

7 Important Conversations for 2018 A Checklist

A Conversation to Open a Door -

- Look at this one as an opportunity to exponentially expand your network. Our achievements and success can only be as big as the risks we are willing to take.
- As for who, you're going to investigate and find a kingpin in an organization, political region, media outlet, or association. If you have some knowledge, experience, or history with the cause - all the better, but it's not necessary.
- Your success line is when you clearly identify your person and make contact - I really aim for ultimately getting on the phone with this person.
- Ideal outcome from this call will lead to speaking/appearing in front of a lot of C-level executives, regional politicians, media players, or an entire industry.
- As for when, on this one look at it through THEIR eyes. What's happening in their world that you can act as a multiplier for? An event, a release, an election, a market shift?

A Conversation to Close a Door:

- The good news about this one is that you knew what it was the second I mentioned it. You know where there energy seeps out of your day, out of your life, and this challenge is to have a conversation that closes that door.
- Identify the person with whom you identify a drain, leakage, or soft spot in your progress. Know that it's probably *not* them - It's about you and your relationship/belief about them. But that's an entirely different conversation. For this exercise you are going to use them to close a door in your life.
- Your success line is when you decide on the conversation and have it. It's important here to not predetermine that the success line is cutting off that person/situation from your life. It's quite possible that a subtle shift will stop the leakage so again, your success line for this one is when you decide on who the conversation needs to be with and you have it.
- This will lead to you no longer feeling like the person/situation is an active drain on your life. That is the only outcome you will accept from this conversation - regardless of what that looks like. Be committed to the outcome, not the means by which it occurs.
- When? For this conversation aim for as soon as possible. This is a great one to knock off early - and often. You might just become addicted to this conversation, and you'd do well to not shy away.

A Conversation to Create Attention for a Cause:

- If you want something, find out what you can first give. This conversation is about that. I don't want to kick into telling you what a superhero you are, but trust me, you can sharpen the focus for a group's cause in your sleep.
- You'll talk to someone who is directly responsible for the success of getting the message out. Might be a social media manager, project manager, coordinator, or PR manager.

- ❑ Your success line is crossed when you decide on the cause, the person, make contact, and share any follow up that was promised on the call. The rest is out of your hands, although, extra credit is given for staying in connection with this person for this cause or other projects where he/she might be able to engage your awesomeness.
- ❑ This might lead to an industrial video, being part of the launch or campaign, emcee work, live performance, multiple live performances, a year long contract, or other creative input that brings more attention to the cause.
- ❑ You'll want to see what the big days are for this cause and start hitting them up at least 4 months in advance. Aim to be a leader by coming in early. It's better than jumping in late when they are in overwhelm.

A Conversation to engage support:

- ❑ We can't be everyone at once - and I know for a fact that we all do at least one part of our business that stops us from seeing the next, bigger version of our career. This conversation is the outsourcing talk that you've yet to have.
- ❑ Once you decide what part of your life or business you never want to touch again, you'll know who the person is. Might be a video editor, social media manager, a housekeeper, an errand employee who works a few hours a week and everything they need to do on Friday gets only enough of your attention to put it on their list... What would your life be like if you never had to go to the post office again?
- ❑ Success marker for this one is deciding the task, the person, and having the conversation. Beyond that, success means you actually follow through and do enough assignments that you feel the benefit of having that support. And yes - using someone as support is often harder at first, get past that part and feel the support and what it opens up for you.
- ❑ This conversation delivers time, freedom, and saves you from that which brings you down or keeps you caged up. I just had someone update my address book with over 200 addresses. Cost was \$15 and it was done in the morning after assigning it. You might not recognize the benefits of that right away, and you need to give it time. Don't quit on this one too early.
- ❑ As for when, this one goes in the "sooner the better" category. 10 years ago would have been the first best time, tomorrow is the 2nd best time.

A Conversation to begin a strategic partnership:

- ❑ This is another multiplier conversation. It's another chance for you to acknowledge that you aren't a lone ship and there are others who have access to a huge audience and you can be partners for each other. It's takes a big scoop of accepting who you are - really are - not some story about being a nobody.
- ❑ To discover who you'll talk to, simply look at what you have done, who you know, the audience/connections/history you have, and then imagining who out there could benefit from that access? Might be a local caterer, event planner, Fortune 500 business, school district, wedding planner, association where you have some expertise/experience.

- ❑ Three distinct success lines for this one - getting the mindset in place that you have something of value, deciding who you will talk to, and making the connection. You have all the tools you need for the connection (think conversational calling and CVI).
- ❑ This is a lead conversation. For you both giving and receiving. This conversation is the basis of business mixers and you are basically creating one on your own with a conversation. Warning - this one can become addictive and the returns are measurable and recurring.
- ❑ Take your time on calendaring this one. Put in the due diligence to make sure you find one where there are mutually beneficial possibilities for both parties. 30 minutes a day (during your “Swinging for the fences” time) for a week will yield you a few options, and another week will tell you which one is right for the first call.

A Conversation to Get Publicity:

- ❑ The reason for doing this one is pretty simple: it takes a certain amount of touchpoints for anyone to know who you are and people have to know who you are. To do this one correctly you’re going to probably have to lean into a local or timely hook. It’s a great way for you to get publicity while leveraging something that needs exposure anyway. You’re just giving them the best imaginable option.
- ❑ As for who to talk to, my preference is that you talk to someone you feel you’re not quite ready to speak to. A magazine, a television show, Gary Vaynerchuck, a conference - anything that gives you the biggest opportunity to shine. Dare yourself.
- ❑ Success line for this conversation is having it. Only you’ll know if you went scary enough - but don’t worry, you can schedule these quarterly and push yourself deeper with each one.
- ❑ This one is about publicity that can position you as an expert. Spokesman, leader, entertainer, resource, goto person for public awareness, gun-for-hire - whatever. And don’t limit yourself in this conversation - promise brilliance - you know you can deliver. That’s never the question.
- ❑ Publicity needs to happen early and often. For this first one just make sure you have an idea - a segment to pitch - and that you can fit it into your schedule. You might want to get in the habit of this conversation - but at least schedule one for 2018.

A Conversation to Pay Off Handsomely:

- ❑ As for why - it’s about swinging for a big contract. It’s about treating the money like a game and putting out the offer that, according to your history or your competitors, might not make much sense. So what?!
- ❑ Find a prospect who is making news. A merger, a huge influx of funding, a takeover, new widget that is grabbing a lot of eyeballs, a viral story or company - this is straight out of the “Swinging For the Fences” and it’s a big shot at Money Making Activity.
- ❑ The good news here is you don’t have to land the gig. You have to gather up whatever it takes to assess, research, formulate, and connect. Once you’ve done that - your conversation #7 is done - and see if you don’t want to do it all over again.

- ❑ The outcome for this is a gig that redefines your ceiling for your income earning ability. Ideally it would be a gig that is pure fun and high paying. How's that for a caption under a contract?
- ❑ As for when, keep your eyes and ears open. It won't surprise me if something appears before you in the next 24 to 72 hours. I'm available to bounce ideas off of - don't be shy. Of all the calls - and I want you to do all 7 - this one would get me most excited to hear about.