

BARRY FRIEDMAN PRESENTS...

SHOWBIZ BLUEPRINT

MASTER THE BUSINESS OF SHOW BUSINESS

PLATINUM CLUB

PREMIUM CONTENT ~ UNLIMITED CONSULTING ~ WHITEBOARD SESSIONS



Platinum Podcast Episode 22

90-Day Money Game
Connect and Invite – Deep Dive

90-Day Money Game

- I have a question...
- Is it possible to develop late-life dyslexia?
- In episode 21 I taught: Create, Invite, Connect, Propose
- This game has been a part of my life for almost 3 years
- And I switched the C's and didn't even realize
- I stepped out of the beginner's mind... Apologies



90-Day Money Game

- So while Create & Connect are similar in context
- There is a huge distinction
- Connect, Invite, Create, Propose – That's what it is!
- Today I am going to deep dive with you into the first two
- Which are – Connect and Invite!
- Let's dig in deep and move closer to the game



90-Day Money Game - Connect

- Connect – In SBBP this is the research/contact/inquire step but ---
- In this game **we give ourselves permission** to connect more deeply
- Get your mindset is SO clear of selling – it's not the goal
- Beneath their title – connect with who they are
- So who exactly do you connect with?



90-Day Money Game – With Whom?

- Let me tell you this: you never know when the most important conversation of your career will happen.

With that said – connect with:

- Past clients
- Referrals
- Pro Network
- Incoming Leads
- Local Business
- LinkedIn Connection
- Favorable Introductions
- Cold Calls



Connection Pro Tips

- Slow down to speed up – give them space
- Ask yourself: Who is *really* in front of me?
- Don't hide anything – assume you'll work together
- Look for the *seconds* to genuinely connect
- Know all you can going in – and be ready to use it
- What do you want them to remember about you?



What to Say: *Connect* Starters

- Anything goes – test and challenge yourself
- Depends on level of familiarity: 1-3, 4-7, 8-10
- I'll give examples for each level
- These will be only starters – risk sounding different
- Again – make sure your mindset is on connecting



Connect Starters – Level 1-3

- This is from Cold – Favorable Introduction
- I've been reading that... what are you doing to...
- Your revenues have leveled – why is that?
- Your market share is down – how long can that last?
- Your booth was empty – how is that affecting business?



Connect Starters – Level 4-7

- This is from Strong Introduction – Know Personally
- _____ tells me that it's time to level up... Can I hear...
- It appears that something new is in order...
- What is no longer working but you're still doing?
- What's a risk if results don't improve quickly?



Connect Starters – Level 8-10

- This includes friends, associates, past clients
- I feel a responsibility to connect with you about...
- Let's connect about increasing your...
- Remember what happened last time we created...
- What if you are one conversation away from turning this around?



90-Day Money Game - Invite

- The next phase of this is to Invite
- In the context of this game it's the permission to follow up with *Connect* stage
- This might be during the *Connect* stage – but it will often be in a follow up
- Tweener: Digest everything from the *Connect* and lay the runway for the *Create* stage



90-Day Money Game - Invite

- In a way, this is the most sensitive stage
- It has the opportunity of triggering a sales push back
- They will most likely have had a good experience with the connection – and this is where you ask for permission to create for them.
- We invite ourselves into the creative development of their marketing, event, trade show, etc - gratis!



90-Day Money Game - Invite

- This can be done on a phone call or email
- Recap what you got from the *Connect* stage
- Ask them if they like to see what might come from a creative session focused on their project
- Book the meeting, the deadline, the details – and then prepare yourself to astonish.
- Remember that this is pure service!



Connect/Invite - Summary

- This game is about **FREEDOM**
- These first two stages **open the door** to the final two
- These steps are **easier than you might imagine**
- Hold the energy of inviting them to a **birthday party!**
- Done properly, this person should be floored that this opportunity **is happening for them**
- Once the game gets going we'll aim for **one a day!**





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