



The Art of Connection

Relationships matter! One to Ones are crucial to your word of mouth marketing. There is only one difference between sales appointments and 1:1's. In sales appointments, the other person is interested in your product/service. In 1:1's, the person is interested in YOU!

Connect, Serve, Ask...

- **Connect with Them: Connecting allows you to serve**
 - What 5 topics could you talk about to help you connect?

- _____
- _____
- _____
- _____
- _____

After they tell their story and answer your questions for 15 minutes, tell them you'd like to share your story with them as well.

- **Serve Them: Serving and following through builds trust and influence**
 - What is 1 question you could ask your 1:1 that will make the most positive impact on them? _____

Other Questions that Earn Trust

- **People don't like or trust selfish people. Ask questions that show you care about them and want to add value, which implies that you need to know their goals and challenges.**
 - Who do you want to meet?
 - Is there anything else I can do to support your career/business?
- **Go with what you know!**

Ask Them: Ask for a connection you need or something you need for your business.

- **Do you know a _____.**
- **I am looking for LinkedIn recommendations/Google reviews. Would you mind...**

Format for a successful 1:1. (1 hr. total)

- **Ask them first. 15 minutes**
- **Tell your story or what you want them to know about you. 15 minutes**
- **Start adding value at the 30 minute mark.**
- **Follow through with the email connections, resources, or whatever you told them you'd do.**