



10 Minute Call

Module 7

Steve: All right, welcome to Module 7. We want to talk about the 10 Minute Call. We've been talking about this 10 Minute Call almost the whole time. Everyone's like, "What is it?" So we're going to tell you, and well so I'll just tell you.

When I get on the phone ... So now we've scheduled a ten minute call, right? Because we've done the connection call, and now we've scheduled the ten minute call. So if I call Trevor, I'm like, "Hey Trevor." The first thing I want to do with Trevor is say, "Hey remember we set ten minutes ... " I know you and I have got to catch up quite a bit maybe but we'll set another time. But just respect their ten minutes, "What I was thinking is that I wanted to let you know what I'm up to and I wanted to get to know what you're up to. Is that cool?"

Trevor: That's cool.

Steve: Okay awesome. So then the first thing I'm going to do, is I'm going to do Audio Logo.

Trevor: Now I'm going to pause for a second. Steve and I went back and forth for hours the other day to make sure we script this ten minute call and give it to you as a gift. So all of this you're going to have. He just covered two parts that are on your script. So you're going to be able to download this and then you can modify it to your own script and language.

But he just covered clearing the time, so you'll see that on your script and your checklist. He said, "Hey this is ... I just wanted to check with you. We only have ten minutes for this call," right? Then he's setting the purpose of the call, "I just want to let you know what I'm up to and find out what you're up to. Is that okay?"

Another thing that we're going to talk about a little later is a Yes Ladder. I think Robyn is going to talk about that. And you get to ask these "YES" questions that get people into a positive mind set. So there's a lot we're going to cover quickly here but you might want to rewatch this video.

Steve: I would.

Trevor: Definitely go over the script. Because he just moved to Audio Logo which is our next part, which we have a whole extra training for. I know that this is something that you teach in which course again?

Steve: The Client Capture course.

Trevor: And that's-

Steve: And I also do it in Design It. It's something that you want to keep refining. So I do it in one of my earlier courses so that you can get started in it. And then when you come to my Design It we spend almost half a day, not quite, working on it and having people go say their Audio Logo to everyone and just get really good.

And what the Audio Logo is, just so you know quickly here, is it's like 30 seconds of who you are. Who do you work with, what's their typical challenge, and then what result do you give them. And you have those three parts, ten seconds each, and you just nail it.

That's why you want to say that at the beginning of the call. Because maybe I haven't talked to Trevor in so long and he just said, "Yeah we have ten minutes." And then I want to say, "Hey well typically I

work with entrepreneurs these days that are stuck or struggling. They don't know how to grow and they feel alone. And I've helped them reach millions Trevor, literally millions. I can't ... I'm even shocked at it myself, right? But I help them more importantly grow their business and gain their life."

Trevor: This is huge, guys. What we're covering now so quick ... Remember, go back and listen to this again. Steve just gave a great Audio Logo that was very specific in who he works with, who he typically works with, the challenges that they have, and then the results that he brings them. So that's part of the Audio Logo.

Steve: And now Trevor is going to be like, "Wow. That's frickin pretty cool," right?

Trevor: And all happens in how long, in this ten minute call?

Steve: All of this? I'm not even ... I'm like a minute in when I get to here. It's already a minute, so we have nine minutes left. And the thing is, the reason I'm talking about me first is because I want the rest of the eight, nine minutes to be all about Trevor because I really want to know what's going on, to see if I can help him.

And if there's nothing I can help him with, maybe I can refer him to somebody else. Maybe I can tell him, "Hey you know what? I would Google that." Sometimes that's even my small save, "If I were you Trevor, I would Google this." Some people actually say, "Oh I didn't think about that. I will Google that."

So I'm just giving them some tips and then if there's no reason for us to work together, I might say, "Hey, if you know anyone or who do you know that might be a good fit? Do you know any entrepreneurs?" I'm able to ask that question.

So basically I'm just saying what kind of tips or, "Maybe we'll work together," at the end, and here we are talking about the end. We'll

come back to this but I just wanted to come forward ... That's why I'm sharing my stuff.

So just a recap. We clear the time, and then what do we do?

Trevor: You clear the time. You set the intention and the purpose of the call, which Steve did just previously and you're going to have this in your script.

Steve: Yep, that we're going to share. That I'm going to share about what I'm doing. You're going to share about what you're doing. And we're just going to catch up because that's what they think. And one other thing about the ten minute call, is because when you're actually doing the connection call and then you say, "Hey, we need to catch up." Trevor might be thinking, "Oh great, I'm really busy and I'm going to talk to Steve for an hour because we haven't talked in so long."

So I love saying the ten minute call because then Trevor knows, "Well I can do ten minutes," and "Steve is a good friend, I should talk to him for ten minutes." So I do the ten minutes and then I'm respecting the ten minutes saying, "Hey we have ten minutes so I'll just share what I'm doing and then I'd like to hear what you're doing, Trevor."

And he's like, "Sure." Then I do my Audio Logo. Quick thing. Who do I work with? Entrepreneurs. What's going on with them? They're struggling and they don't know how to grow their business and they're alone. And what do I do for them? I help them reach millions in revenue, grow their business, but most importantly I help them gain their life at the same time. Because a lot of entrepreneurs are going towards a certain number and they think they'll have their life when they hit a certain monetary number or grow their business.

And I might say that. And that's it. And then I say, "And you know what? My biggest goal is to gain more speaking engagements right now so that I can help more people. The more people I get in front of, the more people I can serve." Right?

Trevor: So guys ... We got all this for you on the script so hopefully you've printed that out and you're looking at it so you'll be like, "My God. This Steve guy knows what he's talking about. It says it right here on the script. There's a blank for you to enter your part, 'So I can help more people ... ' and then you've got your next part. He knows his script."

Steve: Yeah, I do, right? Then I'm going to say, "That's what I'm working on so I'm really curious ... Goals are really important to me, Trevor, because I want to help a lot of people. So it makes me curious, what's your biggest goal right now?"

Trevor: Which is now the part where the whole rest of the conversation is about the other person.

Steve: I'm probably two minutes in. Tops. So I have eight minutes to learn about Trevor.

Trevor: And one of the things you're going to find next is on your checklist. We're going to use something called Key Word Backtracking. And I know you're going to talk about this a little bit but what you want to do is be taking notes to find out the trigger points of what they now say. So go ahead.

Steve: The Key Word Backtracking is important because Trevor might say things differently than me. Remember I said, "A lot of entrepreneurs are alone." But he might say, "I feel like I'm by myself these days," if he's talking about a pain that he has. And I'm not going to say, "alone", because that's my word. I'm going to say, "Oh you feel like you're by yourself." I'm going to use his words. That's where I'm backtracking and Trevor is going to be like, "Wow. This guy is really listening. He listens a lot better than when we were in high school."

Trevor: Just because two words might mean the same thing to you, it does not mean it means the same thing to someone else. If they say, "great," and you say, "awesome," that is not the same thing.

If they say that they're struggling right now and you were to just take the gist of that and say, "Oh it must be really hard for you." And they're thinking, "You just don't get me. It's not hard for me, I'm just struggling right now." And you're thinking to yourself, "What, are you crazy?"

Steve: Struggling is hard.

Trevor: You're making sure that in this process when you ask someone their biggest goal, they're typically going to talk about the stuff that they really want, so that's cool. You're going to find out all of their Move Towards language and specifically how they say what this new goal is. And take the moment to write this stuff down.

Steve: And you should have the script in front of you so let's just do it, and you follow along as we do it. So again I'm saying, "That's what's going on with me Trevor. It makes me really curious because goals are so important to me, I'm curious what's your biggest goal this year?"

Trevor: My biggest goal this year is to get a hundred people a month buying into my new best seller big business online course and program. I've got a webinar that drives people to it, and I just want to get to where I'm doing a hundred people a month consistently. That's the biggest goal I've got this year.

Steve: Okay so you want to get a hundred people coming to your course per month?

Trevor: Mm-hmm

Steve: Okay.

Trevor: That are signing up and buying the course every single month.

Steve: Awesome. It makes me more curious, so when you have that, what will having that do for you?

Trevor: That's a great question. Every day I write this down and it's going to help give me everything I want as far as the financial freedom and then also the time freedom that I want with my family. And it's also creating a new process that I can give to all of my clients. Because I want them to use the same structure of marketing to webinar that I'm using to actually offer and sell this product. And so it's going to be a system that I can duplicate with everyone.

Steve: Wow, that's awesome Trevor.

Trevor: With everything.

Steve: And I just want to know ... So by me asking, that's a magical question, "What will having that do for you?" I want you to use those exact words. It's magic because what happened, he went from, "I want a hundred." It's such a hard fact thing. He might say, "I want more money." Okay great. Well what will having that do for you? And then you see how much more came out of it. He'll have more in his life. He'll be able to help more people. He's going to be able to teach his clients even more. There was more heart in that than anything, so now he's feeling like, "Wow, this is awesome." And you're feeling your goal even more. So we're listening to the emotional state that goes along with that goal.

Trevor: You're always going to want to probe a little deeper. So when you ask a question like this, they're going to give you this surface answer, "I want to lose 20 pounds."

Steve: When you lose 20 pounds, what will having that do for you?

Trevor: When I lose 20 pounds I will look better when I go to my high school reunion and I'll feel proud of myself instead of like a fat bastard, or

whatever.

Steve: Yeah, whatever it is. And if someone is really short with their answers, you might be able to ask this question more than once. You might say aren't they going to notice I'm saying, "What will having that do for you?" But if you Key Word Backtrack ... If I were to say, "Wow, so you won't look fat when you go to your high school reunion? And when you do that, what will having that do for you?"

Trevor: So even though we're just play acting and I don't feel like I have an extra 20 pounds on me I want to lose-

Steve: Yeah I would be scared if he tried to do it.

Trevor: It still makes me feel good in the process of him just saying ... Because I feel heard. So it's a great way to connect with another human and people will really love the conversation even though all you're doing is talking about ... Well the reason is that you're talking about them and what's their biggest goal and what's most important to them. And this probing, this digging a little deeper, is to find the emotion. And you want to figure out the emotion of how what they want or what they don't want which is going to be the next part.

Steve: Absolutely. Because now that I know all that then I can say, "Trevor that's awesome what you want. I'm really curious what's slowing you down or stopping you from hitting that hundred a month?"

Trevor: The one thing we're focused on right now is finding the right audience online. We're targeting Facebook and LinkedIn, and just driving the right marketing and advertising to them. We've got someone on our team that was doing it for us. We need someone new to do it for us. We just need to clean it up. There's not much, but right now it's finding the right person and the right audience and the right message I guess.

Steve: And that's slowing you down?

Trevor: Yeah.

Steve: And with having that happen, how does that affect you right now?

Trevor: Well not having it in place makes me feel like I haven't done my homework. I feel bad, like there's something I've done wrong because I know there's a lot of people who need our program. And because I'm in the process of figuring it out, I'm frustrated. And I wanted it to happen last month and so that makes me feel like I'm ... That I've been lazy when I've not been lazy. But it's just frustrating.

Steve: I understand. Now do you notice Trevor's state? We went from, "I just need to do my online and my Facebook." But then when I asked, "Well how does that affect you," it was a lot bigger of a deal. If I would've just stopped, "It's not that bad. I just need my Facebook and my LinkedIn. It's okay."

And if I would've been, "Oh, okay cool," then there wouldn't have been that emotional tie. The reason we're hitting on these emotions is because then people want to feel ... Now you want to feel different. You're like, "This feels really crappy," right?

Trevor: Yeah, I don't like it.

Steve: You don't like it so he's like, "I want to run away!"

Trevor: No, it reminds me of how important, of how I'm spending my days right now, other than when I'm shooting products with you.

Steve: Yeah. Even if we were to almost end the call right now, it definitely got you thinking.

Trevor: Totally.

Steve: Absolutely. Because now he's thinking about where he wants to go. We just elicited the positive emotion and now the negative emotion, right? Of what he doesn't want. And if I'm in position to help him, and I've moved millions of people in certain directions online, so I probably know a thing or two about it. We've even won awards on

this so ... That's interesting.

Trevor: That's interesting.

Steve: That is very interesting, Trevor, that because I know you want these hundred a month and you want that to come every month. And right now getting the Facebook and LinkedIn is causing issues. That's exactly what I've helped my clients ... Remember I told you I've helped them reach millions more? I've done exactly, exactly that. I'm not sure if I can help you. I might be. With all the things I've done, it feels pretty right. I'm curious, is that something you want help with?

Trevor: Yeah.

Steve: Okay, so what I'd say... "What I want to discover is if that's true. If I can help you, because I don't want to take up too much of either of our time, if I couldn't help you. But I would want to make a solid recommendation. Because even if it's not me, I have some friends that maybe I could refer you too." So what I'd say is "we should set up a Discovery Call, where we'd have more than 10 minutes and I can dig a little bit deeper about what's going on and see precisely if I can help you or not. Would you want to do that?"

Trevor: Yeah.

Steve: Okay, so what day is good for you? I could do Tuesday or Wednesday.

Trevor: Laughs.

Steve: Where did I learn that?

Trevor: I don't know.

Steve: "And then he picks. But what if Trevor wanted ... He needed new socks? Like his feet were really cold and he was out of socks or they all had holes. I don't know. I made something up and it's ridiculous. But the fact is, I don't make socks, right? But I heard Haynes makes

good socks, maybe you could just Google that? Right? I can make a recommendation to Trevor so it's not always going to work like what had just happened right now.

Because when I called my mom, absolutely not was I actually asking her to be my client. But at the end ... But I still want to find out what's going on with mom, "Hey mom. What's going on? What are your goals?" I just, with everyone ... Because guess what? If I can help Trevor find socks, do you think Trevor is going to help me?

Trevor: Because I need socks and I'm going to be so happy if I found socks.

Steve: So in this case I can help Trevor with his online marketing. However, what if Trevor needed help with his car? His car was breaking down. Then I can say if I do know somebody, I can refer him to a different auto mechanic. And now I'm helping Trevor and he's going to be like, "That's awesome! Steve helped me get my car fixed and it's just awesome."

So whether Trevor brings anything to me or not, at least I'm giving him a gift, right? Because the whole point is giving gifts. But then I might also say after that, "Hey, and if you know anyone that has any speaking opportunities, where they're talking to entrepreneurs, who do you know? Do you know anyone Trevor?"

Trevor: And so then I can fill in the blank and answers. So the answer would be yes. Now what's really great about this is that there's a system and a process. So you want to make sure you go through it and I'm just going to point out Key Word Backtracking is really important. It's making sure that you're connecting and communicating in their language. So you're writing down those keywords that they used about what they want most, what their biggest challenges are, if it's an appropriate thing for you to go ahead and say, "Hey, would you like my help with that?" Then you're setting the next appointment. And if not, you give them some help, you make a recommendation. I like when you said, "Maybe you'd

like to Google that?"

Steve: Yeah.

Trevor: Didn't you say you had somebody-

Steve: Sometimes if I didn't know an auto mechanic, but I know Trevor's BMW might be the issue and he might be taking it to a mechanic that's not working out, I'd say, "You know there's mechanics that just work on BMWs. Why don't you actually say 'mechanics that work on BMWs' and Google that and see what comes up?"

Trevor: And I think you had an example of someone saying, "Thank you for that great advice! I didn't think about using Google."

Steve: Yeah, they didn't think about searching for it. They just thought, "You know what? I don't know how to do that. I don't know who to talk to. I just don't know."

Then I'm like, "You know what? If you Google that, I bet you'll find someone that you could talk to."

They said, "Oh my gosh. I didn't even think about it. Duh. I'll just Google that." Right? And so it helped them.

Trevor: So what we've got here ... Again, all of this is going to be on your checklist and part of your script. You can seed and keyword that and go back. And then if it's a yes, you make them that offer. Just cover that-

Steve: For the Discovery Call.

Trevor: For the Discovery Call. One of the things Steve-

Steve: The next step.

Trevor: One thing Steve actually mentioned as well, is when he often does these ten minute calls, often times now he will sell the strategy session. You did this at our kitchen table just yesterday. Where

when he's speaking on stage or you're giving a webinar and someone has already gone through a lot of this process ... I think Robyn mentioned this earlier. You can skip steps. On this call Steve will often times not even sell the Discovery Call, but go right to a paid strategy session. We're going to talk about that in a little bit, about what that strategy session is and other things that you can call it.

Steve: We have got a whole module on it.

Trevor: We've got a whole section on it.

Steve: So we'll do that. The only other thing I wanted to say, because you really got this, and I would rewatch this if you didn't have the script in front of you. I would get it out and rewatch this whole module because the more times the repetition of this, you hear this over and over, you're going to get really good at it.

You're going to be able to ... Just like how I called my mom. My mom is not a client I can work with but I'm able to help her with something maybe. Because I still ask her, "Hey mom, what's going on?" I can ask her that and I can get some help to her and then maybe she'll refer me just like that happened.

The last thing I want to point out is this Audio Logo. I know we screamed through that. Again, I teach that in my Client Capture course and my Design It course so people have this. And Robyn you do it in your ... ?

Robyn: Positioning Yourself For Profits

Steve: Positioning Yourself for Profits. She teaches that as well so we're all proponents of this. And Trevor just does it a lot. He has his Audio Logo.

Trevor: Boom!

Steve: Boom!

Trevor: Well when my two great buddies here ... Honey, you're now my buddy instead of my wife. I don't know.

Robyn: I'm your love buddy.

Trevor: My love buddy. So if you need to go ahead and find out more about that Audio Logo you can reach out to us and ask. Like he said, Steve's got a program. My wife has a one day program that walks through that as well so you can master that.

Steve: And it's in the form with the template.

Trevor: Yep. I think we're good to go.

Steve: There you go.

Trevor: Ready for the next module.

Steve: We'll get you on to Module 8 which is how to do the Discovery Call which Robyn is going to help you out with. Awesome.

Trevor: See you on the next one.