



Here is the formula to responding to the common question, “What do you do?”

1. Start your answer with: “The best way to describe it is with a quick story....” Storytelling is the oldest form of communication and when you use a quick story you get what I call quality listening.
2. In your story, identify a specific person and describe the problem they were having and how the problem would get worse if they didn’t get help.
3. Then explain how you solved that person’s problem with the advice or service you gave them. Notice the words “I”, “me”, “we” or “us” do not appear at all in your story until the end of the script. You must disappear. This is only about them.
4. Tell them the title of what you do by saying, “And this is what I do.” Describe how you help people and then say, “I am a real estate advisor,” “I am a financial advisor”, “I am a chiropractor”, etc.

5. Lastly, make a gentle referral suggestion using the phrase: “If your best friend” or “If a friend needed...”

Not only is this an amazing way to get into a quality referral conversation, but it will also give you the confidence to encourage people to ask you what you do.

Our research shows that if you use this formula, you’ll receive one great new client for every three people who ask you what you do.

FIVE SAMPLE RESPONSES:

Real estate agent:

“Well, thanks for asking. The best way to describe it is with a quick story. There was a family that bought a home five years ago and they got involved in an adjustable rate mortgage. It adjusted upward and they found themselves in a position where they weren’t capable of making their monthly payment. On top of that, they discovered they owed more on the home than what it’s worth.

They were looking at their options. Were they going to foreclose, or could they actually sell their home for less than what it was worth and have the bank pick up the difference? They got some advice and the advice they got was predicated on what their dream was. Their dream was to own a home again in the next couple of years. As a result of the advice they got, they are on a path to owning another home and getting a fresh start.

That’s what I do. I make dreams come true for people who owe more on their home than it’s worth who are planning on buying a home in the next two to three years. I’m a real estate consultant.

I'm curious. If your best friend found themselves in a difficult position like this, do you have a real estate or mortgage consultant that you'd feel real comfortable introducing them to?"

Financial advisor:

"The best way to describe it is with a quick story...

A young family wanted to make sure they had enough money to send their two kids to college. Their children were 5 and 7 years old and they were concerned after reading how much it would actually cost to pay their children's college education.

They decided that they needed a plan they could stick to, so they sought out the expert advice they needed and as a result they accomplished their goal within seven years and had enough money accumulated to send their kids to the college of their choice, and they did it without drastically altering their current lifestyle. And that is one of the things I do – I make dreams come true for young families who want to make sure they have enough money to send their kids to college when the time comes. I am a financial advisor.

I'm curious. If a friend of yours had small children and were wondering about college, do you have a financial advisor that you'd feel real comfortable introducing them to?"

Chiropractor:

"The best way to describe it is with a quick story...

There was a gentleman who was in an automobile accident and he damaged his lower back and found himself out of work. His disability insurance covered his living expenses for only three months so he was under a lot of pressure to get back to work. So this fellow sought out the treatment he needed and after only 30 days of specialized lower back adjustments and the proper daily exercises he was back at work

just as the disability insurance ran out. And today he only needs one adjustment a month for maintenance. Today this man says he feels stronger than ever and that's what I do I help people get back to work quickly after any sort of accident. I am a chiropractor.

I'm curious. If a friend of yours was ever injured and needed help healing do you have a chiropractor that you'd feel real comfortable introducing them to?"

Home stager:

"The best way to describe it is with a quick story...

A couple wanted to sell their home and they lived in an area where there were five other competing homes in the same price range. They saw two of those homes sell while their home sat on the market. They needed a new strategy so they got the help they needed and rearranged most of their furniture, decluttered the house, painted a few rooms and fixed a few cosmetic things but spent very little money to do it all. When they were done, the house looked like a new home model and within two weeks it sold for 97% of the asking price. And that is what I do – I stage homes so they sell quickly for the highest possible price.

I'm curious. If a friend of yours was selling their house and they wanted top dollar quickly, do you have a Home Stager that you'd feel real comfortable introducing them to?"

Probate attorney:

"The best way to describe it is with a quick story...

A young family found themselves in a difficult position after their parents passed away. Their parents had left behind a home they lived in for 39 years, without any clear legal instructions on what to do next. They were faced with some complex tax implications and legal loopholes that were completely foreign to them and they needed advice.

So they got the advice they needed on what to do next, and as a result of the advice, they were able to sell the home and keep a high percentage of the proceeds and limit their tax liability and do it all fairly quickly so they could get on with their lives. And that is what I do. I'm a probate attorney.

I'm curious. If a friend of yours ever experienced the loss of a loved one and they needed probate advice do you have an attorney you would feel comfortable introducing them to?"