



Mentoring Program

Successful Business Building Steps

Course 3 Module 4 Lesson 3

The F.O.R.M. Method

(with an extra "M")

Lesson Handout

The Purpose of this practice:

You have something wonderful to offer this world.

I truly believe that every encounter with another human being is a Divine Appointment. Whenever someone crosses my path, I'm open to being guided to how I can be an influence for good and light.

If along the way I get to make some amazing new friends – and possibly business partners or clients – that's fantastic!

We have no business without people. This FORMM method of getting to know people is all about giving your EGO suggested steps so you can focus on the other person and not get tongue-tied or self-conscious.

People really do love to talk about themselves!

Did you notice in the audio that because I was simply asking natural questions, there was no hesitation for her in telling her story? She was delightful about giving me insights into her heart and I was always listening deeply and mirroring back what I heard before I asked the next question.

If the person is closed and not friendly, that's all you need to know.

Most people, however, are very friendly. Especially if they are business owners. They understand that one never knows where the next wonderful friendship and connection will come from.



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That's the bottom line. If you're always open and interested in being friendly and helping people versus getting a client or making a sale, you'll naturally attract and interact with some really cool people.

Business is all about your relationships.

F.O.R.M.M. Template



Family

Some possible questions:

Are you from here? Is your family here? How did you end up in Charlotte?



Occupation

Some possible questions:

(Moms) Do you work outside of the home?

(Man) What do you do for a living?



Recreation

Some possible questions:

So what does one do for fun in (your town)? (based on what you have heard about their family . . .)

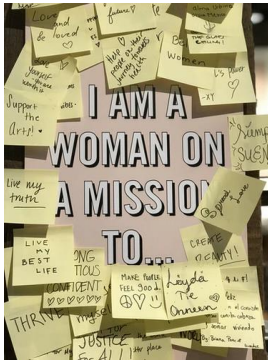
Two boys, huh? Are they into sports? or I'll bet they keep you busy with games and school activities?

So, it sounds like your family is mostly up north, do you get to see them often? (in the example, Shannon shares that her family MOVED here from up North.)



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Mission

Were you able to get to what they do for business or what they are passionate about? It's super exciting when it is another business owner because then you can schedule a coffee date interview to hear more about their business!



Meeting Scheduled

In addition to possibly making a new friend, the only goal we have in these conversations is building a relationship by scheduling a next meeting!

One question.... *"I'd love to get to know you better. Can we schedule a time right now?"*