

SIYOP Workshop

Session 2-2

Inside The Mind Of Your Prospect

Now we're going to go inside the mind of your prospects. What we're talking about here is being able to understand what your perfect prospects. When we say this, prospects we're talking about purchase driven prospects. It's not that you're trying to put out content to entertain the tire kickers, to entertain people that are bored, that are just looking for tooling around looking for information. You're really speaking directly to the people that you are able to help. What happens is you are going to get really laser focused on these folks.

What I don't want you to think is that you can only do all your articles, all your content to one specific, very granular person. You may have, when you get to your micro-specialization, there may be a few slightly different elements because obviously if you're in a particular business that has a few different services. Then you want to speak to those people that need those services. But if they are very different people that need a different outcome, make sure that you don't dilute that by trying to speak to everyone. You speak directly to that person that this particular service or product that you have is going to help.

The deeper that you get into understanding their mind, the much easier it's going to be for you to create content around this. Let's go through this real quick. We're going to talk about how to develop your crystal ball.

What I mean is to be able to see inside your prospect's mind and what your prospect is thinking, your perfect prospect is thinking, and you're going to be able address questions and concerns that are going to quickly establish your authority without them having to ask those directly. Because when you establish yourself as an authority, you're speaking very directly to someone that you know what their issues are. It's not like you're putting something out there and saying, "Well I hope if you might be interested." You're not looking for impulse purchases. This is where you have a very specific solution. You have a very specific outcome that you can provide people and you're going to speak directly to the people that are going to want that outcome.

In order to develop your crystal ball, here's what is going to need to happen. When you're creating content there are going to be those four big issues that every prospect, everyone of your perfect prospect, every purchase driven prospect is going to have on their mind when they are considering you as the solution, or considering you as that outcome provider. What can you do to provide that tipping

point for them to feel, "Yes, this is the person I need to know. This is a person I need to work with, that I need to find out more about."

Here are the four issues. These are the four issues that you want to understand backwards and forwards in your business. 1) Do they understand my problem? That's the first thing that the first time that you can make someone feel that, "Oh wow! I think they do understand my problem." You have taken the first step, one of the biggest steps in establishing yourself as an authority because they want to, they're going to want to align themselves with leaders that understand what their problem is, that get what they're going through.

The second that you can address their problems, and notice that I say address, not necessarily answer. If you're thinking that this is about answering their problems and providing their solutions for free, for everything in their content, that's not what this is about. It's not about answering their problems. It's about addressing their problems.

2) Are they qualified to solve my problem? Now this is where people will tend to provide a resume. This where people go overboard with well I've done this and I've done this and I have this certification, and I have this degree, and this background. Which it's not necessary. You can let them know that information without it being a resume.

It can be much more subtle and low key than most people think it can be. Are they qualified to solve my problem? You just need to give them, address this issue to where they think, "you know what? I think they are qualified to solve my problem." And we'll talk about more on how to do that.

The next one is, My problem is unique. Will this work? A lot of you recognize this and can probably think of examples of this very, very easily. That there's always prospects, always potential customers that think that their situation is different. They think their situation is unique; it's different than anyone else. Just about any type of service business product, you're always going to have someone that thinks that their situation is unique.

What you need to do when you're addressing this, is let them know that 1) either their situation isn't as unique as they think it is, or 2) that you have experience in working with unique situations. You can do that within your content by the type of content that you put out there.

The next one is, What do I risk to find out more? Just like we said earlier, that authority content is not about making a sale. Authority content is about giving the opportunity for the sales process to

happen. You want to make sure that your authority content gives them that confidence, that hope, that achievability that the risk to find out more to actually step into your sales process is as low risk as possible. These four issues are what is going to allow you to develop your crystal ball. A very, very powerful crystal ball to the insight of your prospects and your customers.

Every piece of content that you put out there with that authority, that educator and that advocate voice, needs to address at least one if not each of these four issues. I want to make sure that you write that down and you understand clearly that when you're creating authority content that it addresses at least one, if not all of these four issues because this is going to be crucial in being able to quickly establish yourself in that authority position.

This is not also just for your prospects, this also when people are looking at you for "Is this person going to be a good interview for me to have as an interview? Will this person make a good story for me to talk about? Will this person be a good expert to bring in to comment on a situation?"

Let's talk about how we will use your crystal ball. Using your crystal ball. We'll use a simple case study example that I want to use. This is

Brandt Phillips that you see here. Brandt is a home remodeling contractor and I've worked with him for several years.

His authority archetype is the Everyman. His micro-specialization is he only works with real estate investors. His perfect prospects are house flippers, or landlords. This is going to be good for you because you're going to be able to apply these principles and think about what it is that you do. Think about your archetype. Think about your micro-specialization. This is how it's benefited.

Brandt, back in I think it was 2008 or so when I started working with Brandt, he had a day job and he wanted to go into the home remodeling contracting business. He's a real estate investor himself, and had remodeled a lot of houses and wanted to go into be a home remodeling contractor. Now if you think about 2008, it was one of the worst possible times. It was a horrible time in the real estate business and people's homes were on their way into going into foreclosure, much less needing to remodel their kitchens or bathrooms. It wasn't a great time.

A lot of home contractors were going out of business, were really, really suffering. They were not getting work. They were desperate for work and he wanted to start a business. Well what he did was he

started a contracting business but he micro-specialized. Instead of trying to cast a wide net and take any and every job that he could, he specialized and only working with real estate investors.

People that were buying homes to fix and sell, people that are buying homes to fix and rent. He knew that their mindset was different the general population as far as home remodeling. They had a very specific criteria, and very specific concerns, very specific problems that he would be able to address. Even though there was a lot of home remodelers out there that were desperate for work and cutting prices to get work, because he micro-specialized and because created, started creating educator and advocate content specifically for his perfect prospects, they chose to work with him even if it wasn't the lowest price because what they were buying was the outcome and the achievability factor of working with him.

Let's go through and see some examples of how he would address some of these four issues that you need to address in your content. Let's start with Do they understand my problem? Here's one example the video a simple content of a free tool that he put out there. The problem is how can I get an idea of how much I need to budget for repairs for making an offer? His trust trigger that we call it in each piece of authority content that you put out there as an educator and advocate is a trust trigger. It creates a trust trigger for your prospect.

His trust trigger was a simple online calculator for estimating the repair cost. But what you see in the video that he does is he addresses their problem. A lot of real estate, one of the biggest concerns is how can I get an idea? How can I estimate or budget for repairs before I make an offer? By addressing that he is also addressing the bigger issue, the core issue of does he understand my problem?

Just by parroting back to them the problem, the question that they have on their minds, he is establishing that "Oh, well it sounds like Brandt understands my problem. I'm an investor and I'm not sure how to ballpark my repairs." He's already right there separating himself any other contractor because he understands their problem.

The next one is, Are they qualified to solve my problem? Again, these trust triggers, and you'll see what I'm talking about is content is how do they know that he's qualified to solve their problem? How do they know that he's qualified as a home remodeling contractor knowing what he's doing? His trust triggers are he's recognized by credible media as an authority in home improvement. Now here's where it gets a little bit tricky for people to get their head around.

Here he's brought into the local news stations to talk about different issues in home remodeling or even real estate investing. One of them is he's brought into to talk about tips and tricks and things to what home sellers should consider when they're looking to sell their house. What are some little things that they may over look that will make a big difference in getting to people to want to buy their house?

When we talked earlier about having content that does not sell but makes them want to buy this educator/advocate the things that make the TV station want to have him on there is he's not coming on there to talk about Hey look what a great business I have. Look at what a great job, look at my testimonials, look at my success.

He's going on there to talk about, "There's a lot of listeners that are putting their house on the market. The house market might be kind of soft right now. Here are some things they can do that will make a big impact on how quickly the house will sell, or their selling price if they'll just do these little things." That's a compelling story that immediately creates trust triggers that okay this person is recognized as someone that understands this.

Now is this meant to be a lead generation that people are going to look at this and say, "Hey I need to contact this?" That's what most

people think when they do a TV appearance. That's what people think when people do a radio show or they have an article. They only think about that as that one, that finite time that that article is out there or "Hey did you see my spot on the TV? Oh you missed it? Oh well I hope people saw it."

No! Now the ability to use that in the marketing to create those trust triggers that he's been featured on this. He's been seen on this creates and establishes those trust triggers that make people feel and addresses is he qualified to solve my problem? Well he's been recognized by credible media as an authority home improvement even if they never look at the video. Even if they never read the article, the fact that it's established that he's been recognized establishes that trust trigger. That's where you have to understand, it's not about selling because if he just did content that sold, he wouldn't be asked to participate in media.

People wouldn't be interested in what he said, but because his content is educator and advocate based, he is seen as that authority and he's invited to share this and it also again, quickly establishes the trust triggers and the positioning for authority. When you're creating the content that's something that you need to understand and be able to incorporate.

My problem is unique. Will this work? This is another big one. One of the things he does is people that think they have unique problems with working in real estate and investing in real estate, he shows how problems aren't as unique as the prospect may think or he shows how he's experienced in dealing with unique problems. How does he do this? The trust triggers he uses are videos, blog posts, articles that speak to perceived unique problems.

He'll even do videos with case studies of people that have what people perceive as a unique problem and how they succeeded with that. When you do that and you put out content like this, if you one thing like the one article he has there, *Private Lenders Want to Loan Money To You*. He's not saying anything about him. He's not saying come use my business or anything. He is providing education on how people that want to invest in real estate that need alternate sources of financing can get financing.

Now what that does is establishes him as a credible authority because he is educating them on ways that they can move forward in their real estate investing even though they may have hit an obstacle of financing. He is just proven that he understands problems that are unique, or he's showing them that hey your problem may not be as unique as you think it is. There's other people that have these problems and here's how they over come those problems.

Then, what is my risk in finding out more? This is one that can be very, very important. This is one that a lot of you may already have some experience with but you skip the first parts. You skip the other elements and go right into this. If you offer discover sessions, or strategy sessions or anything like that that are free strategy sessions. But what that's doing is jumping right into you're getting closer to the sales process without addressing those other issues of hey, maybe they do understand my problem.

It sounds like they're qualified to solve my problem. Maybe my problem is not as unique as I think it is. Then, you've reduced the risk. So remove the risk for them to find out more, the educator and advocate content creates that curiosity. It's creates that desire and even creates some anxiety. When I say anxiety, it creates anxiety that they're almost afraid to NOT make contact with you before they make a decision because they may be making a mistake.

What you do is establish yourself as someone they must know. That this is someone that clearly understands my problem, that's qualified, and I must have them on my list to be able to work with. Now if you're not sure how you're going to address these, don't worry because we're going to fill that in, fill in those blanks very, very clearly. The one thing that you must do is understand and recognize and look at

hidden obstacles. This is one thing that so many people miss that could be the difference between their success and their failures.

Your prospects may desperately want and need the outcome you provide. They may desperately want and need the outcome you provide, but I want you to think about it. If you have a problem, or if you have a solution if you have a service that provides an outcome that just seems like why wouldn't people want it? They've actually shown demand for this. People have expressed their desire, their need, their want for this but for some reason it's just not clicking.

What we tend to do is start looking at the marketing piece. How can I convince them more that this is what they need or want? How can we convince them more that this is what they desire, but you may already have something that they really want or they need, but they're not buying it. But if you keep hitting the wrong way, if you think about Mercedes, there's probably a lot of people out there that want a Mercedes. And if Mercedes kept convincing people how great a Mercedes is and they should really want it, they may be going over board because they're not addressing the hidden obstacles that's preventing people from buying a Mercedes. This is something that you have to spend time on that most people spend almost no time on with their business.

It's about going deeper and here's one example I wanted to show you. There's many others, but one that you may can apply and think about in your business. Betty Crocker back in the 50's they came out with the instant cake mix. Instant cake mix, cakes made from scratch, homemade can take hours to make. Betty Crocker developed an instant cake mix that you could have a cake and create it and make it in 45 minutes. They provided an outcome with a huge demand.

Back then housewives, as they known in the 50's, wanted something. How can I, I would love to be able to make a cake, I would love to shorten the time to make a cake. I would love to take from 2 hours, 3 hours down to 30 minutes, 45 minutes. They established that that outcome was in huge demand and they provided and created a solution that would produce that outcome. But it just was not selling.

Why? Why was it not selling? If they would have spent time more on marketing because they were stumped. They couldn't convince people that they wanted this outcome anymore. It was so clear that this outcome was desired. That housewives wanted this outcome they wanted to shorten the time it took the cake, but it wasn't selling and they wanted to know why. What they did was hired a guy name Ernest Dichter that is the considered the father of focus group.

If you've ever been part of a focus group or seen a focus group where they come in and talk to people and ask about products. What they're doing is they're finding those hidden obstacles and going deeper than what people say they want. He hired a team of psychologists to figure out why this was occurring, why something that people said they wanted and they want terribly bad and the demand was huge, why was it not selling? What the psychologists determined was that the housewives felt an element of guilt. They felt like they were somehow cheating.

They felt like they were not doing the best for their family with putting love and care into baking a homemade cake. That as much as they loved the idea of this cake being made quicker and they even liked the way it tasted and the way the outcome. They thought it was a perfectly fine cake. The issue was that it wasn't them putting their love and freshness into their family's cake.

What was the solution to this problem? Add an egg. They added a step in creating this instant cake mix, a completely unnecessary step to where the person making the cake added the egg and now all of a sudden they felt that they were participating in the process and it became one of the biggest sellers and still is today. You probably don't know, you probably know very few people that make cakes from

scratch. That this was the hidden obstacle. It had nothing to do with the want and the desire for the outcome.

It was a hidden obstacle and had such a minor simple solution but they had to uncover what that was. If you have a service, a product and you're an authority and it's something that would make a huge difference, you have to think why aren't people buying? What are the biggest reasons that my perfect prospect is not buying? It doesn't matter what they say, it's what the real reason is and when you go and take this step, this is when you truly are getting inside the mind of your prospect. What we have in the members' area now is supplemental tutorial stuff if you go in there, there's an actual training and a download which is the educator and advocate content that's a foundation discovery.

Go through this and essentially what you're going to do is you're going to interview yourself about your business, about your prospects, about how you help them. What this going to provide you is a wealth of content. It's going to you provide raw information. It's going to provide you raw things that you probably never thought about or discovered but what it's going to do it is going to provide you with content and the source of content at your fingertips to be able to address, do they understand my problem? To address, are they qualified to solve my problem?

To address, my problem is unique. Will this work? To address, what do I risk in find out more? I can tell you that every single the answers and the ability to address these is inside your head right now, or you have the ability to find out. But what this discovery session will do is allow you to get that out of your head, get it brain dumped into a form that you're going to be able to use it.

When I say be able to use it, I'm talking about being able to use it in creating content, whether it's videos, whether it's blog posts, whether it's articles, whether it's news releases. It's going to be able to provide you content to bring in that you're going to have to be able to form a compelling pitch for interviews that you're going to be interviewed for the radios, to pitch for TV stations. It's going to provide you with the basis of the content for you to be able to put together your own authority educator/advocate book that you can publish within the next 30 days because you're going to realize how easy it is to pick and grab this content and insert it to just about anything that we're going to talk about going forward starting with this next session that Brian's going to go over.