

# Getting Past the Gatekeeper

## Golden Rules

### Be nice and human

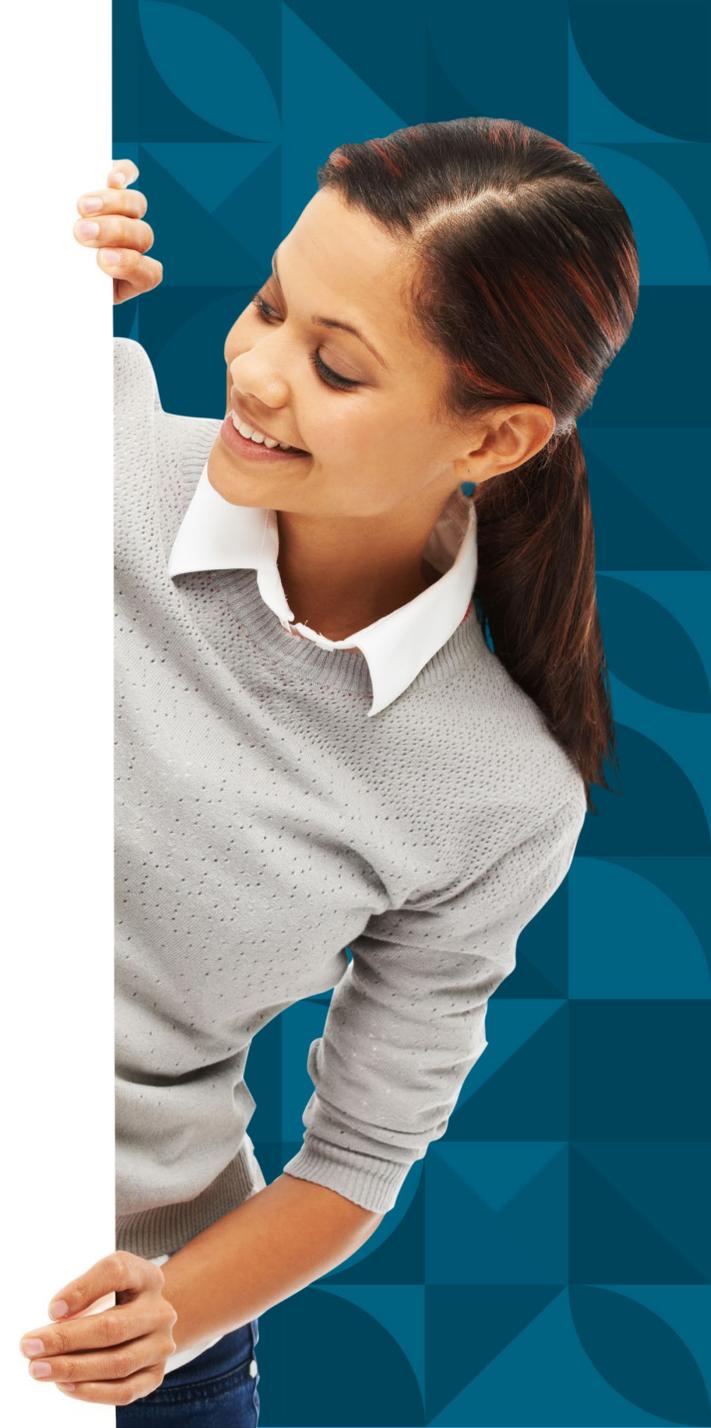
- Always ask the gatekeeper's name and shake hands if appropriate.
- Make small talk or notice something personal in their workspace.  
*Example:* "I see you have a [sports team mug / plant / family photo] Big fan?"

### Avoid trigger words

- Don't say you want to talk to the Decision maker, owner, or about advertising upfront.
- Focus on curiosity and learning first.

### Connect personally

- Reference previous interactions: "We met briefly when I dropped off a note last week..."
- Ask about their perspective— this validates their role and expertise.
- Pay attention: Watch their body language and energy. Adjust tone to match.
- Be brief: Keep initial interactions under 60 seconds; respect their time.





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## Techniques & Scripts

### A. The Expert Flattery Approach

*"Hi [Name], I was following up on a note I sent to [Decision Maker], but honestly, you probably know more about what's going on than anyone else. Can I get your quick read before I waste their time?"*

**Why it works: It positions the gatekeeper as knowledgeable and valued, rather than a roadblock.**

### B. The Curiosity Hook

*"Hey [Name], I'm trying to get a sense of how you guys handle [specific business challenge, e.g., leads, bookings, or marketing]. Could you give me a quick perspective?"*

**Why it works: You're asking for guidance, not a meeting, lowering defensiveness.**

### C. The Observation Connection

*"I noticed your [award, desk item, team photo]. Looks like you guys are doing some great work! I'd love to hear how you approach [relevant business topic]. Could you share your insight before I bother [Decision Maker]?"*

**Why it works: You're connecting on something personal or contextual, creating rapport.**