

Hi, am I speaking to <name>?

Hi <name>.

If they say: "Who am I talking to?" (Answer this briefly, this might skip small talk.

Small talk

Ask questions.

Then say, "speaking of, how's business doing?"

ACTIVELY LISTEN AND COMMENT ON IT.

"How's your marketing in the area?"

See if:

- **Their marketing is effective.**
- **Is it working?**
- **Are they doing it themselves?**
- **Is there someone else to do it for them?**

Are you looking to get any marketing done like advertising?

IF great OR they have a company that does their marketing:

"Oh, are they pretty good? Do they do data driven marketing?"

If YES:

Tell them the market average for returns on data driven marketing.

"What kind of marketing do they do?"

Casually throw out facts and statistics.

Don't shit on competitors.

OR They want to get off the phone:

"Hold on, just 5 more minutes of your time and then we can schedule another call".

Focus on what's in it for them.

Now hold their hand to the pen.

Now I can talk.

Ramble on about data driven marketing:


Use positive language associated with what I'm selling

"You know, data driven marketing and this type of advertising does 20%-30% return on investment, we've seen a lot of success with it."

Presuppositions:

"You know, when we start working together, you could expect to see some serious results out of this because it's something that's not done a lot locally."

"We know how to properly generate ads that will resonate with your target audience, getting this emotional connection and getting them to book appointments."

 Data Driven Marketing

Talk about all I know, build that hype, make it clear to them that it will be fucking amazing.

Perceived Risk(Only if they are uncertain).

"Yeah, if you don't see an increase in your gross revenue by at least 10% in the first 6 months, we will give you your money back, we are that confident in our product."

Price(If they ask):

"Geez, how much do you invest in advertising and marketing every year?"

Make sure that they understand that you throw out market averages and compare to what they are paying you.

"And that's cool because you will be making all this on top of that, basically it pays for itself."

My original prices:

\$2500/mo for ad management retainer + 10% of ad spend, \$500 SEO(including 2 blog posts a week), \$500 for one social media management, additional \$500 per social media.

1. **Hype.**
2. **Risk if necessary.**

3. Price if necessary,

Closing:

“All right, let me send you over a contract”

Only accept yes or a no.