

Below is the structure I use to gain access and always use whether in person, on the phone, in a text or email or through a third party. Let's see how effective my access message is to you!

The Access Message Structure consists of four objectives:

- 1) **Introduction** – Who am I and why am I reaching out to you? My introduction and bio on Mentor Park accomplishes this objective.
- 2) **Active Ping** – Why should the prospect respond to the message? A question or statement such as “How effective and successful is your Prospecting?”
- 3) **Offer Help** – Why should the prospect consider me regarding this issue? A response to the above question could be “I have a proven technique to help you create an effective message to access the right person.
- 4) **Request Access** – What I am recommending as the next step. “Schedule a 30- or 60-minute session and I guarantee you will improve your ability to gain access to potential customers”

Let me know what you think or set up a time to discuss.

Good Selling,
Mike G