

UPCOMING SPEAKERS SCHEDULE

May 30th – Mystery Speaker To Be Announced at the Hy-Vee store at 95th and Antioch.

June 6th – Arlene Ladegaard of Design Connection Inc. will host us talking about all the latest trends in home design and fashion AT HER LOCATION!

THIS WEEK'S TRIVIA QUESTION:
How do they get the holes in Swiss cheese?

UPCOMING DATES TO REMEMBER

June 8th – Progressive Dinner – Join us for our annual event that begins at Kathy and Chris Pickering's home for appetizers and cocktails, and this year we head to Janet Stone's and Rich Coleman's home for both the main course dinner, and desserts. Evening begins at 5:30 pm and goes until around 10 pm. Be sure to sign up for how many you will have there, and what you will be bringing – appetizer, side dish, or dessert.

*TBA – Spaghetti dinner hosted by the Sirna Bros.
TBA – Tour of the History of the Gangsters and the Mob in Kansas City History.*

QUOTE OF THE WEEK:-
Formula for success:-
Rise early, work hard,
strike oil.
-J. Paul Getty

Answer to Last Week's Trivia Question:
On our American flag,
the top stripe is RED !!

How Do You Get YOUR Message Across In 30 Seconds or Less?

Last week when you read the words "30 seconds or less", did you even have a clue what we were talking about? Probably not. Maybe even after you got to the meeting, you had your doubts.

But we all should know that when it comes to learning and re-thinking about an issue or problem, there is no better person to guide us through that journey than **Sheri Mortko of Live Like You Mean It Life Coaching**. Right off the bat, Sheri began directing us, guiding us to begin talking about our businesses. You see, there seems to be a new school of thought of how one should be talking - be describing who you are and what you do. For years we have pushed our information in quite the same manner. "HI, my name is Jeff. I own a plumbing company, and I help you when you have issues with your drains, toilets, faucets, sinks, sewers, and a multitude of other issues."

Sheri says that now we must try and tell a story about what we do. In this 30 second commercial, there are three ingredients that make this a great commercial:- 1) Who you serve. Who is the client /customer you work with? 2) What's not working for them? What is their problem they need to solve? And 3) What is their vision? What is the solution they need?

By learning a fresh way to present who YOU are, we learn to switch from selling to surveying. From reciting a commercial to telling our message in a factual and entertaining way.

So how do you begin the process? Sheri had us stay in our tables of from 3 to 5 people, and start by sharing what we know about each other. This got us to see if who we thought was our core client was what was perceived by others.

Next we were asked to figure out what was not working for them. See if you can name what issues or problems that they try and solve. Lots of us found we had a limited perception of these issues, and decided that we needed to think in a broader sense about them.

Then third, she asked us what do we do to solve those problems or issues? But we were told not to use the over-used word "solution" in our messages. We were asked to try and figure out how we can fix our client's pain. Seems that with just a bit of prodding and effort, we were able to push through the glass ceiling and begin to visualize our companies in a quite unique way.

We need to find more ways to let our clients know and understand how we are different. How we are not like our competitors. This is like what we all know as our Unique Selling Proposition. Here is where you need to be exceedingly careful in using human language, and not industry speak that we are so used to spewing out.

And what is so interesting is that you can lead your message with any of these three ingredients.
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You can paste this in your URL line if it does not list as a link to the Facebook page.

ATTENDANCE & THANK YOU'S

✓ Adams, Linda	Williamson, Steiniger, Sirna, Heriford, York, Pickering, Lady Prospectors
✓ Airey, Doug	Hutchison, Beckner, Darby, Mellott
Allen, Dick	
Ashurst, Amy & Chase	
✓ Beckner, Pat	Bell, Pickering, Morgan, Dayal, Airey
✓ Bell, Jim	Pickering, Phar, Kessinger
✓ Bovard, Zach	Knapp, Phar, Ladegaard
✓ Cunningham, Rick	Rapp
✓ Darby, Mike	Pickering, Hutchison, Dayal, Beckner, Steiniger, Hardin, Holk, Airey, Heriford, Felton, York
✓ Dayal, Vivek	O'Bryan, Darby, Beckner
Douglas, Kyle	
✓ Eidson, Ken	Emerson
Emerson, Bill	
Felton, Sean	
✓ Foster, Rod	Spencer, Steiniger, Darby, Wolverton
✓ Giordano, Phil	Morgan, Holk, Hardin
✓ Goodheart, Alan	
✓ Hardin, Das	Darby, Pickering
✓ Hawkins, Darryl	York, Spencer
✓ Heriford, Alan	Steiniger, Wolverton, Shelton, Rapp, Phar, Sirna, Adams, Mortko, Darby, Douglas
✓ Holk, Dan	Darby
✓ Hutchison, Ed	Phil (not), Darby, Airey, Cunningham, Wolverton
✓ Kessinger, Sandy	York, Darby, Williamson, Mortko, Shelton, Stone, Adams, Steiniger
✓ Knapp, Bruce	Adams, Bovard, Goodheart, Heriford, Kessinger, Spencer, Steiniger
✓ Ladegaard, Arlene	Bovard
✓ Mellott, Mike	Airey, Wolverton, Goodheart
✓ Morgan, Jeff	Sirna
✓ Mortko, Sheri	Williamson, Steiniger, and Prospectors women
✓ O'Bryan, Cliff	Dayal, Morgan, Heriford, Mellott, Page
✓ Oettmeier, Bert	Steiniger
Page, Brad	
✓ Phar, Matt	Heriford, Steiniger, Coach Jen, York, Rapp, Bell, Bovard
✓ Pickering, Chris	Steiniger, Bell, O'Bryan, Hardin, Darby, Beckner
✓ Rapp, Bryan	Phar, Cunningham, Heriford
✓ Shelton, Jennifer	Felton, Bell, Steiniger, Sirna, Wilkinson, Darby, Goodheart
✓ Sirna, Rich	Stone, Steiniger, Cunningham, Coach Jen, Kessinger, Goodheart, Dayal, Heriford, Wolverton
✓ Spencer, Neil	Sirna Bros., Foster, Douglas, Heriford, Hardin, Hawkins, Wilkinson, Cunningham
✓ Steiniger, Keith	Shelton, Darby, Pickering, Hawkins, York, Hutchison, Knapp, Mortko, Oettmeier, Adams
✓ Stone, Janet	Wilkinson X 3, Kessinger, Shelton, Adams, Mortko, Sirna
✓ Turner, Kevin	Hardin, Mellott, Airey
Webb, Tyler	
✓ Wilkinson, Ann	Douglas, Stone, Shelton, Spencer, Beckner
Williamson, Beverly	
✓ Wolverton, Rick	Heriford, Morgan, Sirna, Foster, Giordano, Mellott
York, Kevin	

Guests: None

Cont'd from Page One:-

Talk about the issues / problems, and who you deal with, finishing up with a solution. Or start with your vision, then discuss the lamenting problems - their gap . You can then discuss who you work with and how they all can relate better. You can freestyle here in any given moment.

Now it's up to you to "share YOUR story" in a new, refreshing, and exciting way, both for

you and your prospective clients. And we can't say enough of our tour guide that leads us down new paths, opening our minds, and making us strive to be better business people, better networkers, and better at what we love to do every day . Thanks Sheri for the short journey we all took last week.