



Hi, it's Michael Katz and welcome to Word of Mouth Marketing: What to Say and How to Say It so That People Will Tell Others About You. Let me tell you a quick story. I've been working on my own since 2000 and when I first started, I joined the organization called The Society of Professional Consultants – a group of people who are all solo professionals, consultants, recruiters, and HR people.

We met once a month on Monday nights – great group of people. In fact, they're still around. It was a dinner format so you showed up about I think 6:30 p.m. and you kind of smooshed for like an hour talking to people. Around 7:30 p.m., they bring some food out and around 8:30 p.m., they'd have a speaker.

Every month in between dinner and the speaker, they did something really interesting. They passed the mic. The idea was that everybody there and there might be 30 or 40 people would get a chance to explain who they were and what they did to everybody else. The rule was and this was funny because there was a guy in charge of time that you would get only 30 seconds. In fact, if you went over 30 seconds this guy would literally take the microphone out of your hand.

It was interesting to me week after week to watch how different people handled their 30 seconds. What I found was they tended to fall into one of three categories. So, category number one were the people I think of as the generic people. These were people who would say something like hi, my name's Michael Katz. I'm a marketing consultant or my name's Michael Katz and I'm an attorney or a recruiter or whatever.

It's very simple, easy to understand, but again generic – not memorable in any particular way. The second group was the people I thought of as the confusion people. So, these were people who would just speak words with no rhyme or reason.

You understood the words, but they would just talk and they would tend to use a lot of jargon. So, they might say something like I'm a cross-functional HR enhancement configurator and I live at the intersection of team building and retail shrinkage or whatever.

So, you understood the words, but it kind of had no meaning. They would just use up their 30 seconds until the guy took the mic out of their hand. They were people who and I am not exaggerating I would see month after month and I would think to myself okay, this month I'm going to get what this guy does.

I would listen and it would just go right by me so it didn't really help. Plus, I have to say, people in this group also never seem to get a sense that the microphone was headed their way. It was just random stuff off the top of their heads.

The third group is the people I call the elevator statement people. Now, these people were head and shoulders above the other two groups. They were very well rehearsed and they would say things and they would often use expressions and words that they had kind of made up. So, they might say something like I'm a cost optimization champion. I help companies cut costs by up to 84% using my 5-star system. My clients include Bank of America, the Boston Globe, and HP.

Now, I have to say these people were very impressive and they clearly had thought this through ahead of time. The thing is what I began to realize was that 20 minutes after they had spoken; maybe 20 seconds in some cases, I couldn't remember any of it.

So they are impressive, but the words and the sentences would also kind of go right by me and so at best I'd maybe pick up a phrase like HR consultant and I'd put them back in the generic group. So, that was a problem because what I found was in most cases no matter what group you fell into none of that was really staying with me as a listener.

Then there was this guy. His name's Martin Kadansky and every month Martin Kadansky would stand up and say the exact same thing. I'm Martin Kadansky. I'm a driving instructor for your computer. Then he would sit down.

The interesting thing to me about Martin was that he was always mobbed by people during the breaks. They had all kinds of questions about their computers. He also got a lot of referrals from people. In the two or three years that I was a member, I must have sent half a dozen people to Martin.

The interesting thing to me, which I've given a lot of thought to, was what was working for Martin? What was he doing that everybody else wasn't that resulted in him getting this constant stream of referrals.

And so that's a lot of what I want to talk to you about in today's session because it seemed to me that in the word of mouth world we all live in because none of us as solos or small business people are spending much money, if any, on advertising. We all live on word of mouth. The question then is how does it work and how do you make it work for you? What was Martin Kadansky doing?

So, I like to warn people that my Webinars are always divided into a conceptual piece in the beginning and the much more tactical stuff afterwards. I know you want to know what exactly do I do. I promise you we will get to it, but what I find is that it's valuable to talk about the concept itself because this isn't just some recipe you follow.

The more you can understand what's going on with word of mouth and how it works, the more you can adopt it for yourself. So, bear with me if you're a tactical kind of person. We'll get to that, but let's first talk about word of mouth, how it works. Here's a question I got from somebody recently who was in one of my classes – how planned should word of mouth marketing be?

Do you seek out opportunities that you expect might result in word of mouth marketing or is more of a way of conducting yourself everyday and hoping you reap the results? So, today we're going to talk really about this second part. Yes, you do seek out opportunities, but that's kind of a different topic. This is about this idea of how do you conduct yourself? What do you say and what do you do so that these opportunities come your way?

That's the focus of today's session. If you think about all the people you know on earth, they fall into one of these categories so starting from the middle you've got clients and prospects – people that you know well and that you spend a fair amount of time with.

Then you have people you just happen to know, then further out you've got people who maybe you just met five minutes ago and then you got most people who are total strangers to you. Now, in terms of word of mouth, we're not really focusing on the people here – the prospects and clients.

Not that they're not important, instead what I find is that most of us are pretty good at taking care of these people. You're taking care of your clients. You're talking to prospects. Word of mouth though is less about those people who are that close to you than it is people further away.

So, here's what I mean. One of the questions I get from people on a regular basis is how do I take strangers – how do I take a guy I met at a networking meeting today and turn him into a prospect? So, I think it's the wrong question to ask because the answer is you can't.

There's too much trust and time required for you to take somebody you just met and have them become a prospect, plus the likelihood that they need what you are selling today when you meet them is pretty low. It's like asking what can I say to a woman in a bar that I just met to get her to marry me – nothing.

In fact, anyone who would marry you under those circumstances is suspect. I think it's the same thing. When we're talking about word of mouth though we're really focusing here – people you know and they're first time meetings. Now, the reason this is so important is because again I think you're pretty good at the clients and prospects part.

The problem is most of the people you meet most of the time and that you interact with are in the blue areas. They're people you know and they're first time meetings. They're not strangers, but they're all those interactions you have every day with all these kinds of people. We tend to ignore them. People see look if you're not in my funnel, if you're not in my pipeline, if you're not someone who is going to hire me or may hire me soon, I don't pay attention to you.

I want you to think about all those people you meet and know all the time – your next-door neighbor, your dentist, your mailman, your attorney, your landlord. These are people you know what we want is for these people to understand what you do so they can tell other people about you. So, the numbers here are much bigger, but most people tend to ignore that. We tend to think of word of mouth as this fortunate coincidence.

Like finding \$10 on the street, it's nice if it happens, but you can't do anything to make it happen. While I acknowledge it's random. You can turn the volume up. You can make it so there's more \$10 bills lying on more streets so the likelihood of you finding one goes up. You're still not going to know what exactly leads to what, but the idea is what can you do to make this happen more often?

That's really what we're talking about, so let me give you a scenario that I'm sure you'll find familiar. It's one we've all been involved in many times. You're sitting in Starbucks or wherever you happen to like to get your coffee with a friend and your friend says to you hey, I need help finding a mechanic for my Volvo, a tutor for my son, a CO expert for our Web site, a facilitator for our off site, a computer teacher for my mom.

Whatever it is at any given time we're all kind of walking around with a handful of people and things we need, problems we need solved and so as you talk to friends you're like hey, do you know anybody who does this kind of thing?

We've all been on both ends of this equation. He asks the question and she now goes, uhhh, let me think about it and then she searches her brain and hopefully in the case of Martin Kadansky she says oh, yeah. I met this Martin guy who teaches computer stuff. Maybe he could help your mom. I'm sure this sounds familiar to you.

Now, a couple of things I want to point out because this is really what's happening. It's what's at the heart of word of mouth and what we want is for her to tell him about us, but a few things I want you to notice.

Number one, she's not trying to help Martin in this situation. She may not even know him very well. All she knows is there's a guy who does something that seems to solve the problem her friend has. Her focus is how do I help my friend. It's not about doing a favor to the other guy – Martin.

Number two and this is a little counterintuitive. The narrower Martin is in how he describes what he does, the more likely he is to pop into her head. So, you know people talk about our brains as being a database. It's not actually true. You can't Google search your brain.

You know a lot more than you can actually access at any given moment. It's like if I said to you could you name the movies that were Oscar nominated in 2014 I bet you'd have trouble even coming up with one, but if I said could you name the movie that had to do with a boy on a boat with a tiger, I bet you could figure that one out – Lincoln.

Anyway the point is you need hooks, reminders, specificity when somebody asks a question to pull that out of the database even though you know all the movies from a year ago, you can't think of them.

It's the same thing. If this guy said you know I'm just looking for a computer teacher for my mom and Martin Kadansky described himself as an IT consultant, which generically is what he is

maybe she'd think of him, but maybe she'd think of a thousand other people. Because he's come up with this driving instructor for my computer, it goes off in her head and she's able to pull him out at that moment. That is really important. That's what we want to set up for ourselves.

The third thing I think that's really interesting is she may never have worked with Martin at all or maybe never even met him. So, I mentioned earlier that I had referred people to Martin maybe five or six times.

Well at the time I did even though I've since hired him, I had never worked with him, but again that's how we do it. It's not a question of is he any good so, of course, you have to be good or you won't be in business very long, but when word of mouth is happening, when two people are having this conversation in Starbucks, it's only about do you know somebody who claims to fix this problem?

There's a place near where I live called Swedish Motors. They fix Saabs and Volvos so if you said I have a Volvo I want to work with someone who really knows how to fix them and not just any old mechanic, I'd send you to these guys. The thing is I don't have a Saab or a Volvo. I have no idea if they're any good, but they pop into my head and I'd recommend you. That's what you're trying to do.

The last thing, which I think is really interesting, is that there's one person who's missing from this Starbucks conversation and that's Martin himself. He's not there when they're talking. You're not there when two people are discussing a problem that you could potentially fix.

This is why I think the elevator statement as I described earlier as it's traditionally used doesn't work all that well because even though it is impressive, and highly polished and rehearsed, I'm not going to be able to relate somebody's elevator statement to somebody else. So, it's not something that's going to happen based on the way you describe it, because she is not you.

What you want is really this. I like this photo because it looks like she's dreaming of him is she needs to be able to pull him out of her brain at the time somebody mentions a problem. So, the question really is what problem do you solve specifically so that when it's mentioned I go aha, you're the person. I like this one actually the best because now he looks like a giant, but this is happening all of the time.

All day long people are in Starbucks or wherever talking about problems. What problem when mentioned will cause somebody to call you? That's really what we're getting to here. This I believe, it's practically profound it's such an important statement, but here's the idea. The reason for telling people what you do is not so they can hire you.

It's so they can tell other people about you. Again, the likelihood of you running into somebody who needs what you do right now is pretty small. But when you think about the hundreds of people you know on earth if you could put yourself in each of their brains as someone who solves a particular problem well now you've got hundreds of people out there who could bring the message to you.

What I find interesting and this is the approach I use for my own business because I don't do anything related to advertising or cold calling or reaching out to strangers. I'll often get a call from somebody who says hi, my name's Dave. I was referred to you by Mary Smith and I'll say oh, great.

The funny thing is in most cases I don't even know who Mary Smith is. It's only because somebody heard about me through somebody else that they sent them my way. That's what you're going for. That is word of mouth in its most productive, effective way. So, the challenge here is how do we get inside her head? Two things – one, I need to understand what you do, so for many of us that's easy. If you're an attorney or an accountant, okay I get what that means.

Other people I've met and maybe this applies to you they do something more obscure, more complicated. If you can't simplify that to the point that another person can get it and remember it, which is number two – it's not going to travel anywhere. So, you need to simplify this down and we'll talk about that when we get to the tactical part of today.

In order for it to go into her head and for her to be able to retrieve it a week, or a month or a year later when she's having coffee with her friend. So, the problems and the mistakes that people do to make word of mouth not work well are – number one, too many details. So, I understand you've done a lot of stuff.

When you meet somebody it feels like an opportunity if they ask you what do you do, but the result is people tend to just go on and on and on and by the time they're done and I'd say if it goes more than a minute you've lost me. Too much information – second, it tends to be overly broad. What I mean here is in the hope that somehow I'll mention something that'll cause you to want to hire me or at least consider me people start rattling off a laundry list of stuff.

I was talking to a graphic designer and I said what do you specialize in. He said logos, Web sites, printed stationery and like two more things that I don't even remember. He basically described to me what a graphic designer does. That's too broad. I understand it may seem like you have a better opportunity if you name a bunch of stuff, the thing is it's not a lottery. It's not a question of how many tickets you're holding. That's not how people hire people.

I need to associate you with a particular thing so overly broad is not going to help you in a word of mouth world. The last is situational and what I mean by that is people change what they say based on who they're talking to or the situation. I have literally met people who carry more than one business card. Depending on who they are meeting, they will say I do this versus I do that. The problem is they end up being known and remembered for nothing in particular.

So, instead what I want you to think about is how do I be simple, narrow, and consistent in the way I describe what it is I do. Here we are at the tactical part so I want to give you two tools. One is called the one sentence – it's actually two sentences, but it sounds better to call it one sentence. The other is the one paragraph.

This is the situation they're used in. So, the one sentence is really about when someone says hey, what do you do and the one paragraph is if they're interested and they say oh, tell me more. Now, I have to tell you these are the only two things I recommend people actually memorize when it comes to marketing because I'm big on it being authentic and natural and first person and all that, but these two things you really want to memorize.

First of all, because you get no notice so not long ago I was at a track meet for my son. I'm sitting there with my wife and another woman who I didn't know. My wife knew her and my wife happened to mention that oh, yeah Michael works right here in town so he comes home for lunch every day and the woman turns to me and says what do you do.

There's no time for me to say, oh hang on. Let me check my notes or as most people would do, just kind of blabber on. Right there what you do is you have to have it right away. I like to say I should be able to wake you up in the middle of the night and say what do you do. Right after you call the police, you should be able to say to me here it is.

So, this is worth memorizing and we'll talk about what the one sentence should be. Now, not to say you shouldn't be changing this. I'll show you how I've modified mine, but at any given time you want to have this down cold because it's an opportunity that comes and is gone literally in seconds.

The one sentence is and I should mention also that I'm giving you sort of the mad-libs version of how to do this meaning fill in the blanks. It doesn't have to be exactly this way, but I find for many people who haven't thought about this before this is kind of an easy way to get your head around it.

Now, remember Martin Kadansky. I'm a driving instructor for your computer. You'll notice he doesn't actually follow that. He has a metaphor – driving instructor that works really well because we all know what a driving instructor is. The problem with that is most people can't come up with something that actually fits what they do so well. His is good, but this is more generally usable than having a metaphor. If you have one that's great, but this simple approach you'll find works I'll bet for you.

The first piece is I'm a whatever and what I mean is if somebody doesn't know anything about you and says what do you do, I find it helpful to say I'm a consultant or I'm a doctor or I'm a professional athlete or whatever. You're giving them a sense again, of what species you are. The second thing then is to tell them what you specialize in and I love this phrase – specialize. It's a great word and it's not a phrase it's a word.

It's a great word because specialization doesn't mean you do nothing else, but it suggests expertise and it doesn't sound arrogant. If I said, I'm an expert in whatever now it's like well that sounds a little over the top. If I say I specialize that just sounds like what I'm focusing on, which is what it is. Let me give you an example. I'm a travel agent there's the species. I specialize in adventure tours for seniors and this is an actual person that I met.

Now what I like about this is in terms of specialization I find there's two ways people generally do it. One is to highlight the thing – adventure tours and the other is to highlight the population. In this case she's actually doing both. Now, notice a couple of things. You could just do one. I specialize in adventure tours or I specialize in working with seniors.

When you put them together yes, the potential audience gets narrower, but that person really stands out. I mean what I find interesting is when you hear I'm a travel agent; your brain kind of goes okay I get that. But, when I say I specialize in adventure tours for seniors, don't you find that it sort of clicks in. Suddenly you're thinking about adventure tours where you're actually thinking like oh, wait my parents are seniors, I'm a senior, or that sounds interesting.

It reaches a level that goes I think deeper into your brain. It makes you more memorable and more interesting. Simple – let me give you some other examples. This is a guy named Richard Cohen. I'm a business trainer. Okay, that's his species. I specialize in helping companies resolve conflict. I'm a custom picture framer.

This is a woman named Karen Rodrigue in Calgary. I specialize in framing off beat and unusual things. One more example – a guy named Dave Weir. I'm a business advisor. I specialize in helping middle managers climb the corporate ladder.

Now, I want you to notice again most people just say this. I'm a business trainer, I'm a custom picture framer, or I'm a business advisor. All kind of ho hum, but when you hear the second thing it makes them memorable and it makes them stand out and it suggests expertise. It also makes you kind of want to say well what do you mean. Tell me more. You say I'm a business advisor. The next thing you're going to hear is that's great. I'm going to go over here and get another drink.

If you say, I help middle managers climb the corporate ladder it begs for a question. This is what we want. Easy to remember distinctly so, a few things about this because one of the things that make people uneasy with what I'm suggesting is it feels really narrow. Like I'm asking you to get inside a box and the thing is I'm not suggesting that you have to do this and nothing else because I'm making a distinction between marketing, what you say you do, which is narrow and reality – what you actually do.

So what I mean is that your spoken explanation of what you do does not have to, and in fact usually doesn't reflect whatever reality is in terms of who you work with. One of the problems when I talk about narrowing down what you say you do and simplifying it is people think well, I'm working with all kinds of clients doing all kinds of things. How can I just say this when I'm doing all these other things – marketing is about telling a story.

It's not your resume and so you don't have to be doing this exclusively to say this is what I'm going to specialize in. This is much more directional in terms of where you're going and what you want to be known for. Being put in a box in real life is not good – you know being pigeonholed.

Being pigeonholed in marketing is exactly what you want. You want to be famous for something. When I first started working for myself, I did a bunch of informational interviewing. I was talking to different people who have been working on their own because I'd never do it before, I wanted to learn what I could, and so I went around talking to people.

I remember there was one person who a friend referred to me. She didn't really want to talk to me. She didn't meet me in person. I talked to her on the phone, but I remember sitting in my car talking to her for maybe 10 minutes and I realized later that she gave me maybe the best piece of business advice I had ever gotten.

This is what she said. She said people want to hire experts. You need to become the leading expert in something. That I found is really important. When you narrow down your focus and say this is what I do, you have a chance of people seeing you as famous for that, you know small "f" famous not world famous, but still somebody who is known for a particular thing that's how word of mouth takes hold.

So, some examples – this is actually my wife. I'm a college counselor for high school students. I specialize in working with kids with learning differences. That's what she says. In reality, it's broader. She's a college counselor for high school students. They're not all kids with learning differences. Learning differences meaning dyslexia, Asperger's, ADD – people who need some type of additional services when they go to college.

What's interesting to me is when Linda first started out and she's an occupational therapist so that's how she gets to this focus. She had a mix maybe 50/50, kids with learning difference and kids without. Over time though, she's been in business now I think four years and by the way, she's booked up thanks to her niche.

All of her clients fall into the circle because over time the word of mouth reality brings these people to you, but when she first started out she narrowed down to this audience that she wanted and she became known for that. That's why her business has been successful from a marketing perspective.

Another example – this is a guy named Andy Miser. His focus is I coach married couples at the point they become empty nesters. Now, in reality, he'll work with what he calls committed couples. You don't have to be an empty nester. His idea is that hey; when the last kid leaves and goes to college or moves out of the house, you look at your spouse and you kind of go who are you. That's a problem. A lot of people get divorced at that point.

He helps people at that point plan the rest of their married life together. The truth is though you don't have to be married to work with Andy. You don't even have to have kids and you don't have to be at that stage in your life, but if he just said, I coach committed couples, you're thinking great; he's just another marriage coach.

This focus interesting, easy to remember makes him stand out and I bet you're thinking about people who are at the empty nest phase already – Andy Miser. Look him up if it applies to you – terrific guy. So, that's the overall idea. Now, I want to point out that you have to test this over time.

What I mean is that sometimes as you try this stuff it's just not going to work. It's not going to sound right. The reaction you're going to get from the people you tell this to, it's not going to work so I find that you can get maybe I don't know 80% of the wave air by fooling around with it like this sort of in the lab in your office, but the true test is try this out on other people. How does it sound? How do they react?

So, my own history recently is like this. I used to say I'm a marketing consultant and I specialize in working with mid-life solo professionals so people in mid-career and 100% true. The problem I found is that when I said mid-life it was a distraction. People kind of fixated on the mid-life part, they wanted to talk about mid-life, and that's not what I do.

I ended up getting rid of that and I switched that too, I'm a marketing consultant. I specialize in teaching solo professionals how to define and communicate who they are and what they do. Now, this was a problem too. It leaned too much towards the elevator statement thing. What I mean is I think it sounds good. You know I could say it, but nobody else would ever repeat this. There are too many words. You know it was too complicated. So, I ditched that and now I say I specialize in helping solo professionals position themselves as likeable experts.

Maybe that'll change. So, again, as I said earlier – I think it's fine to change. I mean it'd be better if you never did, but as you learn more stuff and get more insight into what works, or your business shifts it's fine to modify what you say, but at any given moment, you want to be successful.

Now, in my case, one sign that what you're saying is working is that people in the marketplace if you will start to bounce it back to you. This term likeable expert, which I just made up, I've had other people now start to refer it back to me. That's important. That suggests it's sticking out there in people's brains.

I don't walk around going I'm a likeable expert, but I have people using that same term that to me is very powerful because that again is the basis of word of mouth. It's something people are finding they can remember. So, you have to try different things with this. Be willing to experiment.

Now, there's this tradeoff between how simple should something be and how specific because the more specific you get by adding detail even though it may narrow down the niche the more complicated it could be. There is this balance, I can't give you a sort of generically useful answer other than again to say try it out.

I find most people though err on the side of not specific enough. They tend to say I'm a graphic designer. I'm an attorney. Just sort of leading with that, I find you need to take it sort of one more click so that it's something that makes me go oh, right, okay.

My mom's a senior or you know whatever that it's something that makes me connect it with actual people. I think this is my favorite photo. The broken record – now, I have the broken record because my belief is if you don't feel like you're a broken record meaning you're repeating this stuff over and over again you're not doing it right.

Yeah, I know for you it sounds like the same words and phrases over and over again, but that's what you want. There's a reason why companies run the same ads on TV over and over again until you're walking around telling people that Rice-A-Roni is the San Francisco Treat.

It gets stuck in your head. We don't have that because we're not spending money on advertising like that so the broken record meaning you continually talk about the same stuff using the same words in the way you describe yourself it's important. You don't want it to just be this kind of random stuff based on whatever mood you're in. I actually think it's funny too that I wonder how long I can use the broken record metaphor before people are like I don't even know what a record is. I think I still have time.

So, related to that though you want to be consistent across all the media that relates the way you communicate what you do so take a look in my case. This is the banner of my Web site. Solo professionals, likeable experts – this is my LinkedIn page – solo professionals, likeable experts. This is my newsletter – solo professionals, likeable experts.

My business card – I don't have the likeable expert thing it just didn't fit – solo professionals. My signature on my e-mail if somebody says to me what do you do I say this is my one sentence, I'm a marketing consultant; I specialize in helping solo professionals become likeable experts.

So, broken record consistency, you know when I work with people I'll see that maybe we work on their one sentence like this, but then when we go look at what's going on in the rest of the way they communicate it's all over the place.

Get your stuff to align. You can change it., but at any given time no matter how I see you or interact with anything you're written or who you are it should all be the same stuff as best as you can. It's never going to be perfect, but as best as you can line this stuff up so you become famous for that.

Let's talk about the one paragraph. So, the one sentence is the response to hey, what do you do? The one paragraph is oh tell me more about that. Now, I want to tell you... give you a very simple structure, which I actually learned at the Society of Professional Consultants so all those years ago, there was a speaker who did this and I thought this was great. So, the concept is you're going to reply with three paragraphs that begin with you know how, what I do is, and as a result.

Now, I'll give you a couple of examples in a minute. The benefit of this is first of all it forces you to speak in a jargon free way. It's very conversational. People tend to jargon it up when someone actually asks them what they do. You don't want that. You want to be very simple and understandable because again it's got to travel in the brain of the other person.

The second thing is this structure, you know how, what I do, and as a result, it's very easy to remember. So it's not like you're memorizing your bio or something. If you can just remember these three lead in phrases and what they represent, which I'll explain in a minute. It's easy to say this in a way that comes across naturally, but is actually accomplishing something.

You're letting people know what problem you solve. You're telling them what you do and then you're giving them a result. It's actually like a mini oral case study. That's what it is. It's showing people how you get involved and fix something instead of just kind of random stuff. So, let me give you an example.

This is a hyper simple, almost absurd example because this is the example of somebody who fixes... who makes fences. Who puts fences up around somebody's property – if you make fences you don't need to explain to people what you do.

We all understand what fence installation is about, but by using that simple example you can get a sense of the construct we're doing here. That person might say you know how (here's the problem) people are concerned about their kids running out into the street.

Now one thing about this first sentence, you want it to be something where the answer is really an obvious yes. The idea is that the other person goes yeah. So if I said to anyone you know how people are concerned about their kids running out into the street. They'd say yeah. If you make it too complicated like if you're a doctor and you said you know how and you like disconnect the thighbone in the middle of surgery and sometimes blah blah blah.

Well, no one else but that... another doctor knows what he's talking about – super simple. You know how and a question that people could say yes to – so you may have to simplify a problem depending on what it is you do. It's going to vary of course with each person. Secondly, here's how you fix the problem. What I do is I build fences around their property – huh, okay. Simple and third, here's the result – kids can play outside and the parents would know that they are safe.

I want to point out a couple of things. Again, we already talked about it's jargon free. It is easy to remember. Notice also that it's not about what makes you better or particularly qualified. It's not talking about capabilities here or experience.

It's just explain to me what you do because if you remember back when I first introduced Martin Kadansky the person in Starbucks who refers him doesn't even have to know how good he is. That's not part of the conversation at the word of mouth stage. Yes, when you talk to a prospect credentials, referrals, experience, bio – that stuff matters.

Here it's just can I leave my occupation and specialty in the head of the person to whom I'm talking. That's my goal when I talk to another person. It's not get them to hire me. It's not impress them. It's get them to remember me.

It also, by the way, doesn't talk about how you do it. He's not telling you about his X, Y, Z approach to building fences or his philosophy that fences should be 20 ft. high instead of 5 ft. high. Again, nobody cares at this point. I want a mechanic who specializes in Volvo. I don't care that his tools are made of plastic or that he's a green mechanic or whatever. In the beginning I'm just looking for are you a person who's likely to be able to solve my problem?

By the way, I want to mention too that this is not something that only happens in B to C situations – this word of mouth thing. It happens exactly the same way and to the same degree in business to business.

If you're in a company and the VP of marketing quits you're going to be on the phone trying to find a recruiter and when you're looking for a recruiter, you're not Googling it or opening the yellow pages. You're going to say to people hey do you know a good recruiter who specializes in marketing.

Do you know a law firm that we can hire? It crosses everything – business and consumer. That's how we all operate. When you moved into town you didn't find your doctor in the yellow pages. You said I just moved in can you recommend a doctor. This is the way it works in all businesses so yes, ultimately you have to pass the credential, experience capability test, but when word of mouth comes, when the short list is being made up business-to-business and business to consumer works exactly the same way.

Another example, this is my travel agent friend. So, here's the problem. You know how a lot of seniors love to travel. Well anyone would say sure. The problem is they have different interest needs than younger people. What I do is put together tours that are specifically geared towards the 70+ set. As a result, they get to travel to places they've always dreamed of in a safe engaging thrilling manner.

So, the first one sentence where we talked earlier – adventure tours for seniors. That's great, but when you get to this next level it gives it sort of a three dimensionality to it. It helps you picture what it's actually like. It adds some juice to the whole thing without making it a lot more complicated.

Another example – this is a woman named Jen Carson. You know how many people who work with young children are great with kids, but don't have much interest or training in the business end of things. Again, you don't have to know anything about this industry to go yeah. That makes sense. What I do is help childcare centers with their marketing and employment issues and as a result their businesses thrive while they get to focus on what they really love doing – working with kids.

Jen Carson doesn't mention the fact that she's an attorney. It's not relevant at this point. It's relevant later on, but here it's just I help people who run childcare centers do a better job of it. So, I have some books I want to refer you to. In terms of the one paragraph, you're going to have to play with this a bit. This one – the one sentence you might get, you know in half an hour today.

This one's going to require some playing around with. It's going to require some trying it out with other people. I recommend you aim towards simplicity. It's got to be simple enough for somebody to instantly understand. It's got to be simple enough for you to remember. Try this out.

So, some books to recommend – *The Pumpkin Plant*, this book I have to say when I first read it I almost put it down. The guy sort of has a strange way of writing. He's very over caffeinated. He turns out to be a very nice guy. I've talked to him. This book though is about how to stand out in a crowd. He uses the pumpkin metaphor.

You know those huge pumpkins they sell at the county fairs; well his point is the only way to get a 1,000 lb. pumpkin is to kill everything else on the vine and to him your business is that pumpkin. You need to focus intently on a particular thing. He's sort of the niche king. That's what he's all about. What I like about his book is other than the writing is it's very accessible. A lot of great examples – you read this and you think oh yeah I could apply this to my business and that to my business – highly recommended.

This book – *Book Yourself Solid* by a guy named Michael Port has been doing this for a long time. Excellent book – now, the key is this is the *Book Yourself Solid* workbook. You see it says *Book Yourself Solid* Illustrated, you see how it's horizontal.

Make sure you buy this not the original *Book Yourself Solid*, which was just a regular book. That was fine, but this is workbook format. It's not cheap. It might be like \$35, because it's filled with a lot of pages, examples, fill in the blanks, but it's a more in-depth explanation of a lot of what we've been talking about – how to describe what you do and all that – excellent book.

Then this last book – this isn't even a business book. She's a Harvard professor and she's talking about what makes things stand out – what makes them different. Even though she's not talking about business, it really applies to a lot of what we've been talking about.

What can you do so that people will remember you and tell others about you. See, the how do I get people to tell others about me is not a question of motivating them to tell people about you. They're not interested as I said earlier in helping Martin.

They're interested in helping their friend in Starbucks so we're already motivated to help people solve their problems. It happens all the time. Do you know somebody who... the question is and the challenge for you and me is how do you structure what you say in a way that will have that person pull you out of their brain when the right situation arises?

If you apply these rules, the one sentence, the one paragraph you're going to find that you remove a lot of the mental friction that keeps people from thinking about you and instead causes them to send people your way. Thanks for listening. I hope you apply this. I look forward to hearing from you. Keep in touch.