



Anna Canary

Promotional
Writing and
Sales Coach

Listen as this happy
client says....

"Anna, all of your sales ideas have been so beneficial. You are clear, concise, use great examples and provide honest feedback. An amazing resource and I'm grateful! You've made simple and clear what for me, has been the hardest part of getting my business "out there" - selling my services to the right clients! I knew what I had to offer was great I just didn't know how to interest potential clients - Now I do. Thanks!"

Melissa Ford Taylor
Black, Personal Growth

Monthly Tips E-Zine!

Summer Special Continues! First Come, First Serve!

Get your business ready for a Fall Growth Spurt!
I will give you a **3-hour Coaching or Writing Session**

July 15th to Sept 15th Only

For only \$200 US

A savings of \$75 US – a bargain indeed!

[Email Me Today To Coordinate Our First Hour Together!](#)

*(Please Note: After September 15th,
my fee will increase to \$120/hour and \$320 for a 3 hour package)*

Can I Share A Recent Success?

To hone my Website Writing Skills I recently graduated from Kendall Summerhawk's brilliant Website Writing 8-Week Program. Many people asked me why I was taking it because I already have a skillful way with words and website copy.

I replied that there's always room for improvement and to truly become an expert in one's field we need to be aware of the latest and greatest techniques.

I respect Kendall's work immensely and she feels the same about mine.

Out of 40 participants I am happy to say I was given the

Best Home Page and Best Subtitle Awards!!!

How validating is that?

Wheeeeeee!! I love it when things work out great!

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## Sales Tip Of The Month

### *Closing the Deal!*

**Building upon last months tip:** Last month we discussed ways to **Overcome Objections**. This month we'll discuss **Closing the Deal**.

Fears can come up in many of us when we think about asking someone to hire us. What if they say "NO", or stall us saying, "I need to think about it"? None of us really feels comfortable dealing with rejection do we? A common frustration I hear from the coaches and business owners I work with is:

***“I’m really good at getting people excited about working with me, but for some strange reason, they don’t take the next step and actually hire me”.***

Many years ago, I complained about this very same thing. I was selling \$30,000 dollar business telephone systems at the time. Although my customers seemed to love a potential new system, they weren’t signing on the dotted line and buying it. One day my clever manager figured out what I was doing wrong. She sat behind a divider and listened to my entire sales presentation and quickly realized that:

**I was doing a poor job of asking questions to find out what my customer’s needs were!!**

She sent me on a two day intensive to learn how to do it better. I call this questioning stage the **“Homework Stage”**. If I didn’t find clues about what really frustrated my customers or was most important to them, how could I **do a good job of talking about the benefits** and reasons to buy one of these great systems?

Sure, I can tell you how to **ask for the sale** in several different ways like most sales trainers do.

**OR**

I can help you understand that – **it’s not necessarily how you ask for the sale** that gets you hired.

Why set yourself up for rejection during the closing stage? Closing will be faster and easier if you do a thorough job of questioning your clients to uncover their biggest challenges and frustrations – you want to find out if they have the kinds of challenges you can help them solve. Let’s face it, if your client doesn’t have problems you can help solve or burning desires you can fulfill, then **they may not need to spend their hard earned money on your service.**

**Why waste your time (and theirs) talking about how great your services are when you don’t even know if they need them?**

Your “ideal” clients do need you. Your job as a business owner providing a service is to **find out if your potential client needs you** before you talk about how great your service is. It is easy to do this. Many entrepreneurs and even well trained sales people skip over this important step. The main reason is they **don’t know what questions to ask** to uncover needs. I didn’t at first and when I learned how to do this well, my sales results soared and **closing became easy.**

That’s the reason I’ve created an hour teleclass dedicated to **“The Art of Questioning”**.

It is also a part of my **4 Part Sales Series**, where you learn how to incorporate all the steps that work nicely together to make for an “easy closing” of any deal.

Find out what your client needs the most first, then tell them how you’ll produce results. If you do this, you’ll most likely create loyal new customers.

Stay tuned for next month when we talk about **Following-up After the Sale.**

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## Website Creation Tip

When talking with potential customers, we sometimes talk about our services too soon

Another happy client says...

"Anna Kanary is a master at teaching Teleclass Creation. I started the class with fear about leading TeleClasses, but by the end of the class, I had confidence that I could do it and the knowledge of how to structure my teleclass. She took us through each and every step on how to create a great workshop, beginning with picking a dynamite title, how to write a description of the class and writing the script of the class.

The training was absolutely awesome. Anna was so supportive in my learning and I learned so much, that I was ready to go out and do my own class. I also signed up for her three week follow up workshop which took me to the next level in refining my entire workshop. Anna gave generously of her time in encouraging us to email her our work as we went along and to even send us suggestions on how to tweak the teleclass.

I would highly recommend getting in touch with Anna and signing up for her training. You will learn from the best"

**Dee Berman,**  
Personal Life Coach,  
[www.deeberman.com](http://www.deeberman.com)

before surfacing some of the problems we solve. (See Above). This can also happen when you write the home page copy for your wonderful website. Here's a tip to help ensure you are speaking to the heart of your customers needs.

**Write first** about say, the top 4 problems your clients encounter most. This may take a short paragraph or two. **Then write** about what an "ideal" solution would look like. (Not your solution – an ideal solution). There is another paragraph. **Then introduce** yourself and how you can help your clients reach the ideal solutions by hiring you. **Then add** a call for action inviting them to hire you today!

### ***Five familiar Website challenges that can slow down production – Which do you want to overcome?***

1. How do I get a **domain name** registered, paid for and secured for my business?
2. Why do I need a reliable **Web Host**, who do I call and what can they do for me?
3. What the heck is "**Search Engine Optimization**" and why should I care about it?
4. Why do I need to trust a well-trained **Website Designer** to create my business look?
5. **What the heck do I write** on my site to tell customers what I do and compel them to hire me?

### ***For People Who Want A Web Site - But Can't Seem To Get Started***

These and other questions come to mind when we are creating our first website or want to upgrade the "beginner" site that we have now. Let our **Web Creation Team** share answers to these and other questions on our one-hour TeleClass. This TeleClass is for entrepreneurs and coaches who know they need to get a great site up and running AND want to make sure it is delivered with **high value for dollars spent**.

### **[Get Your Website Up and Running: Free TeleClass on How!](#)**

***Make it Easy – Allow Us To Design, Write And Host Your New Site!***

### **[Send Me A Website Creation Estimate Today!](#)**

## TeleLeader Tip Of The Month

### ***How Do You Sound Happy And Up Teaching A Teleclass – On Days When You're Tired And Down!***

Oh sure, we're happy and up most days. It is fun getting ready to take on the challenge of teaching a new group of fascinating people from all over the world. But what do you do when you are having a tough day or when your energy level is down or when you're dealing with a personal crisis?

Here are some **tried and true tips to lighten your energy and deliver your expertise** no matter what feelings you are dealing with:

- ✓ This may sound silly AND it works – place a mirror right in front of you and before you say your first word on the bridge line, look in the mirror and SMILE. Fake it if you have to. Smiling while you teach your classes comes across in the tone your participants hear. Remember that clever sales manager whom I mentioned above in my Sales Tip? She placed mirrors on each of our desk dividers at eye level. Each one said, "**Smile, someone is listening!**"
- ✓ Raise your class notes or script up to eye level too. When our head is up we feel up. For those of you who have studied NLP, you'll remember that when we look down we go into our feeling center and when we look up we are out of it. Try it now. Look up and try to feel good or energetic. Look up two large phone books



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