

Five Coaching Sessions Just For You!

by Sarah Robinson, Life and Business Coach

sarah@hotpinksuccess.com

1

Key #1: Your Center of Authenticity

I'm going to share something with you that I usually only do with my private clients in the Hot Pink Success™ Coaching Program. It's called your Center of Authenticity.

If you're a new consultant and need to truly make yourself and your business stand out from the crowd, then answering this question will move you leaps towards that end. If you are a seasoned pro, answering this question will help you define the benefits of your services from a truly authentic place that will not only make you more memorable, but will draw those Ideal Clients to you.

You may think this exercise is the same as creating your “I” story-and I admit it has some similarities. I invite you to take your Mary Kay hat off for just a moment as you work through this. Don't panic! I'm not asking you to abandon the importance of Mary Kay in your life. Give yourself the chance to look at all aspects of your life-including Mary Kay-as you ponder the following question (a pen and paper would be helpful here!):

'What has happened in your life, good or bad, that would be the most useful to share with others?'

Make sure you write down your answer(s). Your answer(s) to that question is your Center of Authenticity and offering whatever it is that comes up for you in that answer is one of the easiest roads to building your own successful business.

Once you have a compelling answer to this question and have weaved a story, your Parable, around it that you can share with others as you talk about Mary Kay, you will be creating a connection with them that has depth and richness that will be incredibly compelling. Got it?

There was a path that led you to want to do what you do - and people are interested in that. Your answer may even come from an experience you've had since starting your Mary Kay business. Telling people your story - how you got to where you are and why you are doing what

you do - makes them feel connected to you. It helps them get to know you, learn to like you, and trust that you are who you say you are. (And you know that most people only buy things from people they know, like and trust, right?)

To help you further hone your answer to the Center of Authenticity question, let's work on creating your Parable. (Key #3 will cover your Elevator Speech). Your Parable is your story, your reason for doing what you are doing, and it (along with your Elevator Speech) will draw people in, enticing them to learn more about you and what you do.

Your Parable is your answer to the Center of Authenticity question, woven into a story.

Here is my Parable:

My name is Sarah Robinson and perhaps the best way for me to explain what I do is to share a defining moment in my life.

About six years ago, I quit my job-twice. What is significant about the fact that I quit is that it was supposed to be my dream job-the pinnacle of my professional life. I was hired to turn an organization around-and I did it. I increased revenues 250% and created a luminous community reputation out of one that was riddled with negativity. We became one of the top organizations people chose to support. And I did it all in less than two years. I was so proud. BUT, I had a boss I simply could not please. No matter what success I brought to the table, she told me about what I wasn't doing. No support, no recognition-just negativity. I became over-whelmed and exhausted. Oh-and my personal life began to suffer as well. No one wanted to be around me and honestly I had nothing positive to offer. Finally I decided that the heart and energy I was pouring into my "dream job" wasn't worth the price I was paying. So, I quit. Then I was promised that it would be different-I would get what I needed. Well that lasted about 2 days, so I quit again, this time for good. I was heart-broken. Everything I had dreamed of and worked for was an empty disappointment. And even though I had no job lined up, no real idea of what I was going to do-I just knew that there had to be a better way to work and to really live. And I set about finding it. That is the moment that led me here today. I set about

learning and studying how to create a way of working that allows me to thrive and give me a deep sense of satisfaction and success in all areas of my life. And I did just that by creating my own coaching and consulting practice.

As a result of these experiences, I decided that I would dedicate the rest of my professional life to helping other women create a richly satisfying work life by sharing all that I've learned and by being a champion for their dreams.

Now you try!

Key #2: Articulating What You Do

Do you loathe being asked the question, "So, what do you do?"

Being a Mary Kay consultant, sometimes it's difficult to come up with an answer to this question that feels comfortable and grabs the listener's interest. And, since you have an office in your home, when you tell people you work from home, it can be difficult to get past feeling like you don't have a "real" job, and come up with a credible and quality answer to that question.

In order to entice people to want to know more about your work, whether they are a potential client or not (but they probably know someone who could be), you want to leave them with a memorable experience. You want to be able to answer this question with a simple, but compelling statement so they will ask the next question, "Really? Tell me more..."

Remember, people really don't care what you call yourself - they just want to know that you can solve their problem. For example, saying you're a massage therapist is not particularly compelling. The person asking you already has their own idea of what a massage therapist is and does. However, saying, "I help stressed-out men and women remember what it feels like to be relaxed and refreshed, instead of frazzled and wiped out all the time," may just prompt them to ask, "Really? Tell me more..."

If you're a Mary Kay consultant, and you tell people that when they ask you what you do, you may fear that you will get a sort of glazed look or that "you poor dear" smile, and a muttered "oh, nice." Obviously that's not the response you want!

Ask your current clients why they've chosen to develop a relationship with you. What keeps them coming back for more? You may be surprised by their answers, and those answers will help you craft a compelling answer to the "What do you do?" question. When you ask your clients this question, ask them to think past the superficial. Ask them to get to the root of what value your service gives to their lives. Then use this

information as you connect with potential new clients. Instead of saying, "I'm a Mary Kay Consultant", describe the benefits and results that your clients get from working with you. If you're new in business and you don't have current clients to ask this question to, ask your fellow consultants or your director to help you flesh it out.

Then make sure you read and apply Key #3 to develop this into your answer that you can confidently and easily say every time someone asks you what you do!

Key #3: Your Elevator Speech

Your Elevator Speech is your defined, compelling, and even elegant answer to the dreaded, "So, what do you do?" question. Your Elevator Speech encourages people to ask you to tell them more about what it is that you do.

Below is basically what I say when someone asks me the "What do you do?" question. Use it as a springboard for your own Elevator Speech:

Me: You know how some women want to have a career and a life, too but trying to balance both leaves them feeling overwhelmed? When they are at home, they think about work and when they are working they think about home-never giving either their undivided attention? The number of tasks that they must juggle feels so overwhelming that they don't know where to focus their energy?

Potential Client: Actually, I do. I feel that way myself a lot of the time.

Me: Which means that they are not bringing their very best self to what is happening right in front of them?

Client (usually laughing): Yes, sure, exactly.

Me: Well, what I do is provide a simple, yet highly effective program that helps them focus step-by-step on what they need to do in order to flourish in their work and their lives, consistently and easily. They learn from what I did right and what I did wrong, and how they can apply these simple steps in one third the time.

Client: Wow! Really? Tell me more.

Me: Well, it means that they get the benefits of more money, more time with family, and the joy that comes from living a dream.

Client: I'm really interested in finding out more. Can I have your business card to set up a time to talk? (Or, I know someone who might be really interested in what you have to offer. May I have your business card to give to them?)

Short elevator speech: (this one comes in handy in certain brief exchanges, and is actually easier to start out with as well) I help women design a way of working and living that allows them to feel extraordinarily successful both in their home life and their career life.

Key #4: Create Your Freedom Calendar

As you start to think about what you want your business and your life to look like, decide now how you will spend your time. Think about and choose which days you will work, play and rest.

Ask yourself these questions:

- * If you were living the life you've always really, really wanted to live, what kind of vacations, time off, etc. would you want?* I take 7 weeks vacation a year. For me that means one week at Christmas, 4 weeks during the summer and two others depending on my family's schedule.
- * How many days of the week would you work?* I work 4 days a week (for now!)
- * What days would those be?* Usually I work Monday through Thursday, and I take Fridays to do things that have nothing to do with my business.
- * How do you ultimately want your business to work?*
- * Do you want a month off every winter to enjoy the holidays?*
- * Would you like each weekend to be a three-day weekend?*
- * Etc...*

It's up to you to decide how you want your business to fit into your life, and vice versa. You do have a choice, and it's imperative to set these boundaries from the beginning. To help you decide what the function of each of your days will be, we'll use Jennifer White's definition of Laser, Support and Free Days. And in *The E-Myth Revisited*, Michael Gerber talks about working on your business and working in your business, which we'll cover below as well.

Free Days are days that you do not spend working on your business. It doesn't mean that you don't think about it, just that you don't actually do anything business-wise on your free days. Free Days are to be spent with yourself, your family, and your friends, doing things you love and enjoy. Focus on rest, rejuvenation and connecting with everyone else.

This is why you work for yourself, right?

Free = No to business/work/money

Yes to self/family/social/physical/intellectual/spiritual

Laser Days are the days that you focus in your high-payoff business activities-booking, selling and recruiting.

Laser = Working **in** your business

Doing what you do best, your unique ability

Support Days are for getting all the work done that you generated on your Laser Days. Follow-up activities, administrative stuff, paperwork, unit meetings, conference calls, etc. You also spend Support Days thinking about future business opportunities that may be 90 days away. It is critical that you do not spend your Laser Days on Support activities. You will lose momentum and support activities can eat up all of your time (they also make us feel busy when we really aren't!).

Support Days = Working **on** your business

You need to decide what days will be what for you as you build your business. For example, my free days are Fridays, Saturdays, and Sundays. My Support Day is Monday. I do not coach or meet with clients on Mondays. I strictly handle administrative tasks and business creation ideas. My staff meeting is also on that day. My Laser Days are Tuesday, Wednesday and Thursday. These are the days I only engage in direct revenue generating activities.

Also, for Laser Days and Support Days, you will need to decide what kind of hours you want to work. For example, I work 8-3 on my Laser and Support Days. Make sure you decide when you'll take your vacations/holidays for the year, as well as when you'll set aside a few days for your annual retreat.

It's important for you to know that you will NOT to able to stick to this calendar 100% of the time, but you should be able to stick to it about 80% of the time. Life is full of surprises and opportunities, and you want to remain open to them.

So, how do you create your freedom calendar?

Step 1:

Go to your local office supply store and purchase a wall calendar. You will need at least 4 different stickers to use as well, so you can either purchase different colored dots at the office supply store, or if you'd like to be more creative, visit your local arts and craft supply store and purchase 4 different types of stickers. (I picked up hearts, hands, stars and smiley faces for my own calendar).

Step 2:

Assign each kind of day (Free, Laser, Support and Vacation) a sticker.

Step 3:

Have some fun! Stick your stickers on your wall calendar according to how you've decided you want your time to look like.

Step 4:

Take a step back and look at your calendar. Isn't it inspiring to see your time laid out before you in the way you've CHOSEN it to be?

The fantastic part of this process is that you actually have something tangible that shows you where you'll be when and what you'll be doing. It makes the dream of what you want to see happen visually possible for you. By creating your calendar, you are sending a message to the world that you are serious about controlling your time and shaping your life around the pursuit of your dreams.

Instead of you reacting to whatever life hands you every day, all those things that eat up your time without you even being aware of it sometimes, you've proactively decided yourself where and how you'll spend your time. This will be a huge positive shift in your life!

HOT PINK BONUS: Daily prioritizing!

START WITH THE END IN MIND

I want to share a parable with you. It might be one you've already heard, but it bears

repeating, and if you can remember its meaning, it will do wonders for truly using your time to its full potential.

Time Management Parable

by: Author Unknown, Source Unknown

One day, an expert in time management was speaking to a group of business students and, to drive home a point, used an illustration those students will never forget. As he stood in front of the group of high-powered overachievers he said, "Okay, time for a quiz" and he pulled out a one-gallon, wide-mouth mason jar and set it on the table in front of him. He also produced about a dozen fist-sized rocks and carefully placed them, one at a time, into the jar.

When the jar was filled to the top and no more rocks would fit inside, he asked, "Is this jar full?" Everyone in the class yelled, "Yes."

The time management expert replied, "Really?" He reached under the table and pulled out a bucket of gravel. He dumped some gravel in and shook the jar causing pieces of gravel to work themselves down into the spaces between the big rocks. He then asked the group once more, "Is the jar full?"

By this time the class was on to him. "Probably not," one of them answered. "Good!" he replied. He reached under the table and brought out a bucket of sand. He started dumping the sand in the jar and it went into all of the spaces left between the rocks and the gravel. Once more he asked the question, "Is this jar full?" "No!" the class shouted.

Once again he said, "Good." Then he grabbed a pitcher of water and began to pour it in until the jar was filled to the brim. Then he looked at the class and asked, "What is the point of this illustration?"

One eager beaver raised his hand and said, "The point is, no matter how full your schedule is, if you try really hard you can always fit some more things in it!"

"No," the speaker replied, "that's not the point. The truth this illustration teaches us is: "If you don't put the big rocks in first, you'll never get them in at all."

NOTE: As we discussed when creating your calendar, it's important for you to know that you will NOT be able to stick to your schedule 100% of the time, but you should be able to stick to it about 80% of the time. Life is full of surprises and opportunities, and you want to remain open to them. Life is also full of the unexpected, when things pop up that need to be taken care of immediately and your best intentions for the day get thrown by the wayside. Give yourself some slack when that happens. That's just life and no reflection on you. How you handle it, by taking care of what needs to be taken care of, is a reflection, so make sure you are fully present regardless of what life throws at you. What if you didn't "start with the end in mind"? What if you never took that Big Rock and put it in the jar first? You know exactly what would have happened. All the water and the sand would have taken over your time and you never would have moved forward with your dream, right? Because the car needed cleaning, and the hallway paint needed touching up, personal emails needed "urgent" responses, and the photos needed to be organized - again. You know what I mean. All those little things that eat away at our time. Don't let that happen! Put the Big Rocks in first!

What are your Big Rocks?

Key #5: Your Marketing Funnel

Do you often wonder why it is that some consultants seem to be well-known, sought out by customers and receive endless referrals, while others, many others (you, perhaps?), still struggle to attract a solid client base?

I can give you a simple (really!) solution to that problem. It's called the Marketing Funnel and if you implement it in your business, I promise that you too can enjoy selling more of your products. And you'll just have more fun!

You know what a funnel looks like, right? It's wide at the top and tapers down to a narrow opening. Well, a Marketing Funnel has four sections. The very top section of the funnel is called **"Filling the Pipeline"**. Here you concentrate on attracting prospects, making contacts, gathering leads and collecting referrals. Underneath Filling the Pipeline is a section called **"Following Up"**. This is where you actually dial the phone numbers you've acquired while you've been filling your pipeline. It is also where you begin to build your relationship with the prospect. The third section of the funnel is called **"Getting The Appointment"**. Once you get your prospect on the phone, you invite them to schedule a complimentary makeover, to be a part of your Before and After Portfolio, to be a Party Hostess or to listen to a Career CD. The very bottom portion of the funnel is **"Closing the Sale"**. You've gotten the appointment, now you must ask your prospect for her business. That's it-those are the four stages of the marketing funnel.

Your job is to keep activity in the funnel flowing. I've seen consultants make a new contact and immediately try to close the sale. While this may work in rare cases, skipping the relationship building steps in the middle can make you sound pushy. If you follow up and don't get the appointment, put the prospect back into "Filling the Pipeline". If you get the appointment but don't close the sale, put the prospect back into "Following Up". Take the time to build a relationship so that your prospect naturally and comfortably moves down through your funnel. Your reward will be an easily closed sale (and a great referral source!).

Lots of people know about this funnel-but here is what will set you apart. Figure out where you tend to get stuck. Would it take you less than a few hours to call every contact you have? You are stuck at “Filling the Pipeline”. Do you have lots of phone numbers and business cards from people you’ve never called? You are stuck at “Following Up”. Do your prospects avoid your calls or leave your messages un-returned? You are stuck at “Getting the Appointment”. Is your schedule full of appointments but you have low sales? You are stuck at “Closing the Sale”. Once you identify where you are primarily stuck, concentrate your efforts on unclogging that area of your funnel. Don’t abandon the other areas-just step up your efforts and gain the skills you need to master that part of your marketing.

We all hate to be sold, but we love to buy from people we know, like and trust. By creating and developing each area of your marketing funnel, you will be just such a person.

In the **Hot Pink Success™ Coaching Program**, I work with each client to identify where she is stuck and then design an action plan to get that funnel unclogged!

Here is a quick review of all that we have covered together:

First Steps in Creating Your Marketing Funnel:

1. Discover Your Center of Authenticity
2. Create a Parable
3. Create an Elevator Speech

*** If you've done the first 3 Keys, you're already well on your way!***

4. Plot your marketing funnel and determine where you tend to get stuck. Do what it takes to get unstuck!

In the **Hot Pink Success™ Coaching Programs**, we go into these, and the many other marketing activities, in great detail and create a strategy specifically for you and your business

Bonus Key to Hot Pink Success!

As I put the finishing touches on this workbook, I realize there is so much more I wish I could share with you! So what I've done is slipped in a bonus Key here at the end, by way of sending a little inspiration to light your way on the path to **Hot Pink Success™!**

Bonus Key: Make "Giver's Get" your mantra...

An overriding Key to creating an abundant clientele is the concept of "Giver's Get".

Meaning the more you give away, the more you get in return. You don't even have to believe that this is true; it just is, and if you pay attention, you will begin to notice that the more you give away (of your time, resources, support, etc.) it will be returned to you, not so much as in an exact reciprocal way, but in other ways, often 100 times over!

So whenever you find yourself wondering "what else can I do to draw more clients to me?" remember "Giver's Get" and look for a way to GIVE. For example-take a sample sized Satin Hands to the nursing home and rub on the beautiful hands of the residents there. Do not go intending to sell anything. If anyone asks, tell them you will return next week and bring other samples with you. Just be sure that when you return, you repeat your Satin Hands activity-otherwise you will show yourself to be a phony.

As you make your way down the path towards **Hot Pink Success™**, please feel free to share with me your journey. I want to be one of the first to celebrate your successes!

To Your Success!

~ Sarah

PS: If you've liked what we've been covering in this special workbook, know that there are a lot of exciting follow-on programs and products in the making. Watch for them in the **Hot Pink Success™ Website**, Ezine and Blog. You can also visit my booth at the Mary Kay Leadership Conference in January 2006.

Thanks!

Sarah Robinson, President and Coach, **Hot Pink Success Coaching™**

www.hotpinksuccess.com

sarah@hotpinksuccess.com