you taking the time to come and listen. Before we get started here, you may want to grab a pen and paper so you can take notes. And there's a couple of exercises where you'll want to write down some of the stuff to use in your own business.

What do you do Claude?

Claude: Well, I'm in Health and Wellness.

Theresa... Health and Wellness, ok, great.  
And Rhonda what do you do?

Rhonda: I'm a motivational speaker.

Theresa... Good.

Theresa... Madgie, What do you do?

Madgie: Hello. Oh, I'm sorry. Madgie does, she is expanding people's visions.

Theresa... There you go. Good, that's good. I like that <laugh >. Yes definitely, that's very good.

My name is Theresa and...as you probably know. And I'd just like to start out here... just like to start out the seminar by underscoring what I consider to be the main thing and the underlying concept that I based this workshop/tele-seminar on.

The main thing is this: I believe that everyone can live a healthier, more well balanced and inspired life. And what that means from a business aspect is that you can and probably should fill your business with customers that energize and inspire you.

**Notes (or Golden  
Flashes of Insight)**



As far as my foundation and what you need to know about me: I wrote down... I was just jotting down here some of my key philosophies, and I came up with about seven key philosophies about creating your best business in order to be living your best life.

And if you can relate to these concepts, you'll probably understand where I'm coming from, and we'll probably have a really great call here.

And if none of you can relate to these concepts then we'll probably struggle a little bit.

Some of my foundational concepts and philosophies about creating your best business in order to create your best life: I feel that it's imperative that I am living my best life.

Now, am I gonna have ups and downs, and goods and bads? Sure, everyone does, but always I'm striving to try and live my best, most fulfilling and satisfying life. I do that by always trying to grow through the bad stuff or the hard stuff rather than letting it kick me in the gut.

If something happens that knocks me down, I'm determined to get back up again, cause I wanna always be striving to live my life in the best way that I can.

Now, am I perfect at it? No absolutely not.

But I always try to give it my best shot, and I consider that living my best life includes being of value in the world and helping people out the best that I can.

So my first philosophy encompassing all of that, that I just said, is pretty much that it's imperative that I'm always striving to live my best life and giving the best of myself to the world.

How many of you can relate to that?

Rhonda: Yeah I like that.

Theresa... You like that?

Rhonda: I like that. Yeah.



Theresa:... Okay. Now my second core philosophy is that I absolutely believe that doing what you love will provide the greatest good to the world. And if what you're doing makes you happy and makes your heart sing with contentment and joy, that's what valuable, and that's how you're going to provide the most benefit to the greatest number of people.

### **Notes (or Golden Flashes of Insight)**



You don't even have to impact hundreds or thousands of people. You can provide immense value and only be interacting with a handful of people or even just one. It's not about the quantity; it's about the quality.

Doing the thing that provides you with the most contentment and the most joy, what that does is it shines your "you-ness" out into the world. And even though this is a call about building your business, your greatest value to world doesn't have to be about what you provide from a business setting.

For example, my mom is a quilter and she just loves to quilt and create things like that. She loves to watch quilting shows on TV, and she loves going to quilt shows and fabric shops.

It all gives her this great joy, this immense joy and satisfaction, and she pours every ounce of her love and strength into each piece that she makes.

But she doesn't sell the quilts that she makes, and basically they become gifts for friends and family.

In fact I've even offered to help set her up in business, but she says she doesn't want to do it for the income and have to feel obligated to make quilts. That would zap the joy out of it for her.

She makes them cause she loves doing it and that's her spreading her greatest good into the world by doing what she loves and feels compelled to do. Can anybody relate to that?

Rhonda, Madgie: Yes, Yup.

Claude: Oh yeah.

Theresa:... Yep? Ok.

The third concept here is that if you provide value, you can make money.

Because this is a business call, so we are gonna talk about being able to make an income and building your business, but one of my underlying concepts, basic philosophies of business is that if you provide value, you can make money.

Zig Ziglar said, "You can have everything in life you want if you'll just help enough other people get what they want."

So I think that we can pretty much all agree that if you provide value you can make money. And that's probably pretty much a given.

Do you pretty much agree with that?

Claude: Oh right. Yeah. We do.

Rhonda: Yup.

Theresa:... Okay, good.

Now my fourth underlying concept here is that people out there need your help.

They need your product; they need your service - whatever it is. It's your job to get it out there in front of them with what they need.

So that means there is a portion of the population that you are meant to serve. You're meant to serve. You're meant to be there for them, and provide them with whatever your product or service is, because they need it.

Those people that you're meant to serve are the clients that you resonate with and that resonate with you and your authentic self.

So if you resonate with a fire and passion for what you do, and you let people know what you do, and you put it out there with that same fire and that same passion, the people that you're meant to serve will find you.

## **Notes (or Golden Flashes of Insight)**



**Notes (or Golden  
Flashes of Insight)**



And I honestly believe that if you feel compelled to do it, that it's something that you truly enjoy doing that resonates with you and makes you feel happy and joyful, then there are people out there that need that from you.

Does that resonate with anyone?

Claude, Madgie: Yes.

Rhonda: Yes. I agree.

Theresa... Good.

Theresa... Okay, So we're all on the same page so far.

Ok my fifth underlying concept here: you don't have to live your life feeling wiped out and drained by your work and your business.

You don't have to put up with customers that zap all your energy, that leave you feeling drained and wiped out.

It's totally possible to fill your business with clients that energize and inspire you.

You'll end up wanting to give them 100 percent of yourself and wanting to provide them with your absolutely best work. Not because you have to, but because you can't wait to help them, and it energizes you to work with them.

And I know a lot of people have a hard time with that concept because they feel like you get dealt whatever customers you get dealt, and you have to deal with them the best you can deal with them, and that's just business.

I actually was talking to a guy a couple of months ago about this concept, that you don't have to deal with clients that make you feel wiped out or that drain all your energy or that aren't fulfilling to you. You don't have to work with them. And what he said to me word for word he said. "I just thought that's what business was. You have some good clients and some bad clients, and that's just the way business is."

And that's the way business is for a lot of people in business because they don't know any different - they don't know that they have a choice. They don't know that's it's possible to feel inspired and energized by every client that you have.

And wouldn't it be great, to have a business that was just full of clients, customers that you couldn't help but love working with.

Wouldn't that be awesome?

Claude: Yup.

Rhonda: Yeah

Theresa... Okay. Well. So, that is kind of where we are headed. That's kind of the direction we're headed: It's entirely possible that you don't have to live your life feeling wiped out by your work or your business or being zapped by it.

The sixth underlying philosophy here that I have, and this one is kind of... might be a little bit blunt I'll tell you just before I say it just so that you know that. I actually... I believe this and if you don't believe it then that's ok, too.

Kind of my philosophy is actually you are out of integrity if you're just meandering along day after day doing your job and not really feeling fulfilled and impassioned by your work. Because if you're not feeling fulfilled and nourished and impassioned by what you're doing, how can you give your customers what they deserve from you?

If you're feeling bored, or you're feeling stressed, or you're feeling frustrated, you're cheating them out of your best you.

So I actually believe... I mean and I know there are millions and millions of people in the world who just go to work every day, and they do their job, and they go home, and it's all just... it's just a job and it's what they do, and it's fine or it's something that they are doing but it's not something that they are totally revved up about.

## **Notes (or Golden Flashes of Insight)**



Now is that a choice that you make in the world? Sure, and that is fine and obviously it could be a valid choice for somebody.

But I really believe that you're going to live your best life and come from the place of greatest integrity if you're doing something that you feel passionate about. If you feel strongly about, if you feel compelled to do this thing, then that means that you're on the right track.

Does that ring a bell with anybody? Does that make anybody feel like I'm knocking them or I'm building you up? What does that feel like to you?

Claude: You're on the right track.

Theresa:... On the right track? Okay, Good.

Rhonda: Yeah, I agree with that statement.

Theresa:... Ok.

That all brings us back to my seventh underlying concept and philosophy here is that ideal clients will inspire you to do your best work. Which means you doing what you love, and providing the greatest service to the world.

So all those things kind of all come back together with that. That is all in support of the main thing which we started out with back at...

The main thing being that you absolutely deserve and can live a healthier happier and more fulfilled and successful life.

Cause I think that's the main thing. It doesn't matter whether you're talking about your business, or your health and wellness, or your family or your relationships or whatever.

What we all want to do is live a healthier, happier and more fulfilled and successful life. And I really, really believe that that's the main thing that we should all be striving for.

And of course we're coming at it from the aspect of your business because that's what I'm excited about is

## **Notes (or Golden Flashes of Insight)**



helping small business owners fulfill their passion and create a better business for themselves and their family and stuff.

Hopefully all that made sense to you, and you're still with me. Does anybody have any questions so far?

Madgie: No.

Claude: We're still here.

Theresa... Nope, everybody's good? Okay.

Claude, Rhonda, Madgie: We're good.

Theresa... Ok awesome.

So someone role play with me.

How about Rhonda? Ask me what I do.

Rhonda: Theresa, what do you do?

Theresa... Well, Rhonda you know how small businesses always need more customers and they often find themselves putting up with a handful of rude or aggressive or needy clients that zap all their energy, just so they can squeeze out enough income to pay the bills each month?

Rhonda: Yeah.

Theresa... You know people like that?

Rhonda: I do.

Theresa... Yeah, what I do beyond just helping those kinds of people get more customers, I help small business owners fill their business with ideal clients - as many as they'd like.

Clients that energize and inspire them to do their best work. Clients that rekindle their passions and remind them why they started doing what they do in the first place.

They end up living a happier, healthier, more well balanced and successful life. I am kinda like the

## **Notes (or Golden Flashes of Insight)**



Energizer Business Coach. I've made it my mission to help small business owners feel passionate and energized and nourished and fulfilled by their business rather than overwhelmed and eaten alive by the day to day drudgery of it all.

Rhonda: <laugh> wow.

Theresa... Does that make sense to you?

Rhonda: Yeah.

Theresa... Can you relate to what I just said?

Rhonda: Yes

Theresa... Ok. Do you know from what I just said who I can help?

Rhonda: Definitely.

Theresa... Okay. Are you thinking "I'd like to find out more about that"?

Rhonda: I would be more intrigued, yes.

Theresa... Do you know someone that might need or want some help like that?

Rhonda: Sure, I can think of a handful of people.

Theresa... Ok, does it matter what my job title is?

Madgie: <laugh> No.

Rhonda: No, actually no.

Theresa... Do you know what my job title is?

Rhonda: The Energizer Coach? <laugh>

Theresa... You know.

Theresa... You do cause you know me. You know I'm a business coach, right? It doesn't really matter from all that I said, it doesn't really matter what my job title is because you know exactly who I help, right?

## **Notes (or Golden Flashes of Insight)**



**Notes (or Golden  
Flashes of Insight)**



Rhonda: Yes.

Theresa.. And you know exactly how I can help and exactly what kind of people I can help, right?

Rhonda: Absolutely.

Theresa.. So what we have a tendency to do, most of us, is we have a tendency to respond with our job title.

Except Madgie, when I asked you what you do, what did you tell me that you do? You help people expand their vision or something like that, is that what you said?

Madgie: Yes, that's what I said.

Theresa.. Yeah, ok good.

Madgie: Help people to expand their visions.

Theresa.. Yes that's perfect. I mean I think that's beautiful, but most of us instead of responding the way that Madgie did, we respond with "Oh, I'm an accountant." Or "Oh, I'm a mechanic." Or "Oh I'm a hairdresser." Or we respond with our job title.

When we respond with our job title, yeah it's quick and it's easy shorthand but what does the listener do?

They kind of put you in the same category as every other accountant, or yoga teacher, or insurance agent that they know.

They associate you with anything that they've heard or they know about that job title.

Or maybe they think "I already have a mechanic" or "I already have a hairdresser or an insurance agent."

Maybe they don't really know what a Pilates instructor does. Or an accounts manager. Or a certified financial planner. Maybe they don't really know what those kinds of things are.

They come in and... if you respond with your job title when someone asks you what you do, the person comes in with a set of preconceived notions.



Maybe they're thinking "You know I used to have a next door neighbor who was an accountant, and he was always cranky, and he let his dog poop in my flower bed, and he smelled like old sweat socks and I just didn't really like him."

Now of course that's not you, Right?

But hasn't that negative impression that sits in their mind kind of tainted things for you?

Regardless, even if they think that you smell like a park full of roses, what they're not usually doing is personalizing, "Hey, I need to find out more about that."

They are not usually going "Oh I need an accountant" or "I need a yoga teacher." Or "I need a massage therapist" or whatever your job title is.

So when someone says "What do you do?" and you answer with your job title, generally what happens is the conversation usually will stop and make a sharp right hand turn, and head in a completely different direction.

Now the great thing about this technique that I'm going to teach you is that if they are not interested, and they are not in your target market, they don't feel like you've been trying to sell them on anything. The conversation just moves on naturally.

But if they are in your target market and they want to know more about what you do, you have just given them a great opportunity to find out more about what you do.

Or if they know someone who needs your service, maybe they can refer you.

In fact today the FedEx guy, he recognized me, and I said "Oh yeah I used to work over at so and so place." And he's like "Well, what are you doing now?"

So I had the perfect opportunity to tell him I was a business coach, or I had the perfect opportunity to tell him "Well you know how small business owners always need more clients? blah blah..."

## **Notes (or Golden Flashes of Insight)**



And that's what I did. So then he got what I did, and it was actually you know, the beginning of a little short conversation.

Of course he's a FedEx guy, so he didn't have a whole lot of time, so we didn't spend a whole lot of time talking. But I was able to actually use that today even, when somebody asked me what I did.

It's not so much about who you know, it's about who knows what you do.

One of the reasons we're here, and I... Would you like to learn how to create your own little one minute, question-inviting, tell-me-more little promo for your business?

Claude: Yeah, sure.

Teresa: You think it'd be nice to have something that would be casual and descriptive and engaging and targeted without being pushy or aggressive or sales-y?

Rhonda: Yup.

Claude: Yeah.

Teresa: Okay, so the gist of it, what I did was I found a common problem that my product or service addresses, for the target market that I serve, and then the solutions and benefits it provides.

The first step here is to identify the target market that you serve. So, if you've got a pen and paper there, if you just jot down - who's your target market?

Who uses your services?

I'll just give you a few seconds there to think about that and write down: who's your target market?

Who uses your services?

Maybe its stay-at-home moms –  
Maybe it's high school athletes.  
Maybe you're a masseuse for pregnant women.  
Maybe you're a chiropractor for children.

## **Notes (or Golden Flashes of Insight)**



**Notes (or Golden  
Flashes of Insight)**



Maybe you're a mechanic, and you work with first time car buyers.

Or maybe you're a financial planner for physicians.

Or a fitness trainer for menopausal women.

Or maybe you're an accountant who works with contractors.

For me, my target market is small business owners, and if I want to get more targeted, more specifically I work with small business service providers.

And you may have more than one target market.

For example Rhonda you're a motivational speaker, right?

Rhonda: Yes.

Theresa.. Okay, The buyer that needs to be satisfied is not only the meeting planner that hires you, but probably you also have the target market that looks at the audience members that you do your motivational speaking for, right?

Rhonda: Exactly.

Theresa.. So you might need to compose a couple of different promotional dialogues or elevator speeches or whatever you want to call your minute or 30 second commercial.

You may need to compose a couple different ones, one targeting the meeting planners that are going to hire you, and maybe one that's more general that describes the message that you present in your motivational speaking.

Rhonda: Uh-hm. Yeah.

Theresa.. You might have more than one target market.

Rhonda: Uh-hm.

Theresa: That's step one... is identifying your target market. The target market that you serve, who is it that uses your services?

Then the second step here is uncover their needs and compelling desires.

What is the catalyst that prompts them to find you?

What do they want or what did they need to buy?

What are they looking for when they are looking for you?

What are their problems, their issues, their concerns?

Because you don't just go out and look for an accountant, out of the blue. There is a reason why you are looking for an accountant.

Think about it. You don't just change banks out of the blue. Maybe you are looking for a local bank cause you just moved to town. Or maybe you're gonna switch banks because of some other reasons. But you don't just go and change banks out of the blue.

You don't just go look for an accountant out of the blue, there's a reason. There's some compelling reason why you're looking for that.

So why do your customers... What are they looking for when they are looking for you?

What are the reasons they are looking for you?

Now here's a classic example: Nobody wants a drill, what they want is a hole.

<laugh>

So they are not buying the drill because it's a drill, they are buying it because of what they want. They want the hole.

Does that make sense?

Claude, Madgie: Yes, yeah.

Rhonda: Uh-hm, if you think about it that way, yeah.

## **Notes (or Golden Flashes of Insight)**



**Notes (or Golden  
Flashes of Insight)**



Theresa: So what you need to do is, you need to know what they want.

Not what you do or not what you have for the customer, but what they want.

And if you don't know what they want, there's ways to find out what they want.

And of course one of the ways is, asking your customers, asking your clients what they were looking for when they found you. Or you know, what it is that they need.

But for the most part, most of us, we have a general idea of what they want. But maybe we need to get a little bit more specific.

So what particular problem do they have when they come looking for you?

And here's a secret, they don't buy what you do, they buy what they get.

So in other words, they are not actually buying Website Design Service if you are a website designer. They are not buying Website Design Services. What they are buying is the access to new customers over the internet.

They might need a website designed in order to do that, but what they truly want is access to new customers via the internet.

Does that make sense to you guys?

Rhonda: Uh-hm.

Claude, Madgie: yes.

Theresa: Okay, they are not calling you because you are a chiropractor; they are calling you because they have pain, or for some other reasons.

So everyone write down three, four, five, six, seven, eight, nine, ten reasons why people come to see you. Why people need your service.

Does anybody have any questions on that?

Madgie: No

Theresa: Okay, I'll give you a few more seconds to think about that.

What are your customer's need and desires?

What are they looking for when they are looking for you?

What are their problems and their issues and their concerns?

Is everybody good to go on that part?

Madgie: Yeah.

Theresa: So step three here is about meeting those needs and desires.

So here you're looking for the tangible results and/or the intangible benefits.

So what benefits and solutions do your clients get from your products or service?

How does what you do improve their life?

Now this part is important, and you may have heard this before, but you have to understand there is a difference between features and benefits.

Features are the technical aspects of what you have or do.

Benefits - what that feature does for the customer.

If you want to kind of get to the difference between features and benefits, think the phrase, "So what?"

For example, if I say "This features a programmable thermostat", well so what?

Well the benefit is that your house will be warm when you get home.

## **Notes (or Golden Flashes of Insight)**



Or you can save money by not paying for heating or cooling in your house when nobody is in there. So that's the benefit.

The feature is that it has a programmable thermostat. But the benefit - the "so what" - is that you can program it so that your house will be warm when you get home.

Here's another one.

A car has airbags. So what?

You and your family will be safer, that's the "So what."

So the feature is the airbags; the benefit is that you and your family will be safer, and you will probably live a longer, healthier life if you happen to be in a car crash and the airbags are there to save you.

Airbags is a nice feature, but people don't care so much about the feature they care about what it does for them.

So again with cars, here's another example: it has all wheel drive. So what?

Well you won't get stuck in the snow and be late for the meeting with your boss. Right?

Claude: <laugh> Good one.

Theresa.. So, another one on your car.

This car has higher mileage per gallon than the competitor's car. So what?

Well, it will save you money on gas. Okay.

Here's a shoe ad that I saw: Has a moisture absorbent lining. So what?

Well it means your feet will be cool and dry.

So let me ask you this. How many people buy books? Does anybody buy books?

Claude: Sometimes.

Madgie: Yup.

## **Notes (or Golden Flashes of Insight)**



Theresa: Sometimes? Okay. I would posit that nobody here buys books, because people don't buy a book.

If they did, they'd only need one, and it wouldn't matter which one it was.

In fact, it wouldn't even need to have any words or pictures in it because people don't buy a book.

What do they buy?

Claude: What's in the book?

Rhonda: Yeah, the information.

Theresa: The information in the book? That's closer, but not quite.

Rhonda: The benefit?

Theresa: They don't even buy the information in the book; they buy what the book has to offer them. Right?

They buy adventure or escape from reality or a smaller waistline or a happier family, Right?

Rhonda: Uh-hm.

Theresa: A book is a tool to help people to achieve something.

So they are not buying a book on Orlando vacations, for example.

What they are buying is a more relaxed and more fun-filled, memorable family vacation for their seven and ten year old daughters.

They may be buying a well-organized, fun vacation - it's most likely though, when they go to the counter and they pay the clerk at the bookstore, that what they are buying is a beautiful long-term memory for their daughters, for the girls to look back on with appreciation when they are 34 and 46 years old. Right?

<laugh>

## **Notes (or Golden Flashes of Insight)**





But what they are not buying is a book. They are buying what that provides for them.

Does that make sense?

Claude: Alright. Yes.

Rhonda: Yeah.

Madgie: Yeah.

Theresa.. Are you with me there?

All: Yeah.

Theresa.. So what do people buy?

They are buying whatever it is that improves their life.

They buy convenience.

They buy inspiration, fun, and time with their family and freedom from guilt and adventure, better relationships, freedom from social pressure.

They buy more energy; they buy acceptance; they buy love; they buy laughter.

They buy a good night's sleep, they buy less stress and ease of use, confidence, maybe a safe trip but what they are buying is results and the benefits of those results.

And that's not all. I mean there is a trazzillion other things that they could be buying.

But those are all just examples of what truly, that's truly what they want are the results and the benefits of those results.

So....They don't want all wheel drive, what they want is the safety that that provides for them.

Does that make sense?

Claude, Rhonda, Madgie: Yes.

## **Notes (or Golden Flashes of Insight)**



Theresa: Okay, so regarding your particular business, write down five to ten things that people get from working with you, and be specific.

What are they getting?

What is it that they are... what is the results and the benefits of those results?

And it's not just freedom, but maybe it's financial freedom. See, that is more specific, financial freedom.

And maybe you think they want more time, but not just more time, what specifically? More time with the kids to go camping this weekend. Or more time to take your spouse out for a romantic dinner, and an evening of laughter and love.

See, how it is more specific.

Not just reduced stress, but reduced stress about money. Or even more specifically, reduced stress about making the mortgage payment.

Not just confidence, but increased confidence in your ability to handle business decisions. Or increased confidence in your ability to know which contractor to hire.

These are all getting more specific.

Not just peace of mind, but peace of mind about your children's health.

Those are just some examples of getting more specific.

So what is that ultimate outcome that your customers are looking for?

And whenever possible you want to use the language that your target market uses, and give them specific solutions to their specific issues.

Because clients want you to help them. They want solutions.

## **Notes (or Golden Flashes of Insight)**



And it's your job to be a leader in their life. And be their trusted advisor, and share your vision and your enthusiasm for what you are doing.

<silence>

Does everybody got a handful of things jotted down for what results that your customers get from you?

Rhonda: Uh-hm.

Theresa.. Okay.

Madgie: Well, I was stuck.

Theresa.. You're stuck?

Madgie: Yes.

Theresa.. Did that give you some ideas, all those examples?

Madgie: Yes.

Theresa.. Okay, Good. So ultimately what you need to know is who you serve, right? That was the target market that we talked about first.

Their needs and desires.

And what opportunities you offer, and what the benefits of working with you are.

So now to format that into the conversational dialogue like I did earlier. You know, when I said "You know how small business owners always need more customers, and they often find themselves dealing with a handful of clients that are needy or aggressive or pushy and they zap all their energy and they do that just so they can squeeze out enough income to pay the bills each month? What I do is...blah, blah, blah."

So the format is "Do you know how...dot, dot, dot..." Whatever the problem or issue or concern of your target market is.

And then "What I do is...dot, dot, dot..." and then how you solve the problem.

## **Notes (or Golden Flashes of Insight)**



So that's the format for your little promotional dialogue.

For example, if you are a fitness trainer for menopausal women. "You know how women going through menopause usually gain weight and they start dieting to try and get in shape, but they have a hard time sticking with it?"

Well, what I do is work with women to get them in shape and help them feel fabulous and look great even in the dressing room mirrors."

Rhonda, Madgie: <laugh>

Theresa: Okay. Do you see how that works?

You start with "Do you know how..." whatever the problem is or the issue or the concern of your target market.

Do you know how women going through menopause usually gain weight and then they start dieting to try and get in shape, but then they have a hard time sticking with it?

See, that's the problem or issue or concern of your target market, if I was a fitness trainer for women going through menopause. If that was my target market was women going through menopause, and I was a fitness trainer.

So the first part: "Do you know how...blah, blah, blah" whatever the problem or issue or concern is.

"Well, what I do is..." and then how you'll solve the problem.

What I do is work with women to get them in shape and help them feel fabulous and look great even in the dressing room mirrors.

So do you see how that fits the format there?

Claude, Rhonda, Madgie: Yes.

Theresa: Okay, so if I was a massage therapist and my target market was pregnant women, I'd say "You know how a lot of pregnant women have lower back pain

## **Notes (or Golden Flashes of Insight)**



during pregnancy and they feel horrible while they are at work?"

"Well, What I do is help alleviate the pain so that they can move more freely and be more active and healthy for the baby, and more productive on their job."

Okay, see how that works?

Claude, Rhonda, Madgie: Yes

Theresa: Okay, so here's a few tips on composing that.

First off you want to use language that your target market uses when they come looking to you...come to you when they are looking for a resolution to their problem or whatever. So use the same kind of language that they use.

And most of the time, unless your target market is very technically oriented, like maybe your target market is software designers or something like that. They are very technically oriented and they have their own language and jargon and stuff like that. But most of us don't have target markets like that.

But if you do, you can use the jargon that they use, but most of the time you're going to want to use language that a 12 year old can understand and that the 12 year old can explain to someone else what you just said. So you don't want it to be full of a lot of jargon and big words because most of the time you just want to use basic everyday language that any 12 year old can understand.

Because what you want, ultimately is you want your target market to say, "Hey, that's me I need that."  
...whatever you just said.

If I said "You know how small business owners always need more clients, and they often find themselves having to put up with a handful of rude or pushy or aggressive clients that zap all their energy just so they can squeeze out enough income to pay the bills?"

Now if that's you and you go "Hey. That's me, I need that."...That's what I want. Okay?

## **Notes (or Golden Flashes of Insight)**



## Notes (or Golden Flashes of Insight)



So when you are composing this, you want to use the language that your target market uses, and you want it to be simple and everyday language that a 12 year old can understand because you want your target market to say, "Hey that's me."

And you don't want to be pushy or sales-y about it.

And you want it to be completely benefit-oriented, like we were talking about before.

What is it that they get from your service, and if you can use visual word pictures to create the benefit, that's even better.

So when I said, "...they feel fabulous and look great even in the dressing room mirrors." Can you visualize somebody trying on clothes in the dressing room and still feeling like... you know how the dressing room mirrors always make you look like crap?

All: <laugh>

Rhonda: yes.

Theresa: And, so if you say, "...what I do is work with women to get 'em in shape and help them look fabulous and look great even in the dressing room mirrors." Isn't that a little visual picture that you can identify with?

Rhonda: Uh-hm.

Theresa: So, if you can use visual word pictures to create the benefit, that's even better. Sometimes it's hard to find one, but if you can find one, it's great.

And you want to make it a dialogue, a conversation.

The way that I've done it so far is pretty much just been me going blah, blah...and just spitting it out there because I am not really in a conversational dialogue with someone.

But you want it to be...you want to know it well enough so that you're comfortable with it and you don't want it to sound memorized word for word like "Well... what... I...do... is... I... work... with... pregnant... women...

to..." you know...you don't want it to sound like it's memorized word for word.

You want it to sound casual - you want it to sound natural, but you do want to know it well enough so you can have a dialogue or conversation.

Because it won't necessarily always go word for word the way that you have it planned. But if you know it well enough, you can go wherever the conversation goes.

So if I say "Well you know how small business owners always need more clients, and oftentimes they find themselves putting up with a handful of rude or aggressive or needy clients?" and the person I'm talking to goes, "Yeah, My sister...she has a business and she's always talking about these pushy clients that she has to deal with and they just drive her up the wall."

And I say, "Wow does she feel like she has to put up with them just so she can squeeze out enough income to pay the bills each month?"

"Well, yeah you know..." So I mean it's a conversation, it's a dialogue.

So, all those same points can be made in the conversation, if you know it well enough to be able to... if you know what it is you want to say and how you want to say it.

So it can be very simple and very straight forward.

It doesn't have to be as complex as mine is, because mine I have been working on for several months now so I keep adding and taking things out and stuff, so it's gotten kind of long.

But it can be really short, and it can be very simple and very straight-forward.

The more you work on it, the better it will get. The more specifically targeted it will be.

And the more you talk to your customers the better it will get, because you'll know how to use the language that they use. But it can be simple.

## **Notes (or Golden Flashes of Insight)**



**Notes (or Golden  
Flashes of Insight)**



What if you were a tax preparer and you said "You know how people struggle with the stress of trying to figure out how to compute and file their taxes each year? Yeah well what I do is I help young couples with the confusion of filling out their tax forms."

Okay? Simple, straight forward, it's not very complex.

It can be really simple and straight forward.

Mine is probably not that great of an example because it's very complicated. But you can be really super simple.

What if you were a copywriter and you said "You know how getting more customers is critical for a small business, but so many small business centers don't know how to write really good advertising copy?"

Simple, straight forward, easy, to the point.

Madgie: Uh-hm.

Theresa.. So it doesn't have to be really super complicated.

If you were an accountant "You know how a lot of construction contractors are great at building things, but they are not really great with bookkeeping and they can't tell the difference between a debit and a credit?"

"Well what I do is help contractors set up a basic "money in, money out" system to simplify their bookkeeping tasks."

Right? Simple, straight forward, easy. It doesn't have to be super complicated.

If you want it to be even more specific and more visual: "Well, What I do is help small contractors set up a basic, "money in, money out" system to simplify their bookkeeping tasks so that they spend less than 3 hours a month dealing with accounting chores and they no longer feel like that they have to pull their hair out when tax time rolls around." So there is a more visual there: people pulling their hair out when tax time rolls around.

Rhonda: Uh-hm.



Theresa: It can really be simple; it can be really straight forward.

But, I'll tell you, you don't want to be a secret.

You want to tell everyone what you do, and you want to have a really good format for doing that - that's compelling, that's engaging that makes people want to know more, that makes them want to ask questions about what you do.

And that's what this little format does. It puts you out there in front of people, and if they are your target market, they're gonna ask you more questions about what you do.

And then of course, that's of course the whole entire point is that you get more clients - that they want your help, they need your help; they want the solutions that you have to provide for them, and you can be a leader and a trusted advisor in their life. If you just get in front of people and let them know what you do, you are going to resonate with them.

The people that you are meant to serve are going to be attracted to you. So it's about sharing your vision and your enthusiasm and doing what you are born to do. And serving those that you are meant to serve, and...

Is everybody with me?

Does anybody have any questions about what we've covered?

Claude: No, I'm good.

Theresa: Everybody good? Okay, Alright.

Well, We are getting close to the end of the hour here, but I want to talk about... If anybody has any questions, we should do those first here.

So, no questions at all right now?

Claude: No.

Rhonda: No.

## **Notes (or Golden Flashes of Insight)**



Theresa: Alrighty. Claude did you come up with something?

Claude: Uhh, On the previous question that you asked for? Yeah.

Theresa: Did you come up with a good little "how to talk about your business". Did you come up with a good little conversation?

Claude: Not quite. I have a pretty good idea now, I like the idea of simple.

I've been actually working on that.

Theresa: Good.

Claude: What I do is a little bit complex.

Theresa: Right.

Theresa: It's too complex and too complicated for the people, basically. I'm online with what you just said. Cause I now kinda realized that, I realized that a while back but I've been working on that but I kind of like the way you put it, and make it simple.

Theresa: Yes, exactly, good.

Claude: These are very good tips.

Theresa: Good. Keep it simple, keep it straightforward so that people can understand what it is that you are trying... You don't wanna make it too complicated. So, yes, simple and straight forward.

Madgie did you come up with some good ideas?

Madgie: Ok. Well, Hi, this is Madgie. Well, I was trying to come up with some good ideas, but it shows I need to do a lot more work explaining what I do and trying to figure out what I do.

But a lot of the information that you are giving out is helpful to try and open up my thoughts.

Theresa: Good, good. How about you Rhonda, did you come up with some good ideas?

## **Notes (or Golden Flashes of Insight)**



Rhonda: I did.

Theresa.. Good.

Rhonda: It needs more work, but it moved me in the right direction.

Theresa.. Okay, good, good, good.

Okay. So what I'm going to ask you next here is ...what was your treasure or your golden moment?

What struck you the most from the time that we spent here together?

What was your most significant take-away from this time that we spent here?

And if you want to talk and you've muted yourself, you can unmute yourself by pressing star 6, or if you are not muted you can just say "Hey this is me and here's what I got out of today's call."

Claude: Yes, this is Claude, here. One of the things that I actually...when you mentioned that was kinda striking, that we tend to respond by our job titles.

Theresa.. Right

Claude: I think this is very significant because for some people, and if I say "Okay, I am a technical engineer". So, right away people feel like "Oh Let me get away from this guy. I cannot understand a word from this guy." But you know...

Theresa.. Right

Claude: But if you go in from the approach you used, I really like it. You come more like... "Well I kind of help people take care of their equipment...you need modification..."

You do that but you never actually lay out what the title is.

Theresa.. Right, because they don't even necessarily know what a technical engineer is or does, but if you explain a little bit to them they can relate to it better.

## **Notes (or Golden Flashes of Insight)**



Right?

Claude: Yes, yes.

Rhonda: Right..

Theresa.. Good, good.

So yeah, responding with your job title: it's a habit; we all do it. I mean, we have all done it for years and years and years.

When somebody asks you what you do you tell them what your job title is.

But that's not the most effective way to convey the information.

So I just think this is a great tool, a great technique to use especially in those kinds of situations where like you said, you are a technical engineer. Well who the heck knows what that is? Most people don't. But if you say "I help people with this, this and this" and I'm like "Oh ok, I get it." That's good. So yeah, that's good.

Does anybody else have treasure or golden moments or things that they got out of the call?

Rhonda: This is Rhonda.

Theresa.. Hey, Rhonda.

Rhonda: Uhhh, I'm not sure if I got it down right. But I liked "It's not who you know; it's who knows what you do."

Theresa.. Right. <laugh>

Rhonda: But I really like that. Because, you do hear that a lot, and you know, it's like "Who you know - that's how you get ahead in business." But I really like that - That little twist on it.

## **Notes (or Golden Flashes of Insight)**



**Notes (or Golden  
Flashes of Insight)**



Theresa: It's not so much who you know; it's who knows what you do.

Yeah, I think that came from Michael Port and his "Book Yourself Solid" book. I think that's where that concept came from and I really liked it a lot.

So...A lot of this came from Michael Port and a few other places where I learned this stuff. And I actually learned this technique from two or three different places and I kind of combined them all together to make one that I thought was easy to put together and stuff.

So, does anybody else have anything? What value they got from the call today? Any treasure or golden moment?

Madgie: Hi this is Madgie, Theresa.

Theresa: Hey Madgie.

Madgie: Okay, When you were saying the ten reasons that people need my service... I was able to write out what those were: Not living their life by design and just letting things happen.

So I only have two but those are the questions that I need to answer in order to move myself forward and my business.

Theresa: Exactly. Good. That's good and those two will be a catalyst to help you think of some other ones probably.

And the more you talk to people about what you do, the more you'll find out what it is that they are looking for. What it is that they need, and how you can provide that for them. So, yours will kind of shape itself as you go along, too.

OK. Let me just tell you here: I've got a couple of special offers for you, and you are welcome to take advantage of either one or both.

But let me just ask you here... Do you have a plan in place that you know, I mean absolutely know, is going to double your business in 2010? So if you want to make

2010 your most fun and profitable year ever. You are going to need a map to get there. I am here to help you chart your course.

### **Notes (or Golden Flashes of Insight)**



What I have done is during the month of January I opened up my schedule to work with ambitious business owners like you guys to personally help you create a crystal clear vision for your ultimate business success and the perfect lifestyle you'd like your business to provide for you.

I will help you uncover hidden challenges that might be sabotaging the growth of your business, and you'll end up leaving the session renewed and reenergized, inspired to turn your business into a highly profitable, revenue generating machine that practically runs itself.

If you want to take advantage of this very special, very limited, but totally free "Business Breakthrough 2010" coaching session, and you want to grab one of the few slots left then fill out the web form at [www.ABetterYouCoach.com](http://www.ABetterYouCoach.com) and when you fill out the form you'll get the link to schedule your no-cost one on one Business Breakthrough 2010 coaching session.

I think I got a handful left on Thursday, Friday and Saturday for that. So if you want one of those free "Business Breakthrough" coaching sessions with me, I will be happy to do that with you cause you are here on the call today. I have got that handful of slots left on Thursday, Friday and Saturday when I looked earlier today.

You are all welcome to take advantage of that, and I also want to tell you about...I have a sixth month business building for small business owners, a telecoaching program, and it's about filling your practice with clients that energize and inspire you.

Basically it meets the first three Tuesdays of each month via a teleconference phone call like what we are doing now and it goes from February 2<sup>nd</sup> through July 20<sup>th</sup> for six months.

The first three Tuesdays of each month and it needs to be a teleconference phone call on the first and third Tuesdays of each month at 7 o'clock Mountain time or 6 o'clock Pacific or 8 PM Central or 9 PM Eastern.

Depending on, I think we got somebody in each time zone.<laugh> So,you know, whichever one fits you.

And what we do: the first and third Tuesdays we have the group telecoaching call.

And then on the second Tuesday of each month, I have a 30 minute one on one coaching call with each student in the class, scheduled at a suitable time so that I can coach you one on one in order to assist you with applying the business building concepts that we talk about in the class, and we apply it to your particular business.

So we meet as a group twice a month, and then we do a one on one coaching call one time a month.

This is a 6 month total coaching program so there's different options to pay upfront and monthly and there is even a significantly discounted early bird link.

It was supposed to come down yesterday but I decided to leave it up until Friday because I knew I was going to be doing this call tonight, so if you are on the call tonight and you want to sign up for the 6 month telecoaching program to help you fill your practice with ideal and inspiring clients, and if you can do it by Friday, you get an extra discount there.

So, Does anybody have anything else they like to add here before we say goodnight? Nobody? Nothing?

Rhonda: This is Rhonda.

Theresa.. Yes Rhonda?

Rhonda: I really enjoyed the night and I did get a lot of really good information that is going to help me to speak to people about what I do. So thank you.

Theresa.. You are welcome.

Anybody else have anything they want to add before we go?

Madgie: Yes, This is Madgie.

## **Notes (or Golden Flashes of Insight)**



Claude: What I have... Simplicity is what it comes down to.

Theresa.. Yes, simplicity. Yep. Exactly.

Claude: Added value to people's life.

Theresa.. Awesome, awesome. Good and Madgie what were you going to say?

Madgie: I was going to say that thank you and it was very educational and it was good. It was good. Thank you for your information.

Theresa.. Ok, well all of you, you can reach me at Theresa@ABetterYouCoach.com.

If you want one of those free business building coaching sessions go to www.ABetterYouCoach.com and if you want to sign up for the 6 month tele coaching program, there's discounts on that one until Friday so you can go to www.ABetterYouCoach.com and then click on the six month telecoaching program link and that will take you to all the details and information about that.

And other than that, we will plan on talking again to you again soon. Thank you everybody.

Claude, Madgie, Rhonda: Thank you.

Theresa.. Good night.

Claude, Madgie, Rhonda: Good night.

## **Notes (or Golden Flashes of Insight)**



END OF TRANSCRIPT



## **Helpful Links**

**www.ABetterYouCoach.com** – Theresa’s coaching website.

**www.CornerstoneOfSuccess.com** – Home page for Theresa’s “The Cornerstone of Success” book.

**www.RunnerInsight.com** - A great motivational blog by a blind Montana runner daring to envision a new reality for life. Start in the archives at the beginning and read forward to current. It’s an inspiring story. It’s her story; it’s your story; it’s my story. For anyone who has obstacles to overcome, and barriers to break through.

**www.MoreMoreClients.com** – Free video revealing top secret strategy to getting more customers that most business people ignore.

**To Get Your Free “A Better You” Motivation  
Card:**

You can get your own Free business card sized motivation card with some of Theresa’s favorite quotes, including those from her motivational book “The Cornerstone of Success.”

Just put it in your wallet or on your mirror or computer and use it for inspiration to keep you moving forward towards “A Better You” every single day.

Just send a self-addressed, stamped envelope to:

Quote Card

Atten: Theresa

PO Box 1073

Lolo MT 59847-1073

USA

## **Notes (or Golden Flashes of Insight)**



## **Notes (or Golden Flashes of Insight)**



## **Notes (or Golden Flashes of Insight)**



## **Notes (or Golden Flashes of Insight)**



## **Notes (or Golden Flashes of Insight)**



## About The Author

Raised in the Midwest and ultimately following the urge to “Go West,” Theresa moved to Montana as a twenty-something college graduate. Theresa has done everything from teaching to medical laboratory work to retail customer service to fast-food to direct sales to online sales and marketing to real estate investing. Honoring her heart-felt draw towards entrepreneurship, she’s been running her own businesses for over 15 years.

She’s had the inevitable ups and downs with the businesses she’s run, but that’s typical. I dare you to find long-term entrepreneurs that haven’t had their hits and misses. But the point is, through it all she’s grown and learned to maintain the attitude that she is in charge of her own life and has always tried to stay true to her purpose and vision throughout.

The crash of the real estate market hit her interests hard, but instead of letting the blow fill her with self-doubt and send her wallowing into a pool of self-pity, she decided to take charge once again to see how she could most benefit the world.

Coaching, writing and speaking were both the logical and emotional choices, because there are so many people out there trying to make their place in the world a little bit brighter, and quite frankly...you can go to school to learn a lot of things, but

**Schools Don't Show You How to Be Your Best You.**

**At least not yet, anyway...**

You’re thrown to the wolves with your dreams and your ambitious success agenda, only to realize that there’s so much involved with being successful on your chosen path and following your passion, and it doesn’t matter whether it’s



running a business or raising a family or working in an arena that feeds your passion. There's so much more to life than just fighting the good fight by getting up every morning, brushing your teeth, and reading another terrifying story in the newspaper about how the world has gone to hell before you head off for another round of endless, day-to-day drudgery.

As a business coach, Theresa is on a mission to help small business owners who are following their passion to grow their businesses into an energizing, fun and life-fulfilling enterprise that leaves them happier, healthier, and wealthier, too.

This is what Theresa brings to the table as a speaker, writer and "A Better You" Coach. Her skill set in not only business management, but personal growth as well, is wide-ranging and she'll give you the motivation, guidance and spark you've been looking for to pursue your passions, live your best life, and grow into "A Better You".

Your better life is waiting...