

5-STEP MESSAGE FORMULA



**The Simple System For
Communicating Who You Are, What You Do
and Who You Do It For**

COLIN SPRAKE AND MAKE YOUR MARK

Introduction

Hello!

Below is the 5-Step Message Formula on how to create powerful messages to have people itching in their seats at networking events to come and talk with you about your product or service that you offer.

The same formula will also be tweaked so that you can use it in a 1-on-1 situation at different types of networking events like cocktail parties, galas, charity functions, etc.

You have heard of Elevator Pitches... well, this is not the same thing! In fact, far from it... in my opinion elevator pitches should be put in the elevator and sent upward and to never be used again!

The messages you are creating are called **INTRIGUE STATEMENTS!**

So, let's get going and create messages that achieve results. There are a few steps and rules to making sure you really understand the power of how these messages work. It is going to turn your networking on fire and yield results that are easily monetized and for most people unbelievable.



Step One

Understanding Egos



I have no idea why it is taught or adopted that when you go out networking and you get your 60 seconds of glory to stand up and introduce yourself, that people get up and talk all about who they are and how great their business, products and services are! This is all about the business owners EGO.

Remember, people don't really care about you until you show that you care about them. You should be speaking to the customer or prospect's EGO! You will see that this is the heart of the message formula and why it yields excellent results! Yes, it is very different to what happens currently at networking events and this is why I consistently make over \$500,000 a year networking!

The reason why you do not mention what you do or wear logoed apparel is because most people have preconceived ideas about certain industries, careers, etc. The most common industries at networking events are accountants, financial planners, realtors, mortgage brokers, MLMers, insurance brokers, print companies, etc. The minute you stand up and say what you do or wear logoed apparel that gives away what you do, most people say inside their head "I do not need that"... I am going to show you how to create a need by using the powerful Message Formula.



Step Two

Talking to Customer Pains (serving their EGOS)



What you say at events will determine your success. You only need 1 – 2 power connections per event!

Write down the key reasons (or pains) that your product or service delivers that would solve a problem for your clients. In other words, what problems do you solve for your clients?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

You can use a separate piece of paper as you do not have to stop at 10. In fact, you should have a lot more! Remember, as a business owner you are a solution creator and problem solver for your clients and prospects – the heart of the Message Formula.



Step Three

Intrigue Statement Rules

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1. You cannot mention your Business Name.
2. Do not mention your title or designation.
3. You cannot mention your products or services.
4. Do not wear any logoed apparel.

Now you may be asking, "What do I say then?" This is the fun part! Let's go to Step 4.



Step Four

Message Formula Structure

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You must follow this exact 5 step process below in order.

1. Ask a qualifying question – evaluate the response & qualify audience.
2. Demand a response and ensure you see some raised hands.
3. If necessary ask another qualifying question to ensure a response.
4. Say a paragraph with a short HEAVY HITTING pain grabber.
5. Create Intrigue by letting them know you have a process, step-by-step system, etc. to overcome their PAIN mentioned in number 3 above.
6. State your name, call to action and sit down.

Take your top 3 and write down a short 30 – 60 second message that will have 1 – 3 people itching in their seats to talk with you (use additional pages if required).



Step Five

Message Formula – Examples

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Here are 3 examples of different industries using the 5-Step Message Formula...

Business Expert

PAIN: Business Owners not achieving success in their business – (they feel ashamed)!

Presentation pitch:

How many of you around the table own a business?

(Wait for response – demand a response – see how many hands go up)

How many of you would love more success in your business?

(Wait for response – demand a response)

Many business owners I meet are often not in a good place financially, their businesses are not making the money they want, their lines of credit or credit cards are close to or are maxed out and their relationships are starting to suffer because of their situation. In fact, they are embarrassed and ashamed of where things are at!

My name is Colin Sprake and I have a step-by-step process to eliminate this situation in your business! If this is your situation then come and speak to me at the end of this meeting as there is a solution.

I look forward to speaking with you.



Mortgage Broker

PAIN: People living paycheck to paycheck – (more month than money)!

Presentation pitch:

How many of you around the table would like a few hundred dollars extra every month?

(Wait for response – demand a response – see how many hands go up)

Many people I meet are just getting by every month financially. In fact, for most people there is more month than there is money. Many are wondering how they are going to survive never mind think about thriving!

My name is Colin Sprake and I have a step-by-step process to eliminate this situation in your life and show you how to add a few hundred dollars to your income every month! If this is your situation then come and speak to me at the end of this meeting as I can help you.

I look forward to speaking with you.

Insurance Salesperson

PAIN: Business Owners without Critical Illness Insurance. What would happen if they got seriously ill tomorrow? What would happen to their family?

Presentation pitch:

How many of you around the table own a business?

(Wait for response – demand a response – see how many hands go up)

For how many of you would getting seriously ill impact your ability to continue with your current lifestyle?

(Wait for response – demand a response)

What fascinates me is how many business owners I meet that are at extreme risk of leaving their family financially ruined if they were to get seriously ill tomorrow! Sadly, most families would have to move home, down grade their lifestyles and live in areas where they do not want to live, not to mention that their children would have to change schools.

My name is Colin Sprake and I have a proven process to eliminate this risky situation in your life and most important, it can cost you absolutely nothing! If you would like to learn more about this process then come and speak to me at the end of this meeting as I can help you.

I look forward to speaking with you and ensuring you and your family maintain your lifestyle.



Own Work

You may ask how many messages you should have. The answer to this is as many as you need!

When it comes to the MESSAGE FORMULA you should be thinking about the groups that you are going to and the types of people around the table, and then crafting very specific messages to target their pains.

The more effort you put in before the meeting to determine the pains of the audience, the better your results will be! In fact, if you go to a regular networking meeting every week or month, etc. I would recommend using different messages every single time. What this does is let people know what solutions you have to their pains.

What you need to do now is start creating simple messages using the above MESSAGE FORMULA for your business. Once you get good at this, you will be able to create them on the fly, which is really awesome.

Start creating and using the formula above and you will start to get serious qualified leads from all the networking that you are doing.

Feel free to share your results and engage with me on social media:



Facebook.com/MYMSuccess |



Twitter: @ColinSprake

Wishing you massive qualified lead generation and success in your networking efforts!

You are Your Success,

Colin Sprake

CEO

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