

**MODULE 2: LESSON 3-7**

# **5 ADVANCED EMPATHY EXERCISES SUPPLEMENT**





## *Exercise 1: The Moment of Highest Tension*

### **Assignment:**

Pretend you're a fly on the wall watching the scene play out.

Be as vivid and 3-Dimensional as possible.

Engage all the senses.

Who's present? Who's with your prospect? Where are they? What do their faces look like?

What triggers the moment of despair?

How did we go from everything being OK to nothing being OK.

What's the internal dialogue in that moment? How are they blaming themselves? Or falling into self-loathing or victimhood?

What are the EXACT words of that internal monologue?

Ex. In copywriting - the moment of highest tension is when you're excited about a launch - you're building a funnel, and then your project manager or funnel strategist shows it to you on a map, and there are 10, 20 or 40 of

those little “email” icons.

You’ve already committed your launch dates to your team, your audience and your launch partners.

Then you get on Skype or Zoom to hire a copywriter and realize that they’re either all crazy expensive, and even if you could hire one, there’s no way they could get onboarded and deliver on your 2 week timeline.

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## ***Exercise 2: “The PERFECT Testimonial”***

### **Assignment:**

It’s 8-12 weeks after someone joined your program or purchased your service. They’re SO satisfied and blown away by the experience that they decided to write you a glowing “thank you” email (something they never do).

### **About:**

What does the email say?

Who’s it from? (give him a name and age)

What was the before/after?

What was the “impossible” that is now a reality?

What’s the impact of that new reality on this person’s family, kids, career, wealth, ambition, safety, etc.

What was the unexpected mechanism for achieving that result?

What objections and skepticism did they have to get over (about you, your methods, their own capacity) to allow for that change?

Be as VIVID and SPECIFIC as possible.

## Template:

Hey!

Just wanted to reach out with some AMAZING news...

Yesterday... (describe in full detail the MAIN tangible outcome and how it impacted all stakeholders in that person's life).

Which is pretty awesome!

But more than anything, I'm grateful and relieved that (describe main emotional outcome).

And this is just the start!

I'm hoping to build upon this initial success, and eventually (long term tangible outcome).

Which I know would REALLY (long term emotional benefit).

Anyway - can't thank you enough for all your training and support!

It's pretty hard to believe that only a few months ago I was totally stuck...  
... (moment of highest tension)

Thinking that the only way to overcome (the problem) would be to (old/outdated/ineffective way of doing things aka "a sacred cow with sour milk").

More than anything - just wanted to thank you for showing me another way was possible - and delivering on it!

A lot of people pay lip service to that.

But you and your program really delivered.

Especially (feature of product that has a unique mechanism or way of doing things).

All my best,

Alexa

PS. You probably hear this all the time but (what you and your program is BEST known for).

Which is a lot more than (your biggest competitor) can say ;)



## *Exercise 3: The Mic–Stand Moment:*

### **Assignment:**

Imagine that you're hosting a live event to support your product or program.

You're meeting hundreds of your clients for the first time -- you open the floor, and ask anybody willing to share their experience to come up to the mic stand.

Your perfect client eagerly rushes up to the stand.

Takes a moment to compose him/herself.

And then opens up...

- What made them join?
- What was their starting point?
- What previous challenges were they having in relation to this outcome?
- What does their life look like now?
- And why are they SO grateful and happy that they took you up on your offer?
- What would they be saying that would make YOU, as the creator, feel completely fulfilled. Like you achieved the highest possible outcome with your product/offer.



## *Exercise 4: The Champagne Clink:*

### **Assignment:**

If you were to send a bottle of champagne to a recent client of yours -- and plan to have a virtual clink over Skype or Zoom to celebrate their success...

- What would they be sharing?
- What was their starting point?
- What exactly would you be celebrating?
- What amazing results and highly detailed outcomes could they be sharing that would even surprise YOU as the creator?

### **Bonus Tip:**

This doesn't have to be just a visualization. I highly encourage you to find a way to celebrate your client's success in unexpected ways.

If it feels appropriate for your business/tribe, DO send a celebration gift (champagne, wine, chocolate, etc.) with a handwritten note and a printed link to your booking app (ie calendly) so they can schedule a celebration call with you.

Record the call, have it transcribed, and use a color coding system to highlight various sections.

**Orange** = Pain / MOHT / Past failures

**Green** = Success / Wins / Outcomes / MOHP

**Yellow** = Initial points of hesitation / resistance / initial objections.





## *Exercise 5: The Million Dollar Bet*

### **Assignment:**

This exercise is about you getting crystal clear about who's a PERFECT fit for your product or service. No room for compromise here. If you had to put your money where your mouth is and actually BET a million bucks on the client achieving the promised outcome, what criteria would you be looking for:

- What have they already tried / failed at?
- What have they already accomplished?
- What are they currently doing in their day-to-day to demonstrate existing commitment in solving this problem?
- What are they doing that gives you confidence in their ability to succeed?
- What's their attitudinal or emotional state that gives you confidence?