

Call

Start/ Small talk

How are you? How was your day up until now?

Has anything exciting happened lately outside of work?

Do you have any hobbies or interests that you're particularly passionate about?

What made you decide to jump on the call with me?

Situation questions

What made you build a course and share it?

What was it like when you started this?

What do you want to achieve with this business(the course selling)?

Who are the people that you're selling to?

What is your situation right now? Where do you want to get to?

What are you doing now to get there?

Have you already tried something? Why didn't it work?

recap of what he told me until now

Problem questions

What's keeping you from reaching your goal?

What mistakes are you making that you'd like to fix?

Implication questions

How do you think these mistakes affect your business?

What does your business look like in the next 2-5 years if you don't solve
<problems he told you>?

What does it look like in the next 2-5 years if you instead manage to solve
them?

Needs/payoff questions

If you solve them, how much more revenue will they bring to your business?

recap of what he told me until now

End

Good, What I've thought about for the first step of this journey with your business is making everything that you've already got better, and then we start implementing new means to make your business the best in the industry.

Now, instead of charging you thousands of dollars, we do a small chunk of it, and for free, as we agreed, which results in me rewriting your website and your VSL(I will almost surely change it, it doesn't seem like something that will get him results in the situation he's in).

This is going to be a process: I'm going to need access to the testimonials of your program, result pictures, and the program itself.

Then, I'm going to take 2-3 days to do more research along with the information I asked for, and I'm gonna send you a first draft. It's going to be rough, it won't necessarily match your voice, but that's the whole purpose of it.

It will be a Google document with comments enabled so that we can go back and forth, in order to tune the message to make it match your voice, your target market, your desires, and your brand, all of this while delivering it effectively.

After that, we're gonna launch it, review the project and how it went, and talk about the next steps ahead.