

SO WHAT?

How to Communicate What Really Matters to Your Audience

MARK MAGNACCA

Every time you make a sales presentation...craft a resume...try to persuade *anyone* about *anything*...there's one question you simply must answer: **So What?**

That's what the people you're talking to care about. That's what they need to know. Tell them that—quickly, convincingly, powerfully—and watch them respond by saying, “I love it, I want it, and I'll buy it.”

Knowing this is one thing. Doing it—*that's* something else altogether. In this book, Mark Magnacca shows you exactly how to do it—every *single time*.

Here are the breakthrough techniques Magnacca's taught to thousands of the world's top salespeople...techniques that make average persuaders into great ones and great persuaders into legends. You'll use these skills nonstop: to sell better, achieve more, grow your business, inspire your colleagues, improve your relationships, and *transform your life!*

Refocus on your audience and stay focused on them—*automatically!*

Master the new communication habits that can supercharge your effectiveness

The “So What Test”: What it is and how to use it

How to make sure everything you say matters to the people you're talking to

Create your own “So What Positioning Statement”

Don't just differentiate yourself—make yourself fascinating

Not all benefits are created equal

Focus on the benefits that make the deepest emotional connection

From George Lucas to Steve Jobs to Ronald Reagan

Practical, usable lessons from the world's greatest communicators

"SHARPEN YOUR INTEREST IN TWO MAJOR SUBJECTS: LIFE AND PEOPLE. YOU WILL ONLY GATHER INFORMATION FROM A SOURCE IF YOU ARE INTERESTED IN IT."

—JIM ROHN

CHAPTER 1

**WHAT YOU NEED TO KNOW
IN 850 WORDS**

The people you are trying to communicate with, sell to, or reach don't really care about you, or what you have to offer, until they know how what you have can benefit them.

If you keep that in mind every time you make a speech, do a sales presentation, write a client a memo, or simply talk to someone in the hallway, you will do the following:

- ▶ Engage your audience because you are more relevant.
- ▶ Make more money.
- ▶ Get what you want in life.

In other words, if you help enough people get what they want, by showing or explaining how what you have can benefit them, you can have anything you want.

It's that simple. But don't let the simplicity fool you. This is a seductively straightforward idea that up until now has been very difficult to actually apply.

The reason? Most of us have not been trained to think this way. We've been taught when it comes to communicating, "it is all about us" rather than "it's all about them." We often think it's all about the words

we use, the way we look, and showing how smart we are.

As a result, when we talk to people, we say (directly or otherwise), “I’m going to tell you about my product, my service, my idea, my campaign.”

During much of the twentieth century, that approach worked pretty well. The people we were talking to had a limited number of options when it came to getting information, and so they were willing to put up with a lot, since the alternative—going to the library or making lots of phone calls—was difficult.

But that was then. Today, when anyone can find just about anything with just a couple of clicks on a search engine like Google, that way of thinking is hopelessly outdated.

This is not to say that making your message all about you never works. You may be able to think of examples where somebody talked about themselves and only what was important to them, and you were still interested. But that said, I bet you can’t come up with many.

In the pages ahead, you will see how people like George Lucas, Ronald Reagan, Steve Jobs, and John F. Kennedy instinctively used the So What Question to their advantage—and ours. They focused on what

was important to their audience and were remarkably effective as a result.

You might be thinking, “How can I possibly do what any of them have done?” Well, that’s where I come in.

You are going to learn ten ways to apply this powerful idea that will help you automatically change the way you communicate with people, from “here’s-what-I-want-to-have-happen” to “here’s-how-my-message-can-benefit-you (my audience).”

I will show you how to stay on track by focusing on what matters most to your audience, so they quickly understand the benefit to them and what you are offering.

The net result of reading this book is that you will instinctively know the best way to communicate your message to engage your audience so that they want to follow you.

I wish I could tell you that the ideas I will be sharing with you are something I always knew and used. But that’s not true. In fact, I have come to understand the power of the **So What Question** based on studying my own mistakes, as well as the communication mistakes—and successes—of people who have helped change our world.

PRACTICING WHAT I PREACH

This book is organized in a way that is designed to benefit you most. Each chapter will help you understand **WHY** the So What Question matters in your life and business, and then give you specific tools to show you **HOW** to apply what you've learned. Read this book in any order you choose—cover to cover, or skipping around to solve a specific problem you may have, or any way in between.

No matter how you read this book, by the time you are done, you will come to understand that if you can anticipate—and address—the So What Question that is always in your audience's mind, you will be much more successful in business and in life. (Yep, the So What Question works in more than just your business.)

I realize this seems like a big promise, but what I will be sharing with you has already been tested on people just like you—people who had goals they wanted to accomplish, products and services they wanted to sell, income they wanted to generate, and ideas they wanted to become reality.

They succeeded.

And you can, too.

Let's begin.

TAKE-AWAY IDEAS

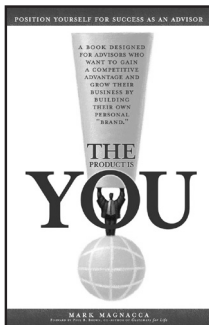
- 1.** The people you are trying to communicate with, sell to, or reach don't really care about you, or what you have to offer, until they know how what you have can benefit them.
- 2.** I want to tell you about my product, my service, my campaign.... This approach worked in the twentieth century, but is now outdated.
- 3.** Adopt this new way of thinking...and the payoff will be an engaged audience, more money, and getting what you want in life.



MARK MAGNACCA is President of Insight Development Group, a leading sales training, coaching, and consulting company that helps top sales and management teams become even more effective. His clients have included EMC, Pacific Life, Pioneer Investments, Blue Cross Blue Shield, and a wide range of executives and entrepreneurs around the world.

Magnacca is author of *The Product Is You*, a book that has helped thousands of financial advisors create a personal brand and effectively articulate their value proposition. His work has been featured in *The New York Times*, *The Wall Street Journal*, *USA Today*, on CNN, Fox, ABC News, and MTV. He speaks to thousands of people each year as a keynote presenter and seminar leader.

LOOK FOR



This companion book, *The Product Is You*, is designed to help you grow your business by building your own brand.

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Supercharge Your Success by Answering
the One Question That Everyone Cares About:

SO WHAT?

Answer the **“So What?”** question quickly,
succinctly, convincingly—*every time!*

.....

**Practical techniques, examples,
and exercises proven with
thousands of winning salespeople.**

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**Straight from Mark Magnacca, one of
the world’s leading sales consultants.**

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**For *all* your personal interactions—in
business and in life!**

It’s tough, but true—the people you’re trying to communicate with, sell to, or convince don’t really care about you. Nor do they care what you’re offering them—*until they understand exactly how it’ll benefit them.* If you recognize that one hard, cold fact—and you know what to do about it—you’ll make more money, achieve greater success, and even have more fun!

In this book, world-renowned sales consultant Mark Magnacca shows you how to answer the “So What?” question brilliantly, every time—no matter who’s asking it or what you’re trying to achieve. This book will transform the way you communicate: You’ll use it every day to get *what you want—in business and in life!*

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