



BARRY FRIEDMAN PRESENTS...

**SHOWBIZ BLUEPRINT**

MASTER THE BUSINESS OF SHOW BUSINESS

**PLATINUM CLUB**

PREMIUM CONTENT ~ UNLIMITED CONSULTING ~ WHITEBOARD SESSIONS





# Platinum Podcast Episode 28

## 90-Day Money Game Deep Proposals

# Money Game Pep Talk

- I hope you are in with your heart and soul
- This experience is about so much more than money
- This is a rugged training in taking action
- Success comes from putting out proposals
- We'll work on refining to get results in March
- This is very brave work – you won't be the same



# Today – Let's Explore the Proposal

- I've shared a few ways to get it in front of people
- Today we'll look at some fine points for tuning it
- There are subtle differences that make a difference
- Now that you've got some experience we can play
- Take these templates to heart and commit
- It's 1/3 of the way through the 90 days – game on!



# Proposals - 201

- In 23 you got the nuts/bolts of the *Propose* process
- There is relief in the *propose* stage – do you feel it?
- We've done the hard work and now we have a job...
  - To recognize our value
  - Not negotiate against ourselves
  - To stay in our power around pricing and value
  - To see it through – and not stop serving until we get a yes or no.



# The Reluctant Hero

- This story humanizes you to the prospect
- It shows you as approachable, authentic, and vulnerable
  - Here's what I'll do for you
  - I've been doing it ever since...
    - Story of your first time doing it
    - What it meant to you and your audience
    - This is your Big Why
- Make the pitch with \$\$ as a line item



# The Live Video Proposal

- You and the camera – to what level is variable
- The All In
  - Pleasant background or green screen office
  - Bullet points of the proposal – stay concise
  - Move it along and follow it up in writing
- The Partial
  - Open live only time you address – then shift to slides
  - Bullet points and photos/video
  - Keep it moving, include written, too



# Knowing Which to Choose

- This will require some testing and gut intelligence
- Base this on your connection to the receiver
- You can use RH with either video – it's powerful
- The RH can also be the opening to written proposal – Keep it short and succinct
- If you are doing enough to split test – do it
- Measure response, inquiry, and energy you have when doing it.



# Best Practices

- Stay consistent with the game – think drum beat
- Proposing is a personal statement – be yourself +
- Continually upgrade your proposals – let them flow
- How would you propose if you were truly of service?
- The better you get at proposals the more you'll book. It's proportional.



# Additional Support

- Link here to book your 90DMG strategy session
- Have your numbers for our meeting
- Check also for the (Late) Feb Whiteboard details
- Sign up for a Whiteboard Session! Anything goes.





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