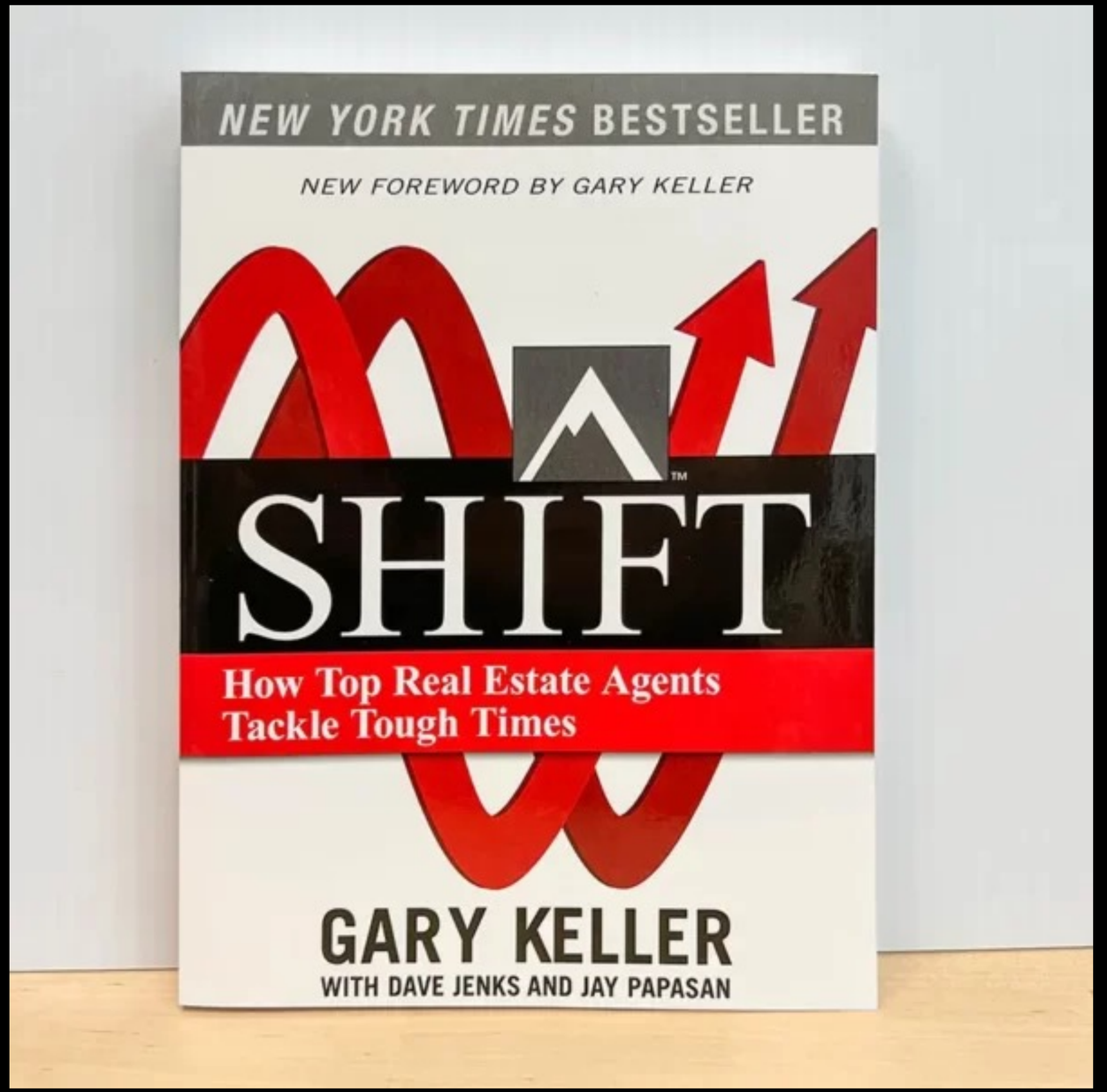
philmjones

make more of your conversations count

# EXACTLY WHAT TO SAY®

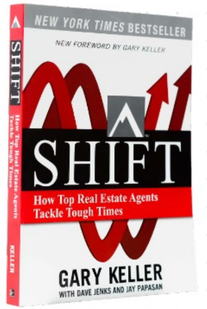



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GARY KELLER
WITH DAVE JENKS AND JAY PAPASAN

# MOFIR MODEL

1. Identify a common problem.
2. Solve that problem.
3. Package the solution into a program.
4. Integrate the program into your business.
5. Market the program.

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# Problem solver

# Problem solver > Problem SEEKER

**In a world full of solutions...**
**Become exceptional at**
**finding problems worth solving.**

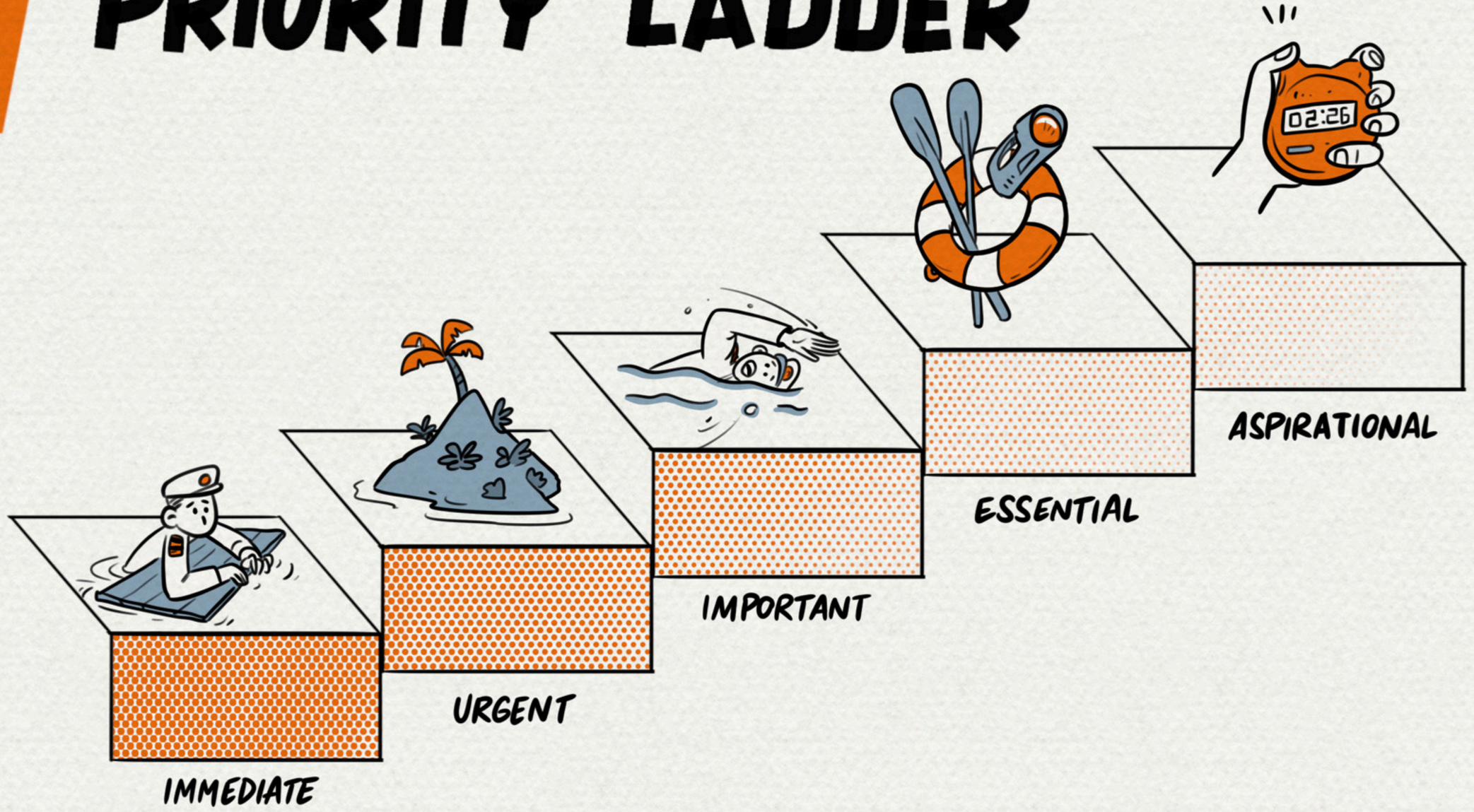
# Start with WH...

# Start with WHO.



# THINKING FRAMEWORKS

# PRIORITY LADDER



# Problems to seek...

| | Immediate | Urgent | Important | Essential | Aspirational |
|---|---|---|---|---|---|
| **Growing Family** | Need another bedroom | | | | |

# Problems to seek...

| | Immediate | Urgent | Important | Essential | Aspirational |
|---|---|---|---|---|---|
| **Growing Family** | Need another bedroom | Baby due soon | | | |

# Problems to seek...

| | Immediate | Urgent | Important | Essential | Aspirational |
|---|---|---|---|---|---|
| **Growing Family** | Need another bedroom | Baby due soon | Home feels too small | | |

# Problems to seek...

| | Immediate | Urgent | Important | Essential | Aspirational |
|---|---|---|---|---|---|
| **Growing Family** | Need another bedroom | Baby due soon | Home feels too small | Give the kids room to thrive | |

# Problems to seek...

| | Immediate | Urgent | Important | Essential | Aspirational |
|---|---|---|---|---|---|
| **Growing Family** | Need another bedroom | Baby due soon | Home feels too small | Give the kids room to thrive | Create our forever family home |

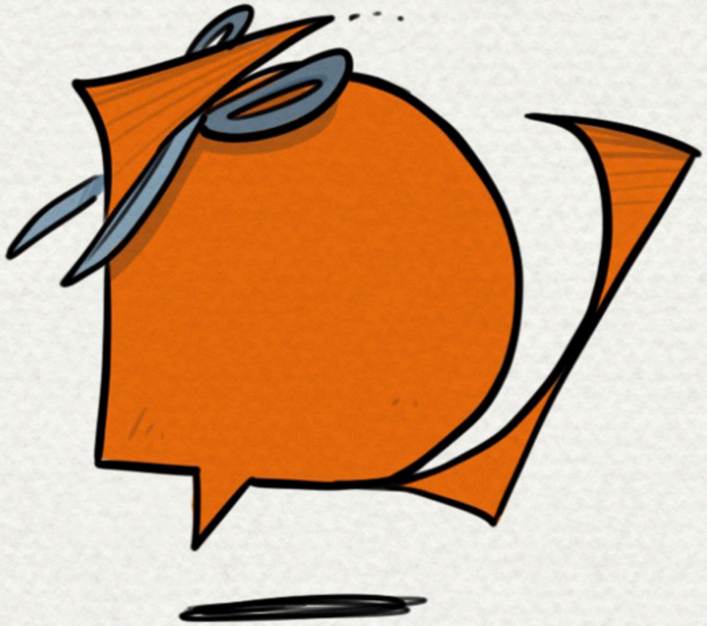
# Problems to seek...

| | Immediate | Urgent | Important | Essential | Aspirational |
|---|---|---|---|---|---|
| **Growing Family** | Need another bedroom | Baby due soon | Home feels too small | Give the kids room to thrive | Create our forever family home |
| **Empty Nest** | Too much house | Maintenance becoming a burden | Home no longer fits our lifestyle | Simplify life | Freedom to enjoy the next chapter |
| **Low-Rate Mortgage** | Curious about our options | Feeling stuck | Unsure if moving makes financial sense | Avoid an expensive mistake | Make the smartest long-term move |
| **Job Relocation** | Moving to a new city | Start date approaching | Minimize disruption | Keep the family together | Turn this move into a life upgrade |
| **Retirement** | Thinking about downsizing | Retirement is approaching | Protect retirement income | Live with confidence | Design the retirement we've imagined |
| **Aging Parents** | Parents need more support | Health is changing | Family decisions need to be made | Keep loved ones safe | Create peace of mind for everyone |
| **Move-Up Buyers** | Home no longer fits | Lifestyle has changed | Need more space or a better location | Build the life we've worked for | Own the home we've always dreamed about |
| **First-Time Buyers** | Don't know where to start | Lease ending soon | Afraid of making mistakes | Build financial security | Become homeowners and build wealth |

# MOMENT • MODALITY • MESSAGE







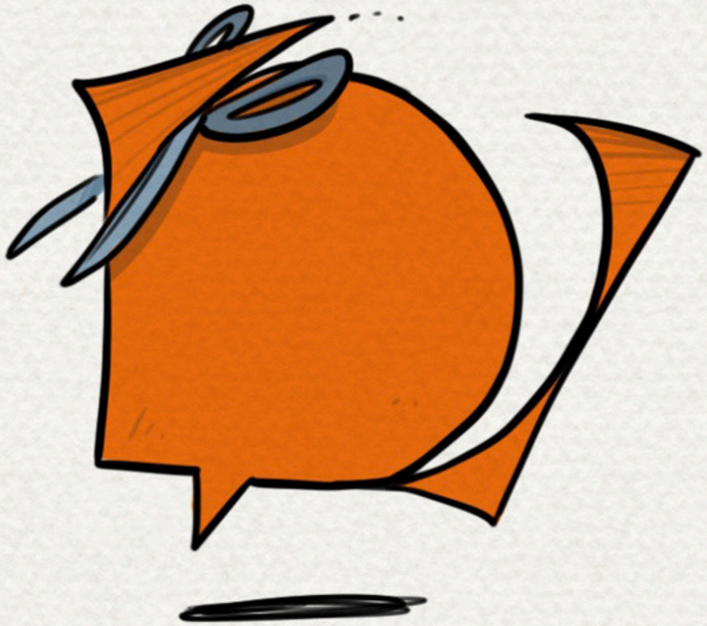
# STOP creating content

# START creating answers

# MOMENT • MODALITY • MESSAGE







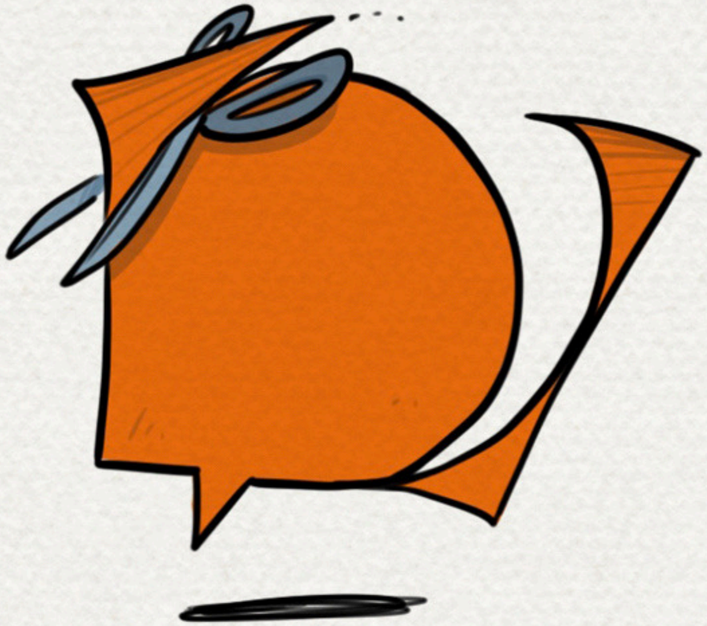
# Answers to deliver...

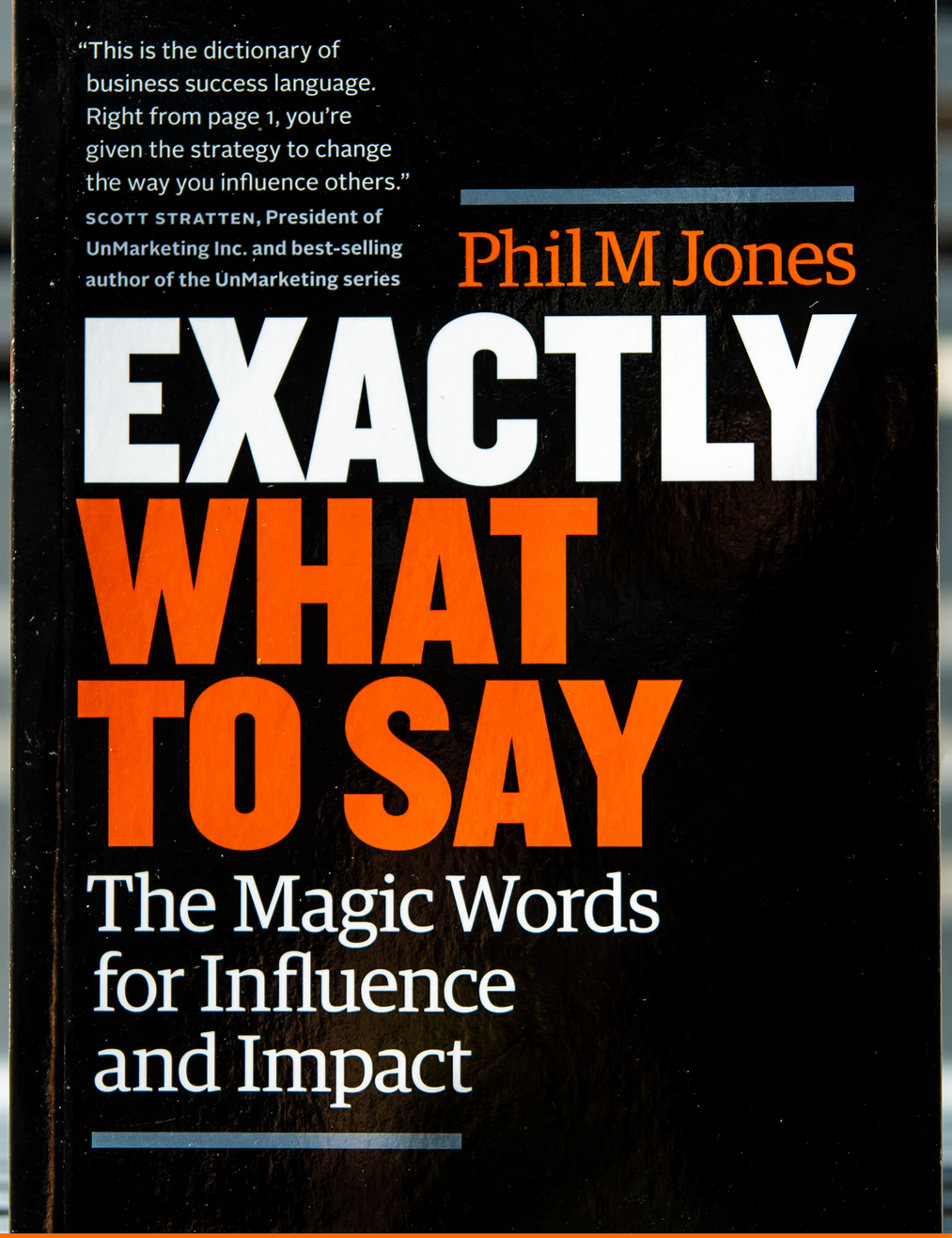
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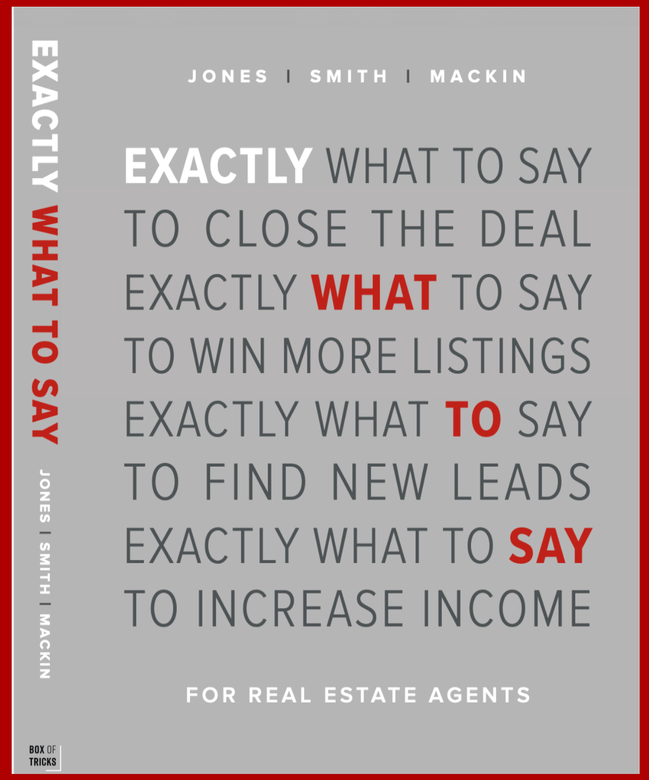
# MOMENT • MODALITY • MESSAGE








"This is the dictionary of business success language. Right from page 1, you're given the strategy to change the way you influence others."
SCOTT STRATTEN, President of UnMarketing Inc. and best-selling author of the UnMarketing series
Phil M Jones
EXACTLY WHAT TO SAY
The Magic Words for Influence and Impact




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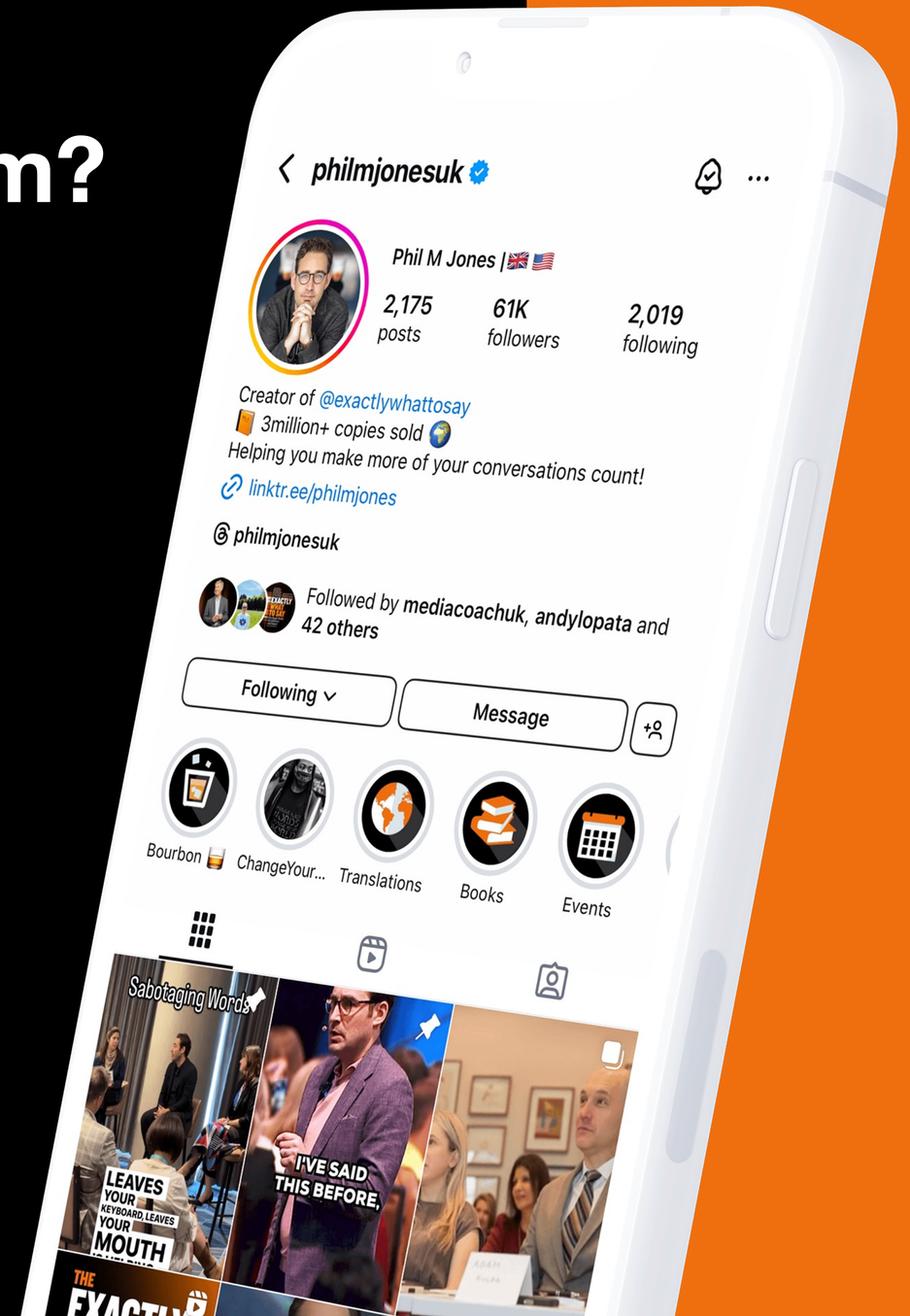
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