

## **Rapport building Questions**

1. *Hi Carolyn, how are you?*

(when they tell you how their day is, maybe they'll let you know they just finished doing something)

*Follow up: Oh really, how's that going? or Oh,yeah? How does that work?*

2. *How has your morning/ day/week been so far?*

Begin with light and casual topics (EX: the weather, shared experiences, or enjoying the same hobbies)

Keep a light, friendly tone

### **Acknowledge the rapport and then smoothly shift focus**

*"That's great to hear about [something they mentioned during rapport-building], sounds like it went well."*

### **Transition to business:**

*"As we shift gears, I'd love to ask you some questions on the business side of things."*

*This'll help me understand your situation, your business goals, and what you're doing to get there.*

*Is that ok?"*

### **Start the Situation questions**

**Situation Questions** (Goal: to discover who they are, what their business is, who they're marketing to & how they're marketing to them)

- *"What's [your business's] origin story/How'd you get started?"*

*Aunt started it 30 years ago. Family-owned business.*

- *“So, can you walk me through what you’re doing now to generate new leads/clients/customers?” (What they’re doing for marketing)*

Ads with LA fitness gyms (TV ads, post cards, newspaper, social media ads promoted, email newsletters. Social media ads are most successful (FB is the best response)

- *“Who are your best customers and why?” Or “Who do you consider your ideal customer?”*

Main customers are the elderly(60 plus), getting more of the younger crowd(30-40s) is what they’re trying to get now

Ppl in 20’s aren’t as much of the target market

**(Repeat what they said to make sure you understand correctly. It indicates you’re listening to them)**

## **Problem Questions** (Goal: to find out what ails them)

- *What are your goals? What do you want as an outcome? (dream outcome)*

Increased sales, traffic, and more consistent sales. More people to walk into their building to buy more stuff

- *What’s keeping you from hitting your goal?*

Lack of awareness, buying things online (tends to be cheaper) vs. going into the store, and pricing.

- *What have you tried that isn’t quite working?*

LA fitness isn’t really making much of a difference,  
Next year, they will try targeted ads on Hulu

**(Repeat what they said to make sure you understand correctly)**

## **Implication Questions**

(Goal: Help them see what the consequences are for solving or not solving their problem)

- *What'll happen to [your business] if you DON'T solve this [main problem] by, say, next year?*

*Doing fine, but more sales are always the goal.*

## **Needs/Payoff Questions**

(Goal: What they hope the payoff will be once their problem is solved)

- *If you CAN solve this [problem], how much new business would you earn?*

*Depends on how many people and what they'll buy*

- *So let's say you hit your goals, what's it worth to you to solve this problem now?*

*unsure . just trying to see what happens*

## **Present a solution after the first call**

(Goal: to suggest funnel improvements or additions they need to get the result)

*"Interesting!"*

*So, your main problem is [state their main problem].*

*I'm pretty confident I can fix this, but I'd like to dig a bit deeper and make sure the approach I recommend is spot-on.*

*You gave me quite some info, and I'd need a week to do some deep research to give you the best solution.*

*With that said, can you give me your top 2-3 competitors?"*

Supplements (majority of their business): online stores because they're generally cheaper.  
Food: anywhere. Regular grocery stores

*"I'll put together a plan and go over it with you in detail during our next call.*

*Does [time & date] work for you?"*

## **Discovery Project**

(Goal: establish a benchmark for future businesses)

Once you've determined how valuable it is for them to solve this problem, **summarize what you just talked about.**

Now you say, *"Here's what I suggest".*

**LAY OUT EVERYTHING THEY NEED TO DO FROM NOW UNTIL THEY'VE ACHIEVED THEIR GOALS.**

*"Okay, so instead of doing this entire thing, let's take it slow and start with what's called a 'discovery project'.*

*This small project will be a chance for me to get to know you and for you to get to know me, to get a feel for what it's like to work with each other, and to see if we'll be a good fit moving forward.*

*We'll take the first step of this big plan to [solve your problem and reach your goals], and let's do a project where I... ex: send five emails to a segment of your list to promote this specific project.*

## **How To Handle Objections**

If they say No, quickly find out why.

3 things keeping them from saying "Yes":

1. They don't like you or trust you.

**What to do:** reassure them to remove any doubts or fears.

2. They might not like your ideas, or they don't believe your solutions will help them.

**What to do:** Ask them follow-up questions.

***“What is it about my solution that you don't like?”***

***“Why don't you think it'll work?”***

***“What do you suggest?”***

OODA LOOP back and explain why that's THE BEST solution for them.

\*Do your research in the market, and mention the TOP Players\*

3. They might not have any money.

**What to do:** Leave them!

## **What To Do When They Say Yes**

Lay out the rest of the Discovery Project.

Say: *“Great! Here's how the rest of this is gonna work: When this call is over, I'll send you an invoice. What's a good email address for it?”*

(send an invoice via Stripe, Wise, or whatever payment processing system you use)

Say: *“After I send the invoice, we're gonna do a little bit of a research phase where I'll ask you a bunch of questions about your target market, access to your testimonials, access to the product/service you'll be selling. Things like that.”*

Goal: understand their target market, avatar, and products or services. Gather as much information as you can to understand their business. Understand the discovery story of their product.

**Take 2-3 days to do the research process.**

**Create the first draft & send it with an email saying:**

*“Here's the first draft. It'll be rough, and it won't necessarily match your voice. But that's the whole point of this first draft: for us to go back and forth through a revision phase. I send you a*

*Google Doc. You can make comments, and I make the changes. We'll go back and forth, fine-tuning it until we get something that matches your voice, goals, audience, and brand.*

## **Research Questions to Ask Your New Client**

(Tell him you'll send him some questions to get a better understanding about the target audience.)

Who is your target audience?

What kind of people do you want your business to reach?