

Before I Go Method®

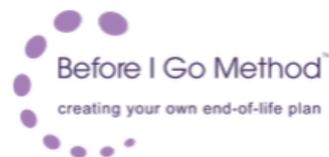
Marketing Pack for Facilitators

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You live on Pleasure Island, where you know for yourself personally, and the people who have worked with you, that having an end of life plan as in the Before I Go Method® works.

That's why you can fully inhabit Pleasure Island.

Your prospective clients are on Pain Island, even if they do not know that's where they are living (that's why education about all manner of eol topics is so important).

Your ideal clients are those who are aware they live on Pain Island (by identifying themselves with phrases such as:

- I know I should do this, but I just can't find the time
- I keep meaning to get round to this, but something else always gets in the way
- Everytime I think about ____, I just get overwhelmed and do nothing

Your job is to tempt them to get into the boat with you and then travel to Pleasure Island. (ie commit themselves to taking the journey of doing their own end of life plan with you in charge of the boat, helping them think everything through, providing guidance, information and support, until they finally get their end of life plan completed – and are therefore fully signed up inhabitants of Pleasure Island!)

10 Steps to Collecting Your Ideal Clients/Customers

Step 1: Ask yourself:

What inspires me about end of life planning?
What type of project do I feel a real anticipation for?

This gives you a feel for the general area that you shine in most. And when you speak of this kind of thing, your ideal customers will recognise it and flock to you. But you must speak of it.

Step 2: Identify the category you fall into:

Choose either a client/customer(s) that you loved working with, or had a great experience with, or with whom you have had the opposite experience. Or if you have no clients or customers yet, and have never worked with someone you love or hate, then go straight to step 4, where you have a blank slate and can create from scratch.

Step 3: Ask yourself the following questions:

- ◆ What does she/he do? (Identifies possible areas you might or might not want to focus on working within – e.g. they work in sports)
- ◆ What do I most love/hate about being with her/him?
- ◆ How does she/he treat me?
- ◆ What does she/he say to me?
- ◆ How do I feel when I am with her/him?

Identify any other particulars about this person that would apply to other people too, e.g. their age, location, ability to pay, commitment to getting results etc.

(If you're working with your least ideal client, then you will be identifying the opposite to what you want, (i.e. the contrast) so you will need to turn that around. By identifying what you don't want, you clear a route for identifying what you do want, simply by stating it's opposite).

So now you have the specifics of the qualities your ideal clients/customers will have.

Step 4. What are your ideal clients top 3-5 problems? (eg need a will/want to avoid family arguments/can't decide what to do with all their stuff)

Step 5. What are the top 3-5 outcomes they want instead? (eg a completed will, knowledge that there will be no arguments, stuff sorted and allocated)

Step 6: If you are doing this exercise in relation to people you have already worked with, what are the 3-5 specific, tangible results they experienced as a result of working with you? If you haven't worked with anyone, leave this step out.

Step 7: Did they experience any additional benefits in any other areas of life because they had those results? If you haven't worked with anyone, leave this step out (e.g., business/money, relationships, health/wellness, happiness/fulfillment)?

Step 8: What would have been the direct and indirect costs to them of not working with you, and continuing on the same path they were on? (continual worrying, anxiety, living in a mess still, leaving a mess behind, risking their stuff going to people they don't want it to go to, incurring extra expense (cost more time taken by everyone to sort things out)

Step 9: See the qualities of your ideal clients/customers in anyone whom you meet. Regardless of if they are currently working with you.

Step 10: Monitor your results

Make sure you have a system for monitoring who is coming to you, where from, what their problems were, what work you did with them, what the specific results were. Remember to ask them for testimonials and encourage them to refer other ideal clients to you!

Remember the quote from Rumi:

'What you are seeking is seeking you'

Benefits vs. Features: The Difference

Features describe the product or service

Benefits describe how the product or service will help a client solve their problem, and the result they can expect to get.

So when you are identifying the features and benefits of your service, it follows that you need first of all to know what problems your clients have.

Example 1: My clients/customers problems are:

Pain in the lower back

How my service or product solves this problem is by (benefit):

Easing the tension that has built up so you can move freely again without pain

A feature of the service provided to solve this problem is: Treatments take place in our new, improved complementary health clinic

Example 2: My clients/customers problems are:

Not enough clients

How my service or product solves this problem is by:

Providing you with a full diary for several weeks in advance so you can relax

A feature of the service provided to solve this problem is:

Accountability form sent out every week to make sure you complete your tasks

Example 3: My clients/customers problems are:

Difficult teenagers causing disruption at home

How my service or product solves this problem is by:

Helping you understand your teenagers, so you can bring harmony back into the household

A feature of this is the step-by-step plan I provide

Regarding identifying benefits:

You can use the phrases "which means that..." or 'so you can...' to really drill down into what result your client can expect from using your service. Here are some examples:

Example: You will get to know yourself better (woolly benefit)

Which means that...

You will find yourself much happier

Which means that...

You can decide what career suits you best

Which means that...

You will have the confidence to get the job you want

Example: you'll realize your own unique life purpose (woolly benefit)

Which means that ...

You can start to craft your life towards fulfilling your purpose

Which means that...

You will be much happier

Which means that...

You will be able to make decisions with ease

Which means that...

You'll really look forward to getting out of bed in the morning to go to work

You can see what happens here is that you will end up with benefits that are really specific to addressing the problems your clients have. The more you can come up with benefits that visually and creatively solve the problems, the easier it will be to get your message across. You are looking for something that almost feels tangible (e.g. like getting out of bed in the morning – *everyone can relate to that!*).

Bullet Point Format For Benefits

Traditionally bullet points are a list of either features or benefits. They are presented in a compact, easy-to-read way. They can easily be scanned and understood, so that the ones of interest to the reader or otherwise applicable just pop out.

But you can make your bullet points much more interesting to your prospective clients if you make sure you include the three elements of a powerful bullet.

These are: the noun, the process and the result.

The Noun

If you're like me you didn't receive instruction in grammar at school, so identifying a noun may not be that easy! But it is 'a person, place or thing'. Its function in the bullet point is to give the reader something to sink their teeth into. For example, when you use the words 'the secret', '7 steps', 'unique approach', 'the question', 'the biggest block' and so on, you are using nouns that give some sense of solidity to your bullet point. Eg Dying to Talk: 3 Steps to Communicating Your End of Life Plan with Ease.

The Process

This is what the noun actually does. That is, when the noun is in action, what happens? So 'eliminates competition', 'creates relaxation', 'balances blood-sugar', 'opens the flow', 'brings results' 'communicating' are all examples of the process.

The Result

When the noun has done its process, what happens next? This is the result you want to specify. For example, 'makes vegetables taste so good you keep buying more of them and less puddings', or 'that can double your income in the next year', or 'leaves you feeling relaxed, happy and with bags of energy to take into your day', or 'talking about end of life with ease'

How do you create bullets that really stand out?

Start by specifying the result your offer gives your prospective client, e.g.

'Eliminates addictive behaviour – it makes what you once found irresistible just plain horrible'

'Creates inner calm'

'Sweeps away stress, leaving you free to relax and enjoy yourself much more'

'Brings you and your family peace of mind'

Once you have got your result, ask yourself how does your offer create that result? What is it that's involved?

e.g.

- 7 Steps to Collecting Ideal Clients - know who your ideal clients are, and how to find and talk to them
- How to Hugely Increase Your Prices, Charge What You're Worth, and Get It!
- Dying to Talk: 3 Steps to Communicating Your End of Life Plan with Ease

Then find a descriptive word for the noun (an adjective). Adjectives help to get rid of comparison, which is exactly what you don't want. You do this by making your noun as specific and individual as possible. So Steps to Thinking Rich is OK, but a bit vague. The reader is left wondering how many steps – so you specify it, with authority, by saying '7 Steps', so they are left in no doubt.

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Copywriting Structure

(what to put in your copy that makes it compelling to read and makes your reader act)

- 1. Headline** – essential to get this attractive and compelling
E.g.: Life Skills for Success vs: At last! Solve your Financial Challenges in One Weekend!
Eg: Advance Directives Workshop vs Get Your Advance Directive Done! Or ‘Advance Directives Explained, Created and Completed in 5 Weeks’
- 2. Address their pain**, e.g.
 - Are you suffering because you can’t change your website easily?
 - Do you wish someone else would just take care of your computer needs?
 - Is a lack of clients interfering in the lifestyle you want to lead?
 - Are you desperate for some meaning in your life?
 - Is your clutter causing you pain?
 - Are you concerned about being a burden in later life?
 - Worried about who will get what after you’ve gone?
- 3. Present solution** (good to tell stories) Define what your solution is.
- 4. Answer their objections** (But I have no money; time; can’t travel on that date; etc.)
Answers could be payment plans; discounts for those on benefits; take the time that you need (and how and why that works); emphasise why doing it now is beneficial.
- 5. Proof of your solution (testimonials)** Ideally have these specifying some actual results, plus what life was like before they worked with you.
- 6. Guarantee** (if you wish to give one)
- 7. Call to Action** (always!)
- 8. PS** (has been shown to be one of the things people read most).

If you are writing this in the form of a sales letter or a blogpost then make sure it has headings that make sense if the reader only reads the headlines, as many readers simply scan the copy initially, coming back only if their interest is caught enough.

What To Put in Your Ads/Fliers for Maximum Impact

Use the 5 W's to get to the point quickly:

1. **Who** is it for? Grab your ideal clients attention by telling them who your service is for.
2. **What** are you offering? Give a brief introduction of your service.
3. **When** should they contact you? (Now, of course! Give them a reason to act immediately ie a deadline date of some kind).
4. **Where** do they go to get more information? Include your website, location, phone number and/or email address.
5. **Why** should they call you? Tell them why your business is different and unique. Make an irresistible offer to compel them to read the ad!

Writing An Advert Which Sells

Have a compelling headline - one that is clear, very specific and targets your prospective customers. One that makes you want to read on and find out more. People will make a decision to either read or throw your ad out in a few seconds...to be precise, as long as it takes to read your headline. So the headline must be compelling.

Structure the body of your ad/letter. Let the client know precisely why you are better than anyone else. Tell them all the things you do that others don't. Tell them about your extra service, your guarantee, and your friendliness. Be sure though that the copy clearly communicates how and why you're company is better for **them**.

Always be specific and at all times, make sure you write just the way you would talk. Don't make it cumbersome and wordy. Just write it how you would speak it. If it sounds "salesy" it will set the alarm bells off in your customer's mind. You want to be clear, precise and user-friendly. Remember the purpose is to sell, not to sound good or to look good.

How To Ask For Testimonials - General

1. Ask an open-ended question

Eg Penny – just tell me quickly, how has your experience of the ____ been?

2. Ask a more specific question

Eg Penny – you could have purchased from another company, or bought a place on a course similar to mine. Is there a reason why you selected this particular one?

OR: Sheila, was there any particular reason why you came to see me for _____?

3. Open-ended: Is there anything you'd like to see improved? For example, satisfaction with the format of the course; how it could be made easier; any way I could have improved your treatments/consultations/group experience?

4. Focus on a specific result or what your customer liked best.

Then also ask: What specific result did you get after attending the course?, or what benefits did you measure? Or: what is the specific result after you had received consultations with me?

5. Open-ended question again:

Who would you recommend this to and why?, or What would you say to someone looking to buy the same product or service? What should they be looking out for, what would be the thing they would like the best?

If you are asking someone to write you a testimonial: ask them to focus on the results that happened as a consequence of working with you, and suggest a format to put it in, which might start:

'Since I (worked with/met/took part in the course from) _____, I have (list results of what happened and how it made them feel).

Remember to get their photo, and if appropriate/relevant, their website, job title, location.

How to Ask For Video Testimonials

Let them know you'll be using their video in your marketing, which may mean on a website page. This means that someone will eventually watch it and decide whether they'll come and work with you.

So, the more detailed and honest your client can be, the more real their story will be for the viewer.

Ask them:

1. What was your life like before coming on board to work with me?

Tell them: Please share as much detail as possible how you felt about your end of life challenges, and why that was including what was causing the kind of stresses you were under; also what they did and didn't have in place in their eol plan.

(If you remember them saying something specific to you about what was important about what you do, ask them to mention that. For instance, if someone said 'I kept seeing your name pop up, and every time I did, it was like a reminder that I had to do something'.

2. What exact results were you able to create whilst working with me/through working with me?

Ask them to share about where they got to with their eol plans, what they got done, how they felt about it, where they are now. For instance, 'I got my advance directive completed; updated my will; started the process of POA; took 10 bags to the charity shop; completed X sections of the Workbook')

If there were specifics that you know you want them to mention, ask them to speak about that.

Ask them to include how it was actually working with you – was it enjoyable, how did it make them feel, did it increase their confidence, change how they viewed death etc

3. What one piece of advice would you give to someone contemplating the possibility of working with me?

Ask them to talk in general of the work they did with you, ie not just about the course, or a 1:1 session, so you can use the testimonial in all kinds of ways.

How to do the testimonial – record as a video on their phone, upload to YouTube, send you the link.