



Expert Content from Trusted Authorities, Integrated with Masterminding for Accelerated Implementation!

## The Marketing & Money Making Intensive

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"The Visionary with Guts"



**Trish Carr**

"The Results Revolutionary"



As Seen on:



Proud Members of and Partners with:



**March 26, 27 & 28th**  
2pm to 5 pm ET (each day)  
Via Zoom!

Zoom Link  
<https://zoom.us/j/9604311277>  
Passcode: WPN

**Welcome to The Marketing & Money Making Intensive**

You are about to take part in our proven prosperity process designed to bring you extraordinary results in every area of your life and business. Here are some suggestions to support you in getting the most from this experience:

1. **Have a Beginner's Mindset:** "In the beginner's mind there are many possibilities. In the expert's mind there are few." (Shunryu Suzuki) Having a beginner's mind will open up new avenues and opportunities for your success.
2. **Dream Big:** Give yourself permission to dream big and be open to the expected and unexpected ways that your dream and goals will be realized.
3. **Connect & Collaborate:** Make an effort to not just meet one another, but to really connect so that you can discover ways to collaborate, support each other and serve your customers even better.
4. **Have Fun:** One of the things we learned early on from our mother was that life (and business) can and should be fun! If you're not having fun, get back to your heart's desire and the reason you created your business.

#### **What Members Are Saying:**

*"The mentoring, coaching and support of WPN has helped me to **triple my income** and I am serving people better than ever before."* ~ Allison Ronis, GeekInYourPocket.com

*"The WPN community, ideology, the leaders and their **vision have profound value** for anyone wanting to enrich their lives."* ~ Jodi Darren, TV Spokesperson, Entrepreneur

*"Before WPN I had a strong passion and big vision, but no plan to make it a reality. Now, **Vision for Jamaica is up and running** – children are being equipped with skills and resources to shape their future."* ~ LaRonda Robinson, Vision for Jamaica



## Use ChatGPT to Know Your Ideal Client

### What they want, how they think and how they talk about it.

**The magic and power of ChatGPT happens when you:**

- Provide descriptive prompts to generate robust responses.
- Remember that you're in a 2-way communication with the bot – continue probing, ask for greater (or less) detail.
- **ALWAYS edit, modify and fact check any information provided by ChatGPT (or other AI software) to ensure:**
  - It has YOUR voice and unique perspective.
  - Avoid the risk of copyright infringement or plagiarism.
  - Doesn't sound like a robot!

**GOAL** – Come up with a list of 10 questions you could ask on a first meeting with someone that will cause the person to self-identify if they have a problem or unmet desire you can help them with.

Prompt:

You are a mindset coach for business owners and teach them how to manifest their desires. Create a list of 10 potential questions you could ask someone about their lives at a networking event when you're first getting to know them. Make these questions designed to build rapport and trust and be focused on areas of their lives where the ideal client typically has challenges or unmet desires that you could help them with.

Reply to ChatGPT:

These questions are too personal and deep, revise the list of questions to be more generic about their lives by exploring the areas of their lives that are impacted by them having challenges with manifesting what they want.

Next prompt thread:

What words would my ideal client use to describe their issues?

Next prompt thread:

If they weren't aware of the underlying problem or root cause, how would they describe the problems?

Next prompt thread:

What types of things would they be saying if they were in denial?

Next prompt thread:

What could I say to them to help them gain awareness of the root problem and get them to go deeper?

# Quick Tip Formula

## How to Grab Attention & Create Engagement in 2 Minutes

If you want more qualified leads coming into your business, that is, to be able to have more people know about you and how you serve, this Quick Tip Formula gives you exactly what you need to make it easy and effective. We know that it can feel confusing and overwhelming to decide what to share on social media and this formula, coupled with the Content Creation Made Easy Blueprint, sets you up for success.

You can use this formula to create engaging and influential content that shows your expertise as well as your heart. Here are the many ways you can use this formula:

- Create videos for posting on social media such as:
  - Facebook Live (or recorded and uploaded), Instagram Live, YouTube (live or recorded), LinkedIn, Blogs, Email Campaigns and/or Opt-In (Landing) Pages on your website.

*Note: If your confidence isn't quite there yet to do videos, just start with consistent written tips and then move up to video.*

Example	Your Version
<p><b>1. Introduce yourself and get to the point quickly by stating the problem/issue</b> you'll solve with your tip:</p> <ul style="list-style-type: none"> <li>• Hi, it's Trish Carr from WPN (or I'm... <u>not</u> My name is)</li> <li>• People often ask me; or, a question that comes up is; or, I got an email asking, or one of my clients recently ran into this issue...</li> </ul>	
<p><b>2. Give your problem/question context:</b></p> <ul style="list-style-type: none"> <li>• This issue is often happens when you're dealing with..., feeling..., having to... or especially now when...</li> </ul>	
<p><b>3. Give your solution:</b> So here's an easy way to solve that..., do that..., make that happen...</p>	
<p><b>4. Make a Call to Action:</b></p> <ul style="list-style-type: none"> <li>• You can find out more about this at...; offer free gift, join FB group, your website, a resource, or simply say keep coming back for more tips every or ask them to.</li> <li>• Put the where to go for more info in the written post along with your LIVE.</li> </ul>	
<p><b>5. Create Engagement - Invite them to give their thoughts/opinion:</b> Finish with a specific question or direction, – and be sure that too goes at the END of the written post and the video:</p> <ul style="list-style-type: none"> <li>• Give me your opinion in the comments</li> <li>• How often do you deal with this?</li> <li>• How do you handle when...?</li> <li>• When was the last time you dealt with something like this?</li> <li>• What do you do when...?</li> </ul> <p>Give the direction after each of those questions for them to post in the comments below – OR – send me a private message.</p>	

**“Be known before you’re needed.”**

~Cheri Martin

Social Media Marketing Expert

## **EXAMPLE**

*Hi, it’s Trish Carr with your weekly Influential Communication tip. Something I get asked often and something a client mentioned just yesterday is how do I remember my flow and remember to say what I want to say? And I’ve heard that over and over – it’s one of the greatest fears about speaking on stages and it’s especially important if you have nothing to prompt you like a PowerPoint or Keynote presentation. In a lot of speaking engagements a PPT isn’t possible.*

*So how do you stay on track and remember what you want to say?*

*Besides the obvious Practice, Practice, Practice, a simple easy way is by giving your audience a handout, so they follow along with you. A simple, one-page, fill-in the blanks type handout gives you permission to hold that same piece of paper in your hand – except your paper has all the answers and a brief note next to each point with a prompt reminding you what you wanted to be sure to mention.*

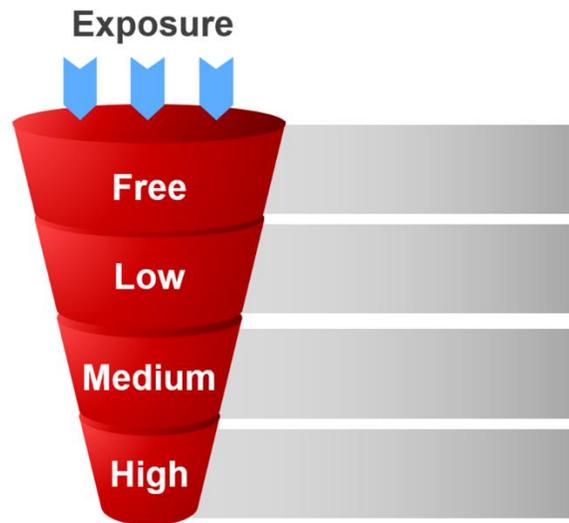
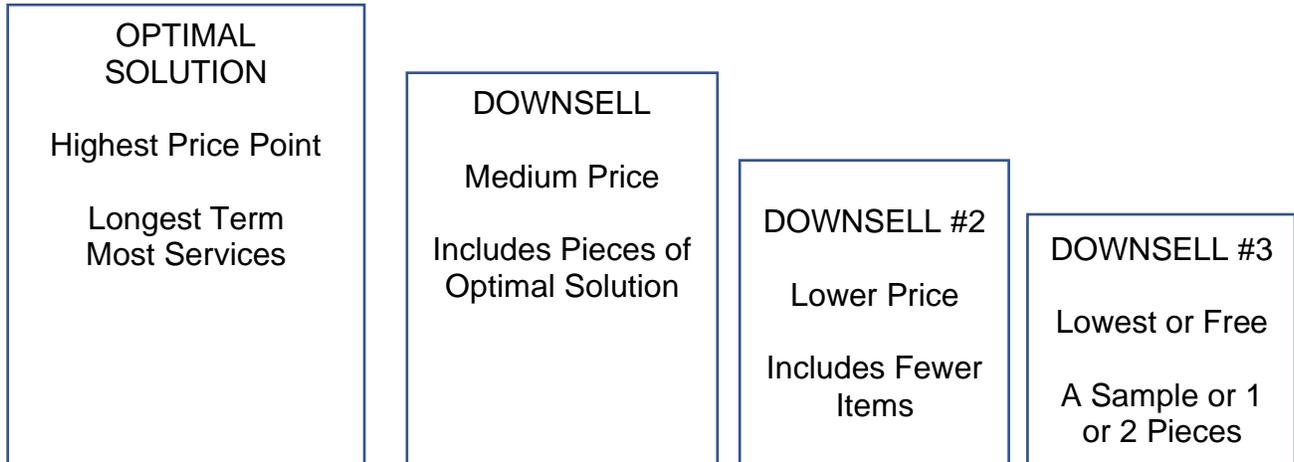
*For more on speaking with influence and to get the formula for influential presentations, go to [SpeakingForFunand Profit.com](http://SpeakingForFunandProfit.com).*

*I’d love your opinion on this – how do you remember what to say when you’re on the stage, on zoom or speaking to groups? Give me your opinion in the comments below. Till next Tuesday, this is Trish Carr – remember, It’s Just a Conversation.*

# Funnelology: Creating Funnels for Maximum Impact & Income!

Begin with the end in mind.

What is the **OPTIMAL** solution for your client?



The Optimal Solution for My Ideal Client Is:




<p>01</p>  <p>INITIAL FOLLOW-UP</p>	<p>The purpose and intention is to connect and build rapport. Remind them of where, when or how you met. Be interested in THEM.</p>
<p>02</p>  <p>BE A GREAT INTERVIEWER</p>	<p>Ask Questions about THEIR lives in the areas you know your clients typically have challenges or unmet desires</p>
<p>03</p>  <p>MAGIC PHRASE TRANSITION</p>	<p>Once they've self-identified areas where you can add value, here's where the magic happens.          Magic Phrase Transition... <i>"I might be able to give you some ideas about that, would it be okay if I asked a couple of questions?"</i></p>
<p>04</p>  <p>QUESTIONS TO UNCOVER CHALLENGES</p>	<p>These are more specific questions to dial in and discover their level of pain or desire so that you can best serve them. Find out what it's costing them to not have a solution, what they've tried before (that did or didn't work), This will also reveal concerns and objections even before ever asking for the sale!</p>
<p>05</p>  <p>GIVE VALUE</p>	<p>Offer 1 or 2 tips or suggestions focused on identifying the problem area that needs attention. CAUTION: Don't give too much advice here or they won't see the need to continue with you. Instead they'll want to go implement what you just gave them.</p>
<p>06</p>  <p>MAGIC PHRASE TRANSITION</p>	<p>Pre-Requisite: You have a high level of rapport, they have said, "Yes" several times and/or have been in agreement with you and indicated they want a solution.          Magic Phrase Transition to Sale ... <i>"Would it be okay if I now share how we can continue working together?"</i></p>
<p>07</p>  <p>ASK FOR SALE OPTIONS &amp; PRICING</p>	<p>If possible, offer 2 product options (one higher priced than the other). This gives the buyer the power of making a choice between (A) and (B) rather than a choice between Yes or No.          (Note: It's essential you know your pricing and packaging beforehand.)</p>
<p>08</p>  <p>BE QUIET</p>	<p>Silently count to yourself (6 seconds is a good rule of thumb.)          If they do not say anything, ask ... <i>"Wouldn't you love to be able to say this time next month that this was the best decision you made because you finally got what you wanted?"</i></p>
<p>09</p>  <p>HANDLE CONCERNS &amp; OBJECTIONS</p>	<p>Be Prepared – You Already Know the Most Common Concerns. Remember, "Feel, Felt, Found" and have personal stories or client stories that demonstrate how that concern was eliminated and the resulting success or transformation.</p>
<p>10</p>  <p>ASK FOR SALE</p>	<p><i>"So now that you've realized that this is easier and simpler than you think, let's go ahead and get started. Which credit card would you like to use?"</i></p>
<p>11</p>  <p>HANDLE CONCERNS &amp; OBJECTIONS</p>	<p>You may experience a second round of concerns if all of theirs were not uncovered in the first round. Repeat ... "Feel, Felt, Found" and ask for the sale again.</p>
<p>12</p>  <p>HAPPILY COLLECT PAYMENT WIN-WIN-WIN</p>	<p>Collect the Payment and AFFIRM THEIR GREAT DECISION using <u>their</u> words of how they will feel when they finally have what they want (these were already conveyed to you in Steps 2 &amp; 4).</p>

## Let's Practice

You're making a follow up phone call to someone you met at an event a couple of months ago.

Go through steps 1 through 6 of the sales process.

- (1) Connect & Build Rapport
- (2) Be a Great Interviewer – general, non-invasive questions
- (3) The “Magic Phrase”
  - I might be able to give you some ideas about that, would it be okay if I ask a couple of questions?
- (4) Ask more specific questions
- (5) Give value – focus on the WHAT not the how

### Prerequisites / Assumptions

1. You've already built rapport and they've said 'YES' several times during the conversation.
2. They have self-identified a challenge and that they do want a solution
3. You've demonstrated your expertise by giving value in terms of a tip or suggestion

Step 6: The “Magic Phrase”

- Would it be okay if I share now how we can keep working together?

Step 7: Ask for the Sale (Options & Pricing)

- Recap both the challenge and solution they've expressed to you ... USE THEIR WORDS ... then offer your options for getting them what they want.

Step 8: **BE QUIET**

**For next practice round, have in mind two offerings for the client.  
One high and one mid-range.**

**My two offerings are:**

Optimal Solution	Down Sell

**END YOUR CONVERSATION AT #8**  
**Do not proceed to #9 in the process**  
**If you have extra time – practice again**

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**Handling & Eliminating Objections**

*“Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust.” ~ Zig Ziglar*

The three most common objections:

1. I don't have the time
2. I don't have the money
3. I'm already working with someone
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

**PRO TIP – FEEL, FELT FOUND**

**SUPER POWER PRO TIP**

Stories of clients who had the same or similar objections, overcame them, and got great results!