Co-Active® Marketing Exercise #1:   
How Marketing Influences You

**Complete Exercises 1-3 after reading Chapter 1 and participating in Webinar 1.**

**Instructions for Exercise #1: Answer the questions below for 3-5 marketing “experiences” that you’ve encountered over the last week that influenced you. (Hint: If you purchased anything or were attracted to purchase something you were likely influenced by their marketing.) See examples below.**

1. WHO (brand or individual) was selling it?
2. WHAT specifically were they selling?
3. WAS it something you knew you wanted?
4. WHAT benefits did they promise?
5. HOW was that conveyed to you?

**Examples:**

|  |  |
| --- | --- |
| WHO (brand or individual) was selling it? | Starbucks |
| WHAT specifically were they selling? | Delicious coffee, treats and other goodies |
| WAS it something you knew you wanted? | Yes |
| WHAT benefits did they promise? | Fresh / familiar / convenient |
| HOW was that conveyed to you? | Recognizable branding / store fronts everywhere /signage |
|  | |
| WHO (brand or individual) was selling it? | Amazon |
| WHAT specifically were they selling? | Books / DVDs & more |
| WAS it something you knew you wanted? | Yes |
| WHAT benefits they promise? | Vast selection /one stop shopping / personalized ideas |
| HOW was that conveyed to you? | Recognizable branding / emailed me |
|  | |
| WHO (brand or individual) was selling it? | CTI |
| WHAT specifically were they selling? | Marketing training so I can consistently attract more clients |
| WAS it something you knew you wanted? | Yes |
| WHAT benefits they promise? | A transformative experience / high quality training / more clients |
| HOW was that conveyed to you? | Recognizable branding / emails / website |

**Marketing “experience” #1:**

|  |  |
| --- | --- |
| WHO (brand or individual) was selling it? |  |
| WHAT specifically were they selling? |  |
| WAS it something you knew you wanted? |  |
| WHAT benefits did they promise? |  |
| HOW was that conveyed to you? |  |

**Marketing “experience” #2:**

|  |  |
| --- | --- |
| WHO (brand or individual) was selling it? |  |
| WHAT specifically were they selling? |  |
| WAS it something you knew you wanted? |  |
| WHAT benefits did they promise? |  |
| HOW was that conveyed to you? |  |

**Marketing “experience” #3:**

|  |  |
| --- | --- |
| WHO (brand or individual) was selling it? |  |
| WHAT specifically were they selling? |  |
| WAS it something you knew you wanted? |  |
| WHAT benefits did they promise? |  |
| HOW was that conveyed to you? |  |

**Marketing “experience” #4:**

|  |  |
| --- | --- |
| WHO (brand or individual) was selling it? |  |
| WHAT specifically were they selling? |  |
| WAS it something you knew you wanted? |  |
| WHAT benefits did they promise? |  |
| HOW was that conveyed to you? |  |

**Marketing “experience” #5:**

|  |  |
| --- | --- |
| WHO (brand or individual) was selling it? |  |
| WHAT specifically were they selling? |  |
| WAS it something you knew you wanted? |  |
| WHAT benefits did they promise? |  |
| HOW was that conveyed to you? |  |

Co-Active® Marketing Exercise #2:   
Examine Your Beliefs

**Instructions for Exercise #2: Answer the questions:**

Did you hold any of these beliefs about marketing before you started this program?

      Marketing is advertising.

      It’s not possible to market with integrity.

      I don’t have the skills to market effectively.

What other beliefs have you held about marketing?

How have your beliefs about marketing changed?

Do you have any fears about marketing now? What are they?

Name 3-8 things Co-Active Marketing can do for you (without looking at Chapter 1).

1.

2.

3.

4.

5.

6.

7.

8.

Co-Active® Marketing Exercise #3:   
Gather Your Assets

**Instructions for Exercise #3: Highlight any Gateway or Specialty Skills that excite you. Then add more to the three columns with any other skills or expertise you have. You will be able to leverage some of these in your marketing. Be generous in owning your many assets. Let go of any judgment about what you don’t know yet. You can easily pick up new skills!**

|  |  |  |
| --- | --- | --- |
| Gateway Skills | Specialty Skills | Expertise |
| Coaching  Facilitating  Marketing  Networking  Selling  Social networking  Speaking  Writing | Broadcasting  EFT  Emotional intelligence training  Graphic design  Negotiation  Neuro-Linguistic Programming  Nonviolent communication  Performing  Publishing | *Any professional  expertise i.e.:*  Financial  Leadership  Team building |

Now, look again at the 15 Approaches to Build Meaningful Connections below, and highlight any that suit your skill sets. Underline any that you’d be interested in trying. For now, choose at least one from the High Touch and Real Time option and at least one from the Internet options.

|  |  |
| --- | --- |
| 15 Approaches to Build Meaningful Connections | |
| **High Touch and Real Time**  One-to-one, face-to-face private meetings  One-to-one, voice-to-ear private calls  One-to-many, voice-to-ear (your own teleseminars and webinars)  One-to-many, face-to-face (your own live events)  Live networking  Leads groups (BNI etc.)  Conferences / association meetings etc.  Speaking at events (live or virtual, organized by someone else)  Conferences / association meetings etc.  Speaking circuit | **Internet Marketing**  Websites, free offers, landing pages  Forums, social networks  Blog Talk Radio, Vimeo, YouTube, video blogs, Internet television  **Leadership, Partnership and Platforms**  Become a leader in a relevant organization  Create a mutually beneficial relationship with a “sphere of influence”  Promotional partnerships  **Publish Your Own Content**  Your blog or ezine, email marketing  Your articles in online directories or other channels  Your own published books |

Co-Active® Marketing Exercise #4:   
Brainstorm Target Market Ideas

**Instructions for Exercise #4: For this Exercise, use the FORM called “Target Market Brainstorm” in your Webinar Action Steps — Blank Forms. In this Exercise you will fill in Column 1 of the form.**

**Complete Exercises 4-6 after reading Chapter 2 and participating in Webinar 2.**

This exercise is about sparking ideas, not about choosing a target market yet. Make a game out of listing as many potential target markets as possible. We’ve provided examples to get your ideas flowing. Below are questions that will help your mind expand into this. Empower your mind to open by staying light hearted.

NOTE: If you already know your target market, skip to Exercise # 6. Use that exercise to test the viability of your chosen target market. If you find that your chosen market is not viable, you may decide to move forward anyway — if you’re willing to accept the potential tradeoffs of marketing more and earning less. If you want to explore a more viable market, come back to this exercise.

1. List any job or position you’ve ever held. List the industry too, if appropriate. Put a “\*” next to any that you held for 5 years or more. Examples:

|  |  |
| --- | --- |
| Coach\*  Marketing Director – Analytical Lab\*  Retail Department Store Manager\* | Sales Manager – Media  College Recruiter – Aerospace  University Student Counselor |

Don’t be concerned if you haven’t had any or much work experience. This is simply one of many idea-gathering step and you can skip it if you like.

1. List any groups you’ve belonged to. Put a “\*” if you had a leadership role.

|  |  |
| --- | --- |
| President – Food Tech Association\*  ICF – Treasurer\* | Youth Group\*  Toastmasters |

Again, don’t be concerned if you haven’t had any or much experience in groups. This is simply an additional idea-gathering step and you can skip it if you like.

1. List any jobs or positions your friends, family, colleagues and neighbors have held, for example:

|  |  |
| --- | --- |
| Lawyer  Art Director  Entrepreneur – Manufacturing | Baker  Pilates Instructor  Non-Profit Executive Director |

1. List any jobs or positions, plus the corresponding industries or fields, of individuals you have coached so far. Put a “\*” next to clients you particularly enjoyed! For example:

|  |  |
| --- | --- |
| HR Manager – Tech company\*  Program Dir – Yoga Retreat Ctr\*  VP of Sales – Pharmaceuticals | Corporate Leadership Trainer\*  Consultant for Grocery Vendors  Owner of Sushi Restaurant |

1. List the jobs or positions of people whose services you’ve used, for example:

|  |  |
| --- | --- |
| Salon Owner/Stylist  Massage Therapist  Chiropractor | Dentist  CPA  Realtor |

1. Now, get out of the box! List any other ideas for target markets that are coming up now. For example:

|  |  |
| --- | --- |
| Pastors  School Superintendents  Waldorf Families | Cruise Directors  Vineyard Owners  Nightclub Owners |

Co-Active® Marketing Exercise #5:   
Pull Forward Your Assets

**Instructions for Exercise #5: Continue to use the FORM called “Target Market Brainstorm” for this Exercise, filling in Columns 2 and 3. (See the next page for an example of how the Target Market Brainstorm form will look when you fill it out completely.)**

Go back to Exercise #3 called Gather Your Assets and transfer into Column 2 any gateway skills, special skills or areas of experience/expertise you possess or are ready to learn. Be generous with yourself and “own” your skills. Also own your ability to learn new things!

From the second part of Exercise #3 (15 Approaches to Build Meaningful Connections), transfer the marketing approaches that you had highlighted and underlined into Column 3. You’ve grown in your understanding of marketing, so consider expanding the approaches you’re willing to try.

Now, take a step back… imagine you are coaching someone who has completed these exercises. Use your intuition and outside perspective to look at the three columns and make mental connections. If an individual possessed these particular skills and experiences, and showed interest in these specific marketing approaches, which of the target markets in Column 1 would align best? Note: Pay special attention to target markets of clients you most enjoyed coaching.

Your goal is to “connect the dots” from the marketing approaches to the skills, and then make an intuitive guess about the target markets that would respond to those marketing approaches and value those skills. Make it fun!

Underline 3-7 potential target markets for you. Stay open minded. Quiet the Saboteur, and listen to your Captain and Crew to empower you to play a bigger game. If you find yourself “nay-saying” these potential target markets, reframe your limiting beliefs as empowering statements. For example:

“I don’t have what it takes to work with this target market.”

*becomes…*

“I can coach anyone about anything and help them transform.”

Once you’ve completed all the steps from the previous page, you’ll end up with something like this, but with your own ideas, skills and target market choices:

|  |  |  |
| --- | --- | --- |
| **Target Markets** | **Skills / Experience** | **Marketing Approaches** |
| Coach\*  Marketing Dir – lab\*  Retail Dept Store Mgr\*  Lawyer  Art Director  Entrepreneurial Baker  Pilates Instructor  Non-Profit Exec Dir  HR Mgr – Tech Co\*  Program Dir Retreat\*  VP Sales – Pharma.\*  Corp. Ldrship Trainer\*  School Superintendnts  Grocery Vendor Consult.  Owner Sushi Restaurant  Salon Owner/Stylist  Massage Therapist  Chiropractor  Dentist  CPA  Realtor  Pastors  Chocolatiers  Cruise Directors  Vineyard Owners  Nightclub Owners | Coaching  Facilitating  Speaking  Networking  NLP  Non-violent Communication | One-to-one mtgs /calls  Teleseminars / Live events  Public speaking  Live networking /  Social networking |

Co-Active® Marketing Exercise #6:   
Assess the Viability of Your Target Market Ideas

**Instructions for Exercise #6: For this Exercise, used the FORM called “Viability Test” in your Webinar Action Steps — Blank Forms.**

Type the names of your 3-7 target market ideas into the blanks in the first column of the Viability Test form. Below is an example.

Use your Captain and Crew to assess whether your target market ideas are viable by giving them the points listed for each characteristic only if you feel it’s true for you. For example, if people in this target market will be easy for you to find, give it 30 points in that box. If not, 0 points. If you believe they’d be willing to invest, give it 10 points, and so on. On the next two pages you’ll find guidelines to help with rating.

Target markets that earn 70-100 points are viable or have good potential to be financially sustainable. Target markets that earn less than 70 points are less likely to be viable.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Your Target Market Ideas** | **30 pts** | **30 pts** | **20 pts** | **10 pts** | **10 pts** | **TOTAL**  **POINTS** |
|  | **Easy to  Find** | **Easy to  Connect With** | **Eager to  Evolve** | **Willing to**  **Invest** | **Narrow  & Deep** |  |
| **Non-profit Executive Director** |  |  | **20** |  | **10** | **30** |
| **HR Managers** | **30** |  | **20** |  | **10** | **60** |
| **VP Sales - Pharmaceutical Ind.** | **30** |  |  | **10** | **10** | **50** |
| **Corp. Leadership Trainers** | **30** | **30** | **20** | **10** | **10** | **100** |
| **School Superintendents** | **30** |  | **20** | **10** | **10** | **70** |
| **Program Director – Retreat Ctr** | **30** |  | **20** |  | **10** | **60** |
| **Non-profit Executive Director** |  |  |  |  |  |  |

Below are some guidelines for assessing each of your target market ideas for the viability characteristics. Remember that the most viable markets are a combination of *all five* of the characteristics.

**“Easy to Find” means that you can easily think of ways to get in front of not only individuals in this target market, but also groups.** If you choose this target market, you must be certain that you can locate people in this group. You do NOT have to know a lot of individuals now.

For example, if you consider targeting financial planners, you might think that because you don’t know any of them personally, this market is not easy to find. But financial planners have dozens of active associations, and they advertise their contact information!

Conversely, if you chose to work with “baby boomers”, you might think that they are everywhere so they are easy to find. But actually, the opposite is true, because these individuals represent many diverse markets and a broad range of interests. They are everywhere, but don’t gather anywhere as a group of baby boomers.

NOTE: *No one can judge this characteristic as accurately as you can.* Easy to Find is in the “eye of the beholder”. Your experiences and personal connections could make a target market easy to find for you, where it is not for someone else.

**“Easy to Connect With” means that people in this target market are likely to talk to you.** If you called them up or met them in a networking setting, they’d respond.

For example, if you targeted independent insurance agents, you’d likely find them easy to connect with, because they rely on networking and referrals to meet new clients. Their business is a people business, so they often answer their own phones.

Whereas, if you were thinking of targeting physicians or lawyers, they might be easy to find, but would likely only connect with you if you were a physician or lawyer at one time yourself. These individuals tend to have “gatekeepers” who only pass through messages from clients or other physicians or lawyers.

**“Eager to Evolve” means that people in this target market tend to be highly interested in their own personal or professional development.** It’s best not to focus your marketing energy on someone who is so self sufficient that they never reach out for professional help.

For example, any type of change agent, such as a coach, therapist or healer is likely to be a student of life and delight in adding skills, tools and depth to their perspective and approach to life. There are other social groups who love to evolve.

Whereas electrical engineers or lab analysts as a group may not be oriented around personal or professional development except as it pertains to advancing their expertise.

NOTE: You are taking your best guess at this point about whether a target market is eager to evolve in order to give yourself a group to pursue. You’ll know more when you begin to engage them. At this point take an educated guess based on your own sensibilities.

**“Willing to Invest” means people in this market understand that getting where they want to go will require investing their own money, time, and energy.** These people value themselves highly and are serious about achieving the life they want to live.

This characteristic is not always about disposable income. Don’t make assumptions about your prospects’ willingness to invest based on what you think their income might be. For example, entrepreneurs are often short of cash, but they also know they need to “spend money to make money”.

However, moms often don’t invest (even though they might be eager to evolve), because they spend their money on their kids.

NOTE: You are taking your best guess at this point about whether a target market is willing to invest, in order to give yourself a group to pursue. You’ll know more when you begin to engage them. At this point take an educated guess based on your own sensibilities.

“**Narrow & Deep” means this market defines a substantial pool of individuals with strong and unique common traits.** Targeting a market like this helps you leverage your marketing efforts and stand out from other service providers.

For example, Realtors, while they are all over the world, they all share a very similar set of challenges and high-value goals.

Whereas, professional women is a very large undefined market with many sub-markets. Each of those sub-markets would have different tangible outcomes so that marketing wouldn’t be effective. Also the term “professional” is semantically vague.

The best rule of thumb is to choose a narrow target market rather than a large amorphous target market. Drill down each target market until their most urgent tangible outcome is distinctive.

Co-Active® Marketing Exercise #7:   
What Makes My Market Tick?

**Instructions for Exercise #7: For this Exercise, use the FORM called “Informational Interviews” found in your Webinar Action Steps — Blank Forms.**

**Complete Exercises 7-8 after reading Chapter 3 and participating in Webinar 3.**

Cut and paste all the content from that form into a new document. Fill in the blanks and make minor tweaks to gear the questions to your target market. Then duplicate the form for 10-20 interviews, so that you have a fresh form for each person that you interview.

You are about to make connections with people in your target market and find out what makes them tick. This is an exciting time! Think of these as “connection calls” not “cold calls”. You are a people person, and easily able to build connections and relationships.

**Right now, schedule time in your calendar** to make calls and conduct 10-20 informational interviews. Keep in mind that in some cases, you’ll make one call to set up the informational interview and another call to conduct it. In some cases, you may be able to conduct the interview right away.

Plan 1 hour for each interview. Some will only be 20 minutes, others might last an hour.

Ideally you will be able to conduct all of your informational interviews in one week, but we understand that it could take you longer based on your schedule, how long it takes to reach individuals, and their schedule. Do the best you can with the time you have. Consider that you don’t have to do this all at once. Some calls could be made on a lunch hour, after hours or on weekends, depending on your target market.

Use your network as much as possible to make connections with people in your target market that you don’t know. Whenever possible, request a phone or email introduction. Or, if you’re provided with contact information, ask permission to mention who referred you. Also, know that Internet searches, social networks, the phone book and other directories are perfectly fine ways to initiate a call.

**Refer to the Intentions, Tips and Guidelines for Informational Interviews** in Chapter 3 of your Resource Book. At first you might want to read through those before each informational interview, until you develop a rhythm and flow with these calls.

Enjoy the connections you make and learning about your new target market!

Co-Active® Marketing Exercise #8:   
Gather the Gems

**Instructions for Exercise #8: For this Exercise, use the FORM called “Interview Gems” found in your Webinar Action Steps — Blank Forms. See the next page for an example of the completed form.**

1. Go through all of your informational interviews for questions 1-9 and highlight all the similar answers from each interview — places where one interviewee’s answer echoed those of other interviewees.

Also highlight any words or phrases that surprised you or moved you with their insight into what matters to your target market. See it through their eyes; don’t just circle what speaks to you. And don’t worry if you don’t find anything on this step. This is just a check to make sure step 1 didn’t miss any language from your interviews that expresses the essence of what makes your target market tick.

1. Transfer anything you highlighted onto “Interview Gems” for points 1-9.
2. Then transfer all of the information you gathered for questions 10-12 onto the “Interview Gems” form for points 10-12.

Notice that points 3-8 identify key issues or challenges, ultimate desired outcomes and perceived benefits of those outcomes. You’ll use that information when you create your Targeted Core Message and Core Offers, in Chapters and Webinars 4 & 5.

Also notice that points 9-11 will help you find ways to get in front of people in your target market. We’ll cover this in Chapter 6.

Other data points from your interviews may also come into play in your marketing. Keep all of your original interview notes handy in a computer file you can easily find, along with the “Interview Gems”.

**Example for Exercise #8: Completed Interview Gems form for coach serving Solo Business Lawyers**

1. Similar or essential things they said they love or enjoy most:

* Enjoy working with enterprising entrepreneurs.
* Love creativity and precise technical language of putting win / win deals together.
* Enjoy solving problems; working with conflicting interests and helping business owners grow their companies.

1. Similar or essential things they said they are most proud of accomplishing so far:

* Built a successful practice through ups and downs.
* Provide a good living for my family.
* Skill to defuse / resolve conflicts that could have escalated.

1. Similar or essential details of their visions:

* A small, stable group of mainstay clients.
* Profitable ongoing work in my favorite areas of practice.
* Enough new clients to keep it interesting.

1. Similar or essential things they said about the benefits that would come to them if they could accomplish their vision:

* Time for the good things in life — fun, family, and personal development.
* Peace of mind, not worrying about how I’m going to get my next good client.
* Better annual income with less stress.

1. Similar or essential things they said about the costs of not having their vision be their reality:

* Workload fluctuates, feast or famine.
* Deadline stress, always feeling overloaded and behind.
* Getting derailed from family commitments.

1. Similar or essential things they said about their top goals and the strategies they are using to reach those goals:

Goals:

* Be recognized as a top lawyer in my field.
* Achieve financial and lifestyle goals (kids’ education, retirement security).
* Get and keep top quality clients.

Strategies tried:

* Do great work for my clients.

1. Similar or essential things they said about the obstacles in the way of achieving those goals. And about what they feel they need to know right now to achieve their top goals:

Obstacles:

* Too many urgent tasks.
* Underestimating the time and fees for new projects.
* No ongoing client development to build relationships with prospects and former clients.

Need to know:

* An easy process to develop prospects.
* A system to estimate time and fees for new projects.
* How to hire and work with an assistant to handle practice management details.

1. Similar or essential things they said about the key strengths and skills they have now. And about what they think should be their biggest strengths or skills:

Key strengths:

* Problem solving, negotiation, legal writing, ability to spot and explain risks.
* Knowledge of the law.
* Familiarity with clients’ industries.

Should be:

* Rainmaking — attracting long-term “bread & butter” clients.
* Serving my clients impeccably in every way.

1. Similar AND different ways they develop themselves personally and professionally:

* Reading blogs / journals dedicated to issues critical to my clients.
* Continuing legal education, usually long distance learning programs.
* Spending (unbilled) time with my clients.
* Client’s industry meetings and conferences.

1. List favorite trade publications, blogs or journals, associations, conferences, social networks they use to build connections:

* State bar association meetings
* ABA Journal, Business Law Today, Fast Company, VC Experts, LawSites, Legal Ease Blog, Avvo
* LinkedIn
* CLE conferences

1. List any details they mentioned about confidantes or a go-to person who helps them implement ideas, work through challenges and important decisions:

* Don’t have one. Miss collegiality of a firm environment.
* Periodic conversations with other solo or firm lawyers.

1. List anything else they thought was important to share with you that stands out from the things above.

* Fear of selling. Not devoting enough time to marketing.
* Not thinking of practice as a business. No strategic view. Not taking my business as seriously as I take my clients’ businesses.
* Inefficient work habits, lack of discipline. Needing to be under pressure in order to work efficiently.
* Fear of isolation, losing touch with colleagues, trends.
* Workaholic tendencies, inability to relax.

Co-Active® Marketing Exercise #9:   
Your Targeted Core Message

**Instructions for Exercise #9: In this Exercise, you will craft your own Targeted Core Message (TCM), then test it to see if it’s likely to attract the attention of people in your target market. Remember, this is a creative process. Have fun with it!**

**Complete Exercises 9-10 after reading Chapter 4 and participating in Webinar 4.**

Read over your Interview Gems. Pay special attention to the information in points 3-7. You’ll integrate some of the most evocative words and phrases that describe top challenges and specific tangible desired outcomes.

Using the formula below, craft your own TCM. A few tips:

* Play with the words and syntax until it sounds good when read aloud.
* Streamline it to no more than 25 words.
* Don’t write a “catchall” or run on sentence.
* Be certain it does not mention coaching or vague concepts.

I help       (describe your target market in the fewest possible words)       (dynamic verb)       (describe a specific tangible outcome they know they want that implies a related challenge they’ll move beyond).

Then test your TCM with the questions below. If you answer “No” to any, adjust your TCM until you can answer “Yes” to all. Be ready to share your single best draft with us in the Accountability Pod. We’ll help you finesse it!

**Does my TCM:**

Begin with the words “I help”? Yes No

Clearly identify my target market in words they would use? Yes No

Speak to 1-3 specific and tangible outcomes they want? Yes No

Use words and phrases I heard directly from my interviewees? Yes No

Seem like it would be emotionally evocative to them? Yes No

Contain the least amount of words possible to be impactful? Yes No

Contain the simplest possible sentence structure? Yes No

Seem like it would powerfully attract their attention? Yes No

Sound good when I say it aloud? Yes No

Co-Active® Marketing Exercise #10:   
Your Elevator Speech

**Instructions for Exercise #10: Now that you have a Targeted Core Message that attracts the attention of people in your target market, it’s time to go beyond that single sentence. In this Exercise, you will craft your “elevator speech” — a polished 30-second response to their curiosity to know more.**

1. **Write your elevator speech.** For raw material, look back at the early versions of your TCM that didn’t make the grade. Also go back over the material in your Interview Gems form. Keep your elevator speech focused on filling out the promise of your TCM.
2. **Once you have a draft, wordsmith it for brevity.** Play with the words and syntax until it sounds authentic when spoken aloud. It will need to roll off your tongue naturally, with slight variations in wording to make it appropriate to the situation.
3. **Practice your speech.** Practice until you can say it easily and with feeling. No notes! Mastering your elevator speech is one of the most basic things you can to be successful. Get it into your bones.

* Speak up.
* Make eye contact.
* Let your light shine through your eyes and voice.
* Stand up straight and in your power.
* Be in your whole body, rather than just in your head.

1. **Use it**! Use your TCM and elevator speech to answer the question: “What do you do?” Your TCM is the short answer. Have your elevator speech ready when they want to know more. Don’t deliver it by rote. Relax, and allow your elevator speech to morph to fit the situation.

Example elevator speeches for two markets are on the next page.

**Elevator Speech Examples**

For the Independent Business Lawyers market:

*TCM:*

I help solo business lawyers break the pattern of feast or famine in their practice by getting and keeping top quality clients.

*Elevator speech:*

Hello, I’m Bob Roberts. The name of my company is Perfect Practice. *I help solo business lawyers break the pattern of feast or famine in their practice by getting and keeping top quality clients.* One of the hardest things I ever did as a lawyer was to create systems to sustain a perfect client load — where your plate stays full, but not so full that you have to pump 80 hour weeks just to keep your head above water. I walk you through three strategies you’ll be able to apply using your natural strengths that will bring you a steady flow of manageable work with bread and butter clients you enjoy.

For the Women Sales Managers market:

*TCM:*

I help women sales managers create an inspired sales force and bring in their most profitable year yet!

*Elevator speech:*

Hello. I’m Jean Gordon, founder of Sales Force Coaching. *I help women sales managers create an inspired sales force and bring in their most profitable year yet!* Most sales managers have made it this far on their formidable sales skills. Now it’s time to align all of your talents and learn simple new tricks to lead an inspired sales force, while you easily earn your annual bonus. (pause) Let’s make this your best year yet!

Co-Active® Marketing Exercise #11:   
Your Targeted Core Offers

**Instructions for Exercise #11: For this Exercise, use the FORM called “Targeted Core Offers” found in your Webinar Action Steps — Blank Forms. Craft your own Targeted Core Offers, then test them to see if they are likely to attract the attention of people in your target market, convert them to prospects and then to clients. This is a creative process. Have fun with it!**

**Complete Exercises 11-12 after reading Chapter 5 and participating in Webinar 5.**

1. **Write your TCM into the form.**
2. For your freebie, decide what delivery method/format would be best for you and your target market. Consider the list of formats we created in Webinar 5, select from the list below, or come up with a fresh idea.

* Ebook, special report, mini-ecourse, or tip sheet
* Assessment or quiz, either online or downloadable PDF
* Downloadable podcast or series of podcasts
* Online video or video series

**Write down the delivery method of your freebie in the form.**

1. Now craft a compelling title for your freebie that springs from the top challenge or specific tangible outcome you describe in your TCM. Remember, the title of your freebie can be longer. Consider using a number plus one of these words: secrets, ways, steps, mistakes, pillars, keys, etc.

* *5 Secrets of a Highly Profitable Niche You’ll Love*
* *5 Ways to Break the Pattern of Feast or Famine in Your Law Practice*
* *3 Steps to Claim Your Own Personal Legacy*
* *7 Mistakes You May Be Making That Are Costing You Referrals*

(Note: you can always change the number when you actually create your freebie content later. Right now you are giving yourself a focus for what you’ll create later.)

You want your freebie to feel irresistible to your target market because it pinpoints something they really care about right now.

1. **Wordsmith your freebie title.**

* Play with the words and syntax until it sounds good reading it aloud.
* Streamline it to 5-25 words. If it’s longer than 10 words consider breaking it into a title and subtitle.

1. **Test your freebie title.** If you answer “No” to any of the questions below, adjust your title until you can answer “Yes” to all. Then write it down in the form.

Does my Freebie title:

* Speak to a specific challenge or tangible outcome? Yes No
* Relate closely to the TCM I crafted? Yes No
* Contain the least amount of words possible to be impactful? Yes No
* Seem like it would powerfully attract their attention? Yes No
* Sound good to me when I say it aloud? Yes No

1. **Now choose the concept for your introductory offer.** At this point, it might be best to choose a sample session or some other type of discovery session, unless you’ve already created a group program for which a preview teleseminar or webinar would be an appropriate introductory offer. Write your concept into the form.
2. **Title your introductory offer and add your title to the form.** The words “Breakthrough” or “Discovery” work well, or get creative! This title is short (2-5 words). Examples:

* Full Practice Breakthrough Session
* Personal Legacy Discovery Session
* Referral Business Breakthrough Session

1. **Design a concept for your initial fee-based offer.** Your initial offer can be a private coaching program or a group program. Things to decide include:

* How many sessions do you deliver each month?
* How long is each session?
* What are your monthly fees for those services?
* Do you want to specify a length of term (i.e.: six months, 1-year), or leave it month-to-month?
* Do you want to offer an incentive to pay for the full program up front?
* If it’s a group program, are there any extras you want to bundle in, such as a private social network group, Mastermind group calls, private coaching calls, access to knowledge programs you’ve created, etc?

1. **Now give your offer a short (2-5 word) powerful title.** Remember to ask yourself: Will people in this target market find this program title and concept compelling? Write your offer title into the form.
2. **OPTIONAL: Create a follow-on or high ticket program concept.** If so, consider the components and price and write that into the form.
3. **Title your follow-on program** and write that into the form.
4. **Take a step away from your Targeted Core Offers**. Take a break. Then return to your work and ask yourself:

* Do these offers seem to flow together, springing from my TCM, into a natural funnel that is likely to convert my ideal prospects into ideal clients?

We suggest that even if you’re not certain, you accept that they are good enough for now. *Be ready to share your Targeted Core Offers with us in the Accountability Pod.* We’ll help you finesse them!

Co-Active® Marketing Exercise #12:   
Your Freebie

**Instructions for Exercise #12: Creating your freebie now will give you a big leap forward in the foundation of your business. When it’s complete, you’ll have a valuable marketing and relationship building tool. This will be one of the first ways that you’ll reach out to people in your new target market with an offer.**

Remember these things:

Your freebie will eventually be offered online. Your web visitors will opt in for your freebie and supply their name and email to receive their gift. It should be immediately accessible to them either as a downloaded file or something that can be experienced directly online.

Your freebie is meant to deliver real value in just a “taste” that leaves prospects curious and wanting more. As you create your freebie, make sure that it supports the people in your target market in at least three of these ways:

1. **Shift:** Bust myths, break through to more powerful mindsets, open their eyes to a better way.
2. **Inspire:** Motivate them to take action, stay the course, keep the faith.
3. **Educate**: Fill the holes in your market’s knowledge.
4. **Correct:** Help them stop making the same mistakes.
5. **Simplify:** Show them how to do something in a step-by-step format.

Don’t worry about the mechanics of delivering your freebie right now. You’ve given yourself a clear focus for your freebie by crafting a compelling title and deciding on the format — ebook, ecourse, podcast, video etc.

Start by outlining what you’ll cover in your freebie. Consider working with a buddy in the Co-Active® Marketing course to brainstorm these points.

Sample the freebies of well-known coaches and other service providers only if those freebies are something you genuinely want. If not, you can’t be certain they are effective freebies! Do this “research” simply to spark your creativity. Be very careful not to plagiarize someone else’s content.

Create your first draft. Get some distance from it. Then edit it once. Proof it for spelling. And call it done for now. Later, when you create your branding and website, you’ll give it a last going over to finesse it.