

🔥 One Line Bridge (OLB) 🔥

The purpose of the “one liner” is to bring awareness to the person you are talking to. Through the one liner we are initially sharing the key terms “mentors, business, side hustle, mastermind” to see if they connect

A LIST: CLOSE FAMILY OR FRIENDS

Here are some responses when someone asks you:

💡 **Whats new?**

👉 Yeah same old at (work/recreation), and outside of that I've been growing **alongside a group of entrepreneurs mentoring me in business and life to develop another income** which has been my focus lately

👉 I wasn't actually going to mention anything because I wasn't sure if I was going to make it through this process myself, but I was real fortunate to **have been connected to very successful people now mentoring me in an entrepreneurial mastermind group**

Then follow up with a question eg: What about yourself, have you been doing anything new?

B LIST: ACQUAINTANCES

Here are some responses when someone asks you

💡 **What are you up to these days?**

💡 **What do you do?**

💡 **What do you do for work now?**

👉 I'm currently working full time at ____ while also focusing on growing my side hustle.

👉 I've been working/studying at ____ However what I'm more excited about is growing my side hustle within a mastermind group of entrepreneurs teaching me

👉 I'm working at ____ and outside of that also investing my time in growing my business to create additional/other income in my spare time to get ahead financially

👉 I'm currently working/studying at ____ however, I'm really excited about growing my side hustle through a mastermind group of entrepreneurs who are teaching me valuable skills in this area.

👉 I'm still grinding away at ____ but am more enthusiastic about my side hustle with my mentors, which supports my long-term goals.

👉 I'm working full time at ____ and also have been focusing on developing an ongoing income outside of my job to support my long term goals

👉 I've been working/studying at _____ and also developing an additional income stream with my mentors which is where I've been putting more of my focus

👉 I'm employed at ____, but I'm dedicated to developing an ongoing income outside of my job.

👉 I've been working/studying at ____ and actively developing an additional income stream with my mentors, which has become my main focus.

🌟 **Follow on with after mentioning your one liner with a question (if it makes sense to)**

👉 Times like these, we realise the importance of having more than 1 income stream you know what I mean?

👉 What about yourself what do you do?

👉 What you do seems really interesting though, how did you get in to that?

Other variations: "I'm working at ____, however..."

- I'm investing into growing additional income with my mentors' help so that
- Focusing on my business to grow and supplement my income streams outside of just working.
- Focusing on diversifying my income portfolio and having more than 1 income stream because ...
- Focused on my business as my exit strategy out of the 9-5. I don't want to be working forever til 65 you know what I mean?

C LIST: NEW PERSON

👉 I work at _____ and in my spare time I focus on growing additional income through my business which is more of my long term plan

👉 I do quite a few interesting things, I have a background in _____ which is cool, but what I'm really excited about is working on developing another income stream (so I can quit the 9-5 cycle)

****** 👉 I have a background in _____ however I quickly realised that **wasn't enough to ever give me the life I wanted** for my (future) family, so I focused on finding more options and now I'm more focused on working a business project with the help of entrepreneurs **teaching** me (where some of them have actually retired in their early 30's, crazy right?).

****** 👉 I actually have a background _____ however for me I **quickly realised** that there isn't much **security** in job these days so I'm also **growing a secondary income stream in my spare time** with very successful individuals teaching me.

****** Only makes sense if convo has deepened enough before you have had the chance to share your story

INSTEAD OF USING PRIVATE MENTORSHIP GROUP, OR MY MENTORSHIP

Take it away from “private” “mentorship group.” We no longer use the term ‘private’
Use one of the below instead

- **Mastermind** Group/Circle
- **Personal Development** space
- **Entrepreneurial** Mastermind
- **Entrepreneurship** group
- **Business development** space
- **Entrepreneurship** circle, with like minded people
- **Entrepreneurship academy**
- **Entrepreneurs circle**
- **Leadership/business** development system
- **Network** of successful entrepreneurs/business owners
- **Connected with a community** of entrepreneurs
- Mastermind Circle for Success
- Empowering Personal Development Space
- High Impact Entrepreneurial Mastermind
- Entrepreneurship Circle with Visionary Thinkers
- Elite Entrepreneurs Circle
- Leadership and Business Growth System
- Thriving Community of Aspiring Entrepreneurs

BEING CREATIVE

Creative ways to integrate aspects of mentorship in conversation

💡 Where abouts are you heading?

👉 I'm actually heading to work at the moment and then a meeting with my business mentors which I'm looking forward to

💡 You look great are you off to work? / I have to point out that's a great outfit bro, are you off to work?

👉 I'm actually heading to a meeting with my business mentors which i'm excited to attend, will be learning about....

💡 Do you have much planned for your week?

👉 I do thanks for asking, the usual work however what I'm really looking forward to catching up with my business mentors to move _____ forward

💡 Have you got anything planned for the weekend?

👉 I do thanks for asking, I've actually got a business seminar with my mentors which I'm excited to attend because we'll be learning from financially independent entrepreneurs, their story and how we can create same outcomes for our lives

💡 Seems like an interesting book you have there.

👉 it's actually a great read my business mentors recommended it for me to read and I'm gaining such great value from it, really helping me advance my mindset in the area of ____ to support me in growing my business

FOLLOW UP QUESTIONS *Super Helpful*

USE: WHO,WHAT, WHERE, HOW, WHY

- What about yourself have you ever had a mentor before?
- What about yourself have you thought of doing anything in your spare time to get ahead?
- What about yourself, what do you do?
- What about yourself, what are you up to these days?
- Why do you ask? (*Only use this when it makes sense, and focusing on your tone, tact and demeanor*)
- Do you know what I mean? (use this when ending a statement)
- What you do seems interesting too, if you don't mind tell me more about what you do? (Generally said after they ask you what you do)
- However, tell me what sparked your interest in that book/activity/field? (After you've shared your one liner to (B-C list))
- What about yourself do you keep your options open to mentorship and other ways to supplement your current income?
- **What has been your motivation in...** (getting/finding/Insert anything) ?
- Who's been your greatest influence to focus on....?
- What have you gained the most from being around....?
- Where did your pursuit for entrepreneurship/success/personal development spark?
- Why do you personally focus on?
- What has been your WHY in your pursuits towards....?
- Have you also got someone in your circle who has the outcome in life you want?
- What motivates you, what keeps you going to....?
- Have you looked into diversifying your income bro?
- Do you see value in.....?
- Have you looked into....?
- Have you explored?
- What have you done that has ?
- How have you gone about growing?
- Where did you learn....?
- Do you also feel like you want to do more in life than just work?

Here's some additional questions that are designed to encourage self reflection and deeper thinking about one's goals, motivations, and experiences.

Encouragement of Reflection: prompt individuals to consider their own values, aspirations, and experiences through questions like:

- What does success look like for you personally?
- What challenges have you faced in your journey?

Exploration of Aspirations: encourages them to think about their future and the steps they need to take to achieve their dreams Asking

- How do you see yourself/career evolving in the next few years?
- Have you planned much ahead for your success?

Motivation for Action: can prompt individuals to consider new avenues for growth and support through questions like

- Have you considered how mentorship could impact your journey?
- Have you ever thought about collaborating with others to achieve your goals?

By asking these kinds of questions, you not only engage the other person but also encourage them to reflect on their life choices and aspirations, which can lead to more profound conversations and potential action toward their goals

CONVO STARTERS

Conversation: A series of asking questions & active listening

1. Find common ground
2. Deepen convo

A technique used: F.O.R.M as mentioned in MPA document

- ❖ **Family** (so you live around here? What brought you here? How long have you been living here?)
- ❖ **Occupation** (you work around here? Do you work nearby? What do you do?)
- ❖ **Recreation** (What do you do for fun)
- ❖ **Motivation/Aspiration** (so are you working on any major projects)

“Hey bro, happy easter! What are you upto these days?” **Take advantage of any public events / key days i.e. XMAS, New Years, birthdays (private message them instead of timeline), Easter, Diwali, Graduation Day, etc.**

- Thought of reaching out and reconnecting with friends, how are you doing during these times?
- Hey it's been awhile, I saw your _____
- Are you doing much.....occasion (birthday/long holiday....)
- Any plans foroccasion

💡 **You don't add value to that person by communicating what's important to you, but what's important to them.**

Tip 1: Respond to a story they have posted on social media, and start a convo from there. Be creative when reaching out, send an audio message, a video message, or simply a message but ensure it is normal in the way which you do. Make it personable to them by maybe reaching out based on something they may have posted which interested you.

Tip 2: Keep in mind this is just a framework. Be personable, add your personality, and be relatable to who you are connecting with. Ensuring you're not scripted because not every convo is the same because every person is different so see what flows with you.

Tip 3: Practice your one liner bridge with your coach and mentor, send a video practice to find flow, authenticity and congruence in how you share your story. Practice, Practise, Practice.