

The Empowered Entrepreneur Show

Episode 032

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Intro: Welcome to the Empowered Entrepreneur Show. Discover your life's purpose, reprogram your mind for success, and attract an abundance of paying clients to your business. Now, here's your host, Tom Tenaglia.

Tom Tenaglia: Aloha, empowered entrepreneur. I am Tom Tenaglia and you're listening to the Empowered Entrepreneur Show. Today, I want to talk about how to get somebody to take the action that you want by getting them to think that it was their idea in the first place. So the idea for this episode came as a result of looking at a situation in corporate America where certain frontline employees have ideas for improvement, ideas for how things can go to make the business run even more effectively and more profitable, and overall build the quality into everything and really make a difference end to end.

What I would see is it would sometimes take a long time for some department heads and senior managers to really understand what the frontline was saying. Then one time I saw an experience where the department heads would be repeating words that the frontline has been saying for, no joke, about a decade. All of a sudden, I saw that the department heads were using these words in a way where it was making it sound like it was the department head's idea to do this. I bet you, if I had asked any of them to explain to me where the idea came from, it was going to come up more along the lines of what they noticed and what they saw in their organization and decisions that they have made and reasons for going down this new avenue. Whereas if I had talked to the frontline people, they would have said, "Well, we've been saying that for a decade. They just finally now heard us."

So being the person that I am, looking at human behavior, I wanted to understand why that might happen. The answer of why the department heads would have been resisting the message earlier on and why they now take ownership of the message came down to the same thing for me. It came down to the department heads now understand how that message benefits them, how it benefits them. So basically even though what was being done, what the department heads were saying was going to be done or the next evolution in the business was verbatim for lack ... basically, now I was going to say for lack of a better term, but no, actually the words were pretty much the same that the frontline was saying to them where the benefits of going this way for a decade, the idea is they didn't hear it because they didn't understand what it meant to them.

All of a sudden, when push came to shove and what the frontlines were trying to avoid as problems started coming up as problems and the department heads would search for solutions, they came up with the same answer. So even though the message behind the message wasn't being said, and that's really what was driving the shift. The words being described by the department heads in the frontline folks were the same. But it dawned on me that there's a message behind the message. What's prompting this change now has to do with the fact

that problems were being encountered that the frontline wanting to avoid, but the department heads didn't have a reason to avoid because they weren't occurring.

If somebody doesn't value the idea of prevention, then they might encounter situations where they're more reactive as opposed to proactive. If they're used to the reactive nature. I think to some degree humans are very reactive and it takes an effort to be proactive. So sometimes, we're so used to reacting to things that we naturally de-prioritize the proactive things because we're so focused on the reactive things. If something is urgent and important, it's going to take priority over something that's important and not urgent. The idea though, of course, would be to not have any urgent and important things and to be able to work on the things that are important and not urgent.

So in this situation, it dawned on me to go, "Well, okay, the department heads are not going to think that it was the frontline's idea." Some of them might be willing to concede that, but they're looking at it from the lens of what's right in front of them for their own departments. Even when it came down to ideas that some people, some managers would kibosh an idea in one role and support an idea in another role, the same idea, supporting the same idea, and it would dawn on me that it's like, "Why aren't they looking at the benefit to the organization?"

So from a human behavior perspective, I got into a nice philosophical conversation with some business leadership teams on this, or some business leadership team member on this, and discussed why is this. We got into a really interesting philosophical, sociological conversation on the topic around reward, measurement, and the idea that in some corporate models, you're essentially rated from a year-to-year perspective. So any multi-year goal or any organizational goal is outside of the scope of an individual yearly rating. So all of this put together helps me to communicate better with teams. Like, I'm not going to bring up a topic when I'm working with a corporate team that doesn't relate to the goals of the people in the room even if it's something that what we're discussing has a tendency to impact.

But the moment somebody is in the room who has the goal that I'm thinking about or has the idea that they're driving towards an action item that I'm thinking were going to end up budding up against, now I have permission effectively to bring up what I think is a concern and direct my question directly to that person. This way nobody can go, "Okay, that's not the topic of this meeting," because the person who I directed to is going to go, "No, no, no, this is important to me. What do you mean what we're about to do here might impact this other thing?"

So getting them to think it's their idea has different forms of application and it really comes down to putting the message to a benefit, but that speaks to the

benefit of the person that is reading or coming across the message. I can give the benefit of an item to somebody, but if that benefit is not important to them, it isn't going to matter. Like, if I don't care about the 0 to 60 speed of a car, any car salesman that tells me, "Oh, this car can go from 0 to 60 in so many seconds," it's not going to do anything for me. But if they put it in the context of quick reaction time and the ability to safely get away from situation, safely get away from other cars that you want to be able to move, you want to be able to drive safely; if they put it in the context of safety, it's safe driving, the 0 to 60 speed all of a sudden means something to me. It's like, "Oh, well, that speed isn't just speed of acceleration. That speed is speed of being able to avoid a situation on the road and be able to maintain safety." "Oh shit. Okay, I should probably pay attention to that."

So thinking about getting them to think it's their idea ... so now here's a crazy thing with that, is I might get a car with that spec and I might go tell somebody, "Hey, this car goes 0 to 60 in so many seconds," and my words match with the salesperson was saying they're like, "Here's the fact, the car goes 0 to 60 in so many seconds," but the story behind the story is I'm thinking about what that allows me to do from a safety perspective, not what that allows me to do from a sport perspective or some other type of perspective why. I mean I'd have to talk to other people to find out why that fact, that stat is interesting to them.

So the language might be the same, but the reason for all of a sudden caring about it is different. So understanding that if somebody is coming from a very individual basis, I mean, what's everybody's favorite radio stations, with the joke in marketing, right, WIIFM, what's in it for me? So the idea here is the more you understand the person, then the easier it is to convey that benefit for that particular person. Putting the benefit in the context of the person ... See, people ask me all the time, "Why do you spend so much time getting to know your customer? Why do you spend so many time working on who the customer is?" I said, "Because everything else becomes easier after that." To write a benefit and not know who the customer is, is to miss the point because you have to write a benefit in the context of the customer.

If somebody wants to do a breakthrough session with me and they want to find a partner, a relationship partner, and I get a instinct that they should actually work on their financial success and work on finding their purpose in their career, I have to be able to translate why that's important to them in finding a partner. I have to be able to explain, "Here's how being able to bring in money and knowing your purpose and putting that in career, here's the corollary to how that helps you with a relationship." So somebody might come to me thinking that they want to work on relationship and finds out they actually want to work on career and financial success.

Likewise, people might come and ask about how do I manifest more money, and I have to help them understand, sometimes it's helping them understand that,

"Hey look, my breakthrough session is still \$5,000." A portion of learning how to manifest more money is to actually manifest the money for the breakthrough session. So the nature of helping you with the presenting problem, the thing you're coming to me for is, in effect, already starting to be worked on because they said if you go, "I don't have that money, you're perpetuating the problem of not having the money." But if you believe it can manifest and if you do all the things that you need to do for it to come into fruition, then you actually uncover and solve the underlying problem anyway.

So helping them understand what is holding a problem in place and how to frame a benefit in a way that loosens their grip on the problem and, as a result, I'm then able to help people make shifts and buy products and services because people aren't buying a breakthrough session, they're buying the result. But they're buying the result in the way that I framed it to them. The way I framed it to them is very specific to who they are and what they want. Same thing for an astrology reading. There's a reason why people would call for an astrology reading. Those readings vary. At the beginning ... I'm sorry, the reasons vary. The readings vary based on the readings, based on the reasons even, because I want to understand what's the reason why somebody wants that reading. At the beginning of doing astrology readings, I kept it very formal and I said, "Okay, they're asking for this type of reading. I'm going to do a formal, that type of reading," but they weren't asking for that type of reading.

When I put on my marketing hat, I realized they have a question, or they have a situation in their life, or they have something they're encountering, or they're curious about something, or they want to manifest something in their life where they want to get through a situation in their life. Once I understood all these things, then I was able to make the readings a lot more tangible for them in how I can help somebody in a reading to use the energy of what's going on for what it is that they want. If I asked somebody at the beginning, "Do you have a goal that you're working on?" most people would say no. I had one person in a couple of years that said, "Yes, I do. Here's the goal. Can you help me with that?"

But if I asked somebody 10 minutes before the end of the call, if there was any other ... like if I said, "Okay, did we do it? Did we handle it? Did we do the reading?" they would almost always have three or so questions to ask me in the last 10 minutes of the call. Of course, I would wait until the last minute of the call at the very beginning and say, "Hey, I think we did it," and then they would give me three questions like, "Hey, wait a minute. Where were those que ...?" That's going to take me another half hour to answer. So I started asking forms of those questions throughout, and looking and setting expectations, and then being able to understand here's why they're coming for a reading to begin with. I also explained the types of readings that I do and what makes them different, and then also I'm doing it with the intention of saying, "Here's setting

expectations for what I expect you to get out of it. If it isn't what you're looking for, well, I could probably refer you to somebody else."

People that hear the way that I do readings go, "Well, this makes sense." Because my readings are also more expensive than a lot of other people's. Now, the current rate is \$297. Every so often I do a special rate, but more likely than not the rate continues to go up. So when people see that, sometimes they're like, "Well, I don't know why this guy is so expensive." But when I'm able to talk to somebody and explain that it's actually not expensive, "Here's what I'm bringing into the reading, here's what you're going to get out of it. You tell me if this is a fit or not," and then they're like, "Okay, this makes perfect sense. I'm glad I'm doing a reading with you." I have people that seek me out to do readings with me because of the added benefits that I bring into a reading. They just like them. They get benefit from them. They're able to do ... It's important to me when somebody comes to me for an astrology reading that they're able to do something with the information.

I tell people upfront, "Don't come to me if you just want to throw \$300 away and sit on the phone with me for a couple of hours and because you want to twiddle your thumbs, no. Come to me because you want to make your life better. You want to manifest something. You want to get through a situation. You want to uncover more of who you are. You want to make things a little bit easier in your life. You want to ..." and then all of a sudden people are like, "Oh, this makes so much sense." Because now they're able to do something, and I give my readings in a very empowering way that allows somebody to do something with the information, and it's not doom and gloom. It's here's how you can apply this for what it is that you're seeking. More often than not, it's helping people feel better by the end of the call, for whatever they called me for at the beginning.

Sometimes I get questions that I'm like, "Okay, this is not necessarily one to answer in astrological reading," and I had to tell somebody that. But most of the time it's, "Here's what I do see. Here's what we can apply together. Here's how I can help you do that to create what it is that you want." So as a result, my clients like that. It's a matter of taking the benefit and applying it to them. Every one of my astrological readings is different. At the very beginning, they were similar just with a different natal chart. I was reading the, the particular chart, but in a very similar way. Now, every single one of my natal readings is extremely different and very contingent upon what the person is asking for and what the person gives me at the beginning of the call and even in the scheduling process.

So the interesting thing about that is they still cover the chart, but I cover the chart in a very specific way for the context of the things that's going on in their life. So as to give you a more tangible example for how to do this, it's like all of a sudden it becomes their idea to get a reading with me because they have a

problem going on or they have a situation or they have something and they want to manifest and they seek me out to go, "Hey, I need help with this." They're not calling me for a reading. They're calling me for help with a situation. Then as a result, the vehicle is the reading. So they might frame it in the form of I need an astrological reading. Then what's going on behind-the-scenes is what's prompting them. It became their idea to talk to me about astrology, to talk to me about their chart, to talk to me about their situation. The more it becomes their idea in that way, the more they reach out and the more things we do, and it's great.

So really helping somebody understand the benefit of your product or service in such a way that it becomes their idea to go do it. So instead of saying to somebody, "Okay, here's ..." you can say, "Okay, here's the effect of not doing business together," and even get them thinking about it. You can also have situations where you show them, you create situations where they're able to put the pieces together themselves. There are times and places to do both. But, regardless, just think about when writing benefits or sharing benefits with somebody about a product or service, think about what that product or service is going to do, what that benefit of that product or service means for that person. In order to do that, you have to know the person. You have to know what are they thinking about? What's important to them? What's their life like? How does this play in? Why did they come to you in the first place? What are they really wanting to know? What are they really wanting to solve? What are they really wanting to feel? Then you're able to frame the benefit in that way.

Of course, as you probably know from listening to these episodes and being in the marketing space, in one form or another, taking a feature and turning it into a benefit, it's like, okay, you can ask yourself like, "So what?" "Okay, what's an astrology reading?" "Well, we look at your natal chart and we read it, kind of more feature oriented." "So what?" "Well, it helps you use the energy in your chart to live a more fulfilling life." That is a benefit. But then I could still say, "So what?" "Well, it makes things a lot easier for you to manifest and for you to feel more fulfilled." "So what?" "Well, so that you're not 20 years down the line looking back going, 'What the heck did I do for the last 20 years?'" "Okay, so what?" "Well, don't you want a happy, fulfilling life? Don't you want to make things as easy as possible?" I mean, it's like why not use something that can do that? So you start getting into the benefits of that.

Now, you can take a feature, like a natal reading, and bring it into a context, bring it into an area of life and do benefits in that space too. So if you take natal reading into relationship, okay, so what? How's the natal reading going to help? Well, understanding yourself, understanding your partner, understanding the way you and your partner interact surely helps each other get both of what you want and helps you grow into a much more fulfilling relationship over time. Rather than encountering things along the way, you're able to work together with each other's energies. Bringing astrology into career, one of the benefits is,

well, you can work with people to understand what's important to them in the context of doing business, and so you can sell them your products or services more effectively.

In addition, you know how to interact with a potential client or with an actual paying client through understanding how the two of you, how the energies of the two of you interact. So it makes the process ... so here I go. So what? Well, it makes the process of doing business a lot easier, a lot more fulfilling, a lot more rewarding, and saves you from having to fix things down the line, if they're upfront and they're handled upfront at the beginning. So you can take whatever product or service you have, put it in the context, take the feature and turn it into a benefit. Keep asking yourself, "So what? Then get to a point where like ... and then you think about the person. So if I then go and I have a couple and I see that they're fighting all the time and it's like, "Okay, we should do an astrology reading." "Why?" "It'll help you guys communicate better." "So what?" "Do you want fewer fights?" "Oh, this can help us not fight as much?" "Yeah, let's talk." So all of a sudden, it's in the context of that relationship.

Career, let's say I have somebody who says, "For whatever reason, I couldn't ... every time I would go to close a deal, they would respond in a certain way." Well, I did a couple of episodes on things like that, different strategies you can use to handle that situation. But even in this case, it's, "Well, let's look at your astrological chart and figure out what's the best way for you to close deals so that you're able to leverage the energy that you have naturally inside. My belief is if you tap into that, things become easier and things just have to work. I mean, that's what my experience has been. If you use the energy that's in your natal chart effectively, things work." So for that person, it's like, "Oh, this can help me close more deals?" "Yeah, absolutely." He's like, "Okay, let's do a reading."

So you can take the benefit ... sorry, you can take the feature, turn it into a benefit, get it to like a really good benefit, and then put the context of the person into that benefit. How will it help them specifically? Then it becomes more of their idea. They're like, "I'm going to go get an astrology reading because it's going to help me close more sales." They're like, "Can you really help me do that, Tom?" "Yes, absolutely. Here's my link to my calendar." Or, I would say something like, "I don't suppose you're looking to schedule one now." Then they go, "No, no, no, no. I'll schedule one now." "Okay, would you like my calendar link?" "Yeah, yeah, sure." "Okay, here's my calendar link." Then they're already committed to scheduling.

So hope that helps with taking things, putting them into perspective, getting somebody to think it's their idea, then all of a sudden sales become a lot easier, a lot easier. And if you'd like an astrology reading or if you would like to talk more about sales and marketing for your particular business, go over to empowerdentrepreneurshow.com and click on the Resources tab, and you can

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find out more information about what I offer, sign up for an astrology reading if you'd like one. With that, Aloha; a hui hou. I'll talk with you again soon.

Outtro:

Thank you for listening to the Empowered Entrepreneur Show.