



AESNATION.COM

ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

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78

Patricia Fripp

Show Notes at: <http://www.aesnation.com/78>



Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

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In addition to our five-times-a-week interviews with leading entrepreneurs, keep in mind that we have plenty of other resources to help put your success on the fast track:

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Thanks for being part of the AES Nation community. We'll see you online.

Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: As entrepreneurs we have to be effective communicators. This is one of the biggest challenges we have, because we will not have success unless we can communicate well and inspire people to take actions, our clients, our customers, our future clients and customers, our strategic partners. So few of us really take the time to be great at this.

I have a resource for you, a fellow entrepreneur. Patricia Fripp has been just a leader in the industry. I've known her for many, many years and had the opportunity to attend a number of her programs and she's helped me tremendously, many of my peers. She is a hall of fame speaker in her own right, she's an executive speech coach, she's a sales presentation trainer, but above all she is an entrepreneur who cares about entrepreneurs and she's here to help us and walk us through the five key steps that you need to know to really make a huge impact.

I'm John Bowen. We're at AESNation.com. We're all about accelerating your success. Stay tuned because we're going to make it happen.

Patricia, I am so excited to have you here. You and I have been friends for a long time. You've been making a big difference with an awful lot of people. Thank you for joining us.

Patricia Fripp: My pleasure.

John: Patricia, you are so good at helping people be great communicators, great presentations, whether it's one-on-one or in a group setting. I really want to get into your secrets, all the lessons you've learned being an entrepreneur, helping so many other entrepreneurs and key executives. Before I do it, I want to go to the back story. How did you get here? As a young lady, a young woman, a young child, my guess is you didn't get all excited that I'm going to be an entrepreneur of presentation, I'm going to be the first woman that was a ... I believe you were president of the National Speakers Association, which is the premier association for speakers.

I remember when you got that, and that was a huge deal. It was before you and I were playing on the internet. We certainly weren't talking a lot through Skype and so on. Tell me how you got to where you are.

Patricia: That's a great question. All advice that we give anybody is based on our life experience. I grew up in a small town in England, had a brother who was one year, one month, two days, twelve and a half hours younger than I am, who turned out to be an internationally acclaimed rock and roll guitarist. At the time I just knew that he was a lot smarter than I was, at least academically.

We had a dad who was an entrepreneur. He was in the real estate business. At age twelve, I thought I'm more artistic than academic, so I decided to be a hairstylist. The first day I went

to work, John, my dad gave me advice that I have built as the foundation of my life and my own businesses. He said don't concentrate on making a lot of money, but rather concentrate on becoming the type of person people want to do business with and you most likely will make a lot of money. That was the foundation.

Also I had very good bosses. I was a hairstyling apprentice and went on and at age twenty I realized everyone in America was rich and the streets were paved with movie stars. I arrived in San Francisco at age twenty, no job, nowhere to live, didn't know anyone, had five hundred dollars and, again, the belief that everyone was rich and they were movie stars, and, John, I have not been disappointed.

First I worked in the Mark Hopkins Hotel in the beauty salon and met people from all over the world, all over the country. I was very lucky. In all the hairstyling salons I worked I had access to develop relationships with people I would never have the opportunity to meet. Little did I know that beyond this was a business I was good at and I had a personality suited to, it was the level of who I met.

The turning point was age twenty-three. I became one of the first women in men's hairstyling when it was a new industry in the first really posh men's hairstyling salon in San Francisco. There I had access to wheelers and dealers and the up and coming business execs and established business leaders. These became my clients, my mentors, my friends. This is a key for every entrepreneur.

John: It's so powerful. One of the things I want to do, Patricia, someone sent me a photo, or my assistant did, and I just want to put it up because ... Maybe you can date this. You've got an extremely happy customer, you're smiling behind, you're at the top of your game here. Tell us how you really became one of the top hairstylists and then where you are today.

Patricia: By working in the men's hairstyling salon, and the salon was taken over by Jay Sebring, who was a Hollywood hairstylist, he did Paul Newman, Steve McQueen's hair. In fact, Paul Newman, Joanne Woodward, Warren Beatty and Julie Christie came to the opening salon party. This hand, John, touched Paul Newman.

Through that, how I built my business was taking advantage of opportunity. For example, I could build a business ... With Jay Sebring we had a lot of publicity so people started coming in. Then I did what most people would now call networking. At the end of the day I went to Harpoon Louie's, the local watering hole, and I flirted with the guys and passed out my business cards. It was networking before we had the word for it.

Then I would say to my stockbroker, "How do you get clients?" He said, "We cold call." I didn't even know what cold calling was or that people didn't like doing it. He said, "Here are three

of my friends. Call them." Because I didn't know people didn't like cold calling, I did it, "Would you like to come in? I'll give you your first haircut for nothing." This is the secret. It's better to do something for nothing than nothing for nothing.

What I started to do for a hair product company was train other hairstylists. I always said don't sit and wait for clients. You have to find ways to get the clients in. It's better to have your haircuts walking around the streets and people saying why do you look good than to not do anything. Because it was a novelty, I was the first woman in that industry, I used a lot of publicity. I was invited on radio shows, television shows, all the local papers wrote about me.

This is the secret that all entrepreneurs learn very early on. It doesn't matter how good you are at your skill or how great your company is, the world has to know about it. In those days, John, as you mentioned, there wasn't the internet. Having the best Yellow Page ad, going out, using more low tech ways to promote; so radio, television, newspaper articles, these were great ways to build on your own personal network.

Then I started traveling nationwide doing presentations for the hairstyling company. My clients, who like you were movers and shakers, said, "Hey, Patricia, come speak to my Rotary Club, Kiwanis Club, Lions Club," or "Can you speak at my staff meeting?" After two or three free talks, I realized people who had heard me speak came in my salon. As I had been to Dale Carnegie and I knew how to stack my ideas without using notes and I used my personality, people were always ... They thought I'd be okay, but I was better than they expected, and I realized this is the least expensive way for me to promote my business.

For any of our entrepreneurs who are not maximizing giving presentations in the local community as part of expanding their marketing, their reputation, their network, they are overlooking the best opportunity.

John: Let me stop you here. I want to just really make this even a larger point because almost everything, Patricia ... Before the internet, this was by far how I built every business I built and so many of the successful entrepreneurs, is getting out there, getting the publicity, building the relationships. Oftentimes giving the presentation, but in the back of the room you'd build the relationship and do things together, it would create tremendous value.

Now, today, you go well you don't do that as much. No, that works extremely well, but you have the ability to do it even exponentially. You and I are in northern California today. You're a little closer to the Golden Gate than I am; Bridge; but we're both here in northern California. We're talking over Skype. We have several thousand of our friends listening to us, so the ability to go exponentially in the communication; it just requires it so much, Patricia, to be good in what we're doing. We owe it to our companies, to our teammates, our partners, and to our clients and future customers to be really good at this.

Patricia: All promotion; and I'm the first to admit I became a shameless sales promoter; all our promotions, our marketing, has to be ongoing, consistent and relentless. You don't stop. You revisit, you refocus, you might redirect your message; however, you keep going.

As you say, now between YouTube and Skype and Twitter and Facebook and a multitude of other ways, and just like this, podcasts. I do a lot of Google meetings that live afterwards on YouTube. There's so many ways, and this is the secret we both know, that you have to give value before you ask for business. If people like what they hear for nothing, if they like what they see on YouTube, if they like your article, there's more chance of them if they're interested in saying what would you do for me?

John: You know what I like, Patricia? I really love that you share the hairstylist right in the beginning because that's what you were doing. You were building ... I call it conversational marketing. We've got to get people to raise their hand to work with us, and often times the best way is giving them results in advance. Your results in advance were a hairstyle. With what you're doing today, you're sharing information. So many entrepreneurs, that's how we're doing it.

We need to really be thoughtful. That worked before the internet and all the mediums. It's just one more medium, all the Facebook ... Everything you named is just a delivery medium. It's so important though that we have that message, we have that understanding that we have to get the word out and that has to be of something of value. You've demonstrated that extremely well in everything you do.

You're so succinct in everything you do. I'd love you to walk us through the lessons that you've learned, how our fellow entrepreneurs can be great communicators.

Patricia: If we had to sum up what I've learned in thirty-five years in crafting a message; if we have to do this and craft a message, one, always remember your audience, be it one, one hundred, one thousand, is more interested in themselves than they are in you. That means if it is a personal conversation look at it this way. You will be perceived as interesting if you are interested.

I work a lot with sales teams and before I work with them I say let me see what you're saying now. So often their presentation is hi, I'm John Smith. This is what we do. This is who we do it for. I have so many rollover lines, I'm sorry about that.

John: No. No problem. We know that you're doing a good job marketing. That generates people calling you.

Patricia: They're still calling. So go back to be interesting you have to be interested. Don't follow the this is who I am, this is what we do, this is who we do it for approach. Always start by finding out about the client. If you focus your conversation or your presentation if it's in sales, focus on their interests, their opportunities or their challenges.

John: I want to reiterate that just a little bit too because I think that is such an important element, Patricia, because our favorite subject is ourselves. We're fascinating people and so on. We all think that. To the extent that we can really start a conversation with the person, our perspective customer or strategic partner or current customer, we have the ability because they think they're the most fantastic, not only do we build those relationships, but they are engaged, and it's just so critical.

I have seen way too many sales teams that they start that way and they kind of lose that consultation and they think that whatever they're doing is so exciting that they have to share it instantly.

Patricia: If we look at the five ways you're going to improve your presentation and then we'll go back specifically to this conversation with sales people, it's how do you start? How do you structure? How do you emotionally connect? How do you tell stories and examples and how can you add razor sharp specificity?

It's the flavor scene of the movie. In a sales conversation ... Assuming that whether it's the first time or you're now brought back to a more formal presentation, I would always start with saying congratulations. What are they most proud of? Congratulations. Your latest advertising campaign is spectacular. Congratulations. Your stock price just went up three points and I noticed your major competitors are down. Congratulations. Every single person who engaged with me on my way to this meeting smiled and welcomed me. Your core values are working.

Then thank you for the opportunity to discuss how our solution could be what you're looking for. Most professionals thank people for their time. No, thank them for the opportunity, because you know, John, when we sound the same as everybody else how can you be perceived as different or certainly not the best?

John: I always liked the line ... Instead of even differentiating ourselves we want to be distinctive. Scott Mckain, who I believe you know very well; Scott got me talking about that and I just love that. He talks about just being distinctive in one thing. You've got to differentiate yourself overall, but distinct in one thing. Boy, if there's ever been a good spot to be distinctive, it's in that opening relationship, that discovery relationship where everyone ... The temptation is to pitch basically, no matter what industry; whether you're selling widgets, whether you're in professional services, any kind of business whatsoever.

By separating this out, all of a sudden now we have that distinction and we've started well. Number one you said was starting well. Let's go to number two, having a structure. Oftentimes as entrepreneurs we're quick on our feet. Our sales people think they're even quicker and they don't worry about it. They kind of wing it and...

Patricia: They are overly confident. I've been doing this for thirty years. I don't need a rehearse. If anyone ever says that to me, I say, "Fine. I understand. What's your opening line?" Of all the professionals I help, even if they have their presentation together, I have never, ever, ever, ever, ever worked with an executive, a sales team or a really smart individual, an entrepreneur who's a charismatic speaker, who knows how to open and close with impact.

That's why the opening is so important and it certainly should not be, "Hi. My name is," when they know who you are. If it's a speech, let's just say you're giving a presentation or you're an expert in your area, you're asked to speak at your association meeting, you can start with a story or a rhetorical question such as, "If I were to ask you is 2015 going to be your best year ever perhaps you'd say yes, perhaps you'd say no. Most likely you would say John, I would love it to be. Can you tell me how? Congratulations. You're in the right place at the right time and in the next forty-five minutes you will learn the five specific ways too."

Can you see you're engaging the audience, you're getting to the point, you've already let them know there are going to be five areas on this presentation. It could also be a statement. It never cease to amaze me that intelligent, well-educated and ambitious individuals frequently overlook developing the number one strategy that is guaranteed to position them ahead of the crowd.

There are multiple ways. It's just get to the point, say something interesting. Then we have to have a simple, logical structure built around your key premise. Give me one subject, John, that you might speak on.

John: I speak very often when I'm talking with entrepreneurs because I'm a financial person on the costly mistakes they make financially.

Patricia: Perfect. Your premise could be as an entrepreneur with no more clients, no more advertising, nobody else in your data base, you could double your profit. That will get their attention. They would be thinking how. By understanding the six ways you can stop making costly mistakes.

You see the premise is that they can double their profits. The simple structure proves that premise, which is two, three or four or however many ways you have to do that. That is the simple structure. You don't have to have a PowerPoint and you can have a PowerPoint, but

even if you do, you have to do the structuring and the organization on paper because the creative process is messy. That needs to be on paper, swiveling it around. Then when you've got the organization you ask yourself where must I have a visual to reinforce what I'm doing?

John: This is really good, Patricia. I want to make sure we get through all five and get this. As you're giving the subjects I'm leaning in. I want to hear them and that's what we want to do and this is what we want for all entrepreneurs.

Number one, we've got to start well. We've got to be clear on that relationship. The second is we've got to have a structure. We see over and over ... We're so impressed with people that have that structure. We give them credit, quite honestly, that they're a lot smarter. I'm going back to political beliefs. When President Obama and Romney did the first debate Romney won really for most people, not just independent, because he was able to provide that framing and structure in everything that he did.

In so many campaigns, and this is both politically and emotionally; I political or business, is the emotional element. You have that as three. Tell us how ... Particularly I'm a financial guy. We're not that emotional. Many entrepreneurs are pretty dispassionate. How do you bring that emotional connection in?

Patricia: We connect intellectually and emotionally. Think of this. Logic makes you think. If you're talking finance or if you're changing a vendor that's going to actually charge you more, it has to be an analytical, logical decision. However, emotion makes you act. If you can emotionally connect to an audience in any situation, they are going to connect with you and are more likely to buy into your ideas.

You emotionally connect one, through eye contact. Obviously, if you're talking to people around a board room table, then you need to give piece of the pie eye contact. Many people think he's the decision maker or she's the economic buyer. I'm focusing on her. Well, yeah, but everyone is there for a reason. Though they might not make the decision, they're influencers, so you share your eye contact with everyone for a thought, an idea or a phrase. You don't keep moving. You actually really look at people for five or six words or it might be a whole sentence.

Then, and this is key, you focus language. What I would recommend us all do, just record and perhaps have transcribed your sides of conversations. If you give a presentation, even a rehearsal of a presentation, just listen to it, perhaps have it transcribed, and see all the times you say I. It is impossible to speak and not say I. Just see if you could turn it around and then translate that even into your emails. Rather than, "I am going to send you the materials," no, "You will be receiving the materials you requested." It's still saying I'm sending you my information, but it's more about you.

If we can have in our back pocket a list of you focused phrases, "in your experience", "what is your opinion", "how have you found in that situation", "you will learn", "you will discover", "how often has this been a problem". Use you focused language and then you emotionally connect. Give stories and examples.

John: It's great. We've done a lot of research on this, Patricia, and one of the things that we find is that approximately in our research it's eighty-four percent want to connect emotionally first and then justify through logic afterwards. We all want to, particularly some of us who are more on the left brain dominant, really just persuade people with the facts and it doesn't work.

We have start well, have a great structure, emotional connection, storytelling. I love storytelling. Many of our coaching clients and financial advisors call it their secret weapon. I see some entrepreneurs have built billion dollar businesses based on stories. How does this come in here?

Patricia: If you realize that your audience will not remember everything that you say. They will remember what they see. Stories can be visual and they can be very short. For example, one financial advisor that came to me for advice, when I of course looked at her website before I called her back and I thought this is someone who understands the power of words, "We deliver at the speed of FedX and the quality of the Ritz Carlton."

In one line you are creating pictures. If you think of stories, you have to have characters, stories about people. Don't say, "We have a client in Cleveland." Even if you can't mention their name, you need to say, "We have a senior executive of a software company called Fred." Give them a little back story just so we know is this someone they relate to.

You characters have to have back stories. Just simple, their experience, their title. Then when we deliver the story we drive it forward with dialogue. You don't say, "I wish you could meet Mary. When I first met her she told me that she was going through a very challenging time." No. How you'd actually do it is deliver, "I wish you could meet Mary. When I first met her she said, 'Patricia, we're having a tough time.'"

First of all, you put your name in the story so you know and the audience knows who's speaking and then it's easier for you to deliver in dialogue because you know it's the other person speaking. When you have to have characters you have to have dialogue and the point has to be obvious.

If this were a client example follow the formula, situation, solution, success. What we have to do is shrink what light have taken months into one short period of time. You might say, "John called and said, 'Help. We only hire experienced sales professionals with a good technology background. We naturally assumed they could tell our company's story. We put together a

meeting. They had to present to the senior management and we were horrified. I have been challenged to scour the planet for the best sales presentation skills coach. I'm lucky you're only thirty-four miles from headquarters."

Somebody actually said that. What you're going to do is take what might have taken months to actually get to that conversation and put it in one conversation to get to the point, what is this challenge? By the time you're talking to this executive team in fact you might have spent months, so you're shrink that. Then you say, "That's a request not dissimilar to yours and what we did was bullet, bullet, bullet." The solution you can do in your words. Again, just like the situation the success needs to be in the client's words. "If you were to call John he would tell you, just as he's told us many times, 'I would not have believed it possible that bullet, bullet, bullet, on time, under budget.'"

They are some of the techniques and stories.

John: It's so powerful, Patricia, and I want all the entrepreneurs to think for a moment do they do it? Are you doing it if you're listening to this, if you're on the video podcast watching it? If not, why not? Then think about someone that you know beyond Patricia now who does it and how effective they are. If you do know, it's only one or two people. This is where that differentiation, distinction is just so powerful.

Let's go to the fifth step, and this is having specificity. How does that play?

Patricia: Specificity builds credibility. I am appalled, shocked and horrified by the sloppy language from brilliant speakers, consultants and executives. Let me give a specific example. I have a word that it is my mission in life to remove from business communication and I am failing miserably. Perhaps you can join my mission. That is talking about your product, your service, your expertise and calling it stuff. That is debris. People do not know they are doing it, which is why you must record yourself. You will not improve what you don't know needs improving.

I was working with a client. They had spent, John, forty million dollars on this new solution. When the national sales manager, actually international sales manager, got up this man was polished, powerful. He looked good. He had obviously prepared because he was using no notes, no slides. I thought wow. Then he said, "Our clients need our stuff." He went down in my estimation. How can you talk about your forty million dollar solution and call it debris, which is what S-T-U-F-F is?

My clients, if they say, "There are three things that will make it successful," I just say, "Can you tell me specifically what you mean?" You could say there are three things that are going to make you successful. I would say, "Would it sound more valuable if we said there are three

strategies that will make you successful, three techniques, three ideas, three whatever. Find the most powerful words."

I would not only make a list of you focus language. Make a list of power words. Come up with the phrases that describe what you do. For example, am I inviting you to a seminar or am I inviting you to an action packed, information rich, audience involving seminar? Use good adjectives, adverbs and good specific descriptive words.

John: That's so powerful, Patricia. I love this. Some of those things I recognize that I have not done as well as I should. This is something that all of us as entrepreneurs ... It's really important to take the time. I've got a major launch that I'm doing of a new solution; not stuff, a solution. When you go through and you start thinking of these and how you can more effectively communicate one-on-one, group settings, as well as maybe on video, in a big auditorium, whatever you're doing, and maybe it's all of those.

That specificity, all these steps bring through to make sure that message resonates with the right people to attract them, to get them to raise their hand, is just so powerful.

Let's go to the next segment. I want to reach out and the next segment is the book feature. Patricia, what are you reading now? What would you recommend to your fellow entrepreneurs?

Patricia: What I would recommend all fellow entrepreneurs, not only now but for the entire year, is to have a good thriller that absolutely engages you, that takes your mind off business and the challenges, a book that will ... If you're delayed on a plane for four hours you can only do so much catch up with your email. Then when you get on the plane your reward is to read a good thriller that makes you so engaged and involved you don't care that you're going to get to Cleveland at 2:00 in the morning.

I'm going to read ... Over Christmas, I am saving the Lee Child latest book on Jack Reacher, who is the character, and getting involved in his way of solving the world one man against the elements.

John: That's great. It's been a while since I've done that. Since you've recommended it, and you're the first one I think out of about my first hundred interviews to do that, and it is ... We all need a release. We need to have this separation. If you're stuck in a storm at an airport and you've got that great book you can be excited about it, so we might as well do that.

Let's go to the next one, and that is the resources. What I would like to do, Patricia, is go to your resources. What I pull up here is first your website. I'm going to put it up on screen. It is

at Fripp, F-R-I-P-P.com. Patricia, what are people going to find; are you fellow entrepreneurs going to find here?

Patricia: One, you can find literally hundreds of articles. You click on any one of the pages, put in the search box what you are most interested in, and you're going to find a blog post or an article with it's sales presentations. The blog that we add new items three, four, five times a week are always around how to more persuasively get your message across. There are a lot of free resources.

We do have services, sales training, speech coaching and speaking at conferences. However, if you were going to pick one, John, one and from Fripp you can connect to it or you can go to it on your own Fripp/VT.

John: I'll pull that up too so they can see you there, Powerful Persuasive Presentations. What are they going to find here in the tours and courses?

Patricia: This is my highly interactive, learn at your own pace, virtual training. It's having me as your own personal speech coach twenty-four/seven in the areas of designing presentations, sales presentations, delivering webinars, all aspects of being powerfully persuasive speaking to any size audience.

If you click on Free Trial, you can take three of our popular chapters and I bet you're going to find one of them is on stories, so you can get some more on that. You'll see how we engage with you. These are interactive. You're not just watching them. They're designed for you to learn. If you love what you see, sign up. It's a very cost-effective way to have me share with you the best I've learned in thirty-five years.

John: I would agree wholeheartedly. You've priced it really inexpensively, encourage people with the communication needs that we have, all of us, this is such a minor expense for what we're doing.

Let me go to the last section here, which is key takeaways. Patricia, I just want to go through and make sure everybody got this. You can go to AESNation.com and we have all of the show notes. We'll have the transcription of Patricia and I, the conversations. I'd really encourage you to go through each of these five steps and the recommendations that Patricia made because they're just so powerful.

One, starting well, really understanding that you aren't the most interesting thing. Your product, your solution, you stuff is not the most interesting thing to that individual. How do you go ahead and engage them right from the start with the understanding of they're looking what's in it for them?

Second is have a structure. You know when you're working with a true professional. They have the framing, they have the structure, they take you through effortlessly. People appreciate that tremendously in today's busy world.

Third is emotional. You have to connect. We talked about that. We have the research. Eight-four percent of people want to connect emotionally first. It doesn't mean you don't use logic. You've got to have that structure, that logical presentation of how they need to engage with you, but that emotional connection.

Four, I'm going to call it the secret weapon, is a story. Patricia gave a couple examples here. She started the podcast bringing us back to her time as a hairstylist and that journey, and you're going to remember her more. This is the power of story. People will introduce Patricia as this unbelievably talented presentation coach, trainer, virtual tools, all that, but they're also going to talk a little bit about The Edge, that hair salon.

Then be specific. Be very careful with language. Work with people. Record yourself. I know it's painful, Patricia, when I watch myself on video and the recordings. Every single time I learn. Have coaches who watch it and coach you and help you. You're making millions of dollars, you've got big business, the incremental is just so little.

Patricia, I want to thank you so much for helping our fellow entrepreneurs and I want to encourage everyone to go back to the notes, AESNation.com, and make sure you go through the transcript and highlight the five drivers. Put them in place and then go out and execute. It's going to make a world of difference for your clients, for your future clients, for your teammates, your partners, your family members. You're going to be much more effective. They're counting on you. Don't let them down. I wish you the best of success.

A Second Opinion on Your Finances

A Complimentary Service from Financial Advisor Select for the Members of AES Nation

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Best of success,



John Bowen
Founder and CEO
Financial Advisor Select