

how does your garden grow ? june 2001

exercises to stimulate growth

OUTRAGEOUS LETTER EXERCISE:

an exercise for creating a unique cover letter

The Set-up:

1. Create a 30-second answer to the question; Why are you in this business? Why are you writing to me? What are you doing? (Subtext- what you are doing is exactly right.) How do you see yourself in the business (your strengths, niche, type...)?

2. Center yourself in your purpose. What point of view do you want to inform your daily living and gift to the people in your life? What do you do naturally when you are centered and grounded? Think active verb and result. ("Wake people up to possibility", "Touch the softest comers of the heart", "Walk people over to the wild side", Flip their perspective like a pancake.")

3. Remember there are no rules and here are some of them .

a) Introduce Yourself: Reveal something that is not on your resume.

b) Establishing relationship: Know who you're writing to. Be interested I them particularly. Mention any common interest or mutual contacts.

c) Make A Request: Ask for what you want; interview, audition, and attendance to presentation or show. (Remember project and immediate milepost.)

d) State Follow-up: Let them know what's next: phone call, visit, flyer...

Less is more: Keep it brief.

This is the first step in building a relationship, the Pen Pal Step.

The exercise:

1. Get in front of computer or get a favorite writing tool and paper.

2. Choose someone specific to write to, an inspiring person to work with or for. Have the intention to create a relationship. Be on purpose.

3. Create a specific scenario that will have you be more comfortable in creating a relationship. You may be informed by the excitement about the work or mission. If you haven't already been introduced you might imagine they are a friend or associate of a friend or family member. You might imagine the conversation as if you met at a very comfortable party setting.

4. Set the timer for 10 minutes.

5. Write an outrageous letter without considering whether you would send it. Don't edit. Don't stop to correct. Don't take pen from paper or fingers from keyboard till the timer goes off.

6. When the timer goes off, you can stop. You can reset timer and do it again or you can evaluate the letter. Send as is or choose what works.

7. Be open to creating a letter that is unique and gathers attention. Imagine receiving the letter. I suggest you also get feedback from coach or associate (Someone who is supportive, proactive and willing to be unique).

The Top 10 Tips for Creating Your Worth

Every entrepreneur wants to be successful. We all know the current jargon of delivering on time, doing more than we're paid for, adding value for our clients, and branding ourselves. But many of us are unable to qualify our fees/prices, or have difficulty gaining peace about what we are truly worth. Here are a few tips that may help:

1. Know that what you offer is valuable.

Value comes from your experiences with similar situations and circumstances that your clients come to you with. Having been there and done that adds credibility to your service. You are helping someone reduce their learning curve.

2. Set your fees/price at a professional level.

People value what they pay for not what is given to them for free. If you are not at least competitive, you are undervaluing your service. Avoid the fee-haggling-three-month-down-the-line conversation up front.

3. You don't have to give it away to sell it.

Contrary to popular opinion, you do not have to give it away to get buyers. With few exceptions, most people will take the free and then walk away (or stay for a lower-than-competitive fee). You will attract the clients you want if you price yourself where you want to be from the very beginning and avoid the tire-kickers at the same time.

4. Increase your visibility to increase your worth.

Structured networking meetings are only one way to let others know you exist. Get your name out in the media, write a booklet for sale, create tips sheets for your family, friends, colleagues, and current clients to give to people they know. When people know of you, you automatically increase your worth.

5. Create alliances.

Again, another opportunity for increasing your visibility. A word of caution: be very careful who you align yourself with. Make sure the relationship will be mutually and equally reciprocal.

6. Refine your point-of-sale statement.

Develop a statement of no more than 3 sentences that will concisely and succinctly convey the message of what you do. If you can't say it in 3 sentences, you can't say it well enough to sell it. Practice until your message is crystal clear to a 3rd grader.

7. Speak with conviction about your service/product.

If you have trouble believing what you are saying, so will everyone else. Take every opportunity to speak about what you do to anyone who will listen. You can do this very casually. For example: "This situation reminds me of a client that I just helped with a similar issue..." This opening will automatically get the other person to ask what it is you do.

8. Let go of the outcome.

Not everyone will be convinced or persuaded to use your service. Letting go of the outcome (having to "get" that client) will keep you from coming across as needy or desperate. Desperate interactions attract desperate clients.

9. Tune-up your mindset.

Even if you don't believe that you are worthy of commanding a higher fee, do it anyway. Feel that fear and go for it. Acting as if until you get there is your secret. Your subconscious mind does not know the difference.

10. Raise the bar on yourself every 6 months.

Let your potential clients know that your fees will go up after the first 6 months and every 6 months thereafter. Bring in new clients at the higher fee during the 5th month of each cycle.

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5 thoughts that get the net-working

1. We all have a gift.

2. Your service and your request are gifts.

Services and requests build relationships. The service builds biz. The request offers an opportunity to participate in someone's personal life or business, as well as modeling asking for what you want.

4. There is no contradiction in offering a fabulous service and in wanting more business.

i.e You can be offering a brilliant class and also be looking for more institutions to teach that class. Is Donald Trump's business suffering because he wants more real estate.

5. Be specific in sharing both your service and request.

We all have a tendency to pull back from presenting our gifts and goals with clarity and confidence. Use every networking opportunity to practice.

samples:

service

I'm an Actor focusing on film/TV playing intelligent, sexy, edgy professionals.

I'm a Corporate Tax Advisor who aids business sort through complex proposals to discern the most interesting and profitable deals.

request

Information or leads to Third Watch and Law & Order- been on the show or know someone who has, writers, directors, casting...

Leads into Corporations, specifically the CFO or Treasurer.

networking don't:

I'm an actor who like everyone else, needs a job and an agent.

6. Inspire us with your declaration. Ask for something that can truly build your life and business.

Other sample personal or professional requests:

1. Animation training
2. Free or low fee apartment in the city
3. Acting Rounds partner
4. Investors in companies or film
5. Office space
6. Yoga class

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A SUMMER PROJECT

1. Write down three exciting summer projects?

(They might be to try something new or become an expert in a any given area such as gardening, writing a novel, financial investing, or white river rafting. They can be refreshing, stimulating, delightful...)

2. Write down what the obstacles to doing them including your personal challenges of why you couldn't do them. (i.e. not strong, smart, funny enough)

3. Write down the ways you have taken on challenges in another perhaps quite different area that proves your capability.

(For the above areas listed in # 1 they might translate this way: Raising a child to gardening, Writing letters to writing a novel, Fitness program to financial program, Climbing a mountain to white river rafting)

4. Begin your summer project.

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Guidelines for Guilt

Does feeling guilty make you a better person? Instead of actually making changes or declaring that we want things the way they are, we feel guilty for what we're doing or not doing. For example, We feel bad about not recycling instead of recycling. or We feel like we should work harder on our careers, bodies or relationships, so we get points for awareness. We at least have the good taste to put some time into guilt, if not into action.

I don't want deny that awareness always comes before change. Often it is in allowing awareness to become discomfort that we come to change. Another path is declaring the truth of our actions. "I don't choose to recycle." "I don't choose to work out." You may exacerbate your need for change or revel in your current choices, letting go of the precious time and energy drain from guilt.

Perhaps you'll discover an underlying belief. As one client discovered, "I found the reason I didn't drink the 8 glasses of water that seemingly was so good for me was because I'd have to curb my coffee drinking." Your choices might be in concordance with or rebellion to the culture of your country, city, career or parents. That awakening could open up all sorts of opportunities.

Take away points for guilt, and ask yourself, what do I choose today and how does it serve me?