

The 50 Coffees Game

Part 1: The simple email asking for a meeting with someone in your network

Hey John, I was just thinking of you today when I remembered...

(People like it when you're thinking of them! Mention some memory of them.)

I'm working on something new and I'd like to get your take on it. I have a question or two I'd like to ask you.

(People like it when you ask for their opinion or ask for help. That makes them valuable in your eyes.)

Please let me know if you've got a few minutes to chat in the next week or two.

(Make it really, really simple.)

Or set up a quick Zoom – <https://bookme.name/actionplan>

(Having a calendar link makes the process a lot faster.)

Talk soon.

Cheers, Robert

Part 2: What to say in the meeting to move things forward.

“Hi, how are you? What's up with you these days?”

(Start with basic pleasantries.)

“So, I’m working on a new project (have started a new program, etc.) and I wanted your take on it.”

(Gives them a basic idea of what you want to talk about.)

“So, this is a program for ABC-type organizations who want to dramatically improve their leadership.” (or whatever your message is)

(This is your Ultimate Outcome Statement. Keep it very, very simple and benefit-oriented.)

This program is for companies who have one or more of the following issues:

The company leaders are acting more like managers than leaders.

(Issue) As a result, they are telling people what to do, not inspiring people to take more initiative. (Cost)

(This is a pair – the issue, followed by the cost.)

(Articulate two more issue/cost pairs.)

(**NOTE:** Don’t talk about what your service or program consists of, but what the issues and costs are.)

So, my question is, do any of those issues resonate with you?

(You want to get a conversation going and see if those issues/costs ring any kind of a bell for them.)

Part 3: Possible directions of the conversation.

Possibility 1. They can give you some input on these issues, but this is not a service they are looking for.

In this case, you can see if they have any **ideas, resources or connections** that might be useful to you... for your next person to contact. "Is there anyone you know I should be speaking to?"

Possibility 2. They can give you some input on these issue *and* they might want to know more about this service or program.

If that's the case, then set up another more in-depth meeting with them to discuss their situation, challenges and goals.

"Here's what I suggest: Let's set up a more-in-depth meeting and I'd like to ask you some more questions about your situation, challenges and goals. How does that sound?"

Possibility 3. Nothing you said really rings a bell for them and they don't have a lot to say or ask and have no ideas, resources or connections. If that's the case, thank them and move on.

So, the process is simplicity itself...

1. Set up a game for yourself to speak with 50 people. Two or three emails a day can get you one new meeting a day. Or five to seven sent on one day may be enough to get four meetings the following week.
2. Write and send customized emails asking for a meeting to get their take on your idea/project.
3. Let them know your Ultimate Outcome and your three "issue/cost pairs" and see if any of these resonate with them.
4. Have a conversation and gather ideas, resources, connections or set up a further meeting.

What questions do you have, or what ideas would you like to share about this topic today?

Part 4: What is Stopping You?

"When it comes to prospecting and getting meetings,
what is the pothole or speed-bump
that's slowing you down or stopping you?"