

I'LL HAVE WHAT SHE'S HAVING!

More than just a funny movie reference, "I'll have what she's having" is also my FAVORITE marketing technique. Here's how it works:

1. **Think about a client for whom you got an amazing transformation or result.**
2. **Tell the story of your work with them in this format:**

[Before] What was going on that prompted this person to contact you for help? What problems were they struggling with?

[During] Briefly - VERY briefly - say what you did for or with them that led to the results.

[After] Say, "And, as a result..." then name the outcomes they got.

3. **Share this story EVERYWHERE!**



Here's why this Success Story / Case Study technique is so powerful:

Often when people ask consultants what they do (you know where I'm going with this...), the answers are confusing. People end up having to try to figure out *if and how* the consultant could help them.

In this case, your story gives them a scenario - a little movie, really - they can picture themselves starring in.

Shall I share an example?



[Before] I worked with an HR consultant named Dani who was struggling to find clients that were sophisticated enough to benefit from her services. Even at \$22,000 (super low by her ex-corporate standards), they wouldn't bring her in to train and develop their people. She was disheartened by all the rejection.

[During] I helped Dani create a new offer, price it *relative to the total value the client would receive* and present it with confidence. She was super nervous because it was NOT what all the other consultants were doing, but she trusted it was the right step for her.

[After] As a result, Dani's offer for a \$198,500 engagement was accepted! She was delighted and looked forward to doing transformational work for her new, perfect client.



BONUS points if you noticed that I wove emotion into each part of the story. ;)

In case it's not obvious, I call this "I'll have what she's having," because when people hear the story, that's what they say!

You don't have to sell. You don't have to explain. Just share a story.

When I'm in networking situations and respond to "What do you do?" with what I call my Jaw-Dropping Self-Intro™, most people ask, "Oh, how do you do that?" Instead of getting into process or a 7-step system, I say, "Well, the 'how' is kind of boring, LOL, so let me tell you about one of my clients...." And then I tell the exact story I wrote above.

And while people may not always say "I'll have what Dani had!" they most certainly *do* say, "OMG, I need that." Yay, right?

Now it's your turn! Write your case study using the format I shared above.

Two final thoughts:

1. Most people will read this, think "hmm" and move on; never taking action of this powerful technique. Why? Maybe because it takes some effort. Maybe they lack the client results (which I did, too, when I first started). Prioritize this task and you'll see it pay off for you.
2. My gift is helping women consultants and experts who are stuck with too-low rates to add \$500K-\$2M without exhaustion. If you'd like to explore how I might do that for you, get in touch with me at <http://talkwithsamantha.com>

To your abundant success,

Samantha Hartley is Founder & President of Enlightened Marketing.

Enlightened Marketing offers effective marketing techniques to increase sales and attract perfect clients without selling out on your values.