

## Step 14 Toward Your 6-Figure Business *Please Talk to Strangers – F.O.R.M.*



This lesson will help you prepare for your second Peer Group Mastermind Call. Each time you meet as peers I'll provide you with a discussion topic or activity to focus on that compliments the steps within the Malachite Business Coaching Program.

First, the person assigned to be the facilitator needs to reach out to the peer partner to confirm the meeting and to share the **Free Conference Calling** number that you'll both use for the call.

I intend for you to **meet together on the set date and time shown on your schedule**. If for some reason one of you cannot meet on that date, you'll need to set another time that works for both of you. Just be aware that you'll be expected to complete this assignment prior to the next group call.

The topic for this call: ***"Please Talk to Strangers!"***

This peer group call is designed to give you the opportunity to practice your prospect interview using the **F.O.R.M.** model.

**F = Where are you FROM? Tell me about your FAMILY.**

**O= Occupation**

**R= Recreation (or, if appropriate, Religion/Spiritual beliefs)**

**M= What Matters to them. What is their personal Message or Mission?**

Ask questions to find out what THEY are truly passionate about that you can connect to and, if/when the situation is right, share Your Mission and Message!



Can you each come up with three or four easy-to-articulate questions for each of those four themes?

How might you initiate a conversation if you are:

- Waiting in line at the DMV? (as an example)
- At a networking event?
- At a party?
- Getting better acquainted with a family member or friend?
- In the book store?
- At your Doctor, Chiropractor or Dentist office?

Share some possible situations that you might find yourself in that we could all brainstorm about to come up with appropriate ice-breaker questions.

A few pertinent things to pay attention to as you listen with your heart:

- What do they love about their lives?
- Who matters to them?
- What truly Matters to them?
- What challenges have they overcome? (celebrate with them)
- What do they love about their work?
- What is their family situation?
- What might be some cultural or familial challenges or blessings for them?
- What is causing them to suffer?
- Where are they settling or struggling in life? (family, work, relationships, health, etc.)
- What, if anything, might you offer them in the way of a Healing Conversation, a referral, an encouraging word and, of course as appropriate, your product or services?
- Do you like them?
- Would you enjoy working with them?
- What are you learning about your ideal client/customer?

After both of you have taken the opportunity to get to know each other, your follow-up assignment is to share some “take-aways” in our Facebook group.



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For example – – –

- What did you learn?
- Was this easy for you?
- Did it feel like you were interrogating one another? (LOL)
- Share your three or four best questions.
- Will you do this just for fun?
- How many times this week/month will you make it a point to talk to strangers?
- What might happen if this became second nature for you? (Showing genuine interest in others without an agenda?)