



A Primer for Enrollment Through Possibility

By Jake Sasseville

When you create possibility for someone, there's magic that happens.

You are inviting them to activate a part of their brain that very few people ask them to activate. The result could be awkward or uncomfortable. They may even get emotional. If you're able to emotionally regulate yourself, this can be very powerful invitations to have deeper conversations. It also subtly shows them the type of leader you are -- you're the type of person that asks important questions that show you care.

If you want to connect with someone, speak to them as **they** are, not how **you** are.

If I'm speaking to a billionaire, I speak to a billionaire as they are, not as who I am. Same with a child. I talk to children how and as they are, not as who I am.

The result is this allows me to connect with nearly anyone at any time, always.

Below is a list of questions that you can ask prospective retreat guests or clients. Even asking one or two in a conversation can start to create possibility through that conversation. You'll be shocked as to how quickly and freely people open up to you if you demonstrate that you sincerely care, and aren't trying to get a sale.

So often, we see retreat leaders not sell out their event because they're scared to have conversations that matter. That gets to end today if you take these questions out for a test drive. Let me know how it goes.

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