Episode 60 Transcript

# The Power of Collaboration with Wendi Hatton

**SUMMARY KEYWORDS**

people, coaching, LinkedIn, clarinet, collaboration, thinking, words, helping, business, person, relationships, talking, goals, potential partners, women, podcast, collaborate, connect, track.

**SPEAKERS**

Janelle Anderson, Wendi Hatton

**Janelle Anderson**

Hello ladies, you are listening to Women Emerging Fearlessly. Did you know that four out of five women struggle with confidence and knowing who they are? This show is dedicated to helping women lead their lives with fearless confidence and to know how amazing they truly are. In this show, you will hear from women who are emerging fearlessly who have overcome many obstacles to pursue their dreams and passions. And they will inspire you and encourage you to stand up, step out and speak up. Be your authentic self and bring your true gifts to the world. My name is Janelle Anderson, and I am your host. If you enjoy this podcast, please leave a great review, and subscribe and share it with your friends. Enjoy the show!

Welcome everybody to the podcast. This is Janelle Anderson. And I'm excited to welcome onto the show today a new friend of mine and she is also a coach. So, her name is Wendi Hatton. And Wendi is a Navy veteran. She was actually named a Woman of the Year in 2015-2016. That's pretty cool. My dad was a Navy man, Navy, Career Navy. She received the honorarium VIP member by the National Association of Professional Women. That's so cool. And she was featured in the fall 2015 issue of the Women of Distinction Magazine, and Wendi is a business growth coach. And she's also a LinkedIn specialist, which I want to chat about today, because that's something I need to know more about. She helps entrepreneurs build lucrative businesses and cultivate powerful collaborations. And that's huge. And she uses a proprietary method that she calls Max Leads Formula and Compassionate Selling Method, so that entrepreneurs can increase their leads and up level their sales. So very cool. And she's also a professional clarinetist, and you know, we talked, chatted a little bit about our interest in music and how, you know, that really is a great stress reliever and creative outlet. So welcome to the show. Wendi. I'm so happy to have you here.

**Wendi Hatton**

Thank you, Janelle. Thanks for having me. It's great to be here.

**Janelle Anderson**

Super fun. So, tell us a little bit about your story.

**Wendi Hatton**

So, okay, so I was actually in the Navy band. That's what I was doing before I started coaching. So after, when I retired, I, you know, knew that I had to keep making some kind of income. And so, I decided to start a studio of clarinet students and so they would come in, take lessons or I would go to a school and teach lessons. So, you know, as I was doing that, for a few years, I was thinking, you know, this is fine, but I don't know, if I really want to do this for the rest of my life. That's when I discovered coaching. And it was actually health coaching, I had recently lost a lot of weight. And so, I thought, oh, maybe I could help people lose weight. So, for a couple of years, I was doing that I was helping people, we would get groups together, and the accountability and all the inspiration and everything, help them lose weight. But then, you know, in the process I had, I had two other health coach friends. And we decided the three of us to start actually a podcast radio show, like the blog cast radio, blog talk radio. And it's called Sky's the Limit Radio. So, we did that for five years. And in the process of interviewing coaches of all different niches, we, I got to be friends with a few of them. And I just kind of got a common comment back from them saying that, you know, they wish that they could get more clients, they have this great service, they can really provide a lot and help people change their lives, but they're just not getting the clients. So that's when I said, I think I'm gonna go and learn how to help these people and, you know, take some sales and marketing courses and everything. And so that's how I got to this point right now. So, I have expanded to more than just coaches. But yeah, that's how I got to this place. From coaching from health to the business coaching.

**Janelle Anderson**

Nice. Okay. Well, that's a nice transition, I see a shift there. And I think that's really cool thing to think about, but for women entrepreneurs to know that, and I the same thing with me, you know, like you get on the road and you start down a road, but at some point, you start to find that you really want to go more in a different direction. And that's okay. I think a lot of times people are afraid to launch a business and get really clear on what they want to do the business around, especially coaching, because they think, Oh, this is it, I'm gonna get stuck in this niche or this path that I'm on forever, but you can actually change and shift and go with what you feel, you know, is the direction for you, you know, and that's really cool, I think

**Wendi Hatton**

Correct. Yeah. Yeah, that's definitely for sure.

**Janelle Anderson**

So, what was the main reason, so the main reason for you was that you just saw these women like really needing help with their business.

**Wendi Hatton**

Right. And they were, just doing that the radio show, it helped me learn about coaching in general and how amazing it is for people to change their lives through coaching. And so, I want to I really wanted to help them. Spread the share their message and get the word out for them so that they could have more exposure, but then they can have more exposure. But then let's say they get some possible people to hire them and then they go, I don't know, I have to go do the selling part. They get stuck with that.

**Janelle Anderson**

Boy, that's a big one. Yeah. And having those conversations and how do you talk to people in a way that doesn't feel pushy and salesy, how do you get, as women, we want to nurture the relationship, we want to have authentic conversations and show up in service. And it's hard to build that skill to actually close the sale when you need to, you know.

**Wendi Hatton**

That's true. That's a big roadblock. For sure. That's where my Compassionate Selling Method comes from.

**Janelle Anderson**

Nice. Nice. Well, tell us a little bit about that.

**Wendi Hatton**

Oh, well, actually, the word selling is an acronym. And it also I have an acronym for sales as well. So those two words are not the friendliest or nicest. So, these, these two acronyms really changed the way they mean to a person so, so selling, so that that S.E.L.L.I.N.G. is: Support, Educate, Love, Lean in, Inspire, Nurture, and Guide. So there, you know, you can always think of those things like, I have my clients just think of those words when they're thinking of the word selling. And then just kind of input like think about it before they go to bed. Just think of those words, think what they mean to them. And then wake up in the morning and think of those words again. And then there's also another one for S.A.L.E.S, which is, Serve, Appreciate, Listen, Every Step. So that's where sales come from. S.A.L.E.S. Yeah, so it's kind of a mindset trick or change, thinking about those words, since we're in business and we have to sell, and we have to be in the sales mode. So, if you could just think of those words, then it would be much, you'll just think of those before you have to speak to someone or before you have to do a little sales call. Just think of those words, and it'll help you get through the conversation a lot easier.

**Janelle Anderson**

That's excellent. I think you can use those words to create your approach, you know, and even like, what you're going to say, plan what you're going to say, if you are thinking about it as serving as you know, the listening and leaning in, like you said, inspiring, like if you're thinking of those words, before a call, you're going to show up in this different space, then instead of like trying to convince somebody to buy from you, you're showing up like, I want to, I want to inspire this person, I want to love them, I want to listen to them and find out what they need and where they're coming from. And that's a whole different approach. And people really feel that when they're talking to somebody that's approaching them. That way they don't feel being sold to they feel like they're really listened to.

**Wendi Hatton**

Right. And then the whole love piece that could, you can be, you love the whole process going that you're going through, you love what they are contributing to the world. And so just that whole mindset just gives you, takes you away from the icky manipulative feeling.

**Janelle Anderson**

Yeah, yeah. And then the whole process is so much easier and not so scary. And you'll find you'll find yourself approaching more people, which will help your business grow.

**Wendi Hatton**

That's for sure.

**Janelle Anderson**

Excellent. Well, what are the first steps that you teach your clients to get started so they can get results?

**Wendi Hatton**

Well, when I teach them about the collaboration process, the very first thing that someone needs to do is to, what I call Engaged Appreciation. And so, what that means is they have them make a list of say, 10 to 20 people, not necessarily potential partners, but just anyone in their life that they genuinely appreciate, and admire and respect, and you make a list of them. And I'm sure everyone has a list of those people. But the thing that we don't do is actually reach out to that person and tell them that you appreciate them and why it is. So, it's a really powerful exercise because once you just think of the people and then you just write a real, genuine, authentic note to them a couple sentences or more, I really appreciate you because you did this for me, and it did so much for me or whatever. And you send that to this person, they are going to read it and respond back to you with appreciation as well. So that's what makes it so powerful because that you're actually training them to respond back to you, like some people may not respond. But they might, they'll read it, and they'll go, Wow, that's really nice of them to say that. I had no idea that she thought that. So that's kind of the first step that I have them do. And then after that, I have them make another list of people who they know in their industry, who they really appreciate maybe a mentor, or maybe a potential client, or a client, just making a list of all of those people and doing the same thing. So that way you are your reputation, it's going to turn into something that's really good and powerful. And one sentence that you want to learn to say to your potential partners, and just really anyone would be how can I support you? So that's a great sentence to say, because you're not thinking about yourself, you're thinking about them. And so, you get real, great responses, and people are gonna remember you, because not everyone does that? For sure.

**Janelle Anderson**

Yeah, I always say, well, my mentor says, I'm not in the business of convincing people to buy from me, I'm in the business of serving them, you know, I'm in the business of inviting them, if they want to, to take part in my program, or whatever. So, it's more of an invitation. Yeah.

**Wendi Hatton**

Another thing I like to teach is, you know how the golden rule is "Do unto others as you would have them do unto you?" Well, I turn it around to what I've heard, I heard about recently, the Platinum rule, which kind of turns it around, like "Do unto others as they would want you, want to be done for them." Because a lot of times people don't want the same thing that you do. So, you find out about the person, you get to know them start a relationship, and then you know what they want, and how they want to be treated. And so that's how that works.

**Janelle Anderson**

That's perfect. Yeah. Being curious about them and put yourself in their shoes. And then how can I support them?

**Wendi Hatton**

Offer them help. Yeah,

**Janelle Anderson**

Yeah, that's a nice way to go. For sure. Excellent, excellent. So, I just thought it'd be cool to talk a little bit about coaching itself. It's not something I talk about a lot. And since I have a coach with me, Today, on this episode, I was curious to hear from you like, what do you feel like are the most powerful aspects of coaching? What have you found to really help people?

**Wendi Hatton**

My idea of coaching now is coaching and then with some consult, teaching, consulting kind of type thing. But the coaching side of it is, is empowering because you are helping the person bring out their strengths, just because some people may not realize what their strengths are, or what they're compassionate about or passionate about. So, by asking questions, helps them bring these things out to them and helps them, helps empower them to do what it is that they really want to do in their life. For whatever it is like if you're coaching moms with kids that are disruptive and things like that, you ask them a bunch of questions like what do they, this is what's happening now, but what do you want to have happen? Like in six months, like how would you like your son to be acting in six months, and so you, you set a goal, you start at the beginning, and you set a goal for what they want, like in six months or a year, and then you break it up into like six months increments or quarterly increments, that's always a good timeframe to reach your goals is like every quarter, figure out what you want to accomplish. So basically, from what I'm thinking, as far as coaching is to keep people on track, first, first, get their goal straight, then decide what they want to do in order to reach the goals, break it up into different time frames, smaller time frames, and then just keep them on track. Keep them reminding them that their, this is what you're going to be doing. So, this is what you want. So, let's keep going that direction, because so many people can just fall off, they can make all these plans, goals and plans and then life happens and so they stop doing it or get off track. So that's mainly what I feel like coaching is all about just keeping people on track for on the goals that they want. Basically, and then teaching through the process as you, you know, you've got expertise and knowledge that you can help them by sharing your knowledge with them as well.

**Janelle Anderson**

Right. And I think, you know, the piece of keeping them on track and helping them set the goals and keeping them on track is huge. Because, like you said, most of us don't stick to it if we don't have that accountability. And if we don't have that person, kind of, you know, holding us accountable to it, and helping us to set goals that are achievable. And then helping us to figure out why we didn't if we didn't reach the goal, what got in our way, and how can we make a better goal like all of that, people don't usually do that on their own, they'll set a goal and then something happens, they get distracted, or off in some way. And then they feel like a failure because they didn't do, they didn't achieve the goal. And so true.

**Wendi Hatton**

So many people, you know, in the celebrity world could use coaching. Yeah, a lot of them. Do you have coaches, there are a few that I think could use?

**Janelle Anderson**

Yeah. I always say everybody should have a coach, because there's something really powerful about having that person in your corner that's there just to focus on you. They're not there to get in the story with you or turn it around to themselves. Like they're totally focused on you and listening to you. And like you said, like helping you discover things about yourself that you don't normally you wouldn't normally see. And then, and then keeping you on track towards your goals. And, you know, there are things, like with my coach, that she had brought out that I was like, Oh, I hadn't thought about that, that I need to do that, like, you know, because like you said, she has this expertise, and is able to draw out of me all kinds of things that I didn't know were there, or I didn't have them, like, organized, you know, I'm all over the place, or I'm not sure what I'm supposed to do next.

**Wendi Hatton**

Right. Yeah, definitely. I hope to one day be able to, like have like a business where there's a part of it, that helps even people who can't really afford coaching. So, you know, the underserved, the people who really want to achieve things and could really use a coach but just can't afford it. I'm thinking of putting together something like a nonprofit or something like that, that will help those people as well.

**Janelle Anderson**

That would be awesome.

**Wendi Hatton**

Yeah, that's one of my dreams to do.

**Janelle Anderson**

Yeah, I would love to also have that place of giving back and really helping, give that hand, that step up, you know, so people can have that guide and that help.

**Wendi Hatton**

Yeah, right. I'm also a musician, like performing artists, I want to help as well, especially now, especially now. It's such a struggle with the pandemic and everything.

**Janelle Anderson**

Yeah, cuz there's nothing's going on, Oh, I know, Oh, my gosh. So, let's talk a little bit about the collaboration piece of a business because in my coaching, and in my course, my program, we talk a lot about getting visible and getting yourself out there, right. And I work with women entrepreneurs, and that's a big thing for a lot of women, they don't want to get out there, you know, and, so big, such a big part of it is, you know, getting out there where your clients can find you right and know that you're there. And a part of that is this whole world of collaboration, that's a huge way to get yourself out there. Let's talk a little bit about that, and how you help people collaborate.

**Wendi Hatton**

Well, so the Max, Max Leads Formula, that's what that is related to. And the leads, that's an acronym as well. So, the L in the word lead stands for Leverage your CAPS. Now CAPS is also an acronym, an acronym, and C, I like acronyms. So, C stands for Clarity. So, if you're not clear, as far as what problem you help people solve, and also who you help people with, if you're not clear on those two things, then your collaboration partners aren't going to be clear, either they're not going to know who to if you're a good fit for them. Or if anyone that they know you could help. So, clarity is a really big thing. And then the A in caps is Authority Platform. So you know, like create some type of platform that you can be put in front of your audience, so that you can be known as the expert and they can ask you questions, you can answer them and they can communicate with each other that kinds of Facebook groups are a great way to do that, of course, going on podcasts, that's another way to build your, and being, of course, a podcast host like you. That's another way of having an authority platform. So, then the P in the word caps is the Person of Influence. So, what that means is a person who has the same audience, or connections or network that you do, but they offer different services, they have different services that complement yours. So, like, if you're a health coach, and you help people lose weight, maybe you would want to have a POI, that's a Person of Influence, who is someone who sells supplements or some other kind of health offering that you could be, you could collaborate with as well. And then after that is the S in the word caps is Similarity. So, meaning, you should be able to be like-minded with each other, with the person, your relationship lasts much longer. And it's much more enjoyable if you have people who have similar values, similar goals, similar attributes, you're on the same page. Because if you connect with somebody who's not on the same page, and you just can't agree on things, it's just not as enjoyable. It wastes a lot of time and energy. So, there's a way to do that. So, you get together for a little interview. And you ask them these questions. And actually, they're kind of like coaching quiz questions. So, if you're not a coach, you'll be turning into wondering. So basically, you're asking them what their goals are. And so, by the end of the little interview, you can call it connection call or something, you will know each other, you'll be able to relate to each other, the other person will have been able to open up to you because you ask these open-ended questions to them. And so, it's a good way to determine and identify your best collaboration partners that you could possibly have. So

**Janelle Anderson**

That is, just the caps itself is like a whole thing like that is huge. I found myself spending a lot of time talking to people that are not a good match for me or not, not marketing to the same audience as me. And you're right, like if you know that ahead of time, and you have a strategy with your collaboration, who you're going to collaborate with to, to leverage that like that. That piece right there. The L with the caps is like a course.

**Wendi Hatton**

Yeah, it is like a course. And it's, that's the only L out of the word LEADS.

**Janelle Anderson**

Yeah. Awesome. I love that. So just to reiterate, you know, the L is leveraging the relationships and the caps is, what was C again?

**Wendi Hatton**

Yeah, leverage. Yeah, Leverage your CAPS. So, C is clarity, then the authentic, a is authentic, a platform or not authentic authority platform. P is a person of influence the person who has the audience that you have as well. And then the S is the similarities, like the values and yeah.

**Janelle Anderson**

Love it. So, you guys could write that out. And like use that as your guide, as you're meeting with possible. Okay, cool.

**Wendi Hatton**

Like a framework for collaborating. And then the E and the word leads is for Engaged. So, for building relationships, you're not really supposed to let just sit back and wait for people to come to you like you're supposed to, that's where the peace, you know, when making a list of people they want to appreciate, that's where that comes in too. Right. So, engagement. So, A is, the A means the Assets and Opportunities. So, it's great to have an asset. So, like I was talking about the authority platform, falls into that. There are 15, I have a list of 15 different types of assets. And they can either be assets, or they can be opportunities, like you, what you have your podcast host. So that's your asset. And this is my opportunity. So, you can turn, you know, them into either one or the other right type of thing. Another one is like co-authoring a book maybe or contributing to books. So, there are lots of different opportunities or assets you can set up. So that's the “A” and then D is Developed Relationships. And that's the interview thing that I was talking about, where you would interview the people, that's development licensed relationships, and then S is Scaling Up. So that's if you want to create like several collaboration partners, and then just leave and have a little team of people that you want to collaborate with or have a team of people who can refer people, you can do reciprocal referral partner back and forth, or you can do like one project with several different collaboration partners. So, it's the potential is great to be able to scale up with collaboration. And that's the whole LEADS.

**Janelle Anderson**

Wow, that's fantastic. Wow. So yeah, I mean, collaboration, there's a lot to it, a lot more than I ever dreamed. But potential, like you said, is huge for getting yourself out there for in a big way, without having to buy a bunch of ads, you create these relationships with the right people. And then you're promoting each other. And you can even do affiliate referral fees and make some money referring other people, and they refer you and it just puts you in front of your target market more directly. And it's huge for the potential there of growing and scaling and expanding.

**Wendi Hatton**

Oh definitely, definitely, for sure.

**Janelle Anderson**

It takes time to do. You're developing these relationships, and you're finding them. And it also like your method, you know, obviously you've shown like, it takes some strategy to do it.

**Wendi Hatton**

Correct, right. So yeah, for sure, yeah. So, you don't have to buy any ads or anything like that. It's all relationships, and also have people set up a database of potential collaboration partners or referral partners. So, you just make a list of people that you know, and then as you meet more people, you add more and more, and 100 is the goal. And so, it's a running list. So, let's say you talk to one person and didn't really work out. So, you take that person out, put someone else in, so keep that running, like pipeline of potential partners.

**Janelle Anderson**

So yes, and you're reminding me that I started that list, and I have not been keeping up with it. That's what I need. I need an assistant, you know, is that, yeah, you got you've got to keep track of the partners that you've been talking to, and also the ones that you are already working with. You've made a deal with, like, I'll promote this webinar of yours on such and such a day. And then they promote you like, you've got to have that on calendars and all that because you don't want to be in a situation where you're trying to promote two or three different people the same day, that's just way too much.

**Wendi Hatton**

Exactly. Yes, for sure. So, I have my little CRM, it's like, it's a spreadsheet, really, just keep track with different pages. These are my people that I'm going to do this with. And just that can help you keep track of what you're doing and who you're talking to. That's also true for LinkedIn, you end up talking to so many different people on LinkedIn, you really have to keep track of who you're talking to. Right? Yeah, one time, I wasn't doing this keeping track of people. So, I started talking to someone and I, I was talking about something else that I had talked to another person and then the person was saying, what are you doing? So that's when I said, I have to start keeping track of this. This is too embarrassing. Talking about something else that I wish had been talking to another person.

**Janelle Anderson**

Yeah, keeping them tracked. Yeah. So, I, I would love to spend a few minutes talking about LinkedIn, because I know that I have more leads on LinkedIn than I have on Facebook. And yet, I'm not really utilizing it like I should. What are some strategies that you would recommend to start to tap into your, you know, your leads there or your I don't know, potential partners in LinkedIn?

**Wendi Hatton**

So, let's see, some people think that having a LinkedIn account isn't really for them, because there are people, their client potential clients aren't there, which could be true. But your potential partners are there. So, you want to be able to be present, have a good profile, have it all set up speaking directly to the people that you might, who might read your profile. And the other reason to have a good LinkedIn profile is there's also a public profile. So that means anybody who's not even on LinkedIn can look, they'll Google your name, like say, somebody wants to think about hiring you. So, they'll Google your name, to check you out, and then your LinkedIn link will be there. So even though they're not on LinkedIn, they're going to still be able to see it, because they're going to be, you know, checking you out. So, it needs to really speak to whoever it is that you're working with, and also to your collaboration partners so they can see what you actually do and how you're doing it. So, but one of the first things I have people do is to take your list of your first connections, you know, the first connections are the people that you connect with back and forth just you and the other person connected with each other. Second level is your first connection's first connection. So, it kind of goes that way. But so, what you want to do is to go to your, there's a way to download your list. LinkedIn lets you download a spreadsheet of all of your, the people that you have in your first connection. So, what you want to, yeah, so what you want to do is go through all the names and decide if they are, if they align with what it is that you're doing in your business. Because if you're, if you've got friends and people who aren't really like connected with what it is that you're doing, then the algorithm or algorithm is going to notice that like when you post content in the newsfeed, and so not that many people are responding because you've got all these unrelated people on their LinkedIn is gonna think, Hmm, this content isn't that good. So, I'm not going to show it to. So, if you have a list of people, just hodgepodge, just anybody that's on your list, just you have to purge and you have to, like dislike, disconnect from the people who aren't aligned with what you're doing. So, the algorithm will be much more friendly to you.

**Janelle Anderson**

I'm just sitting here thinking, wow, probably half of those need to go.

**Wendi Hatton**

So, you just highlight the people that you want to disconnect with on the spreadsheet so you can keep track of Okay, so all right, all right. I'm gonna get rid of this person. I felt really bad when I had to do it to my mom, but

**Janelle Anderson**

Sorry, mom, nothing personal. I still love you.

**Wendi Hatton**

Right.

**Janelle Anderson**

Only business, right? It's just business.

**Wendi Hatton**

It's just business.

**Janelle Anderson**

Oh, my goodness. Oh, man.

**Janelle Anderson**

I never thought of that with LinkedIn. So, this is really interesting. Like I said, I know nothing. I just like, connect with whoever, you know, people want to connect with me and I'm like, sure, why not? So interesting. good information.

**Wendi Hatton**

Yes. And, like a lot of people in my connections, like, I can tell a lot of people reach out to me because they want to sell me something. And then sometimes I just try to decide whether I want to accept their connection or not. So, can I look at their profile to see, could this be someone I could maybe collaborate with? And so, when I reached out, I reached out back out to them. And it turns out, they're just out to like, sell me something. I said, never mind. Yeah, not even a relationship yet.

**Janelle Anderson**

Yeah, that happens a lot on LinkedIn, I've noticed and it's really annoying.

**Wendi Hatton**

Yeah.

**Janelle Anderson**

I'll connect to someone then every next second. You know, I've got a message from them, hey, you want to sign up for my program? I'm like, I don't even, no.

**Wendi Hatton**

Oh, yeah, that's why you have to be kind of slowish. In your communication with people. They're just starting to get to know them, ask them questions. How can I support you? What are you up to? That kind of thing, so right? How you get those people are more, much more willing to stay with you when you do that.

**Janelle Anderson**

Yeah, I have noticed a few of those too, you know, that are just kind of trying to strike up a conversation. And, you know, I'll be more likely to respond to them. But this is really helpful because I haven't really had a LinkedIn strategy. And I know there's a lot of gold there, a lot of potential there.

**Wendi Hatton**

There is a definite goldmine there.

**Janelle Anderson**

I need to mine it. So, there's always stuff to learn, right, we can always learn and grow.

**Wendi Hatton**

That is true.

**Janelle Anderson**

So, tell us a little I know this, this program is starting. We'll have already started by the time this episode airs. But tell us a little bit about your Ultimate Collaboration Academy because maybe the people listening when this airs can catch it next time around.

**Wendi Hatton**

Oh, sure. So basically, it is geared around the whole Leads, Max Leads Formula, because like, you know how you were talking about the L in Leeds is it could be a whole program. So right, that's pretty much that's what they, we go through all of those steps. And we also LinkedIn since I'm a LinkedIn specialist, that's one of the main things that we work on at the beginning, like the first two months of it. Every other week, we go through and help people optimize their profile, make it look really great for their whoever it is that they want to attract. Make sure their banner and their headshot look good. And so, it's all of the necessities that you need for your LinkedIn profile to look great and also how to start a messaging campaign. So, I have some templates that have little scripts with what you can say to some people, just some ideas how you can say so it's not you're not going to be pushy or salesy sounding. It's just some scripts that I have developed through the years, that has been really helpful, and people respond back to them. So that's the main thing is to message people. As soon as you connect with them, like, you know, you connect, and then that's it. That's what a lot of people do. But as soon as they accept your connection, or you end up being connected, you immediately send a note saying, thanks for the connection, I look forward to the connecting further, or something like that with no agenda, no sales pitch or anything like that. Just acknowledging them that they connected, the two of you connected and then hope that we can connect further. So that's one of the things that you can do first. And that's how we, that's how you build the database, or your connections is just to reach out to, Oh, and you have to search as well, I'll show them how to search for the people in their target market. That is really amazing because what you do once you find a search, like you search for, let's say, teachers you want to look for, you put teachers in the search bar, and then press people. And then you'll see like 1000s of people that fall under that criteria, because they put that in their profile. And so, you save the link in a browser and put it in a like a spreadsheet. So, you always have that link that you can go back to, let's say you reached out to like, there's 10 people per page. So, let's say you go, you do three pages in one day. So that's 30 people. And then the CRM that I have has a place where you can put the page number that you the next page number that you would want to start with, let's say so you'd put page four because that you said you did three pages, then you do page four. So, then you put that link back in there, go to page four and just continue on. Oh, you can have you can have one search for many weeks, many, many weeks. Yeah. As long as they fit the criteria that you want. I must have like 10 or 20 different searches because they're just 10 or 20 types of people, like music therapists, psychotherapists, or things like that. So, it keeps you busy.

**Janelle Anderson**

Yes, it takes a long time. I'm just sitting here thinking I need an assistant just to do that. But that sounds like a phenomenal program. And I haven't heard anybody, you know, with quite that program before. So, I know you'll do well. And

**Wendi Hatton**

Oh, cool. Yeah. I think there are other, you know, the JVIC, they have a really big program, right? Helping people collaborate. But I think mine is a little bit different, just because the structure, how you start off, and you can start with different platforms that you want to, like, if you need to, feel like you don't want to do a podcast right now you're feeling a little shy about it, then you can just start something else that is a little bit more aligned to you. And then you can move up to doing kind a podcast. You don't have to be JV ready, like they were talking about. This is all about you and your personality and connecting with people.

**Janelle Anderson**

Love it! Yeah, yeah, I love that. So, I think probably a lot of women listening to this would want to take advantage of that and connect with you. And we will have all your links in the show notes so that they can find out more. Yeah, so what's, I know you have a freebie for my audience? What's that all about?

**Wendi Hatton**

Oh, yes, it's the 7 Step Power Referral System. And so, it's seven steps on how to attract reciprocal referral partners. So, there's like, the first step is to decide what industries match yours. And then decide the people in the industries that you know, that are in those industries. Then you start from there, and then you set up the interview, so there's like seven, seven steps that you follow. The last one is repeat. and rinse, rinse and repeat.

**Janelle Anderson**

Love it.

**Wendi Hatton**

So um, oh, yeah. The link, you said the link you were gonna put in?

**Wendi Hatton**

Yes, I will put that in the show notes. So, they can just click on it there and get that free. I might get it too. That sounds you know, really sitting here thinking I should be in your program actually. We'll talk about that later! It sounds so fabulous. Yeah, you offer so much. And yeah, it's all really helpful for that part of your business and a lot of women don't know, how do I even, you know, start this thing and to have somebody take you step by step by the hand and with acronyms that you can remember and just the system and so is so much nicer to have like some kind of a system to follow.

**Wendi Hatton**

Right, right.

**Janelle Anderson**

Let me show you like the whole thing with the LinkedIn. That in itself is huge.

**Wendi Hatton**

So many people aren't, LinkedIn isn't their main source of, you know, social media platform. So, I like helping people discover how LinkedIn can really be powerful for their business.

**Janelle Anderson**

Absolutely. And it's been on my to do list for forever to learn more about LinkedIn. So, this has been a great conversation for me, too.

**Wendi Hatton**

Great.

**Janelle Anderson**

So well, I really appreciate you coming on the show today and sharing all your wonderful pearls of wisdom. And, yeah, so. So, I just want to say, you know, women out there definitely those of you that are listening and that this relates to you, just grab that freebie, and go check out what Wendi's doing. You might want to enroll in that program next time she launches it, or just reach out to her and see how the two of you can collaborate and work together. Before we go, I always like to ask, if I remember, I don't always remember, but I like to ask my guests what emerging fearlessly, the name of this podcast is women emerging fearlessly. What does that mean to you? And where have you like, overcome something to really emerge? Because I feel like women really get inspired when they hear other women that have overcome some of the same obstacles they're facing. And they can look at you and say, Well, she did it, although maybe I could do it too. Because that helped me. When I before I started my business, I looked at women that were over 50, because I thought, well, you know, am I too old kind of thing. And I saw I started looking at all these women that started things in their 50s and 60s and even 70s. And I was like, wow, if they did it, I could do it too. So, I like to bring that in, too, like, what did you do to emerge fearlessly to go after your dream and your passion?

**Wendi Hatton**

Well, so growing up, I played clarinet for most of my life. And so, I had this sort of crutch, like, I can play my clarinet in front of 1000s of people. And then when I got into the coaching industry, I had to take my clarinet away, and start talking to people. And that was totally, I was totally scared and nervous. That was a big, a big adjustment. Because of the clarinet not being there, I was making music. And people were listening to my music, but now people had to start listening to my words. And so that going through the coach, coaching program that I went through, really started with me being able to just effortlessly just come out and just start talking to people just giving people my thoughts and my insights and things. And so, we actually had to have these little tests and things are a little programs that we had to go do. We had to like speak in front of other groups, it was just petrifying for me. And then just doing it over and over just helped me realize that, you know, some of the things that I'm talking about people don't really know about and, and people were actually getting some value out of what it was I was saying. And so, I think that's what the main reason was, because people I've just figured everybody knew what I knew. But turns out not everyone knows what.

**Janelle Anderson**

That's such a common thought it's so interesting,

**Wendi Hatton**

Right? So, once I started thinking about that, and thinking, Oh, I'm going to be actually teaching some people things that, that I know, and they don't. So that's sort of what helped me become less fearful to just speak out. And I'm still working on it, too. But I've come a long way from it.

**Janelle Anderson**

And that's huge. Like, you're right now advertising for my course. Because that's what we do. We have the practice speaking in forming the words speaking them out, and the more you practice, and the more you get used to hearing yourself talk and sharing your ideas and your opinions and what you're thinking and then you start to see how it has value. And that just shows your confidence, you know, to do it some more.

**Wendi Hatton**

Right, exactly. Yeah. So, I didn't realize that about my clarinet. Yeah. Oh, I could. I could do this once I put my clarinet away. But wait, I don't have my blanket or like it anymore.

**Janelle Anderson**

Yeah, it's like this crutch like me and the piano. Like if I'm gone behind the piano and just playing music, I'm good, but then I had to come out from behind that and start talking and teaching and I love that you brought as a thought that you know, well, I think that everybody knows what I know. So, what could I bring a value, but that's not true. You have your own perspective, your experiences, your knowledge, like what you've learned is different from mine. It could be the same topic, but you could have a different perspective, right? And it can teach, and it can help people.

**Wendi Hatton**

There's always different insights. Yeah.

**Janelle Anderson**

Yeah. That's very enlightening. And it can really boost your confidence when you really realize that Oh, my gosh, I have, it's that credibility, like, I have something of value not everybody knows, and people want it. So

**Wendi Hatton**

If people do know it, like you said, it's just a different perspective on it.

**Janelle Anderson**

Yeah. Nobody has your perspective on things. Like, you know, writing a book is one of one a great example, people get stuck, you know, they want to write a book, but then they feel like I went through the same thing like, this has all been said before, you know, what do I have that's any different? But it is different because nobody thinks like I do. Nobody has the experiences that I've had and just let it come through you. And then it's, it's different. And people will like it. You know, not everybody maybe but it's not for everyone. So

**Wendi Hatton**

It's not for everyone, right? For sure.

**Janelle Anderson**

Awesome. Well, if you had to leave our audience with one word of wisdom, what would it be?

**Wendi Hatton**

Oh gosh, I would say shoot for the stars and just go for your dreams. And don't give up and get someone to help you to get there as well.

**Janelle Anderson**

Love it. Yes. Great pearls of wisdom. Oh, thank you again. Wendi, for coming. This has been great fun.

**Wendi Hatton**

Thank you for a great conversation.

**Janelle Anderson**

Yeah. Awesome. Well, everybody, thanks for listening. And as usual, until next time, go out there and be confident, be real, and be you.

I hope you enjoyed that episode and got a lot out of it that will help you on your journey to becoming fearlessly confident. If you would like to know how to work with me, to help you to become fearlessly competent. Just email me Janelle at emerging life coaching.com you can also go to my website. There's lots of great resources on there, including a free mini course called Be confident, be real, be you it's a three-video course with downloadable action guides that will definitely help you to get on this journey to becoming fearlessly confident. My website is emerginglifecoaching.com Thanks for listening and until next time, be fearless. Be confident and be you.