

POTENTIAL - PASSION - PROFIT

*CONNECT*

WEEK FOUR

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## CONNECT

This week we're going to be looking at ways that you can consciously begin to form connections with other people to establish your own credibility, authority and status.

### What is connection?

The dictionary tells us that connection is to:

'Form a relationship or feel an affinity.'

'Join together so as to provide access and communication.'

'Bring together or into contact so that a real or notional link is established.'

Connection is valuable in terms of positioning you in your field. Bringing people together, and getting out and meeting new people increases trust, likeability and loyalty from those you connect with others. It is a powerful way to assert your validity and expertise.

As human beings, we remember how others make us feel, and we easily recall when people have connected us with others in the same boat as us, or even when we have been introduced to someone we perceive as more influential.

Bringing others together who share similar wants, needs and interests is one of the best ways to develop your business in the early stages.

### Why do I need to create connection?

Developing connection and community provides you with options for easy marketing opportunities and an increase in sales and bookings. It elevates your status in other people's eyes, raises your status and creates trust. Over time, you'll see an increase in referrals, recommendations and followers as a result of consistency in nurturing your connections.

### How do I build connection?

We're going to be looking this week at how you foster a sense of community, build on trust and give value both online (with particular attention to Facebook Groups) and in person at networking events.

Whilst at first it may seem time consuming, it will become one of the most valuable parts of your business, so it is worth doing right from the start.

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Before we begin looking at how you can connect other people, we're going to explore how you describe what you do and why.

This becomes a succinct way to introduce yourself in person and online, and establishes your expertise, leadership and strengths, who you can help and why they need you.

We're going to work on crafting your pitch. Once you have the foundation for what you want to say about yourself, you'll be able to use it to both formally and informally, adjusting it for the setting and situation.

### What is a Pitch?

A Pitch is a way to introduce yourself and the value of your work either in person or online. We're going to create a formal Pitch, an informal pitch and carry over the insights in from this work to your online profiles and media presence.

A formal business pitch is a presentation by one or more people to an investor or group of investors, though it can also be an email, letter, or even an impromptu conversation.

Whilst you'll be mostly using a pitch informally, the basic understanding of how it works will stand you in good stead for when you get out networking in person more often.

It is useful to have a 1 minute pitch (approx. 150 words long) and a 3 minute pitch (approx. 450 words long), and a 30 second version (about 75 words long) that you might use as an intro on your FB Lives. The more times you speak about what you do and why, the more fluid it'll become, which will carry more authority and credibility.

There is a basic structure to follow when you are creating a Pitch. You won't need to include them all when you speak informally, but having a grasp on what they are is useful.

### The Hook.

This is usually the opener of a formal pitch. It is a way to grab people's attention with a fact, or a story. It could be a question, a personal moment of realisation about what you do, a statistic, or some other human element that you can discuss.

What could you say about what you do that would grab attention? Jot some ideas below:

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### Problem/Pain

This is the part where you start to reveal the issues that you are trying to solve. What is the size of this problem? Why should people care? Make sure you keep this part super simple, use jargon even a 5 year old would relate to!

What problem are you trying to solve for other people?

### Solution/Innovation

What solution are you providing to the problem? What is unique about what you do? What makes it a game changer for people to invest in? Why is it different to other services/products out there?

### Market size/Revenue Model

How are you going to make money doing what you do? What is the extent of the problem - is it Global or UK Specific? What is the total reachable market - how many people have this problem that you can reach?

What are the revenue streams that you have/planning to have to help them with this problem? (subscription/advertising/affiliates/online courses/ coaching/ecommerce?)

How are you going to reach your clients/customers?

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### Competition/Risk awareness

Who are your competitors? What do you do differently? How are you going to stand out/'compete' with them?

### Team

Who's in your team/community/wider connections?

What are your skills and experience?

Can you include mentors, coaches and advisors?

What does the future team look like? (How are you looking to grow/outsource?)

### Tractions

What have you done in terms of sales, research, getting customers and processing orders?

What market research have you done?

What press coverage, endorsements or awards have you had?

What do you need to do to build credibility?

### The Ask

Get in the habit right from the start of always giving a Call to Action (CTA) at the end of whenever you introduce yourself online and in person. Where do you want them to go next, what action should they take right now? What do you need today that will progress your business? Feedback? Contacts? Shares? Referrals? What will help accelerate your business?

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One minute pitch (approx. 150 words). Draft some ideas here.

<b>The Hook</b> How can you grab attention?	
<b>Problem/Pain</b> What are you trying to solve?	
<b>Solution/Innovation</b> What is it you are offering?	
<b>Market Size/ Revenue Model</b> How are you going to make money?	
<b>Competition/Risk Awareness</b> Who are your competitors and how are you different?	
<b>Team</b> Who is in your wider 'team' to back you up?	
<b>Traction</b> What have you done - endorsements, awards, market research, credibility?	
<b>The Ask</b> What can you ask for at the end of your pitch to help you in your business today?	

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Three minute pitch (approx. 450 words). Draft some ideas here.

<b>The Hook</b> How can you grab attention?	
<b>Problem/Pain</b> What are you trying to solve?	
<b>Solution/Innovation</b> What is it you are offering?	
<b>Market Size/ Revenue Model</b> How are you going to make money?	
<b>Competition/Risk Awareness</b> Who are your competitors and how are you different?	
<b>Team</b> Who is in your wider 'team' to back you up?	
<b>Traction</b> What have you done - endorsements, awards, market research, credibility?	
<b>The Ask</b> What can you ask for at the end of your pitch to help you in your business today?	

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Your 30 second pitch here (approx. 75-100 words). Draft some ideas here. Think about how this could become your intro for FB Lives for example or how you introduce yourself in new FB groups. You may find that you need to miss some sections out, but as a minimum include the problem, the solution, your credibility and a Call to Action/Ask.

<b>The Hook</b> How can you grab attention?	
<b>Problem/Pain</b> What are you trying to solve?	
<b>Solution/Innovation</b> What is it you are offering?	
<b>Market Size/ Revenue Model</b> How are you going to make money?	
<b>Competition/Risk Awareness</b> Who are your competitors and how are you different?	
<b>Team</b> Who is in your wider 'team' to back you up?	
<b>Traction</b> What have you done - endorsements, awards, market research, credibility?	
<b>The Ask</b> What can you ask for at the end of your pitch to help you in your business today?	

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### Ideal Client Identifier

Working out your Ideal Client is a useful exercise to return to again and again. Having an ideal client model does not mean you will not attract or work with anyone else. What it does mean is that you can niche down in the words you use and the marketing that you do because you have a greater appreciation for the pain or problem they are struggling with and you can address that specifically.

We're going to be looking at both your Ideal Client and the value that you bring to them.

What is the problem that you have identified that you can help with?

Who has the problem or need that you have identified?

How big is the problem or need for that customer?

How many people have this need or face this problem?

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Are there different segments of people that this problem/need?

How can I know if this is true? Do I know for sure that these problems exist, or do I need to test my assumptions?

What Facebook Groups could I visit to find out if my beliefs are true?

What research do I need to do?

What is the pain of the problem that I help solve through my business?

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What feelings do they have about this problem?

What outcome do they want?

What desire do you help them fulfill?

What feelings do you help them to have?

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What do your ideal clients have in common?

(Gender, age, marital status, children, income, country, religion, background, occupation, beliefs, etc.) Give as much detail as possible.

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What is the problem in its simplest form?

How big is this pain point for your ideal client? Is it life and death or nice to have?

Is your business a pain reliever or a gain creator or both?

What pain do you take away, or what value do you add to your client?

What are the benefits to those people and their lives?

What will they be able to do as a result of your product or service?

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### IDEAL CLIENT PERSONA

For each of the Ideal Clients you uncovered, create a detailed description. See her or him in your mind, give them a name and think about their behaviours and motivations. Repeat this exercise for each Ideal Client you found.

Name	
Who is she? (Age, background, occupation etc)	
What are her behaviours?	
How can I reach her? Where does she hang out on social media?	
What type of relationship does she want?	
What does she want to know?	
What she doesn't want to know is ...	
What need/pain point do I solve for her?	
What gains do I provide for her?	

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## IDEAL CLIENT PERSONA - 2

Name	
Who is he? (Age, background, occupation etc)	
What are his behaviours?	
How can I reach him? Where do they hang out on social media?	
What type of relationship does he want?	
What does he want to know?	
What he doesn't want to know is ...	
What need/pain point do I solve for him?	
What gains do I provide for him?	

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I know that it was a lot of work digging around about your offer, your pitch and your Ideal Clients, but that work will form the basis of all your online marketing, your professional connections and the core of how you promote yourself and your work.

People buy because they identify with the pain points you talk about and they want the desired result you offer. They will choose you because of your consistency, your authenticity and the personal story you share.

What parts of your story will appeal to your ideal clients and why?

Create at least one social media post each day this week that shares a part of your story, that includes part of your pitch and offers a call to action.

### Facebook Groups

In a world of disconnection, community online becomes more and more important. go back to the Ideal Client Personas and think about the kind of FB Groups those people may be a part of. Join those groups and be a fly on the wall for a while. When you post in those groups, always lead with value and expertise, and when explaining who you are, incorporate elements of your pitch.

Facebook Groups I can join to find my Ideal Client:

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### Building your own Tribe.

Becoming a connector of others is powerful. If you put yourself at the heart of a community who shares the same desires and pain points, and through consistency and rapport-building, position yourself as an expert or leader, whilst at the same time approachable, you are well on your way to creating customer relationships with potential buyers, loyal customers and raving fans!

### Create Your Own Facebook Group

Establishing a Facebook Group is a fantastic way to stamp out your authority and to bring people together in a community. People have a need to belong, and this is a way to harness that desire for connection.

Did a sense of isolation or loneliness come up for your Ideal Client Persona work? It's worth thinking about the value of belonging, as this will be a prime incentive for working with you and participating in your group.

Common objections raised about running a FB Group is the fear that you'll become merely an admin, or that it is a lot of work for no return. I'd counter those fears by telling you that rather than being an admin, you are the leader, connector and authority within that group. You set the rules, and you don't have to take any rubbish from anyone - you are fully in control.

It can be time consuming, however it is absolutely the best way to gain respect & awareness. Interestingly, in my own groups I can have many 'silent' watchers, who neither comment, nor post, but will message me privately, buy my products and open all my emails. You never know who is watching and what they are thinking.

As I mentioned earlier in this course, it takes 22-32 touch points before someone even notices you and what you are doing. A Group gives you an increased chance of your posts being seen, as currently Facebook algorithms are such that they favour community.

If you have your own FB Group, it is easy to target these individuals with your Facebook Ads in due course.

You do not need a huge group to be highly profitable either. If you have even just 30-50 members, but they are engaged and reading your posts, you still have the strong foundations of a thriving business when it comes to converting to paying clients and customers (more on converting later in the course).

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### Steps to Create a Facebook Group

The name of your Facebook Group can make a big difference. Give some thought to the main desires, pain points and sense of identity that your ideal client has.

Give thought also to whether you intend to have a group for all in your industry, including your peers, the people who look up to you, and potentially the more experienced/ established leaders in your field.

Who is your Facebook Group for? Who is it not for?

What is the purpose of the Group? Why should people join?

A strong group name would include at least one of these factors, and is easily searchable on Facebook in the Search bar.

Think about the words or terms an individual might look for if they wanted your solution to their problem.

The name doesn't have to be set in stone. Whilst you have under 5000 members you can change the name of your group easily.

Brainstorm some Facebook Group name ideas:

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### 1. Choose a Facebook Group Name.

Go with your top choice that will resonate most strongly with your key potential clients.

### 2. Create the Facebook Group.

You can do this from the 'Home' page on Facebook. In the right hand side column, under 'Explore' you will see Groups listed. Click on that, and it'll take you to a page of lots of different Facebook Groups. In the left-hand top corner is a button to Create a Group.

You can create a group from both your personal profile or your business FB Page. At the moment it is considered best to set it from your personal profile rather than from your business page so that it is not treated as a 'business' by Facebook.

As a minimum you will need the group name, a brief description, including its purpose and aims, a bit about you and why you are running it, and a few brief rules.

Consider creating an outline for behaviours around self-promoting within your group.

You will need to create an image for the group banner. Consider using an image of you within that image to establish your authority.

### 3. Set some short questions for when people join.

You can use one of the questions as a way to build your email list. We'll look more at lead magnets/Opt-Ins later in the course, but you can offer a free incentive for giving an email address.

Ensure they are aware they will be added to your Mailing List.

This course does not cover GDPR guidelines for storing emails.

For GDPR purposes, take a screen shot of their email and approval and file that photo away safely until they have 'Opted-In' to your email list.

Ideas for other questions to ask member requests:

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### 4. Planning some posts

Before you go live with asking people to join the group, create some scheduled posts that will go out throughout the week.

What topics, questions, polls might be of interest?

What ideas could you use for regular posts?

For example - Could Monday be 'self-promotion' day? Could Friday be 'Share a quote' day?

### 5. Create a welcome post, and tag every new member in it.

Encourage interaction and expectations from the beginning.

### 6. Challenges are a great way to build engagement.

These are where people learn a new skill or get focused on a particular area for 4-5 days. What Challenge ideas could you use? (Challenges are an excellent Mailing List builder, for those who you let into your group who didn't share their details in the first place!

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### Online Networking

Plan into your week some dedicated time for building connections on and off line.

Visit the Facebook and LinkedIn Groups your clients are likely to be in, and begin to post value. There may be occasions when you can share your group link, or where it is appropriate to invite people to your group. Lead with value in all of your interactions online

Make this a non-negotiable part of running your business.

### In-Person Networking

To build connection and awareness, attending in person networking sessions is vital. You want to become THE go-to person in your industry and much closer to home.

Look out for local networking events. It's worth trying a few as a guest before deciding on which ones to attend regularly.

The best results from networking come through consistency and showing up.

The main thing is to know that you are there to spread the word on what you do, but primarily to go with an attitude of how you can connect and help other people. This is the key to being remembered and valued with a networking community. It is not about the individuals you meet there, but having contact with the hundreds of people in their world too!

When attending networking events, brush up on your pitch and be clear on a suitable ask, both informally and in more formal introduction sessions.

List out local networking events, dates and times.

Event	Date	Time	Location	Organiser Name. Contacted Yes/No

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