



THE 4 “MAGIC” QUESTIONS TO MONETIZE AND ENGAGE YOUR AUDIENCE

Congruency of Message

You’ve acquired a lead or have engaged in a conversation with someone who is interested in what you do, what your business is all about and how it can help them.

Now what? By answering the following questions, you will be able to keep congruency in your message and consistency in your “ask.” This will help to minimize confusion and increase your potential customers trust.

Question #1 – Why now?

Is it new? Is it on sale? Is it exclusive? Is it timely? – Marketing is interruptive, why are you interrupting them?

“I was about to fall asleep last night and I was thinking of you...” – Attention reset and endearing.

Question #2 – Who cares?

Make sure you are speaking to the group or audience you intend to message... “Yes, this is for [your target market] to help them with [how it helps them].” or “I see you downloaded my report on [how you help], are you [someone who needs that help/egoic name]?”

Who is this for? Who is this *not* for? Call them out and help them self-identify. So they say, “Yes, that’s me!”

Question #3 – Why should they care?

What does their life look like before your product or service? What does it look like afterwards?

Hit their vanity or status button: “How amazing would it feel...?” or “Can you imagine the next time you’re...?”

Articulate the future and be specific...Do *not* talk about the past.

Question #4 – How can you prove it?

- Testimonials – Bravo: Video testimonial software (<https://www.getbravo.com/>)
- Third party credibility – someone else has validated it. Studies, research, newspaper articles, etc.
- Case studies

Can you answer the other three questions with the answer to this question?

Four simple, yet powerful questions.

If you try to answer them with your messaging to prospects and clients (and even with your kids or others in your life!) you will see positive results.

Lastly, only reference the previous positive action. Do not say, “I’m calling you because you never replied to my email.” This can create an awkward, embarrassing situation.

And give them an out with a statement like, “Did life get in the way?” or “Maybe it landed in your Spam box.”