

Exhibit 57: The Three Keys Formula for Getting Hired



3 KEYS FORMULA

- 1) **Client must know they have a problem.**
- 2) **They must be clearly connected to the consequence of not solving the problem.**
- 3) **You must be identified as the ideal solution to that problem.**

What is the problem your potential client is experiencing?

How do THEY know it is a problem?

What is the specific pain they experience as a result of the problem?

What is the consequence of not solving the problem?

How does your industry solve their problem?

How does your product/service solve their problem?

How are YOU personally positioned as ideal solution to their problem?

When all of these conditions are satisfied & addressed you now have a client. The only questions that remain are:

- Is today the day?
- Did you communicate clearly enough?
- Did you connect closely enough?
- Did you influence them by showing them following you is the best choice they can make?