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*Section II*

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# BUSINESS

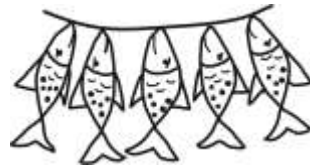


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## *Vision*


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Future Picture – The What?




**What is your vision?**

 Make a list. Include pictures. Be real. Be specific.

 Be thorough and add pages as needed.





 What does your life look like in 30 days, 3 years, and 5 years from now?

 How much money are you making or need to live on?



 What are your relationships with people?

 Where do you live? House, Condominium, Apartment – On the beach, in the mountains, in the city, in another country?

 What are your leisure activities?

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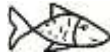
## ***MISSION***

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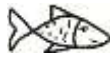
### The Purpose – The Why



Why do you want your vision? What is the driving force behind the decisions you will make and the strategy to fulfill it?



Why are you willing to do whatever it takes to achieve your Vision?



Are you motivated by: Money – Fame – Fortune – Service – Relationships – Freedom.



List your reasons why your purpose is driving you.

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## ***STRATEGY***

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### The Plan – The How



Your plan will be the daily, weekly, monthly, and yearly checklist of items that will drive you towards your vision through the mission. The strategy might change. Your vision will not.



List the items that need done daily.  
Make your list as big as it needs to be. Use your day planner.



List the items you will need help with completing and put a name beside each one.



Share with others, as they very well might be able to help you reach your vision.  
Who will you share with? Name:



You **MUST** take **ACTION** on the items on the list or what you have is a dream.

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## *RESEARCH*

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### Who are the fish?



Pike – Flashy, interpersonal



Bass – Information , intra-pesonal



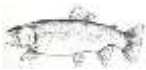
Garr – Fast, logical



Bluegill – Only two choices – musical



Catfish – Wise, Kinesthetic




Rainbow Trout – Patient, linguistic





Carp – Calm, Spatial



## What do you have to offer?

 What do you have that no one else has?

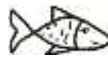
 What is it that makes you, your product, or your service unique?


 What do you do differently?

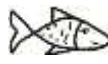






**Where is the target area?**

 Where do the successful people meet?

 Where do they go to have fun?

 What do they like to do for fun?

 What kind other businesses are in your area?

 Are YOU the go to person in your area?



**When is the best day, date & time?**

 Morning?

 Mid-day?

 Evening?

 After hours?



## How will you make the presentation?

There are four main learning styles. In order to be effective in any presentation you need to incorporate all four. They are:



Visual – Maps, Charts, Pictures, Video's, Movies, Vivid Mental Images



Auditory – Sounds, Rhythms, Music, Recordings, Patterns




Verbal – Prefers Words, Speech, Writing, Scripting, Reading Out Loud,  
Thinks in words – Not Pictures





Tactile – Learn by doing, Drawing diagrams, Physical objects, Role-playing,  
Sense of touch, Expression through movement

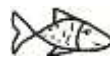


**What are the weather conditions in the world?**

 What is going on in the city, county, state, nation, and world?

 What is happening with them in their career?

 Is there something going on with their lives?

 A tool to use is FORM:

F – Family

O – Occupation

R – Recreation

M - Matter


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## *PREPARE*


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### Story Selling

 Beginning – Your story should begin about you. Where you are from and how you have gotten here at this moment.

 Middle – The middle of your story will be how your product or service will be what they need to solve a pain or provide pleasure in their lives.

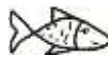
 End – The end will be all about them and the: “What’s in it for me” education.



### 30 Second Speech


 Opening – Name  
Company –


 Middle – Reason:

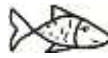
 End – Name:  
Company:  
Tag line:




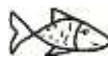
### Practice – Practice – Practice

 Write it out and re-write it again until you can do it without thinking about it.

 Post it everywhere you spend time. Car, mirror, refrigerator door –

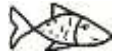
 Share it with friends. Get feedback.

 Revise and remove words if you stumble on them.

 Be ready to give and receive information any time anywhere.



## Gear



Business Cards –

Professionally designed:  
Back non-slick for notes:  
Font large enough to read easily:



QR Codes –

When using a QR code, ensure it will be large enough to scan.



3" X 5" Cards, small notebook, etc –

Carry blank ones at all times:  
Use them when someone does not have a card or cannot find one of theirs.



Pens –

Extras  
Quality



Company Name Badge –

Name large enough to be read from 4 to 6 feet.  
Wear on the upper right hand chest area.



Company Logo –

Designed by a professional  
Must be able to be use in all mediums:  
Print  
Embroidery  
Power Point (High resolution)



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## ***EXECUTE***

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### **Be Prepared**



Music – Music will put you in the right mood. If you need a boost, use something loud and fast. If you need calming down, use something soothing and classical.

What will you choose to listen to?




Dress - What does it mean to you to: Match the Hatch!

*“They expect a professional presentation, so they expect to see a “Professional.”  
Dress appropriately, but don’t be one of the crowd!”—Wess Roberts*



## Do Your Homework

 Your Notes –  
Likes / Dis-likes  
Fun  
Family

 Facebook –

 LinkedIn –

 Pintrest –

 Twitter -



## Keep It Simple, Sweetheart (KISS)



Know how and when to spin a yarn.

Facts Tell – Stories SELL!!

Think it out!

Beginning:

Middle:

Ending:

Write it out!


Beginning:

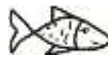
Middle:

Ending:

Shout it out!



 Practice – Practice – Practice

 Know when to stop – look – listen – wait.

Stop: When you see the client is glazing over.

Look: Body language. Folded arms, looking down, tapping fingers, jiggling foot:

Listen: What are THEY saying?

What do THEY want?

What value or uniqueness are THEY in the market for?

Wait: Give yourself and the other person time to process.


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## *NETWORK*

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 **Where do you look for Networking groups?**

 **When are you Networking?**

 **What is your 30 second speech?**

Beginning:


Middle:


Ending:





 **Exchange Business Cards:**

Take some notes:  
Follow up:

 **Marketing Materials:**  
Do you have any?

 **Meetings:**  
Show up early:  
Dress properly:  
It is always about *them*:  
Do Not – “*Show Up and Throw Up.*”

 **Follow Up:**  
Send a card:  
Make a phone call:  
Send an email:  
Schedule a meeting outside the meeting:

 **Relationships:**  
Develop over time:  
Based on “*Know, Like, & Trust*”

 **Be in the Right place at the Right time.**

 **Get out of the office:**

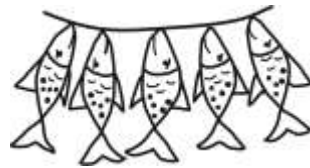
 **Start a conversation:**

## How Not to Lose Your Bass in Business

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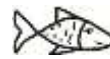
# *CELEBRATE*

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### How will you celebrate?

 Go fishing

 Walk around the block

 A handful of M&M's





## How Not to Lose Your Bass in Business


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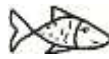
# *EVALUATE*


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### Research


 Who are the fish you want to catch?

 What bait will you need to catch them?

 Where will you have to go to catch them?


 When is the best time of day to catch them?





 How is the weather for catching?



## Prepare

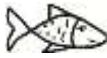
 What do you need to do to get ready to fish?


 What do you need to practice more to be ready to fish?


 Do you have everything you need in your backpack?



## Execute


 Is your presentation ready, practiced, and down pat?


 Is your story compelling and yours?


 Do you know the signs of when to stop talking?



## Network


 Has networking become a habit?


 Where are you networking?

 How are you following up?




## Celebrate


 How are you celebrating your wins?


 How are you celebrating you loses?

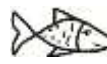



## Evaluate

 What is going well?

 What is not working?

 What do you need to add?

 What do you need to change?

 What do you need to do next?