



## THE MILLION DOLLAR COMMUNICATION MEHTOD

Learning how to communicate in this economy isn't just crucial to your success, it's completely crucial to your survival. Learning how your consumer wants you to communicate with them is even more crucial. Do you understand how to communicate? Are you doing it well in your day to day life even with the ones closest to you?

Learning how to communicate the right way is one BIG way to increase your success in every single area of your life. Can't talk to the kids? Learn how to communicate their way. Can't talk to the spouse, the family? Learn how to communicate in such a way that you can do very little and have an overwhelming effect on the people around you.

So, first, what types of communication are there in today's day and age?

- 1) PHONE CALLS
- 2) EMAILS
- 3) TEXT MESSAGING
- 4) SOCIAL MEDIA
- 5) VIDEO (Youtube, Snapchat, WhatsApp, Screencasts)

## #1 Phone Calls

Seriously, seriously answer me this right now. Are you slightly pissed off when someone calls you?

We adapted to answering the phone as it was the only way we knew how to communicate. Slowly but surely we evolved as a society and we are interacting with more and more people who are absolutely furious that we've called them. Some are even furious when their own family reaches out to them. I know some friends who will absolutely refuse to even answer the phone but will text me back immediately. (More on that in a few)

The phone is not a bad thing. We've just grown as a society and when we are placed onto a singular conversation with a person it limits the conversations that we are currently in the middle of with other people, on other platforms.

Understanding how to work the phone appropriately will help make you quite a bit of money, if that's what you're after. Knowing when to call a prospect and knowing how to disqualify that a prospect won't want to communicate that way is huge.

Ever heard this complaint: "If I could just get them on the phone I could close the deal"? LOL.

If you took into account that all you have to do is adapt to how your prospect wants to communicate the deal would have been closed a long time ago.

Use the phone as often as you can but understand, we don't live there anymore. That doesn't mean to throw it out the door, obviously you need it, it means learn how to qualify your prospects desire to BE on the phone and this tool will have served it's purpose regardless of the outcome of your conversation or there lack of.



## #2 Emails

Nobody wanted email, right? And then everyone bombarded the email train to the point that it's somewhat of a hassle for us to log in to our email systems. "Marketer's ruin everything, right?!" Email is an amazing way for us to communicate and an amazing way for us to connect but there is certainly, like anything, a science to it.

Understanding what type of email content to put out to build trust with your prospect is HUGE. Understanding that a headline is not equal to another when it comes to opens and conversion can change everything for you. We have email content that is operating at a 64% open rate and then we have content that people have opted in for that performs below 10%.

Pay attention to this. Understand what your consumer wants and do not hesitate giving it to them. Email is an amazing way to connect and is definitely key for your follow up systems. Another important part of email marketing is segmentation. You don't want to send something to Jeff of which Jeff has no interest and is frankly quite upset that you just cost him another 4 seconds of his day deleting your email.

If someone opts in to a generic Lead Magnet that you've offered them, QUICKLY, figure out what they are specifically after. Once you've got an understanding for the type of content your client is after, they won't leave you. Ever. As long as you continue to provide them the value they are looking for.

### #3 Text Messages

The moment: you've just sent out a text and you have NO idea what is happening on the other side of the phone. This more than likely pertains to so many other areas of life, not just business but I digress. YOUR consumer wants this. We are in an age, especially for those of you working close to millennials, we WANT to talk to you this way. Or, for the most part, we want you to communicate with us this way.

You see, and you've more than likely experienced, we get to have 20 conversations for every ONE we could be having on the phone all while interacting on our other Social Platforms. If you text me, I get to answer you back on my time and I get to process my thoughts before reaching back out to you, IF I ever do.

How can you integrate TEXT into your business model? Very simply. Text auto-responders are performing like crazy right now and even if you don't have that. The ability to quickly shoot your prospect a text message as soon as they come through the virtual door saves you time as well.

I have ALWAYS advised my clients that you should pick up the phone within 5 minutes of a new lead entry. IF they do not answer the phone, verbatim, send them a text message of what was expressed on the call. Of course, this should all be content pertaining to what they are interested in. NONE. OF. THIS. Should be salesy.

We want value as a society, we don't want to be sold yet we're geared to buy. If you can master the art of invisible selling you will most certainly NEVER have to worry about money again.

Learn how your prospect wants to communicate and don't be afraid to get those thumbs moving as you pick up more clients and more prospects.



## #4 Social Media

Oh how far we've come. A lot of people I know have complained about this "new" thing called Social Media. Very few have really taken the time to understand that Social Media is the absolute simplest way to communicate with hundreds of thousands of people all in real time.

You have a message. This is after all why you're in business for yourself, right?

There is NOT ONE SINGLE GREATER WAY to communicate with your prospects than through Social Media. I wish I could come through this screen right now and say this to you again, in a stern voice. Understand where your prospect is and go there.

Get to the platform(s) that you're prospect is sitting on waiting for you and speak. You have an immense amount of people ready to listen. This platform has allowed us to build empires' in minutes from understanding how to communicate with our audience.

You like to network? Great, there is an entire social world waiting to connect with you. The SINGLE largest mistake I see right now is the failure to communicate on this platform.

If you don't know how to even start, simply start posting and engaging with people around you. You'll quickly realize how effective it is. I would also advise you take a much

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deeper look at how you can master these platforms as the marketers of the world have already beat you to the punch and so have your competitors.

## #5 Video

“I’m NOT going to do that” LOL

We hear it all the time. And then we force our clients to record video and a couple of things happen. First, ridicule. “OMG, did you see what Stacey did?!?!” I can’t believe she would put out a video about herself and her business that must have been so embarrassing!”

Second, Business. Leads. Conversions.

You see most people are petrified to communicate like this which opens a REALLY big door for people who do.

Not only does your prospect get to see you. They get to SEE you. They get hear you, they get to meet you, they get to put a face with a name, they get to put expressions behind a profile.

The world is shifting towards video communication and it’s probable one of the greatest things to happen for your business, ever.

Start communicating with video. Start sharing your message on Social Media with video. Start looking into apps that will allow you to send video messages. Let your client experience YOU in your most vulnerable form. They will inevitably fall in love with you thus fall in love with idea that YOU are the person that can solve their wildest problems.

Learning exactly how and WHEN to use each one of these major platforms will change the game for you in many, many ways. It will help you learn about how your client likes to speak with you. It will help you build trust faster, create lasting relationships faster, create closed income FASTER than any of your competition trying to figure out what on earth they are going to do to get in touch with more people.

PM Consulting | 705-482-0467

[www.PaulMeyersconsulting.com](http://www.PaulMeyersconsulting.com)

[paulmeyersconsulting@gmail.com](mailto:paulmeyersconsulting@gmail.com)

