

12 Arrows 10 Days

by Richard Petrie

Your Challenge For the First 10 Days

Do you like starting fast?

Good news!!! You are about to receive 12 magic arrows.

Imagine each arrow is burning a small fire, just like a Robbin Hood movie, that has the capacity to set your income (not a haystack) alight.

This is NOT a document to read and reflect on; rather, this is an ACTION plan to fire for the next 10 days, so pick up your bow and set your sights on your goals.

Here's the backstory...

Not long ago the L.A. Marketing Summit had just ended and I had decided to unwind by taking a stroll along the beach.

Rather than looking at all the hot bodies or hitting the waves, I was strolling along Manhattan Beach asking myself "How can I get faster results for my new clients?"

My thought was - everyone wants instant results, the whole world is looking for the magic bullet ... to lose weight fast, to find a hot lover fast, to look younger fast, to make money fast, to sell more right now. The REAL answer usually involves doing a few hard yards, having faith and waiting for delayed gratification.

But are fast results possible for us (within 30 days), so I asked

"How can I get my clients results, FASTER and for the least amount of work possible?"

That's a great question that you should ask yourself, too. Then I upped the anti.

William Tell had to fire one arrow into an apple sitting on his sons head to save his life. That's pressure. So then I asked

*"If I had to increase MY income dramatically in the first 30 days, with only 12 actions, **on pain of death** what would I do?"*

I know thats a little dramatic but I needed the intensity.

So while on the beach, thinking like a marketing nerd, an idea pops into my head. Boom! "Great, that will work!" Then another pops in, and another. So inspired by the progress I set

myself the challenge of finding **12 tactics** that get results fast AND take little or NO time to implement.

With my own life on the line, I heroically hand you the 12 arrows I would fire.

What does money like?

Money likes speed.

That's the secret few know.

*If you hesitate, stall, procrastinate or in any way
drag your heels, money goes to the next person in line.*

- Joe Vitale

Most of these magic arrows take less than 5 minutes to implement. Yes, I thought you'd like that part the most.

Your challenge is to implement ALL 12 in the next ten days – as prescribed – you will be rewarded. Guaranteed. Trust me, I am a salesman :-)

Seriously, don't think about this, procrastinate, or drag your heels; just find a way to **implement ALL of these** within 10 days. You can thank me just as soon as you start getting the results.

On the back page is a checklist to print off to make sure you have done all 12.

Ready?

Great lets get started.

Magic Arrow #1: Put Your Fees Up

Implementation Time: 5 seconds

Raising fees takes NO time to do. You simply change a 5 to a 7, or a 3 to an 8 and, bingo, you have suddenly made more money.

The hardest part of putting up fees is getting over the demons in your own head: "Other architects will be cheaper!" Or, "They might reject me." Every time I ask my clients to raise fees, they end up angry ... that they did not do it years earlier.

"Price is only an issue when value is a mystery."

Increasing fees requires two sales. The first sale is to yourself that you are WORTH what you ask. If you cannot see, feel and know your own value first, then convincing anyone else is going to be hard.

Here is what you do:

1. Take a sheet of paper and draw a line down the middle.
2. On the left hand side, write down all the times you have been able to get your client a significant win – maybe you increased the value of their property, maybe you helped them to get more units on the section. Add them up and notice how your client was able to get significant benefits because of you, and that it was FAR greater than the fee you received.
3. On the right hand side, write down all the times you have been able to rescue your client from a very tricky situation, or helped them avoid a very costly mistake made by someone else. Once again, notice how much your client gained from your knowledge and experience. Notice that here, too, that your fee is insignificant compared to the cost and pain you managed to help the client avoid.
4. Realize the value of your knowledge and put your fees up FROM TODAY ON.

Simple.

Magic Arrow #2: Add a Premium Option

Implementation Time: 15 minutes



Most other industries do this, so why can't you?

People want choices. If you don't give them at least two options, they will get a second option from someone else.

My wife understood this well when we got married. She and her mother did not want me to interfere with THEIR wedding plans, so they selected a few non-critical areas where it was okay for me to make my choice. I felt empowered, while in reality all the important decisions had already been made.

A percentage of any market, if faced with "good – better – best" options, will go for the premium option. That is why airlines have business and first class. It is why car manufacturers have an XS range. Some people want the best and can afford it.

Maybe it is hard to include a premium option for design, but it is definitely possible in project management.

Architect Mona Quinn allows a certain number of hours per week at a monthly fee for management of the "normal" service (additional hours are charged at so much per hour), while the premium version of project management allows for 2 times the number of management hours (additional hours are charged, likewise, at so much per hour).

	BASIC	STANDARD	COMPREHENSIVE
Architectural Service			
Concept Design	✓	✓	✓
Developed Design	✓	✓	✓
Construction Cost Est.	✓	✓	✓
Resource Consent	-	✓	✓
Contract Documentation	✓	✓	✓
Contract Administration			
5hrs/week*	✓	-	-
10hrs/week*	-	✓	-
On Call	-	-	✓
Lighting Design	-	✓	✓
Fittings Selection	-	✓	✓
Additional Cabinetry	-	-	✓
Model	-	-	✓

* Additional hours required are charged at \$150 per hour

Try it and you will see the beauty of it is that now the client has a choice AND you have set a cap on the hours you will invest in the project.

All you need is a second column on your proposals and a much higher fee. Even if all the premium version does is make your normal service look cheaper, you still win. Ten to 30% of people will choose your premium option and you can take that to the bank.

Simple.

Magic Arrow #3: Add Cross Sell Options on Your Proposal

Implementation Time: 15 minutes

There is nothing easier than adding a product or service produced or delivered by someone else and taking a cut. I know you cannot take a cut on some things, but work out what you can and add those items to your proposal.

EXTRAS	Tick if required
landscaping \$15,000	<input type="radio"/>
Interior design \$25,000	<input type="radio"/>

Magic Arrow #4: Add a Referral Option on Your Proposal

Implementation Time: 15 minutes

How much would you reward a sales person for each new client they brought you?
Probably a lot.

Because you have now increased your fees by 20 to 30%, you can afford to offer up to a 5% discount if the prospect agrees to provide 3 referrals in the next 12 months.

Let's face it, they are going to be talking about their project constantly for the next few years and the idea of a 5% discount is pretty attractive.

Discount for providing up to three referrals ...



Simple.

Magic Arrow #5: Claim the #1 Position in a Narrow Category

Implementation Time: 1 minute

Who was the first man on the moon? **Armstrong**. Who was the 5th? Who knows?

Who was the first person to climb Everest? **Sir Edmund Hillary**. Who was the 7th?
Doesn't matter.

Who is the fastest sprinter on the planet? **Usain Bolt**. Who is the 8th? Only his mother knows.

The human mind not only remembers the number 1, but is also is attracted to number ones. Sponsors will pay Usain Bolt millions while #8 might get free shoes.

High-end buyers in any market are attracted to the person considered the best. If you can afford the best, then why would anyone take the third best?

This built-in human psychology can be used in your favor. The secret is to create your own category and claim #1 status in it.

Okay, that sounds good. Now let's talk about what you cannot do.

Being the # 1 architect might be hard to claim, so we need to make the criteria more definitive and narrow so the title becomes easier to claim. Especially if no one else is even competing in that category.

For my first architect client, Mona, we gave her the label "***New Zealand's leading character home architect.***" Since she was the only person who specialized in this field, we felt it was a reasonable claim.

Anyone with a character heritage home, and there were many, was naturally attracted to her because her title implied she is the specialist and therefore the best.

Let me confess, to start with, Mona hated the idea of calling herself "*New Zealand's leading character home architect.*" In fact, I had to jokingly introduce her in that way to everyone we met until she became inoculated to my bold and at first embarrassing label. Sure enough, in the end she would just roll her eyes and accept the title. Once she owned the title, then so did everyone else.

The fees went up and so did the demand. Best of all, claiming a title takes no time.

Simple.

Magic Arrow #6: List ALL Services

Implementation Time: 15 minutes

I constantly come across clients who complain that their clients is sourcing some services from a competitor. When I get them to ask why the answer is invariably '*We did not know you provided that service.*'

Most people don't even know an architect can project manage the work? Don't assume people know. Don't tell them once and assume they will remember either.

ARCHITECTURE

THE MYTH

Sketches design that a builder uses.

THE REALITY

According to research architects role is a LOT larger than most people realise. When an architect manages your project, all of these things below and more go into making sure the biggest investment in your life or career is safe and secure for you.

Checking the site and in particular, any easements and land covenants that may restrict what you can build.

Legal consent - making sure design is legally compliant with various authorities.

Compliance - with building and safety regulations, local planning regulations and restrictions. Depending on the project, there may be laws surrounding the preservation of the local environment or any historic parts of a building.

Leadership - heading up the team of professionals who will work on this stage of the project including builders, tradespeople, engineers, designers and financiers

Concept design - capture the design on paper, producing detailed drawings and using technology such as CAD to test the feasibility of the design

Construction documentation - translates the design into instructions and technical specifications for contractors and construction experts.

Project management - site visits and meetings, overseeing the construction and signing off on various pieces of work, negotiating with contractors and dealing with and resolving any problems that arise.

And a lot more...

Richard Petrie, a qualified architect can separate the "myth" from the "reality" and make sure that YOUR interests and your interests ALONE, are being protected. Richard Petrie is a member of the Royal Guild of master architects of the world and can be found by calling 0274300030 or by visiting www.richardpetriedesign.com

Richard Petrie Architects

List your services on a sheet of paper and mention them consistently. It's not the clients job to learn what you do its your job to teach, coach and tough love them through the process.

Simple.

Magic Arrow #7: OMGTSIEICBIDTOTS

Implementation Time: 5 minutes

OMGTSIEICBIDTOTS is short for 'Oh my god that is so incredibly easy I cannot believe I did not think of that sooner'

How many emails do you send per day? 10-30-100? These email receivers are often clients, past clients, potential clients and referrers. So let's turn your email signature into a lead generation tool. If you are going to send 50 emails a day we might as well load some goodness in that helps people solve problems.

'Sell the problem you solve not the service you offer'

Keep it simple, just include a Monkey's Fist, LCC offer or if you have not got those yet just a simple **specific problem** solving session like...

Richard Petrie
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PS Know a friend who is confused about the legal limitations of their site? You can help them. Get your friend to email me at this email and type '[legal](#)' in the subject line to book a free 15 minute Solution Finder Session, or call me directly on 027 4303030. Remember to get them to include their [name](#) and [phone number](#)'



Go into your email signature and set it up so that it automatically displays an offer with a specific call to action instructions.

Simple.

Magic Arrow #8: The 9 Word Email

Implementation Time: 5 minutes

Simply cut, paste and send this email and wait for your inbox to fill up.

As soon as I read this strategy from Dean Jackson I knew it was clever, but when I tried it and got 20 responses in under 48 hours I was still amazed. This is simple, easy and effective.

Here's what you do

Step 1 gather all the prospects you have dealt with in the past 24 months whose projects either stalled or you don't know what happened.

Step 2 Then cut and paste this email

Subject line "Quick question"

Hi (name)

Are you still looking to renovate you're your home/office?

Richard

That is it. The success comes from the fact that the email looks personals sent to one person and now you are waiting for a response. No one wants to be rude and not reply. In NLP we'd call this an 'open loop'.

I sent a similar version to my list and got 20 replies and filed a workshop I was running.

Send the 9-word email to ALL unconverted projects from the past 2 years. Some who delayed will be ready to move ahead this month. Simple.

Simple.

Magic Arrow #9: The Dirty 30 List

Implementation Time: 15 minutes

Go list where your clients came from over the past 12 months, I bet most were from referrals or word of mouth. No marketing system for professionals is complete without a world-class referral system.

Success with referrals requires three things

- 1) A great network of people who can refer
- 2) The quality of your relationship with your network
- 3) How referable you are

I believe there are 6 people in the world that could refer you more dream projects than you could possibly handle. Your job is to find and activate these super 6.

The Dirty 30 strategy starts by writing down the name of 30 people could or should be referring people to you. Maybe you know these people, maybe you don't yet either way write their names down now. They wont all end up being champion referrers but if you did a good job we could expect 20% would be. They would be your super 6.

In the dirty 30 module you will learn exactly what to do with this list but for now TRUST ME... you need to **get a pen and paper and start capturing people who should be on that list.**

By merely being focused on these people you will make a quantum leap forward.

Get a pen and paper and start listing your dirty 30. Put this list on the wall near your desk so you see it every day. Just knowing who they are is powerful for now.

Simple.

Magic Arrow #10: Track Your Numbers

Implementation Time: 5 minutes

There are a lot of numbers in the world but for you only 5 that matter. From today on I want you to track them.

They are...

- 1) How many leads you get each month
- 2) How many LCC's you do each month
- 3) How many projects you do each month
- 4) Your average project value
- 5) Your average margin on projects

The Hawthorne Effect was a research study in the early 1900's. The researchers discovered that whatever people thought they were measured on improves. We need to track your marketing KPI's but as a benefit the Hawthorne Effect tells us that the process of tracking seems to improve the numbers automatically.

Place a sheet of paper on the wall near your desk and record all new leads you receive each month. Include where they came to you from and all contact details.

Simple.

Magic Arrow #11: The Big A.S.K

Implementation Time: 9 seconds each ask

Imagine you and I meet for coffee in your town (my treat). We chat and laugh and talk about your business. Then I say, *'Can you do me a favour? I am looking for a few architects to work with who want better marketing. I have developed a new*

referral strategy that is getting great results, is there any of your colleagues I should be talking to?’

How do you feel?

Of course you feel fine, no big deal. You like me; I have helped you with your marketing so you are happy to introduce me to a colleague or three.

Now I wanted to give you the feeling of being asked for a referral first so you could see it feels ok. Many architects are paranoid about anything that resembles selling. But asking for introductions is ok. It’s business. All good businesses need to be referred clients. In fact if you took away referrals we’d probably all be out of business.

Ok I wont sugar coat this. There is almost nothing clever about this strategy.

You simply ask for introductions or referrals!

There we go I said it. The cat is out of the bag. ‘Yes’ you actually get off your high horse and start to tap people you come in contact with if they know of any other projects you should be aware of.

OK, I will add one small piece of cleverness to this strategy.

Tell your contact the specific type of client or project you want. Asking for anything may sound desperate, but if you outline the

- 1) Type of project
- 2) Type of client
- 3) Reason for seeking these people

Then you focus the mind of your potential referrer.

Make asking for introductions a habit. He’s an example... ***‘Hi (name), I am doing a lot of work for property developers (type) at the moment, reason is I have developed a new way to get more properties on a site than developers think possible (reason). Do you know any developers I should be talking to? Can you introduce me?’***

Start today. I really doesn’t hurt.

Simple.

Magic Arrow #12: Value Stacker Story

Implementation Time: 45 minutes

'Who ever tells the best story wins'

Right throughout history the greatest influencers and persuaders told STORIES. The Bible is a series of stories, Jesus told parables and fables. Politicians like Churchill or JFK spoke in pictures. Muhammad Ali told poems and stories about how great he was... and we love it.

All the research agrees... 80% of people buy on value NOT price despite what you think.

If you explain why you are better value in any reasonable way then you can justify higher fees and will win projects easily. The tool to use are your stories.

Today I want you to take a sheet of paper. Put a line through the middle. On one side list all the times you have saved your clients skin in a project. On the other list all the wins you helped clients make.

- 1) Find at least 3 client win stories
- 2) Find at least 3 saved their skin stories
- 3) Write up these stories and quantify the benefit the client received (where possible)

Remember to quantify the gain the client received or the disaster you saved them from.

Client Win example, when I asked new million dollar mastermind member Shannon to do this on a coaching call, he recalled how he had got a cafes council encroachment approval for 32 seats on the sidewalk outside the café, when they never thought this was possible. No other café in the area had a license. These 32 extra seats increased revenue by 25% per year. **He was not using this story.**

25% increase!!!!

Saved Client Skin example On the saved their skin side of the page, Shannon remembered how he negotiated with the council for another client not to have to spend \$48,000 to remedy non-compliant stairs. Instead they could stop the project.

Once again, Super Shannon to the rescue by saving the client \$48,000 meant whatever Shannon's fee for design became irrelevant. He was not using this story.

These success stories make any fee seem insignificant. Now your turn, you have client success stories you are NOT TELLING. These stories are untapped gold.

Now start to use these stories as collateral to demonstrate your real value in an entertaining engaging way. These stories might be examples saving a client or how your IP, knowledge, networking connections or sheer cunning get results that delight and amaze people. These stories are FAR more powerful for you than a brochure or images of pretty buildings.

Simple.

BONUS Arrow #13: Send Your First Newsletter

Implementation Time: 45 minutes if you cut and paste our template and use a story above as your intro

If I could have a 13th arrow it would be send your first newsletter. Get it out the door.

Craig from Australia got 3 leads from his first send out. Shannon Doyle got 8 and 3 turned into LCC's. Eddie Gontram got a big lead from his first newsletter from a past client. I don't know what you will get in the first 30 days but the return will always be worth if you keep it up.

Your 10 Day Challenge Starts NOW!

There you go. Most of these simple challenges are fast to do. Let NOTHING stop you from firing ALL 12 magic arrows in the first ten days. The results you get from these Magic Arrows will amaze and excite you.

That energy will provide you the momentum and confidence to do so much more over the next 12 months.

Here's to your success.
Simple!

So there you are ... 12 magic arrows to fire in 10 days.

Mark the calendar now. Stick to the 10 day challenge.

Ready, aim, fire!

Richard

PS Report back to the forum archmarketing.org/mastermind-forum with your results.

Your 12 Arrow 10 Day Challenge Starts

12 Magic Arrows		Tick
1	Put Your Fees Up	
2	Add a Premium Option	
3	Add a Cross sell Option	
4	Add a Referral Option	
5	Claim a #1 Category Position	
6	List ALL Your Services	
7	OMGTSIEICBIDTOTS	
8	The 9 Word Email	
9	The Dirty 30 List	
10	Track Your Numbers	
11	The BIG Ask	
12	The Value Stacker	
13	BONUS: Send a Newsletter	

Your start date _____

Your complete date _____

Print this page off and put on a wall you see everyday.