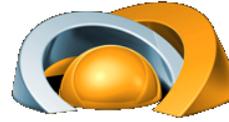


# New Guru Model

Because The Typical Expert/Guru Model Is NOT Only Outdated ... It's Dead!



## Interview Your Current Clients OR People Who Have Benefitted from your Advice

If you are in business already, you are going to interview two of your current clients. If you are a start-up, you are going to interview two people who have benefitted from your advice.

One of the fastest and most effective ways of influencing your prospective clients is to STOP thinking like a seller and to START thinking like a buyer:

Everything changes when you make this shift. Everything.

Instead of showing up 'wanting' something from your potential client like everyone else does, you engage your potential clients in a more meaningful way, understanding what they are thinking and feeling.

And this is the reason for this assignment.

To underscore this again: One of the best ways to enter the buyer's mind is to interview some of your clients.

Your clients have the best insights into what you do well and how you help them.

You will want to listen very carefully to what they say. More likely than not, your potential clients will think like your current clients.

Follow the outline carefully. The steps below will walk you through the process.

### **ACTION PLAN: Set up Two Interviews with Current Clients**

In interviewing your client, you have four main objectives:

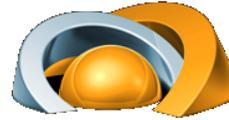
1. You want feedback from your current clients about how they see their problems and make decisions.
2. People buy from PAIN, FRUSTRATION and DESIRE. We will go into greater detail on this later on.
3. You want to understand how your coaching/consulting benefitted them.
4. Mine/inquire for new business and referrals.

Interview Questions:

1. Before we started working together, what were the challenges you had? What were you hoping to accomplish?
2. What is the one problem that you don't think there still is an answer to?
3. What was the specific situation that \*first\* led you to spending money in solving the problem that you eventually came to me with?

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4. How did you find us? (If you don't know or can't remember.)
5. What was most important to you when you were making the decision to work with my company?
6. What factors didn't matter that much?
7. Why did you decide to go with us versus other companies or alternatives?
8. What were the 'AH HA' moments that you discovered when you were first educated on our process? (What's stands out clearly in your mind as what made us different.)
9. Wherein the educational process that you went through, if you can pinpoint this for me, did you decide to invest in our services?

Focus on Pain:

10. What did you desire most when you hired our company?
11. What was your greatest fear when hiring us?
12. What frustrated you the most before we started working together?
13. What specific problems do we help you solve in your business? Or how do we improve your business? (Be specific)
14. Why do you like working with our company and me personally?
15. From your perspective, how could our company improve? Any feedback?
16. If you were to describe what we do to another company, what would you say?
17. Is there anything else that you think might be helpful?
18. Anything else you might like to add.

Asking for Referral

Based on what you know about us, can you think of anyone else who it might make sense for me to talk to?

NOTE: Use the data from your two interviews to add your data collection.