

Brave New Year?

Okay - let's get straight to the point!

If you've been following our coaching recommendations since TOP GUN, you should have the following in place:

- Daily MindChangers
- A Strategic 'On' Plan for 2009 in place - and of course this must be in writing
- Ten yellow boxes for each week in January and beyond...
- Evidence you are following our *Prospecting Ideas* (more in a moment)

In the last six weeks I must have been asked by at least a dozen people as to how they could have an amazing 2009. My response is simple, straightforward and clear.

Do what I do, as it simply works.

1. Flood your mind each and every day with your future aspirations
2. Read your written strategy regularly
3. Ensure your activity is consistent whatever level you produce at
4. Try new things, especially around prospecting.

Let's pick things up on another prospecting idea.

Tantalise and run

This is such a fun technique. You start a conversation with somebody and tell them how as a professional adviser you've been helping other clients achieve their goals, ambitions, dreams and objectives. Then you change the subject and move onto something completely different. The technique is best used with people you know well who will be very irritated because you've tantalised them then diverted the conversation elsewhere. Only bring the conversation back when they plead for you to tell them more about how you're helping other people. This makes it incredibly easy to suggest a meeting in your diary with this new prospect for their future benefit.

I see trustees

Normally this idea starts with the quotation, "I make it a professional business practice of working by personal introduction and the reason I see all the trustees of my clients' friends and family is because I wish to ensure they are secure in their future come what may."

What you're referring to here is the trustees on life insurance plans. Where people say I have no idea whether my friends and family have any plans or indeed trustees, this makes it infinitely easy to suggest it's critical that they introduce you to the people they know. By the way, this happens after you've already created the necessary documentation for their own life insurance plans.

I make it a practice

We've already alluded to this – the powerful words of "We make it a professional business practice to..." Whenever you use this turn of phrase it becomes relatively easy to get people's buy-in. For example:

- I make it a professional business practice of seeing all the neighbours of my new clients. Are your neighbours in right now?
- I make it a professional business practice of seeing all the brothers and sisters of my new clients. How many brothers and sisters do you have?
- I make it a professional business practice of seeing all the parents of my clients. When now would be a good time to arrange a meeting with your parents?

Mailing Lists: purchase

This idea is used by businesses on a regular basis. I am not suggesting that if you purchase a mailing list it's any better than finding a free one to call. And yet there is one very big difference that often makes *all the difference*.

When you buy a mailing list from a reputable source, the difference is that by purchasing it, you place a value on it. Remember that people rarely value the things they get for free.

So yes, often when you buy something, you start to treat it like a true investment, and therefore are more likely to be consistent and committed to getting a result with your investment. That's a big factor when buying a mailing list.

Of course you can do the other thing and save your money - and *ensure you remain committed to get the best result with everyone you decide to call...*

Best wishes,

Glen and Sandro