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.

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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](http://talkwithsamantha.com)

To your abundant success,

[Samantha Hartley](http://talkwithsamantha.com)

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