

Step 13B Toward Your 6-Figure Business

Introduction to F.O.R.M.



Yes, I know this might make more sense as part A. However, one of the key challenges new business owners face is being too anxious when they speak about their products or programs. If you don't begin with the proper mindset (pace yourself and know the steps so you can be patient with the process), it's easy to "puke on the prospect" and give them way more information than they can process.

So, with your mind set on the knowing that you'll want to give the prospect time, a pathway and breathing room to grow in a relationship with you, I invite you to learn how to initiate a conversation with strangers.

(P.S. You'll practice this soon in your peer group mastermind call.)

Download and listen to the audio for this step as I model the process with Shannon and then Danielle. Observe the pace, tone and energy I embody as much as the questions I ask them. Imagine using this template with a stranger. Would it be helpful?

The FORM template is just that; a template to help your EGO mind focus on them and not yourself. And it gives you a really great recipe for making their acquaintance in a natural, yet still deliberate way. The concept is to give the person genuine loving attention while being attuned to the possibility of serving them with your program or product.

The FORM Template:

F = Tell me about your Family and/or where are you From

O = Occupation

R = Recreation

M = What really Matters to them? (What is the Message they have for the world? IF it seems appropriate – what is YOUR Message or invitation for them?)

Have fun with this. Don't take it too seriously. And, of course, if this doesn't seem helpful or genuine – you don't want to incorporate it into your conversations.



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Audio: Step 13B – Introduction to F.O.R.M. ([Click here to download](#))

http://janluther.audioacrobat.com/download/Step-13B-Introduction_to_FORM.mp3