

# Entering the Client's World

## How to open conversations that get answered

### Quick recap

Eben led a discussion with Minka, Eric, and Inga about whether to hold class due to low attendance, ultimately deciding to focus on questions and discussion instead of the planned lesson on podcast outreach. Eben shared his experience transitioning from dog training to marketing, emphasizing the importance of direct response marketing and successful outreach techniques that prioritize the recipient's perspective. The group practiced crafting opening lines for different client scenarios and discussed strategies for approaching potential clients, with Eben encouraging them to apply these techniques when reaching out to their contact lists.

### Summary

#### **Class Cancelled, Discussion Held Instead**

Eben, who was in Miami for the holidays, led a casual discussion with Minka, Eric, and Inga about whether to hold class due to low attendance. They decided to use the time for questions and discussion instead of the planned lesson on podcast outreach. Eben shared his perspective on identifying with roles rather than results, and Inga inquired about joining additional VCA sessions, which Eben suggested she contact Kim about.

#### **Effective Direct Response Marketing Strategies**

Eben shared his experience transitioning from dog training to marketing, emphasizing the effectiveness of direct response marketing and the importance of focusing on the recipient's needs rather than self-promotion. He explained that successful outreach involves understanding the other person's goals and challenges, using language that aligns with their interests, and being transparent about one's intentions. Eben encouraged the group to practice this approach by analyzing their contact lists and crafting outreach messages that prioritize the recipient's perspective.

#### **Client Approach Strategies Discussion**

The group discussed strategies for approaching potential clients and partners. Eben emphasized the importance of entering the client's world by understanding their challenges and goals before offering solutions. He advised using language that focuses on helping the client achieve their desired outcome, rather than leading with one's own services. The participants

practiced crafting opening lines for different scenarios, such as helping couples improve their relationships, assisting job seekers with resumes, and supporting non-native English speakers with presentations. Eben encouraged the group to apply these techniques when reaching out to their contact lists, with the goal of building genuine relationships and adding value to potential clients.