

- words such as “*and*”. Don’t forget that there are punctuation marks such as a period, a comma or a semi-colon (or even a dash).
3. Establish credibility. People need to believe what you’re saying. If you exaggerate, or lack sincerity, or you use erroneous facts, your words will lack impact. Words take on a life of their own, but they also truly represent you and you represent your words. Don’t over promise or make promises can’t keep or don’t intend to keep.
  4. Be consistent. Use headlines, sub-headlines, captions, slogans and so forth repeatedly. Many companies have catapulted themselves into the hearts of people for generations by continuously repeating the same slogan over and over again. For instance, what company says, “What can Brown do for you?” Or who said, “The breakfast of champions” or “When you care enough to send the very best”?
  5. Offer something new and different. Don’t use the same offers your competition uses. Be original. Define an old idea in a new way. Use newer words. Go where no one has gone before with your words and phrases. If your opportunity is really new and different, it will attract attention, grab interest and get people to participate. You’ll know when you have it when you start to get comments like, “I didn’t know that”.
  6. The mental and verbal sounds matter. A string of words that have the same sound or are similar can be very memorable – you know the kind I mean that have a poetic ring to them. Remember “Snap, Crackle, and Pop”? You can just “hear” the sounds that the words convey.
  7. Use aspiration. One of the reasons Barack Obama is so popular right now is that he says the things that people *want* to hear in his speeches. His speeches are filled with statements of hope, and people respond to that. Humanize your message with stories which will trigger emotional responses from your readers. When your readers can see themselves in your stories and

8. Use visualization. Use descriptive verbs and adjectives and paint a vivid picture for your prospect. This is one of the reasons the word “imagine” is so powerful today. When you can get your reader to see them selves enjoying the benefits of your service, you’ve achieved a whole lot.
9. Ask plenty of questions. Southwest Airlines asks the question, “Want to get away?” after showing you someone getting themselves into an embarrassing situation. Verizon Wireless asks you, “Can you hear me now?” The milk campaign asks, “Got milk?” Why not try something like, “Are you better off selling your home for \$10,000 less than you need to?” Or try “Are you satisfied living in a home you’re ashamed to show visitors?” “Will your home make your mother in law jealous or critical of you?” (Wow. That should make them react!) Asking a rhetorical question makes the reader’s reaction personal – and personalization is the best communication you’ll ever use.
10. Make your message relevant and in full context. You’re going to need to give people the “why” of your message before you give them the path to success. You’ve got to establish context before you present results. If your reader doesn’t understand where you’re coming from and what you’re talking about, they won’t care if there is a solution or not. But that’s only half the battle. Your message must be relevant to them or they’ll tune you out as well. Know what matters to your prospect and frame your message around what matters to them or it is a wasted message.
11. Images matter. Background images and illustrations are very powerful in communicating your message.

## Using Cover Letters

There are many methods consultants use to hunt for clients. Some methods are a waste of time. I'll be dealing with those that are successful techniques. But this method is not for the weak or the lazy. It's a method that high paid executives use when looking for a career position with a company. But they can also be used by you, the consultant.

This is not a door-to-door method. It is not a sales method for an idea or invention. It's not the typical methods you might learn elsewhere. It's called the *referral method*. This method is to get you going so that no matter who you are, and no matter where you live, you should be able to get your business off the ground and begin the process of looking for clients.

The referral method of interviewing is often called *networking* by professionals, for it is a system of multiplying your chances for landing a project for yourself through other people. This successful technique puts you in touch with key decision makers who have the power to hire you or can use their power to move you closer to other decision makers until you meet one interested in your services (your future actions and the results of those actions).

You must first make contact with key individuals you currently know. Once your portfolio is completed, you will research and select the key decision makers from your list that you currently know and that's where you'll start.