

Convince Yourself First Exercise

In order to fully commit to pursuing the business growth strategy of asking for introductions, you must be completely convinced that it's a strategy you believe in.

This exercise will help you to convince yourself of the tremendous value that many different people will receive as a result of your decision to ask your clients for introductions more often and consistently.

- 1 It all starts with Blueprinting. Convincing yourself to implement and execute an “ask for client introductions” strategy begins by reminding yourself of why you are in this business and love to go to work each day. Go back and review the vision that you outlined through the Blueprinting process. You might be like most advisors in that you're in this business to help people. And you likely have a vision of working with a certain “niche” of people—people you like and enjoy working with. Your introductions strategy will focus on replicating your best clients. What better way to fulfill your why and achieve your vision than by having more of the clients you love? This will be a great first step to help you convince yourself to enthusiastically implement and execute this strategy!
- 2 Next, choose the Top 5 people and/or groups that will benefit from your asking for introductions and write out the benefits they'll receive and how they'll be served.

Example:

Person/Group Served – How they'll benefit

My family – My family will benefit from my asking clients for introductions because I will more quickly grow the business with people I enjoy working with. Therefore, I will enjoy my business more and show up at home as a better spouse and parent. I will enjoy life more and this will positively affect my family's well-being. And, with greater business growth from asking for introductions, I'll earn a higher income which will allow me to take my family on a fun, surprise, week-long vacation to our favorite vacation spot! My spouse will appreciate the time away and my kids will love the adventure!

Your turn!

Person/Group Served – How They’ll Benefit

1

2

3

4

5



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