



## **Setter Frameworks: B2C**

### **KEEP IN MIND**

*This is a framework . Adding touches before/after/middle of script/framing is **KEY**  
Try not to ask questions mentioned in whatever opt-in or form they filled out rather  
lightly acknowledging it and using it as ammunition later on.*

### **FRAMING**

Intro

Discovery

Personal Goals

Income Goals

Income Testimonial

Budget Qualifier

Intro to Booking

### **INBOUND OPT IN : SMS OUTREACH**

Works for text and phone setting.

Is this “lead name?”

Wait for reply... then script begins

#### **Intro 1**

It's XXXX with Anthony reaching out about the mentorship. got a couple slots left to fill , so  
were you serious about starting an online business ?

- so were you actually serious about : INSERT WHAT THEIR GOAL IS ON  
APPLICATION

Works for text and phone set



## **Intro Example**

:

**It's Leo, Anthony's business partner reaching out about the mentorship, so what peaked your interest and made you apply ?**

## **Discovery 1**

Give me a little more context about yourself

Your age, your work and what got you interested in possibly having a mentor?

^^ super light way to get valuable information without sounding creeping or invasive

## **Discovery 2**

**so give me a little more context about yourself. What do you currently do for work ?**

## **Personal Goals 1**

## **Personal Goals 2**

What made you apply for Anthony's mentorship in the first place? are you looking to add another stream of income or replace your current job?

## **Income Goals 1**

love that, and let's say we got you started, how much would you want to be making monthly 3-6 months from now?

## **Income Goals 2**

Lets say we got you started and you start crushing it, how much would you want to be making monthly 3-6 months from now? Realistically of course lol

## **Income Testimonials 1**



Those are solid goals, for reference, we have some students making 6-12k and some making over 50k/mo in that time frame. but as you know it doesn't happen overnight so where do you think you'd need the most help to make that happen?

### **Income Testimonials 2**

Solid goals . By the way , we got students making over 10k and some doing over 50k a month in that time frame. But of course , it doesn't happen overnight. Where do you think you'd need the most help to make that happen?

**AFTER INCOME TESTIMONIALS REASSURANCE ( Can be sent accordingly sometimes at the start**

### **Reassuring no experience**

Most of students are beginners, as long as your dedicated and willing to learn, that's what we look for

### **Light Budget Qualifier 1**

i do want to be transparent here tho, not trying to put you in a bad financial position. This is an online business so it does take funds to get started. How much do you even have set aside to be able to invest at the moment? helps if your credit is solid too

### **Light Budget Qualifier 2**

your time and dedication is gonna be key to being successful, but like any business you start in life, you also need money to make money, are you in a position to invest in your own online business right now, but most importantly dedicate your time?

### **Light Budget Qualifier 3**

let's see if we can make something happen for you bro, in terms of funding your business if we were to help you get started what budget are you currently working with?



#### **Light Budget Qualifier 4**

your time and dedication is gonna be key to being successful, but like any business you start in life, you also need money to make money, in terms of funding, what are you currently working with? Helps if your credit is solid too

#### **Hard Budget Qualifier 1 ( ONLY USE IF YOU HAVE TOO ) - Scares people off**

The success doesn't just happen overnight. It takes around 2-5k to get your store funded. Helps if you have a decent credit score above 670

#### **Credit Check 1**

Also possible if you have a decent credit score above 670 , is that doable for you ?

#### **Pre-call Question 1**

You got a few minutes to watch a quick video to have a better understanding before I reserve you a slot for enrollment ??

#### **Pre-call Video 1**

Perfect , here (insert pre call video) let me know what you think

#### **Intro to Booking 1**

**last thing to do is get you on a 45 minute zoom one-on-one with** Anthony's business partner for a consultation, what's your schedule like today? *(Bolded words are the juice here , you can adjust the rest accordingly IF NEEDED )*

#### **Intro to Booking 2**

#### **Handoff 1**

Your gonna be with Anthony's right hand man XXX, do me a quick favor just shoot him a text right now introducing yourself so you two can connect



### **After Handoff 1**

Make sure to set a reminder we tend to like people who are on time and it is a little hard for us to reschedule