

The Exercise

Bad Outcome - Getting the person in my network to communicate with me more about a potential client and give details.

Individual Elements - Myself, The person in my network, The potential client, communication through Instagram, offer.

Walking the factory line :

- Outreached to a person in my network and asked if they know anyone with a business who would like some digital marketing done.
- They said they knew someone and would reach out and gave me the niche.
- They confirmed the business could be interested.
- Have been communicating with the person, not the client.
- Waiting a while to hear back from said person most of the time but researching the niche in the meantime.
- I asked if they could supply the business name or IG account so I could talk to them directly.
- Haven't heard back since yesterday.

Missing Steps or elements:

- Contact directly with the client.
- Curiosity
- Risk free offer
- Credibility
- Solution provided
- Deep research
- Connecting to the client on a deep level

Ask why until you find the root cause:

- Why have I not consistently heard back from the person in my network?
 - Maybe i wasn't specific enough about what i was actually offering
 - Could genuinely be busy
 - Business could be taking a while to get back to them

- Why they might be cautious.
 - No credibility to prove my value
 - They don't want to give themselves a bad name
 - Question the ability of me and the results i can provide
- In conclusion - If the person in my network is not genuinely busy, they will be questioning my abilities to supply the results this business could be wanting. I could also be holding on to a cold lead and need to move on to the next. Will give it until the end of today and move on.