

# Your Marketing “Treble Hook”

**You want to craft a 3-part hook that nails the 3 biggest issues your prospective clients may be facing.**

You'll use this almost every time you have a connection or qualifying conversation with someone in your network or with a prospect.

**Look at the samples below.**

**Each hook has two parts.**

1. The problem or symptom the client is experiencing.
2. What this problem or symptom is costing them.

These need to be delivered very concisely and quickly. No extra words. No rambling. You need to write it out and then practice it out loud several times so that you could say your treble hook at a moment's notice without stumbling or adding extra information.

**Mark Thompson**

1. My clients are frustrated that there's not a common agreement in the company as to the future strategy of the business. That usually shows up as no growth or incremental growth.
2. They're sick and tired of saying yes to everything because they have no way to say no as they spend a lot of time chasing shiny objects. That usually shows up as a battle royal for resources.
3. Or there's not a seamless transition from strategy to execution. And the shareholders and owners are concerned that they're not getting a return on their investment in an appropriate amount of time.

## **Steven Walker**

1. Your current cash flow is not what you want. And because of this, you are always juggling your spending priorities.
2. Despite your business volume your profits are not what you think they could be. And this is leading to more debt and lack of retirement savings.
3. You are working extremely hard in your business without the rewards you expect. Which leads to stress, burnout and frustration.

## **Robert Middleton**

1. My clients are frustrated that they can't get in front of enough of the right people who can buy their services, so their marketing is stalled and they're not even having opportunities to get more clients.
2. They have packaged their services by the hour or by the month, not by the solution, so they don't have a service really designed to change things for the client and they're not earning the money they deserve.
3. They also don't have a proven, step-by step selling process to convert prospective clients into paying clients, so again they're not closing the clients they should and are not making the money they want.

## **Amii Barnard Bahn**

1. People are stuck – they've been doing what they've been asked to do, but they're not getting promoted. And they don't know what to do and they feel frustrated and sometimes angry.
2. People are given feedback or a 360 feedback and the results of that feedback are surprising to them. They feel a little shellshocked. They have a lot of talent and ability, but they have an issue or two which is holding them back and they need help.

3. People don't have a sounding board to talk about issues. As a result, they are not moving forward and accelerating as quickly as they want.