

# 2022\_07\_11 - LYL How to Ask Questions in Strategy Sessions -...

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## SUMMARY KEYWORDS

questions, people, integrity, person, evolving, talk, mary kay, ideal client, strategy session, company, kindness, life, beginners, positive reinforcement, sell, kay, answer, teach, karen, work

 00:01

Here is our q&a call. And this is a q&a call, normally for vision, but I did say ask your questions, ask your questions. We did a deep dive on sales and both of your questions. We're not necessarily about vision doesn't matter. I'm so glad that you're just asking your questions here. Right. And so Mary Kay's questions. Let's start with number one. What's your goal getting more enrollees in mentorship? What's the ideal outcome for you to achieve at the end of this call, know whether to predict to Promote Control unleashed talk? What's your number one question? And when I was reading this and thinking about this, I do that beforehand. Right. So as I was thinking about your question beforehand, Mary Kay, I think it's a pretty easy answer to this one. And then if you want further, let me you know, let me know right here right now. But the question is, should I promote this huge talk I gave several months ago, I'm under contract are only allowed to be sold to through clean run.com? Oh, wow. Okay. It's sold as a package \$75 with five other trainers presentations besides me? I suspect that few people got to view it. And the information is really helpful. I've leveraged the information already in other talks. Yeah, wow. Like only being able to sell that talk? Did you ask them if you can give it away? Because usually, I want to, I always make sure that if I've given a talk, that I also can, you know, use that talk for free? I mean, there are talks that I can't do that with, I gave a talk live, and even women, I don't have access to that talk anymore, right. But I never want anybody to own the rights to any of my talks. And so I should be able to at least distribute it. You know, even if I was speaking for summit, I have access to that one, my one talk and I can reuse it elsewhere. But Mary Kay, you're saying that in this circumstance, you don't have that. And it only has to be through that you do have access to it for free? Are you able to give it away for free?

 01:41

I don't think so.

 01:44

Wait, you're muted? Again? Wait, wait, America, you're muted again?



01:47

I don't I'd have to check the contract. But what I remember is that no, I'm not supposed to present it again,



01:54

the very first thing I would do is ask if you can give that away for free. Okay, and because sometimes maybe they'll say yes, they might not be able to sell it. But you might be able to give it you don't want to sell it anyway, you don't have to sell it you can give it and that will solve the whole problem. Because that would be really useful to have that to give and every summit that I've ever been on has always done that. You can't really you know, maybe you can't resell it. And you can't sell the package because that is the summit owner owns that. But you own talk. So go ahead and ask the question, because, and you know how to ask it well, too, it's like an M read the contract first to see if the contract says you can't give it away. But if the contract says you can't sell it, you want to do something in integrity, you don't want to kind of do it out of line with what you understand the verbal agreement to be just be a person in integrity. And that you I know, you are obviously so you know, abide by whatever rule has been set, but but they might not care if you give it away. They just don't want you know, competing sales and is one of five anyway. And and you could even I would just ask and they might say an easy? Yes. And then if they don't, then you can always go to you can decide if you want to say, Well, can I give it away? And then let them know where they can buy this and other talks? And they might go geez, yeah, because you'd be driving traffic to them? You know, I'm not sure that like, I don't want you to ask them that to them first, though. Because I don't even know that I want you to do that. Like, I don't know if I would even want to do it. I don't want to. Yeah, so then don't but you can just ask if you can have it for free. And if you can Great, then then you don't have a problem just goes away. And most, like I say, I've never had a case where they haven't let me just give the talk, you know, somewhere right like to to give it away. But this could be something different. And so that's the first ask for the asset first. Should you promote it? I mean, I wouldn't. I personally, I mean, I were here, let me let me think I would when when the launch had been happening. Like I would put everything into that launch as it was happening. Just out of kindness. And you know, I mean, I Well, I did a women right, and I'm so happy I found out like to the people that I knew who could come to my talk at a women actually became a women members like I did my best to promote that event. And I'm really happy about that, like two people enrolling from becoming I'm very proud of, you know, most speakers. I'm sure that doesn't happen, right? So and I was speaking in a capacity that wasn't my own. So I did everything there. And always everything in integrity, I'm going to help out the people who are posting me just because that's what one does. But I'm not going to for instance, like for E women, I'm not going to the next month drive people to the next event and talk at that chapter like that event is over. So I wouldn't feel anything about not promoting any further. It was a watch. And now that launch exists, and it's up to them to do what they want to do with it. So I don't have any qualms about that. But of course I would support it when it's happening. And I mean, unless it was a special friend and They were going to really launch it, you wanted to do it like something like that I might do but out of business, you know, integrity and obligation I wouldn't. And out of your own company, I wouldn't send them to your stuff. Right. And if it's a talk, and you said, but they're, you know, alleged to give that talk again, well, your material is your own. So you can, you know, we're always re mixing our talks that the stores that sell talk that I first gave in 2015, has elements that are the same, but it would not be the exact same talk that I gave in Phoenix, whenever that was the last one. The month before and Karen's chapter, the chapter view, and so things are always evolving. And if they

don't want you to give that exact talk, you can rename the talk, you can, you know, add some things, you can put things in different order. I don't, I don't see anything wrong with that, like, you know, I'm always doing an integrity check. Like, you know, Karen, Karen, how do you how would you see that? I don't, I wouldn't see anything ethically wrong with that it's not the same talk anymore. And that's your material, I can't believe that you're, and I couldn't imagine that they wouldn't say you can give it away. So then you own the talk. And if for some reason, they've somehow owned the talk, I would say, don't go to people who only your talks, you know, and from from here on, unless there's some really vast reason, like they're going to promote it to Oprah, I don't know, right? Or asked me about it, you know, is this a good enough opportunity? Because you, we need to own our stuff. And but it's probably something like, oh, yeah, you can't sell it, but you can give it away. So you should be fine with that. And then just rework the talk and re give the material but in ways that don't, you know, in integrity, replicate that, but you have tons of material, and then continue to do your own work. Does that make sense? Okay,



06:43

yeah, I've already been doing that. I mean, taking little pieces out of it, because it's like, in the rest of my work, too. So yeah, and



06:51

you don't ever want anybody else to own your own your stuff, they can own the Distribute distribution of it in a in a summit in a package or some things like that, that's fine. But usually, they give it away to you for free to use, you're part of it. And, and if somehow, they thought that now they own that material, though, not be good whatsoever. But I mean, they can't own the material, I'm sure. And you can repurpose into other things. And that's much more strategic for your company, just like I said, about doing partnerships with people. You know, both of you've heard me speak about this in different ways before that, when you do when you try to do joint ventures and joint, you know, talks, and so on and so forth. I know, you know, that's complex, and the same complexities here. Do your own work. And making sense that when was I thought just very easy to answer because I feel very clear cut about that. Even still is troubling to you. I can go deeper, but I feel very strongly about those things. Make sense? But that's mine done. Yeah. Sometimes the questions are different. I want to make sure that I'm serving all of you really the best that I know how to do. But that one felt pretty quick and easy to answer for me. Right? So feel feel complete with that one, Mary Kay. Fantastic. Okay. Next question. What are you currently working on your program, work, release and mentorship? I love that. Like, this is what I'm doing. This is what I'm doing. Like stay focused. They're really good. Just like your question. Sure. Like, these are onpoint questions. What's the ideal outcome? No more about my ideal client. Oh, reference what I was saying in the Karen's question about how to find the questions in your strategy session, know more about your ideal client, like everything that you can know about them. And there's nothing like being on the ground doing strategy sessions to know right. And then also, you get that every time we're training to like, I am learning more about you and what you want to need, every time we meet. This is inside the party. So I'm not necessarily going to say that when I'm when I'm decorating the door and meeting people, you have to know that you're on a different stage of the journey. Because I can say to you, okay, well, we're doing an offer \$5,000 And up and somebody can come to me and go like, but I want to sell widgets. So I want to sell little tiny things. And it's a

different discussion over here, right? So you can say different things at the door then you can inside the party, but always this is like such an important question, Mary Kay, I love that no more about my ideal client. Yes, yes. Yes. Yes. And yes. So then the number one question, can I serve beginning riders in positive reinforcement alongside experienced dressage riders in positive reinforcement there even before I read the best my inclination is to answer yes, I mean, I read it earlier thought about it right but and thought about one to answer but already my inclination is to say yes, then you said they're both beginners and positive reinforcement. Yes. Yes, they're both beginners one has this knowledge in this related area, the other doesn't, but they're both beginners in this if both of you knew how to make a one of you knew how to make a wonderful souffle, and the other didn't, and teaching how to bake cookies, I can teach you how to bake cookies at the same time. Do you know me? When maybe has more cooking experience, but I can teach you alongside each other? I might have to say, and it depends how like, and then we're gonna read the rest of the rest of the rest of your question in a minute. But but the cookie example, I think is helpful. It depends like, if if somebody has never even seen a stove before, I'm gonna have to start much more at the beginning. And the other ones baked a souffle. But you can do that it's a it's a more advanced skill. But you're up for that Mary Kay, you know, for others, if you're if you're not sure, but it asked me your specific question. All right. But Mary Kay, you're certainly up for this. And because you're teaching at two different levels, because if you had a beginner who didn't know what a stove was, for instance, you might say, Okay, we're gonna heat the things up in what we know, here's the stove. No, you're not going to insult the souffle owner, or doer, and the one, the other one is going, Wow, that's the stove.



11:03

And then we're going to take this bowl, and this, you know, and this spoon, and we're going to make some stuff together. Well, they both can hear that, you know, and maybe the other one also is, has mixed up. I don't know something else that where you mixed up like he's worked on the oil rigs, you have to, I don't know, it's not oil rigs, something else where you store things and so on. They're gonna bring that experience and they didn't worry about storing them as simple you get you get I'm stretching the analogy, but yes, yes, yes. And yes. My ideal client is interested. And then you added my ideal client is introspective, highly motivated, satisfied with their life, with their horse and with life. they persevere. And they often have taken lessons but not gotten all they want. This really great your knowing about who they are, and America, they've done many iterations of your ideal client. This has come from a lot of a lot, a lot, a lot of work. So that's my, I mean, my answers, like, of course, that both of your questions seemed to me like, well, of course that would work on your thing. Not not not there's been integrity, but work on your company. And here, it seems like another, of course, of course, you can do this. So is that helpful? And is there something else you want to ask that you were hesitating about it that we can dive deeper in?



12:16

Yeah. And just the just the opportunity to ask questions made me think of this. And it's like, I didn't know that's what I was doing. And so it's like a whole new perspective and way of teaching. But anyway, yeah. The other question is, like, do I want to teach beginner riders I said

before, I only wanted to teach more advanced ones. And I've been talking to more beginner ones, and actually, one of them signed on? And I don't know, I had fun with her. But I don't know what I don't. I don't know,



13:03

this is a great question to ask. Like, I love all the questions that you guys have put forward here. These are all really important questions. Thank you. I had said I'd want to do an explicit training on on impact questions. We haven't done that yet. But the questions we've been getting are wonderful. So we will do that. Sometime in the next Oh, while coming up. But these are amazing, fabulous questions. So. So my best answer to that is it's an evolution. It's an evolution. There are people that I've worked with early on. First, when I left teaching university, and then when I started understanding that it's not writers, I'm working with entrepreneurs, some of whom may be writers. Right? So it's been an evolution in the idea of plan for me all the way along here. And then what kind of background do people need to be able to really make use of this work? And I would say that some people who would have been eligible early on and that I worked with them, we did great work together and it was life changing for them. Actually, I know this to be explicitly so would not be eligible anymore. There was let me see, can I say this? I mean, can I say this in integrity?



14:29

Let me just say this, like there was somebody that I worked with quite a long time ago. And and, you know, we talk strategically as a team as well, like, Who do we next want to, when we next want to invite people in? If so, who do we want to invite people in? And there's many, many people in front of us of those who do we most strategically want to pick so that we only bring in the best people into the community. Right? Like so we have a big gate here, and so didn't Aren't we I talk about people, pools of people, and then specific people with my team. And, you know, there's somebody I worked with a long, long time ago. And we did some amazing, amazing work together and ran the possibility by team and I'm not, I'm not going to follow up even with the opportunity of a strategy session, because that person is now not ready for the level of work that we're doing now, even though they were ready before, you know what I'm saying. So, so, so because the work evolves, and you evolve, and you evolve in terms of who you want to work with, but, you know, for in this company, for example, and Mary Kay, there's some parallels with your company. It's not always, you know, technical expertise or something like that, that, in fact, it's often not that, for me, some people would go, Well, I only want to work with people who've built this size of business where it's not really like that, and maybe it will be one day, I don't know, maybe I want to more beginners or more not, I don't even know that for myself. But what I know is, people have to have certain internal resources to begin with, in order to be able to hear this work. And the internal resources that I expect of them are bigger than what I used to expect. Because I just, and whether they're just beginning in their business, or they're further along, people need enough for internal resources to be able to come in at the entry point to be able to hear what we're doing. And I really want to be able to help people, if they can't hear it, I can't help them. And then it's not good for anybody. So So Mary Kay, in terms of whichever element of how experienced you want them to be in dressage, in positive reinforcement in just a ridership in the relationship with their horse, almost or decision and an evolving decision. Does that make sense?



16:51

Yeah, I guess another question arises as part of an editor, but it's like, am I am I enrolling people just because they're choosing me. But that think that's an old story? Because I have rejected some. Exactly. You're already doing it. And what you said about the internal resources, I think that that's a big, that's a big thing.



17:24

Yeah. Yeah. Yeah, certainly, my company is, and I think that that reminds me of, it's probably the standard answers to the founder, but you have a network, one of my mentors, has been one of my mentors, and she has done a ton of hiring. So she helps people hiring for their company to it's one of the things that she just specialized just in that, but she's helped people with that. She's hired hundreds of people for a giant company before and all that kind of stuff in the background. And it's, it's, it's analogous, because, you know, she talks about who you hire, and you can train for skills, but you can't train kind of who that person is, so to speak, right? So, so we're in the interview, she trains people to ask questions that help you understand those essential personal qualities in that person, you screen for those, and then whether they are tax person, whether they I don't know, know, QuickBooks or not, or whatever it is, I mean, they need to know QuickBooks, and it knows the basic things, if they're a tax person, but you know, whether they know this, this word processing program versus that one, or they've, you know, they work on a Mac or a PC, or do you know, I'm saying like, those things are trainable. But who that essential person is, is, is more foundational, you know? Are they mean? Do they steal things? Are they heart centered, and to do they really want the best for other people and those kinds of things. If a person has lived a cruel life all their life, and you know, and then they come to you, and they're technically skilled, they're probably not going to change that momentum. And it's like, Thank you, let me show you somebody else that you can work with. And if they're, if they're that, if they have whatever essential qualities you want in that person, and they don't have some kind of technical skill, those qualities in that person will help you train that. Does that make sense? At least that's what, you know, Sandra, and hiring does, and as I'm looking for people, in our community, and again, there was an example of that just a few weeks ago, an amazing, amazing person, I spent a lot of time with her. And, and I lovingly sent her away to her own resources, and cause she just wasn't quite ready. And if she's not quite ready, she won't hear it, and then it won't be the right experience. And she went away saying, you know, she actually used the words of the illustration and I think I told you guys this before difficulties, but this changed my life, you know, as tears in her eyes, and, you know, and like, I'm gonna do everything you say, because I gave her a bunch of homework and you know, and she'll come back and do the work later, you know, because sometimes it's life circumstances, other things in the way, you know, so um, So, in any sort of any evolving thing, and we learn that by doing we learn that by doing this right system, we learn that by doing by working with people. And and let me see, can I say this in integrity? Trying to think what I can answer what I can say here? Yeah, I think I could say this, can I say this? Well, I, Mary, Kay, because we've been working together for a while, you've, you've seen different variations of the idea plan for this company. And unless ideal clients and we're, you know, it's always an evolving thing, right. So people, you know, who may be coming in for, you know, shorter bits of work, or whatever it is, and, you know, we will, as a company, lovingly screen them away, so that we can do the work with people who can really hear. So it's an evolving thing. You know, even at this stage of our company, we're still learning more and more and more about who it is we love to work with who it is we can serve. And it can only happen on the court. So it's not a right or wrong decision

is you bring them to the scene or you speak with them in a strategy session. And then you work with the ones that you best think you can work with that you know, that you can help. And then you on the court you learn, I liked it better when they x, and then that person becomes part of your that aspect of that person lovingly becomes part of your ideal client profile. Since it's always ever evolving. And again, we have such a great example in Heidi in that, like she learned so much from Oh, well, that's not the person's and nothing has gone wrong. When that happens. That's the there's the big work, I would say. There's the personal development work of being an entrepreneur. Because if we are so scared, that we you know, it's like, I will only work with this one person of the, you know, almost a billion people on the planet because anybody else it might go wrong, or it might go bad, you know, then we're contracted and it's a hard place to work from. And then if we're if that's the opposite of man, I want to work with anybody because I so have no worthiness society that I just we'll choose anybody because I probably people won't work with me. Like, those are kind of the opposite problems, right? Yep. Thank you, Karen. We'll see you next time. Bye. Bye. So yeah, that is exactly time. Yeah. So yeah, we'll see. Thank you. So Mary Kay, I just, I just realized that it's time. So does that.

 22:26

We'll just finish up. If there's if we need another minute or two to finish this up, then we'll have the recording ready after two. So does that give you enough help to? To go from here with that particular problem? You feel like you know what you need to do with those people? Okay, good, good. Good. All right. Well, thank you for your brilliant and beautiful questions, as always, Mary Kay. And and if you have more questions to pose for tomorrow, we have the next q&a call tomorrow. So and I know you know that the our work gets built by asking the questions. So thank you for mentioning that to about in asking the question that you you know, your life extended me, which I know you've said that before to like you, you already got something from the form of formal form formulation of the question. Because it's so important.

 23:10

Definitely, definitely. Yeah. And if I just want to say to if I end up asking too many questions, just turn, you know, pass them on to the next session or something.

 23:21

Bless you, thank you for your generosity and your kindness. I really, you know, and to be honest, like that, like, makes me want to cry. I'm in an emotional state over here with my parents going on. So and so thank you for that kindness. Thank you for that. It means more to me than when they gave me breakfast this morning. After the breakfast Bell had ended, I just burst into tears. I was like, kindness is really lovely and well received right now. So thank you. Thank you for that. This beautiful will. What I like what I'm trying to do is divide up the time. So if you have, if you bring 10 questions and one person is bringing was one I want to divide up the time between people. Yeah, yeah, that's how I'd like to do it. And then if just just pulling

 24:03

un prioritize I'll put if I do have a lot of questions which I don't know if I will but it's I do ask

up, prioritize, I'll put it as have a lot of questions, which I don't know if I will, but it's, I do ask questions. I'll just put a priority on you know, the most important one.



24:15

Absolutely. And if I start answering them in order, feel free to just interrupt me and go Michelle, don't go to that one first. Like if you've asked 10 questions, and we have one day we have 10 questions, we get five people on the call and so there's your, you know, minutes per question kind of thing. Just guide me in that and we'll get and we will get to all your questions. And I want to make sure that they're answered fully and that's why we've got all the Okay.



24:41

Okay, thank you for



24:42

bless you for all your amazing questions, asking, ask as many as you want. Keep it up. It's really good work and it helps everybody. Thank you. See you next time. Bye bye.