

**How Free is Sabotaging Your Success**

**...DISCOVER HOW TO TAKE BACK CONTROL**

Presented by:



**Sharon Hayes**

# About Sharon



- ✓ Built multiple businesses over 20+ years in various areas
- ✓ Has had high-profile clients including Porsche, IBM and many others
- ✓ Prominent in social media with almost 140,000 Twitter followers, featured on HubSpot and Huffington Post



**Sharon Hayes**

# What You'll Discover During This Session



- ✓ The 7 Reasons Why I Can't Do Free (and why you shouldn't either!)
- ✓ The psychological issues associated with free requests
- ✓ Why people ask you for free help (the real reason may shock you!)
- ✓ The Litmus Test (this one can remove guilt when saying "no")
- ✓ How to generate quality prospects that translate to paid business
- ✓ Creating your Personal Playbook



**Sharon Hayes**

# Special Bonus



Stay on this webinar until the end  
for a **very special bonus!**



**Sharon Hayes**

# My Story



- ✓ I've always intentionally been an "under the radar" type person
- ✓ That changed in 2008 thanks to social media prominence
- ✓ Requests for free help skyrocketed
- ✓ I found it difficult to say "no"
- ✓ Spent more and more time on social media and helping people



**Sharon Hayes**

# My Story



- ✓ I felt **trapped!**
  - ✓ The number of hours I was working had **doubled**
  - ✓ I was making **less money than ever**
  - ✓ People kept coming back **expecting** free help
  - ✓ People would gripe that I didn't give them enough time
  - ✓ I'd spend time helping people who did nothing with the assistance I provided



**Sharon Hayes**

# My Story



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**Sharon Hayes**

The situation just **sucked.**



# What did I do?



- ✓ I researched a lot
- ✓ I watched what other people were doing
- ✓ I read a lot of psychology books
- ✓ I came up with a personal game plan
- ✓ I implemented it
- ✓ I tweaked it



**Sharon Hayes**

# The end result?



- ✓ I was a lot happier
- ✓ I was able to spend a lot less time on "free"
- ✓ The free things I did do were tied into income-generating activities
- ✓ My non-work time went back to **my** passions rather than someone else's



**Sharon Hayes**

# What I hope to accomplish here today



- ✓ Help you understand how giving things away all the time can hurt
- ✓ PLUS how it can be working **against** you rather than **for** you when building your business
- ✓ Go through psychological and emotional issues of “free”
- ✓ Give you some ideas to relieve stress when it comes to free requests



**Sharon Hayes**

**As soon as you're finished...**



You'll feel **much more relaxed, confident** and **have a solid understanding** of what you need to do moving forward



**Sharon Hayes**

# 7 Reasons Why I Can't Do Free (and why you shouldn't either)



## 1. The Time It Takes

- ✓ Many people asking for “free” don’t consider the time involved
- ✓ 30 minutes/person x 3 = 90 minutes/week
- ✓ x 52 weeks = 78 hours/year
- ✓ x \$50 hourly rate = \$3,900/year
- ✓ Barely enough time as it is to do the things **you** need to get done!



**Sharon Hayes**

# 7 Reasons Why I Can't Do Free (and why you shouldn't either)



## 2. It Takes Away from Your Paying Customers

- ✓ Often these “free” requests = what our customers **pay** for
- ✓ How would those customers feel?
- ✓ You can lose long-time customers if they find out



**Sharon Hayes**

# 7 Reasons Why I Can't Do Free (and why you shouldn't either)



## 3. It Zaps Your Creative Juice

- ✓ You only have so many truly productive hours in a day
- ✓ You deplete those hours at a faster rate when you shift gears frequently
- ✓ Helping on free requests is by no means mental downtime vs. other social media activities



**Sharon Hayes**

# 7 Reasons Why I Can't Do Free (and why you shouldn't either)



## 4. Most People Don't Value Things They Get for Free

- ✓ It's rare that they take action after you help them
- ✓ They lose their enthusiasm
- ✓ Some DO sincerely value free assistance, but should you provide it to everyone who asks because of those few people? **No.**



**Sharon Hayes**



# 7 Reasons Why I Can't Do Free (and why you shouldn't either)



## 5. I'm a Professional Who Works Online

- ✓ I've paid my dues
- ✓ My knowledge and expertise have value
- ✓ It may have taken me 2,000+ working hours to have the knowledge to answer a question
- ✓ You'd not expect a doctor, lawyer, accountant or other professional to give free assistance – why me?
- ✓ **If you don't value your experience, it will be difficult to get others to**



**Sharon Hayes**

# 7 Reasons Why I Can't Do Free (and why you shouldn't either)



## 6. It Doesn't Stop at One Request

- ✓ A week, days, even hours later, they want even more free help
- ✓ The nicer you are, the more frequently they'll come for help
- ✓ Once you open the door, to giving free help, it's more difficult for a "no" to be well received



**Sharon Hayes**

# 7 Reasons Why I Can't Do Free (and why you shouldn't either)



## 7. Quality Control, Responsibility and Reputation Issues

- ✓ It's impossible to do things for free and maintain the same level of quality
- ✓ You can open yourself up to responsibility issues
- ✓ If you rush your advice and they act on it with bad results, what damage can be done to your reputation?



**Sharon Hayes**

# Focusing on The Big Picture



- ✓ We're usually so focused on the here and now and not wanting to disappoint other people
- ✓ We forget about the bad that fulfilling free requests can bring
  - ✓ We lose time and energy
  - ✓ We aren't *really* helping them
  - ✓ We may be hurting those we care about
  - ✓ We may be damaging our business/reputation
  - ✓ ...and so much more



**Sharon Hayes**

# The Psychological Issues Associated with Free Requests



- ✓ On the handout, take a minute to list at least 5 emotions/feelings you have regarding free requests
  - ✓ Examples: Anxiety, stress, overwhelm, not wanting to disappoint



**Sharon Hayes**

# The Psychological Issues Associated with Free Requests



- ✓ Most of these feelings are unwarranted
- ✓ Possible outcomes
  - ✓ List at least 3 things that run through your head when you think of saying no
  - ✓ Examples: You'll lose your friendship with them, they'll tell other people you're mean or they'll say no to you in the future
- ✓ Is this what would **really** happen? No.



**Sharon Hayes**

# Why People Ask You for Free Help (The real reason may shock you)



## Reason #1: Bonding

- ✓ Friend, relative or even a stranger may believe it can bring the two of you closer

## Reason #2: False Proximity

- ✓ Common in social media
- ✓ They think nothing of asking you for free help even if they don't know you



**Sharon Hayes**

# Why People Ask You for Free Help

(The real reason may shock you)



- ✓ At least **2/3** of the requests I receive fall into one of these two categories
- ✓ One of the challenges: What do you do when it's someone close?



**Sharon Hayes**



# The Litmus Test

## (How to remove guilt when saying “no”)



- ✓ Give them something to do that is task-oriented regarding what they are asking for help with
- ✓ Ask them to come back to you to talk about the next step when they're done
- ✓ Most of the time, they won't follow through with the task
  - ✓ That saves you from having to say “no”
- ✓ You can remind them that you need the task done before you can help them



**Sharon Hayes**

# How to Generate Quality Prospects When Asked for Free Help



Refine your answer to what you do

- ✓ Ask if you can ask them a question
- ✓ "I help people who (have a certain problem)"
- ✓ Add on how you solve the problem
- ✓ Ask if they know anyone who has the problem that you solve
- ✓ Write down your revised Pitch and Close on the handout and memorize it



**Sharon Hayes**

# Creating Your Personal Playbook



- ✓ Creating your script – knowing how to respond to people before you're in an actual situation
- ✓ Helps reduce stress, anxiety and feeling put on the spot



**Sharon Hayes**

# The “No Script”

## Used When You Can’t Do Something



- ✓ For when you are unable to fulfill the request
- ✓ First, acknowledge the importance of their request
- ✓ Then decline it politely
- ✓ In some cases, you may want to offer an alternate resource



**Sharon Hayes**

# The “Insert Question Script”

Where you have free information available

- ✓ Keep a list of free information you provide handy for these cases
- ✓ First, acknowledge the importance of their request
- ✓ Point them to your free resource that answers their question
- ✓ Provide them with a link to your paid service in case they need more personal assistance



**Sharon Hayes**

# The “Can I Pick Your Brain Scripts”



- ✓ You can say you're not available and direct them to your paid programs or products that are designed to help
- ✓ “I don't have time unless it's for business. If you'd like a consultation, my rate is \$X per hour”
  - ✓ Consider setting up online payment and booking with [BookFresh.com](https://www.BookFresh.com) or [Bookeo.com](https://www.Bookeo.com)
- ✓ Tell them you have a really heavy workload and ask if they're interested in becoming a paid client



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# The “Can We Do Lunch to Network Script”



- ✓ Adapt this to your own circumstances
- ✓ “I’d love to do lunch but I’m booked solid for the next couple of weeks. I’m sure it would be fun and maybe we can connect at some future event.”
  - ✓ If they mention a specific time in the future, respond with “I don’t plan that far out for social lunches since I have to keep my time available for paid business meetings.”



**Sharon Hayes**

# Creating Your Personal Playbook



- ✓ Spend some time coming up with your own variations of scripts to make up your personal playbook
- ✓ It's **much** easier to handle incoming requests when you have them ready



**Sharon Hayes**



# The Converting Free to Paid Program



- ✓ Originally wrote "7 Reasons Why I Can't Do Free" about a year ago
- ✓ It resonated with a lot of people
  - ✓ Over 1,000 social shares within 24 hours!
- ✓ I realized a lot of people needed help and put together the Converting Free to Paid program based on the questions and comments I received



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## Do you find yourself frazzled by...



- ✓ Not being able to say no to people because of not being prepared?
- ✓ Not knowing when to draw the line between free and paid?
- ✓ Not knowing what you should be giving away and what you should charge for?
- ✓ Not knowing how you can use free to generate paid business?



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## Questions answered like:



- ✓ How can I avoid being put on the spot when people ask for help?
- ✓ Where do I draw the line between free and paid?
- ✓ How can I say no without upsetting him/her?
- ✓ How can I get comfortable with telling people this is my work, I charge \$XXX and convert them to a paying client?
- ✓ How can I use freebies to get paying business?
- ✓ How can I make money from those who need help but can't afford my rates?
- ✓ How can I avoid the frustration of helping people who need/ask for it and then they don't follow through?



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# Program Overview



- ✓ 3 weekly modules
- ✓ Pick My Brain Q&A session
- ✓ PDF files for making notes
- ✓ Worksheets to take action
- ✓ Bonus: Product Creation Video Series



**Sharon Hayes**

# Module 1 – Laying the Foundation



- ✓ Understanding why we have issues offering free help from an emotional standpoint & why it causes stress
- ✓ Laying out a game plan for using relationship-based rules for free versus paid
- ✓ Know what you should be charging for and what you should be giving away
- ✓ How do things differ for a start-up getting established versus an existing business
- ✓ When should you offer a free consult and under what circumstances
- ✓ How bartering, masterminds and swaps can fit into your game plan



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# Module 2 – Show Me The Money



- ✓ Developing a marketing funnel that helps you monetize more “free” requests
- ✓ Creating products below your “hourly” rate to ease people in
- ✓ Ways to package your knowledge & expertise
- ✓ How to use “free” requests to generate more paying leads
- ✓ How putting out more “free” can help you build a mailing list of hungry prospects
- ✓ How to use FAQ pages and Q&A posts



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## Module 3 – Be Prepared



- ✓ Preparing responses to help handle phone or in-person requests without panic
- ✓ Learning how to say “no” gracefully
- ✓ How to phrase communications to elicit the right response



**Sharon Hayes**

# Personal Guarantee



**30 minutes or 30 days** – no questions asked guarantee!



**Sharon Hayes**





**Frithjof Petscheleit**

July 12, 2012 at 2:23pm near Kelowna, British Columbia · 🌐

Wow - learned a lot today (no, not from that over-hyped Hubspot webinar) I took the first Part of Sharon Hayes' course "Free to Paid" This is seriously exactly the stuff I need and I know that a lot of my fellow consultants could benefit from it too! Jump on board, it's not too late!



**Programs**

[www.sharonhayes.com](http://www.sharonhayes.com)

In this comprehensive webinar series, you'll learn how to draw the line between free and paid, create new revenue streams and reduce your stress level.

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# Webinar Attendees Bonus



<http://convertingfreetopaid.com/bonus>

**Save \$50** and get a free ticket to “Earn More Doing Less” Summer Session - **\$97 value**



**Sharon Hayes**

# Questions & Answer Session



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