

Recognition Worksheet Number 1: Show Me The Money – ROI

Product/Service	% Of Income	% Of Time	ROI (Income/Time)

The purpose of this exercise is straightforward. You are looking to determine what brings in the most money based on percent of your total income and also on ROI (Return on Investment). Essentially, you want to determine, for everything you do, what percent of your income it represents, and divide this by the percent of your time it takes you to do it. The simplest way to do this is to determine the dollar amount you make on a product or service and divide this by the percent of your time (usually in hours).

For example, if you earn \$100 on a product or service and it takes you two hours to do, your ROI is \$50/hour. If the job takes you ten hours to do, your ROI is \$10/hour.

Recognition Worksheet Number 2: Target The Money

Question	Answer
If the product or service requires you to expend a lot of time, why?	
Is there a way to do it more quickly?	
Would the quality be the same?	
How would you do this?	
If it could be done more quickly, what would it look like? Would it have the same value?	
If it has a low ROI, why are you doing it?	
Should/could you charge more?	
How would you justify the higher price?	

Most businesses provide several products or services. Some products or services may require much expended time and earn a high profit; some may require much expended time but do not earn a high profit. Other products or services may require a large amount of money but do not require much expended time.

It may seem obvious to focus on those products or services that earn the most money and do not expend much of your time; and this may be true in your business. However, there are some questions you need to answer before you make that determination.

Recognition Worksheet Number 3: The Love Quotient

List the things you love to do in your business. In what area do you excel? What gets you up in the morning? What gives you the most satisfaction?

Lisa LaMagna, Principle at LaMagna and Associates, tweeted *“The important thing is not what keeps you up at night. It’s what gets you up in the morning.”*

Product/Service	Love 1-5*	Why? Descriptive Words	ROI - From Worksheet # 2

*1-5, with 5 being the highest quotient

When answering these questions, consider:

- Does the product or service excite you or are you just going through the motions?
- Do you know everything about the product or service that you should, or are you content to just get by with what you know?
- Are you doing it as well as you can or just enough to satisfy the customer?

Recognition Worksheet Number 4: The Hate Quotient

Product/Service	Hate 1-5*	Why? Descriptive Words	ROI - From Worksheet # 2

*1-5, with 5 being the highest quotient

Don't skip this part. For some of us, "hate" may be too strong a word; some experts identify the opposite of love as "indifference." If you don't enjoy doing something, the odds are high that you are not performing as well as you could. You may consider finding someone to take over these tasks to free yourself up to do more enjoyable jobs. When identifying this person, try to find someone who can reciprocate by referring work to you!

Recognition Worksheet Number 5: Who Should You Be Talking To?

Products/Services	Benefits

The goal with this worksheet is to define what makes up your ideal or best client. For each of your products or services, identify three benefits that your client receives. Be sure not to confuse these with technical specifications. Your goal is to stand out from the crowd and focus on what the customer desires or needs.

For example: You decided to invest your time in reading this book (good choice, by the way} because you will get: (benefit 1) more connections, (benefit 2) more referrals, (benefit 3) more clients and more business.

Recognition Worksheet Number 6: What Makes You Unique?

As an example, the worksheet below is completed using possible examples of unique qualities and what they might mean to a client.

Your Uniqueness	✓	Examples	What It Means To Your Client
Education		Advanced degree	Dedication, knowledge
Work Experience		10 years in same industry	Pertinent, relevant
Military		Served overseas	Loyalty, patriotism, leadership
Award(s)		From industry group	Respected, acknowledged expert
Achievement(s)		Outside of industry	Well-rounded, respected
Training		Industry-specific	Relevant, valuable
Background		Ethnicity, second language	Proficiency, relatable to potential clients
Story		Something that makes you stand out	Overcame difficulties, unusual but related
Obstacles		Something you overcame	Courageous, tough, respected
Sports		Olympics, college	Hard working, dedicated
Talent/Hobbies		Writer, chef, running	Passion, commitment

Obviously, you will not be checking every box, but everyone has something in their background that makes them unique and can be weaved into their story.

For example, I have been a severe stutterer since childhood, but with speech therapy (as an adult), and constant work, I now teach others how to speak well and communicate effectively.

Do not be afraid to complete this worksheet. These are the factors that made you the person you are and brought you to your current position...and these factors are exactly what allow you to stand out from your competition. Let your potential

clients see your passion. Share your goals and dreams with them. All experience is relevant.

Recognition Worksheet Number 7: Positive Things

This worksheet helps you outline the positive comments your clients say about you. As an example, this worksheet has been completed using possible comments clients may say about a business and how these comments translate.

Positive Quality	✓	How It May Translate To Your Client
Good Value (\$)		Competitive prices -you may want to reassess your prices if you hear this too frequently
Honest		Willing to tell the client what they need to know
On-Time		Deadlines are important – you are dependable
Quality		They will get a finished product that works as promised
Clever/Smart		Up to date on your/their industry
Enthusiastic		Excited to be working with them, your passion is contagious
Trustworthy		You do what you promise, no surprises
Encouraging		You will keep them on-track, even what it seems difficult
Supportive/Dependable		You are there when they need you
Cooperative		Demonstrated ability to listen and adjust as needed
Imaginative		Outside-the-box thinking resulting in a better outcome
Knowledgeable		Demonstrating you are the expert
Experienced		You bring expertise, background, and history they don't have

You may have heard other things said about your company, your products, and your services. It is not “bragging” to include a relevant 10-15 second story of how you helped a prior customer and their positive comments about your work. This is simply providing your potential client with a straightforward example of what you do and how you do it. Offering to provide the prior customer contact

information is a great way to solidify what you're telling your potential client. (Be sure to ask your prior client first; permission to do this should be part of your project wrap-up process.)

Recognition Worksheet Number 8: Putting It All Together

Your 80/20 – What Brings In The Money?	
What Do You Love To Do?	
What Do You Dislike Doing?	
What Should You Be Talking About?	
What Makes You Unique?	
What Do Your Clients Say About You?	

Write simply, honest, and authentic sentences. Be brief, and don't be afraid to "brag" about your business. Your goal is to make an impression, so don't be shy.

Worksheets

The following worksheets are designed to help you put what you just learned to best use when meeting with existing or perspective clients. The goal is to determine what you are doing well, what you can do better, and to create a plan that will enable you to better educate your audience.

Education Worksheet Number 1: Listening

Name three things that typically distract you during a meeting and what you can do to avoid them.

<p>Distraction No. 1:</p> <p>How To Avoid It:</p>
<p>Distraction No. 2:</p> <p>How To Avoid It:</p>
<p>Distraction No. 3:</p> <p>How To Avoid It:</p>

Education Worksheet Number 2: Top Questions

What are the top three questions you expect a client to ask, and how do you typically respond?

Question No. 1:

Your Response:

Question No. 2:

Your Response:

Question No. 3:

Your Response:

Education Worksheet Number 3: Engagement

Engagement Strategy No. 1:

How Can You Improve This?

Engagement Strategy No. 2:

How Can You Improve This?

Engagement Strategy No. 3:

How Can You Improve This?

Are There Any Engagement Strategies You Can Add?

Education Worksheet Number 4: Three Things That Inspire Your Clients

Inspiration No. 1:

How Can You Work This Into The Conversation?

Inspiration No. 2:

How Can You Work This Into The Conversation?

Inspiration No. 3:

How Can You Work This Into The Conversation?

Education Worksheet Number 5: Three Ways You Can Use Social Media To Tell Your Story?

Social Media Storytelling Strategy No. 1:
Social Media Storytelling Strategy No. 2:
Social Media Storytelling Strategy No. 3:

Remember, your social media content should be posted consistent (on a schedule), must have continuity, and must contain useful information. This means that social media is NOT the place to sell. Your goal is to educate your clients and develop your reputation as a subject matter expert. You can provide a CTA (call to action) such as “contact me if you have questions,” or “If you would like to discuss this, please feel free to contact me,” or “If you would like to be sure not to miss any of my educational postings, please sign up for my (newsletter, blog, etc.”

If you have not already done so, include a link to your calendar where potential customers can schedule a free, no obligation chat.

Persuasion Worksheet No. 1: The Three Best Words For Your Business

As we have learned, the words we use are important. Although interpretations may vary slightly among listeners, when we select the correct words to use in our communication, the meaning will be clear. There are specific, unique words that relate to your business, your products, and your services which are critical to your persuasion efforts.

The three best words that describe your products, services, or your business?		
1.	2.	3.
Write three sentences that are persuasive and feel natural to you, each using one of the words identified above,		
Sentence 1:		
Sentence 2:		
Sentence 3:		

Persuasion Worksheet No. 2: Questions To Ask

What are the three most important questions you should ask your potential clients?

Question No. 1:
Question No. 2:
Question No. 3:

Persuasion Worksheet No. 3: Timing Your Rate Of Speech

For this Worksheet, I recommend using your 60-second pitch; but you can use other prepared speeches or presentations as well. However, it is important that whatever you choose to read has a word count function.

1. Reading at a normal pace, start your timer and stop when the minute is up.
2. Mark where you are and record the word count.
3. Do this exercise three times with three different documents, then average your rate of speech.

First Reading	Word Count:	Rate:
Second Reading	Word Count:	Rate:
Third Reading	Word Count:	Rate:

Your Average Rate Of Speech (Words Per Minute) _____

The average rate of speech in the U.S. is 150 words per minute. For optimum communication, you should aim for 125 to 135 words per minute.

Note: If the exercise of reading and timing throws off your normal pace, you can record it with a friend by engaging in normal conversation first, then switching over to the word count document, and continue in a normal conversational manner. Allow your friend to handle the timing so you are not distracted. Try this three times as above and average the results.

Persuasion Worksheet No. 4: Vocal Tools

I recommend recording a normal conversation between yourself and one or two other people so that you get a natural feel for this exercise.

The purpose of this exercise is to determine the “attributes” of your persuasive abilities based on a 1 to 5 scale. Do NOT judge yourself too harshly. All of us tend to cringe when hearing our own voice.

If possible, have an acquaintance or colleague do this exercise with you, and ask them to rate you separately. Be sure to use someone who will be honest and tell you how they actually perceived your speech.

Vocal Tool	Poor (1)	Okay (2)	Average (3)	Very Good (4)	Excellent (5)
Tone					
Pitch					
Volume					
Authority					
Emotion					
Vocabulary					
Pronunciation					
Pace/Speed					

These ratings are subjective, so I suggest that you conduct this exercise three times with three different individuals.

After analyzing all of the ratings, select one vocal tool that you would like to improve, and work on it until you are satisfied with your efforts. Take your time; changing speech patterns and habits of a lifetime will not happen overnight. Once you are satisfied with your result, select another vocal tool that you want to improve and continue the process.