

Hi, am I speaking to <name>?

Hi, this is Michael.

How are you doing?

Good good, thank you.

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I was wondering, would you be able to take on additional 5 to 15 clients for your <niche> within the next 30 days?

Positive response: Yep, sounds good.

So, I help <niche> easily attract new clients with effective marketing without them doing any extra work.

And I am so confident it will work for you that if I don't get you any new clients. you don't have to pay me. Would that be something worth having a quick chat about?

May I ask you, are you doing any marketing at the moment?

## CHAT

May I ask you a couple of questions about your business and then we can book another call where I will get more into details? [📄 Copy of SOP - Onboarding clients](#)

Service explanation: We mainly use paid ads on meta, both facebook and instagram to generate leads and book appointments with them, I'd love to explain more of this process but it's quite lengthy. Would you have a spare 15 minutes free sometime this week?

Negative response: Ok, before you hang up I am not trying to sell you anything, just want to arrange a quick 15 minute call about this so I can share more of what I can do for you. And if you don't want to work with me, you are free to take and implement my ideas yourself.

**They saw it:**

Awesome.

Are you currently looking to take on any new clients?

**They did not see it:**

I get you.

Basically, I help <niche> get new clients using effective marketing.

Are you currently looking to take on any new clients?

Is this a good time for you to talk right now?

Awesome, the way I work is first I need to understand how you do things right now, would you mind if I ask you a few questions about that?

## **ASK SOP QUESTIONS**

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**Q: What exactly do you do? Or, How can you help?**

**A:** My solutions are fully personalized so would you mind if I ask you a few questions to get a clear idea of how I can help you?

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**Q:** "What kind of marketing do you do?"

**A:** "Digital Marketing, but first I would need to know more about your current situation to see what I can do. Would you mind if I ask you a few quick questions?" —> SOP Onboarding Questions

Q: "How much do you charge?"

A: "I charge based on current circumstances, not by a fixed fee so I need to ask you a few quick questions first."

Would you be open to do a quick zoom call tomorrow at 6pm?