

## The 3 Layers of Connected Conversations

<p><b>Layer 1</b></p> <p>A vivid, clear description of who your client is and they can <u>be, do or have</u> by working with you.</p>	<ul style="list-style-type: none"><li>• Always and only use your <b>30 Second Intro</b> here</li><li>• ALL about them, focused exclusively on who you serve and your <b>Vivid Benefits</b></li><li>• Highest Level - very tight, do not embellish, elaborate or explain</li><li>• Avoid <b>any use of abstract words</b> that mean different things to different people</li></ul>
<p><b>Layer 2</b></p> <p>If the person is engaged or asking questions, it's time to elaborate a bit exploring what your clients can be, do or have.</p>	<ul style="list-style-type: none"><li>• Offer a little more detail, elaborating with more <b>Vivid Benefits</b></li><li>• Still ALL about them</li><li>• Share or "seed" a client success story</li><li>• Tell them a story about how you helped yourself</li><li>• Possible use of <b>Self-Talk</b>, what they're saying to themselves</li></ul>
<p><b>Layer 3</b></p> <p>If the person is still engaged and it's become an actual conversation, then it is time to share about yourself and your work.</p>	<ul style="list-style-type: none"><li>• Your title or credentials</li><li>• Your training, specialties</li><li>• How you do what you do</li><li>• Why you do what you do</li><li>• Introduce and define words you use often and are abstract, e.g. "feminine leadership," "empowered," "vitality" or "energy rich."</li></ul>

**IMPORTANT NEXT STEP:** Schedule a time to continue the conversation. This is your Ideal Client and it's only a matter of when they sign up to work with you.

