

1. INTRO / VISION SETTING

Options:

“Hey [Name], appreciate you hopping on! Today’s goal is simple: I want to understand where you’re at, what you’re trying to build, and map out a clear path forward.”

“Glad we could connect! Let’s dive into what’s holding you back, where you want to go, and see if we’re a good fit to help you get there.”

“Today’s call is all about gameplanning how to fix [specific problem] and lay out how my service/product can help. Sound good?”

2. CURRENT SITUATION (Where are they now?)

Questions:

“Tell me a little about what you’re doing right now. How are you currently getting clients/customers?”

“What’s working well for you at the moment, and what’s not working?”

“Are you doing anything right now to solve [pain point] or has this been on hold?”

3. DESIRED OUTCOME (Where do they want to go?)

Questions:

“If we fast forward 3–6 months, what does success look like for you?”

“What’s the main result you want to achieve by fixing this?”

“Is this more about getting consistent clients, freeing up your time, or scaling income?”

4. GAP / PAIN AMPLIFICATION (Why hasn’t it worked yet?)

Questions:

“What’s been the biggest roadblock that’s kept you from solving this on your own?”

“Have you tried anything before to fix this? What happened?”

“How is this problem affecting your business right now?”

5. POSITIONING YOUR OFFER (Solution Intro)

Options:

“Got it. The reason I ask is because this is exactly what I help people fix. I offer a [service/digital product] that’s built to [specific outcome].”

“I specialize in helping [target audience] get [result] through a done-for-you system that handles [tasks] so you can focus on what matters.”

“The offer I have is designed to solve this problem by [briefly explain how]. It’s lean, simple, and built for speed.”

6. DELIVERY OVERVIEW (The How)

Options:

“Here’s what the process looks like: I handle [setup, ads, automations, etc.] and within [timeframe], you’ll have a system generating [result].”

“I take care of everything from [X to Y]. You stay focused on running your business while I make sure [desired outcome] happens.”

“It’s a full plug-and-play system: you get [specific deliverables] and I manage the backend so you don’t have to.”

7. PRICE & OFFER STRUCTURE

Options:

“The investment for this is [\$X per month], no long-term contract. I like to earn your business by getting results.”

“It’s a flat [\$X] to get started, and after that, we continue month-to-month based on performance.”

“My clients pay [\$X] monthly, which covers everything. Setup, management, and optimization.”

8. GUARANTEE / RISK REVERSAL (Optional)

Options:

“If we don’t hit [specific result] within [timeframe], I’ll keep working for free until we do.”

“I offer a [money-back/refund policy] if you don’t see tangible progress in the first [X days].”

"I don't believe in locking people in. If you're not happy with the results, you're free to walk away."

9. CLOSE (Ask for the Decision)

Options:

"Sounds like this could be exactly what you need. Are you ready to get rolling?"

"If you're feeling good about this, we can lock in your spot and start onboarding today."

"Ready to take action on this? I can send over the link and we'll get you moving."

10. OBJECTION HANDLING (if needed)

Options:

"What's holding you back from moving forward today?"

"I get it! Totally normal to feel hesitant. But from what you told me, this is exactly what you need, right?"

"Look, you don't need to have it all figured out right now. You just need to take the next step. I'm here to guide you through it."