

# Module Five:

## The Buyers Journey

Worksheet:  
❖ The Introducer

## Writing for Your Introducer

Our prospect is surrounded by people who are on the receiving end of the symptoms of this problem. They maybe able to diagnose it and recommend a solution, or they too may not realise it is a problem with a solution available. This is why, when we write your LinkedIn profile we keep the language general and avoid direct questions and sentences with 'you' in them until the second half of the Summary.

The summary has to resonate with your prospects colleagues, friends and family and anyone else the prospect may confide in. The response we want is "This is James's problem! Would he be OK with me recommending this to him?"

- **What complaints do they hear a friend, colleague or family member making about their problem?**
- **What are possible reasons they would feel uncomfortable recommending your solution?** (For example, an introducer would be unlikely to send someone to your profile if you help parents handle difficult children and lead with the message a child's behaviour is entirely the fault of the parent).
- **Within the resources created for actual prospects, what could you include that would help your introducer diagnose the problem and begin to bring your prospect to an awareness?** (Downloads, blog, book etc. they might pass on)
- **Does your brand images build confidence in your prospect?** (For example. Sunflowers on your website will not lead to your best friend to recommend your coaching to her partner who is the CEO of a major bank)