

Presto...
ECHO!

Learn how to “echo”
back your customers’
exact words,
thoughts and
feelings so that your
products & services
sell like magic.

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Hey! It's Melissa.

You know when you stumble across something that feels so eerily perfect for you, it's almost like whoever created it is living inside your mind, eavesdropping on your secret thoughts? Like they are “echoing” back words and feelings taken directly from your own mind? Like they totally “get” you?

Have you ever wished you could figure out how to create that kind of psychic-mind-meld connection with your clients and customers (or potential customers) too?

Your wish is about to be granted, because that's what this booklet is all about!

In this free workbook, I will teach you a communication technique called “echoing.”

I'll show you how to “echo” in your blog posts, emails, product and service descriptions and conversations so that your clients and customers think,

- *“She must be psychic.”*
- *“Whoa. She totally gets me.”*
- *“That is my exact situation!!”*
- *“I need to enroll/signup/buy this now!”*

Once you understand how this technique works, you'll be like, “Duh! That's so easy!” and you won't be able to stop echoing... and echoing... and echoing!

Let's dive in...

Picture this...

You receive an email newsletter from a blogger, writer or business owner that you love and you think to yourself, “WHAT? Are you psychic? That’s me! You are writing about my exact situation! It’s like you are reading my mind!!”

You’re listening to a heartbreaking song on the radio and you think to yourself, “Bahhhh! I feel that way too!! ADELE: YOU KNOW ME SO WELL!!!”

A local company rolls out a new service and you’re like, “WTF? How did you know that I’ve always wanted to go to a studio where I can do yoga while being surrounded by cuddly kittens?? Yoga Gods, are you living inside my brain?”

It feels so amazing when a writer, singer, artist, or business owner just “gets” you, in that special, BFF-forever, psychic mind-reader kind of way. Almost like they are “echoing” back exactly what you are secretly thinking and feeling inside.

As a business owner yourself, you might wonder, “How do they do that?”

In a sec, I will show you!

First off...

Definition: what is “echoing”?

Echoing is a communication strategy that allows you to...

- Create work that “resonates” instantly with your intended audience.
- Make people feel like you are a psychic mind-reader who totally “gets” them.
- Sell more products/get more client bookings by mirroring back people’s exact needs and desires—in their own words.

Echoing works... exactly like it sounds.

Step #1 -

A client/customer (or someone you *wish* was your client/customer) expresses a problem, frustration, desire, or question.

Step #2 -

You listen closely and then echo back their need/desire using their *exact wording*.

Step #3 -

That client/customer (and other people just like them, people dealing with that same situation) see/hear your words and think, “You’re reading my mind! That’s exactly how I feel! How did you knooow???”

1... 2... 3. Repeat, repeat, repeat.

Echoing is incredibly simple, yet so many business owners completely forget to do it... or just never learned how!

Let me walk you through a couple of examples to show you how simple echoing can be so that you can start using this strategy asap:

Example #1 - Echoing in a blog post title.

You overhear a woman at your gym say to her friend, “I have always fantasized about running a marathon, but I don’t think I could stay motivated.”

You are a fitness trainer and you’ve heard tons of people express similar feelings, so...

You write a blog post titled:

How to motivate yourself to run a marathon.

Your readers go, “Whaaat? How did you know I needed that?” They love the post, bookmark it, and share it like crazy.

The post is a huge success because you are echoing back your clients’ exact needs/ desires, in their own words, so this post feels custom-tailored for them!

Example #2 - Echoing in a book title/concept.

You are chatting with a friend and he says, “I’ve been feeling so ‘blah’ lately. All I do is get home from work, throw on Netflix, and that’s the whole evening. I like being cozy at home, but I wish I had something more interesting to do in the evenings. My wife is feeling blah, too. We’re both in a rut.”

You’re a relationship coach and helping couples to spice things up and plan fun dates is totally your jam!

You've heard tons of people say that they're tired of just flopping on the couch with Netflix every night—it's a very common situation—so you put together a book called:

365 fun, sexy, cozy date night ideas for couples... that do not involve Netflix.

A husband or wife pops by your website, sees your book, and thinks, "Holy snap! We need that book!" They giggle because they're totally tired of Netflixing every damn night. So true. It's like you are inside their mind!

Example #3 - Echoing in a class/product description.

A client comes into your office complaining about her out-of-control toddler. "He throws tantrums constantly, he never listens, and it's getting totally out of control. Is he a demon child? Am I a bad mom? What can I do?" she says, close to tears.

You're a psychologist and you've heard this exact problem about one million times. It's a persistent dilemma for your clients!

In response, you record an audio-class to help parents learn how to wrangle a super uncooperative kid.

It's time to write a description of the class for your website. You want to echo back the exact phrases that you've heard your clients utter, over and over, so you begin your class description with the following reassurances:

Got a toddler who throws tantrums constantly, never listens, and feels totally out of control?

No, you don't have a "demon child."

No, you're not a "bad mom (or dad)."

And yes, you can get things back under control.

Your next move: take this audio class (just download, listen and learn) and I'll teach you how to set limits, enforce consequences, and communicate with your kid in a way that makes your kid feel safe, secure, and calm.

Learn how a toddler's mind works and what you need to say—and do—to prevent (and stop) tantrums and bring peace back into your home!

A mom (just like your client) visits your website, sees your class description, and thinks, "That is exactly how I feel! Ugh. Thank God. I could totally use this class. Purchasing... now!"

THEIR words, thoughts, and feelings... mirrored back in YOUR titles, concepts, and descriptions... presto! That's how you echo.

When people see their own words, thoughts, and feelings echoed right back—in their own words—it creates that "psychic mind-meld" feeling of connection, trust, excitement, and understanding.

You're showing people, "I see you. I get you. I've got what you're looking for."

Try it today. Start practicing. You won't believe how echoing changes the way that people respond to you and your work.

Presto... Echo!

5 real world examples

Here are 5 savvy companies, service providers and business owners who use echoing in their work—with fab results.

1 -

Brit+Co.

Article: [This Is the Ultimate 5-Step Fitness Routine for #LazyGirls.](#)

Obviously, the peeps at Brit+Co know that their fans love fitness but often feel, um, kinda lazy.

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A fitness routine for lazy girls. Cute, funny, and useful. Readers feel like, “Yasss. That’s me!”

2 -

The Muse.

Article: [Cover Letters Are Hard to Write—But This Template Makes it a Breeze.](#)

The Muse pays close attention to what its readers are wondering about and struggling with. They know that millions of job-hunters hate writing their cover letters. It’s hard!

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A template to make writing a cover letter way less hard. Muse fans feel like, “Finally! Just what I needed.”

3 -

Miranda Lambert’s song: “Automatic”

In this smash-hit country song, Miranda sings nostalgically about the good ol’ days when mail came in a paper envelope, when people worked with their hands, and when something broke, you fixed it instead of throwing it away. Millions of people are feeling “tech burnout” and craving a simpler way of life—and Miranda gets it. She’s feelin’ it too!

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A song that tugs right at your heartstrings, begging for a return to a simpler, sweeter way of life before everything became “automatic.” This is a song that “spoke” to millions on a deep level. (No wonder it earned her a Grammy nomination and earned her a CMT country music award, to boot!)

4 -

Kris Carr’s newsletter sign-up invitation

Kris knows that her website visitors and fans want to feel better, look great, and enjoy a crazy-sexy delicious life... just like her!

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When you visit Kris Carr’s spiffy website, you’re greeted with a simple invitation:

“Want to feel better and look your best?”

Note that Kris does NOT ask, “Want to learn more about the field of naturopathic healthcare, nutrition, and disease prevention?”

She certainly could have chosen to phrase her invitation like that, because it’s an equally accurate summary of her work, but that phrasing probably wouldn’t resonate with her readers very effectively... because that’s not the kind of language that they would use to describe their needs and goals.

So instead, she asks, “Want to feel better and look your best?” because that’s the kind of wording that her customers use/say/think to themselves. She’s echoing it right back!

5 -

Melissa Cassera’s program - OBSESSED (yes! that’s me)

Over the years, I’ve heard so many people say, “OMG, I am obsessed with this blogger I just discovered!” or “This fitness class is my new obsession” or “I can’t stop watching this show... obsessed!” Or “I wish I had customers who were obsessed with my work. Right now it feels like nobody even notices me...”

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I created a program called OBSESSED where I teach business owners, coaches, and consultants how to create an “obsessed fan base” filled with clients and customers who can’t stop talking about you, can’t stop devouring your work, and want to purchase everything you put out the moment it’s available.

Echo-ing works: OBSESSED is sold out until 2017!

Your turn - 5 echoing exercises

1 -

My clients/customers/fans often tell me that they are frustrated about _____.

Echo it back -

To help my clients/customers/fans solve that exact problem, I could create a _____ titled _____ where I share _____.

2 -

I often overhear people (people who could & should be my clients) saying they wish they could _____.

Echo it back -

To help fulfill that exact wish, I could make a _____ called _____ where I teach _____.

3 -

One phrase I hear continually from my clients/customers/fans is “_____.”

Echo it back -

I could take that exact phrase, echo it back, and write a blog post called “_____.”

4 -

One thing my peeps often tell me is, “I feel like I just can’t _____!”

Echo it back -

I could flip that phrase around, turn it into a question, and write something that begins with “Do you feel like you just can’t _____?”

5 -

One thing I often overhear people say is, “I wish I could learn how to _____.”

Echo it back -

I could create a class on that exact topic and echo back their words by saying: “I can teach you how to _____.”

Extra echoes -

Jot down a few more phrases, statements, dilemmas, or questions that you typically hear/overhear from your clients, customers, fans, readers, or people that you *wish* could be your clients and customers:

My people need... _____

My people crave... _____

My people complain about... _____

My people often say... _____

My people wish for... _____

My people email me to ask me about... _____

My people can't seem to figure out how to... _____

My people often request... _____

I've overheard my people talking about... _____

I've overheard my people wishing they had... _____

Echo these back -

Take their words... and respond!

If you ever feel stumped about what to write/teach/produce/offer, start by reviewing the list of statements you just wrote down.

Create things that meet the exact needs/desires that you hear (or overhear).

Hint: if you hear an issue uttered by at least three people, chances are, there are dozens (of not hundreds or thousands) of other people facing a very similar dilemma, too. Pay attention to common situations/complaints and create offerings in response. Echo back people's exact feelings and words. Use *their* language. That's key.

That's how you'll create a "psychic mind-reader" connection with the people in your business audience, almost every single time, and it's also how you'll avoid creating "duds" that nobody seems interested in checking out, reading, or buying.

Start practicing "echoing" in your everyday communication and pretty soon, you'll do it without even thinking about it. Second nature. Just like typing or smiling. Like magic.

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xo.

Melissa