

CREATING URGENCY

ASK Yourself...

- What significant advantage is there in waiting to start class?
- How will waiting to start school make my life better?
- What date do you want to graduate?
- If you had a friend who told you they wanted to go to school, but kept putting it off, what would you say to this person?
- How will my life change once I earn my degree?
- Is the anxiety of starting school greater than, the anxiety of not achieving my goals?

Words of Wisdom...

- There will always be a reason to put off finishing your degree (family, stress, life crisis)
- If you wait for all the lights to be green, you will never reach your goals because the lights will never all be green
- It doesn't get any better later, it just gets later
- There is a way around every obstacle so if you want your degree, you can have it and I will show you how to make it possible

Rules to Remember...

- Never pressure a student to PUSH them into applying to AU but instead, use pressure to PREVENT them from procrastinating
- You vs. I theory. A student will listen more when you use the word "You" vs. "I" Keep it all about them and their goals - not you and yours!
- Never manufacture urgency. Ex: I need your application so I can present it to the Dean. Or, I need you to get this to me by 3pm so I can get you the book voucher but do give them a reason to get their application in ASAP.
- SW Equation- Some Will, Some Won't, So What? Stop Whining! Someone's Waiting.

Learn all about the "W's"

- What obstacles does your student foresee preventing them from starting/continuing/staying motivated?
- What can you do to help when that happens?
- What changes will they need to make to accomplish their goals?
- Who is supporting their decision to start school?
- Who is not?
- Who can they turn to for inspiration?
- Why is this important to them?
- Why now?
- Why not before?
- When do they want to graduate?
- When do they want to stop talking about this and get started?