Customer-Focused Story

Segment Six:
The Fifth Element of Marketing Syntax Why You Are So Good at Providing What
They Really Need to Do

TRANSFORMATIONAL BUSINESS LEARNING WITH MARK SILVER AND HEART OF BUSINESS, INC.



By Mark Silver

Fourth generation entrepreneur, and master Sufi teacher.

May the peace and love and mercy and justice of the Real be upon all of the holy prophets, guides, knowers, teachers, and each one of us and all of our hearts, so that we may become of the family of the Real.



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In the Name of the One, the Infinitely Merciful, the Most Tenderly Compassionate, this book is dedicated to the Face of the Real.

Anything of the Truth that is written here has come from the One, and any mistakes or omissions are from myself.



The Simple Idea

This is where you get to talk about yourself, in a powerful way, in service to the potential client.

At this point the prospect feels really witnessed, you've demonstrated that you understand both the problem and the solution, and they are clear about what will really help the situation they are facing. Now they get see why you are so great at helping people, so they can step confidently forward into your offers.



The Teaching

The spotlight finally turns to you. This is where you get to talk about yourself, your experience, everything that explains why you are so darn good.

But notice that the spotlight wasn't on you until now. Why the long wait? Because the timing is now perfect for your potential client. They feel understood in their problem, they feel acknowledged in all the effort they've already expended trying to solve their problem, they've been given insight into why it doesn't work, and they've even come to understand the powerful, not-so-obvious, but common sense solution to their problem. Right now they are wondering how they are going to ever successfully implement the strategies or principles from the previous element of the Customer-Focused Story.

The spotlight is on you not because you're hogging the limelight. At this point you are the natural focus of attention because the potential client has a real need for help, and doesn't know where to turn to get that help.

You are going to toot your horn, but you are tooting your horn in service to that potential client. You'll be showing them legitimacy, strength and authenticity by including three different types of information, each of which helps from a different angle.

Not-so-incidentally, these three types of information are a great template for any biography you need to write, no matter how short or long.

The Three Types of Information for a Powerful Bio

1. Legitimizing Experience

Here you want to include... How long you've been doing your work, how many people you've helped or served, your success rate, positions you've held, and influential or recognizable clients or customers you've been hired by.

This helps to establish the truth that you were trusted by others, perhaps many others. If you're new, you only touch on this lightly, or perhaps reference legitimate experience from elsewhere. Example: "A successful trial lawyer for 10 years, Samantha brings the precision, clarity and ability to do very detailed research to even the most complex medical problems her acupuncture clients struggle with."

2. Legitimizing Training

Include certificates, licenses, degrees, people you've learned from, anything that shows that you've learned what you know from the best. Even if you've created your own unique product or service, it's been synthesized from somewhere. Tell them about where it's been synthesized from.

Don't forget to include trainings that may not be directly relevant, but may show qualities that would be valued by your clients, such as law degree earned by the former trial lawyer in the example above.

3. Your Passion

People want to know not just why you're good, but why you care so much. Explain your passion and your heart-centered "Why you are doing this."

Example

Since 1999, Mark Silver has worked with thousands of business owners [experience] helping them integrate heart and practical business knowledge. Mark is a fourth-generation entrepreneur, has studied with many very successful mentors in the world of small business, and has earned his Masters of Divinity. He also completed training in spiritual healing with a speciality in Business and Organizational Healing, from the University of Spiritual Healing and Sufism. [training] Mark is a designated Master Teacher in his Sufi spiritual lineage, cares deeply about how painful the current the dysfunctional economy is, and knows how critical it is that every act of business be an act of love if we're to have the world we aspire to. [passion]



Stay Awake

Watch out!

Avoid being too formal and distant, listing a lot of stuff only in bullet-points. Make sure you also use a digestible, conversational tone. Don't hide your vulnerability and your true self.



Worksheet

Create Your Powerful Bio.

1	List out all of your relevant experience. Make sure you take the time to accurately estimate how many clients (or client sessions) (or equivalent) you've worked with, especially if you've been at it for more than a couple of years (or decades.) Also make sure to include relevant experience from other fields that communicates values, qualities and skills that would be important to your clients.
	xample: Okay, I've been at this for 8 years, really that long? When I think ack over my time, I realize that if I've done, on average, at least 30 ses-

sions a month, that's over 2800 sessions in those eight years! And probably 300+ clients! Also, I spent this years working as a counselor in the school system, where I first learned to deal with hundreds, thousands of families

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and their difficult dynamics.

2. List out all of your relevant training. Make sure to include trainings that may not seem directly relevant, but still communicate values, qualities and skills that would be important to your clients.
Example: I've got my coach training, my healer training, my Reiki training. I've
also done a lot of communication workshops, probably about two dozen of
those. I have my Masters in Family Therapy. I've also been through at least
two train-the-trainer courses, as well as that instructional design course
and understand the principles of how adults learn. Oh, and the permaculture
course, although seemingly off-track, has helped me gain a holistic perspective

into environment and how that helps people flourish.

3. Now it's time for Why? Why are you doing this? Why do you care so much? Tell a story, if it's relevant.	
Example: When I was 8 my parents divorced. Then, when I was 24, both my parents divorced their new partners. In the same year! When I saw how our family was torn apart, and how long it took to rebuilt trust, and how many miss-steps we all took on the way, I saw how it affected me, as well as my siblings. The second divorce, although I was an adult, was in some ways even	
more devastating, because for awhile I believed love wasn't available. I want everyone to know that love is available, that healthy relationships -can-happen.	



The Simple Idea Revisited

Now they really know and trust that you can help them, and why you're the right person for the job.

 $F_{\rm ar}$ from tooting your horn, a powerful bio gives your potential client the safety and assurance they need to say yes and get the help they need and want.

When you find the love, you find yourself.
The secret is in the love. You are the love, not another.
Everything is in the love, and everyone needs the love.

When you have the knowledge of the love, you feel peace in your heart. The jewels are inside you.

FROM MUSIC OF THE SOUL, BY SUFI SHEIKH SIDI SA'ID AL-JAMAL



Every act of business can be an act of love

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