



PERSONAL BRAND BOOTCAMP ADVANCED OPTIONS

As promised, I wanted to give you the option to take your work further and do some Advanced work for the Personal Brand Bootcamp.

Are you up for it?

If yes, I want you to call up 10 clients and prospects this week and let them know that you're updating your brand and you really value their opinion so you would like to see what they think of it.

Here's the basic script for your call (feel free to adjust this to suit yourself better)

You: Hi Sam, I really value your opinion and I just wanted to ask you 3 simple questions. Do you mind if I ask you them?

Them: (Sure

If they say they can't now, schedule an exact date and time for you to call back)

You: Great thank you. I'm in the process of revising my Personal Brand and I wanted to highlight my best qualities. What do you think my 3 best qualities are?

Them: (They'll probably say something quite general. WRITE DOWN WHAT THEY SAY)

You: That's great feedback, thank you. If you had to describe my personality, how would you describe it?



Them: (They'll probably tell you some nice things. WRITE DOWN WHAT THEY SAY)

You: That's helpful, thanks. I'm actually going to be focusing my personal brand on my _____ and _____ qualities. Now that you know this, what do you think I need to do to really showcase these qualities when I'm promoting my business or dealing with clients.

For example, if there was something that I could do for you as a client that would use my _____ and _____ qualities, what could I do to help to serve you better, and make you so impressed that you would want to recommend all of your friends and family work with me?

Them: (They will tell you what you need to do to impress them. WRITE EVERYTHING DOWN, WORD FOR WORD. Your clients are telling you exactly what you need to do to impress them & you're very subtly asking for referrals)

YOUR NEXT STEP: After you make your 10 calls and have all your notes, find out what answers kept on appearing. This will show you how people perceive you.

More importantly, with the last question, Your clients are telling you exactly what you need to do to impress them & you're very subtly asking for referrals. When you find out what suggestions keep on coming up, start incorporating these into your business. If you're not sure how to do it, ask your clients for clarification, or ask them to review your work.

For example, Say most clients said they would like you to have a handout that you could give them after you first meet with them. You could ask "What information would



you like to see on this handout?" and then after you do what they asked for, send them a copy of your work and ask "Is this what you had in mind?"

WHY THIS WORKS: This works on many levels, but the main reason is that you're learning directly from your clients what they want and need from you. So many professionals make the mistake of "guessing" what clients want, when the easiest route to success is to just ask them! Or they do worse, they ask their colleagues in the industry - your colleagues opinions don't matter...they will NEVER be your paying clients.

Also, by engaging with your clients about this, you will show them that you're serious about your business, and that you're looking to get more clients.

NOW MY QUESTION FOR YOU: Are you going to do this Advanced option?