



PARTICIPANT WORKBOOK HANDOUT

MODULE 6

By
Elisabeth Allen
&
Frank Bonura

Please visit www.EconomyOfOne.com

Copyright © 2018, 2020
by Elisabeth Allen and Frank Bonura

Published by MarketSmartz Books, Kansas City, MO

No part of this publication, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under sections 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher.

Module Six: The Yellow-Blue-Red (YBR)

Exercise 1: Choose Five Whites

Look at your MAP and choose five people you already know who are most likely to:

- Introduce you to a person you want to know
- Or, lead to an unknown opportunity

1.

2.

3.

4.

5.

With a partner, talk about who you chose:

- Why do you think these five people are most likely to give you a helpful introduction? In talking with these 5, are you farming existing relationships or hunting?
- Who are you ultimately aiming to reach on your list of people you want to know? (You could be aiming to reach a type of person by title, or within a specific industry, instead of a specific name, unless you have been provided one.)

Suggested Approach to Whites

- Initial Email (direct, open and specific ask). Warning: do not send mass email at all
- Offer specific times to meet or call
- Meet – Identify at the meeting a specific way you can help them and then follow through
- Follow-up and Thank you

Exercise 2: Practice Your Approach

- Write your initial email to one of your chosen Whites
- Share it with a partner (playing the role of your White)
- Have a mock meeting
- Ask for constructive feedback from your accountability partner

Exercise 3: Set Up An Initial YBR, What Does It Tell You?

Use the second Excel spreadsheet you set up when you set up your MAP. Enter the following headers:

- Name of Project/ Job/ Opportunity:
- Key Contact:
- 8 Question Answers:
- Next Action:
- Notes:

Once done with headers, add all the projects/ proposals or jobs that you are pursuing right now. Think very carefully about the yellow, blue and red color code definitions. Apply these colors over the otherwise White spreadsheet you are working from. What does the distribution of the colors tell you about yourself? Provided you have the time, every week you should meet with 5 Whites, with hope you identify 2 Yellows, and perhaps a Blue or Red. These are realistic productivity goals.

Sample YBR

Color	Opportunity Name	Contact Name	Email	How I Found	Next Action	Results	Next Action/ Call Back	Anticipated Start
Red	Contract Work@ Sprint	Debbie Mae	dmae@sprint.com	Intro from Bill Moss	Send Thank You w/ case studies of value	Debbie wants me to meet her department managers	02/03	4/22
Red	Full-Time Internship	Frank Meyer	Fmeyer@abc.com	Intro Sue Klein	Send portfolio	Skype Interview	01/23	Summer
Blue	Full time Internship	Bob Sands	Bsands@Bizco.com	Professor Blake Recommendation	Find out if my skills are a fit	Fill out online application	01/04	Summer
Blue	Project with Bank Marketing Dept	Mary Kate, Regional Director	Mkate@ABS.com	Intro from Bob Sheldon	Ask about hourly fee rate	Submit proposal for work / scope of project	Due 5/14	?
Yellow	Part-Time Work	Sara Treanor	Streanor@mac.com	My Dad knows Bob Felding, President	Who is the decision maker?	Learned their definition of success	04/02	?
Yellow	New Position, Maggie Moos Marketing Dept	David Frank	Dfrank@Moo.com	Recommended by Mom's friend, Allison	Thank Allison. Find out scope of work	Send customized letter of value to David Frank, ask to meet him for portfolio review	?	?
White	Informational Interview	Dorrie Clark	Dclark@Acme.com	Industry Expert	Send her detailed thank you	Nurture this relationship and expand. Send to her any relevant research	01/12	

Participant Workbook Handout – Module 6

Exercise 4: Freedom From Fear

Take five minutes and explore your biggest fear about approaching Whites on your MAP, and in moving YBR's forward. List your thoughts, emotions, and likely behaviors if you listen to this fear. What lie does this fear tell you about who you are?

Thoughts on Whites: (Example: "No one will help me. Why should they?")

Emotions: (Example: "ashamed, afraid, vulnerable")

Behaviors: (Example: "avoid calling, apologize for calling, looking down (no eye contact)")

Root Lie: (Example: "I am not worth their time.")

Below the root lie, write its opposite—the truth—that affirms who you are:
Truth: (Example: “I am worthy of their friendship, time and professional partnership.”)

If you believe this, how will you feel? Think? Act?

As you think about the role of Prospector, Technical Expert, and Closer, what does your current YBR tell you about your respective personal strengths or weaknesses as they relate to these three roles and distribution of color on your initial YBR? How can your accountability group help you to change behaviors to address a lack of Yellows, Blues and Reds?

Accountability Meeting Agenda

:00 Review

- Major events: each person chooses highlights that illustrate progress
- Homework review and update your YBR. What does it indicate to you about the health of your opportunity pipeline? Do you see too many Yellows? Lack of Blues or Reds? How should this impact how you use your time moving forward?

:15 Discuss

- What you have learned so far in your approach to White contacts?
- Who did you approach and how? What worked or did not work?
- Role-play your approach as a Prospector, Technical Expert and Closer. Get feedback from your accountability partners about your strengths, weaknesses and areas for growth or expansion of skills

:35 Homework

- Schedule next steps for YBR opportunities
- Review what you know today about the 8 questions and Blue opportunities
- Deadlines, next steps and call back dates?
- How you will measure success this week?
- Goals?
- How will I focus on becoming more aware of my attitudes and behaviors throughout the week? What is working and what is not?

:55 Scoring and Closing Encouragement

- Update your efforts from this past week in terms of new Yellows, Blues, Reds or Greens
- End with encouragement, and identify and discuss one thing about each person in the accountability group that is noticeably improving

Assignments for Next Session:

- Continue to build YBR and make progress with your MAP
- Read Module 7: Leaving A Good Footprint
- Meet with your accountability partner