

DATE:



NAME:

iMAXOUT (45 min without objection handling - 1h with objection handling)

i -> intention: Remember to visualize the potential negative consequences for the prospect if they don't get help. Approach the consultation with empathy, confidence in your ability to help, and a genuine desire to guide them towards positive change.

M -> Mingle: building rapport + frame the consultation (5 min)

A -> Ask

- About their Hell (20 min)
- About their Heaven (5 min)

X -> X-Factor: Size-Up / Qualification Process (5 min)

O -> Outlining the 5 steps (5 min)

U -> Unlocking the investment (5 min)

T -> Tackling objections (15 min)

BW	BF%	BMI
<p>M = Mingle (5min)</p> <p><u>Build rapport (2min)</u></p> <p><u>Frame the Consultation: explain that it is an interview (3min)</u></p> <ul style="list-style-type: none"> • Respectful time • Inform what the consultation will consist of: What's not working + goals.. I will be asking some tough questions, but it is only because I care. • (We're gonna do a body composition analysis) • From these questions, I will indicate whether you are a good fit or not. • Are you the decision maker? • (Will be recording) 	<p><i>Works in construction - 10 years</i> <i>works for father in law</i> <i>4 kids and married</i> <i>12, 6, 4, 2 yo kids</i></p>	
<p>A = Ask About Their Hell & Heaven (25min)</p> <p>Ask About Their Hell (20min)</p> <p>Dive Deep, Hold the mirror, Care without giving a shit about money, Don't be scared to ask: Concern, Caring & Curiosity. Be straight up, with Caring Frames</p> <p>MIQ (STORY) → Logical (DATA/FACTS) → Emotional + Doubt Inducing (COST TO THEM & COST TO LOVED ONES) → Consequences (FUTURE) → Urgency (WHY NOW)</p> <p>If you do not have them emotionally connected to WHY they need to change NOW, and what happens in the future if they don't, STAY IN "Ask about their Hell" until you have that. Don't leave "Ask about their Hell" empty-handed.</p>	<p><u>Most Important Question (their story):</u></p> <p><i>long days</i> <i>bad habits : crap foods</i> <i>feeling like trash</i> <i>sit by the pool: self conscious</i> <i>not having the kids rub my belly</i></p> <p><u>Logical Questions (DATA/FACTS):</u></p> <p><i>1/ affecting work</i> <i>2/ 4:30am wake up</i> <i>5-6 hours of sleep</i> <i>feeling tired</i> <i>coffee + 5 red bull / monster energy drinks: \$30/day -> \$1260/ 42 days</i></p>	

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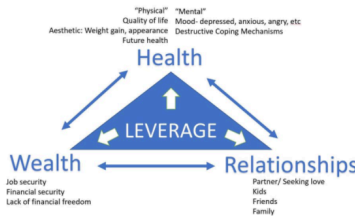
NAME:

• Most Important Question:

“What is not working with your health and fitness right now?”

Look for 2-3 Golden Nuggets in terms of:

1. Health: Stress / Sleep / Energy Levels /Coping Mechanisms
2. Relationships: Spouse, Kids, Coworkers, Confidence
3. Wealth: Missed Opportunity Cost + Costs of Coping Mechanisms
-> EXPAND. DIVE DEEP



• Caring Frames:

- ...and may I ask?
- ...let me ask...
- ... Please know I am only asking because I care/out of concern...
- Heaven Forbid/ God Forbid
- Please know I am not judging...

• Questions:

- ...How much longer can you sustain this?
- ...what's your greatest concern...
- ...what is your greatest fear...
- ...may I ask what's going to happen if you continue like this for 2/3/4/5 years....

pack of smoke if stressed out -> \$60/week
 total 1260 + 360 = \$1,620/ 42 days
 same shit every day
 3/ energy to hang out with the kids after work
 4/ too tired to spend quality time with wife

Emotional Questions (COST TO THEM):

affecting how I am in public
 affecting the kids
 affecting the wife: mentioning it
 wife keeps herself fit and healthy

Emotional Questions (COST TO LOVED ONES):

Consequences Questions (FUTURE):

Urgency Questions (WHY NOW):

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Body Scan (optional: to get more leverage)

COMPARISON WITH BODY FAT CHART

BODY FAT CHART FOR MEN (%)

AGE	18-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
18-20	20.1	20.2	20.3	20.4	20.5	20.6	20.7	20.8	20.9
21-30	20.5	20.6	20.7	20.8	20.9	21.0	21.1	21.2	21.3
31-40	21.0	21.1	21.2	21.3	21.4	21.5	21.6	21.7	21.8
41-50	21.5	21.6	21.7	21.8	21.9	22.0	22.1	22.2	22.3
51-60	22.0	22.1	22.2	22.3	22.4	22.5	22.6	22.7	22.8
61-70	22.5	22.6	22.7	22.8	22.9	23.0	23.1	23.2	23.3
71-80	23.0	23.1	23.2	23.3	23.4	23.5	23.6	23.7	23.8
81-90	23.5	23.6	23.7	23.8	23.9	24.0	24.1	24.2	24.3
91-100	24.0	24.1	24.2	24.3	24.4	24.5	24.6	24.7	24.8
50-60 FUP	24.0	24.1	24.2	24.3	24.4	24.5	24.6	24.7	24.8

BODY FAT CHART FOR WOMEN (%)

AGE	18-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
18-20	11.1	11.2	11.3	11.4	11.5	11.6	11.7	11.8	11.9
21-30	11.5	11.6	11.7	11.8	11.9	12.0	12.1	12.2	12.3
31-40	12.0	12.1	12.2	12.3	12.4	12.5	12.6	12.7	12.8
41-50	12.5	12.6	12.7	12.8	12.9	13.0	13.1	13.2	13.3
51-60	13.0	13.1	13.2	13.3	13.4	13.5	13.6	13.7	13.8
61-70	13.5	13.6	13.7	13.8	13.9	14.0	14.1	14.2	14.3
71-80	14.0	14.1	14.2	14.3	14.4	14.5	14.6	14.7	14.8
81-90	14.5	14.6	14.7	14.8	14.9	15.0	15.1	15.2	15.3
91-100	15.0	15.1	15.2	15.3	15.4	15.5	15.6	15.7	15.8
50-60 FUP	15.0	15.1	15.2	15.3	15.4	15.5	15.6	15.7	15.8

1. Body fat charts provided by BodyFatCharts.com
2. Data provided courtesy of BodyFatCharts.com

- health complications relating to current situation
 - * Heart Disease/Attacks
 - * Diabetes
 - * High Blood Pressure
 - * Respiratory

Ask About Their Heaven (5min)

- I have a clearer picture of what's not working
- Don't go back to Hell
- Get them to visualise their future, their dreams

Ask them:

- If I could offer you the solution how would that make you feel?
- How would that change your life?
- What would that life look like?
- ...etc....
- Why is this important to you?

X = X-Factor: qualification process, sizing-up process (5min)

Do you have the X-factor for me to invite you?...

Explain why I'm doing this

- I only work with my ideal clients, the ones when I am 100% certain I can give them results
- I want to set you up for success

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NAME:

- I don't want to waste your time, energy, money
- I want 5 star Reviews
- I don't want headaches
- Business reputation/100% success rate
- I don't want time wasters
- Invite-only program
- I guarantee results

Mindset Size Up (3 Traits)

- 1- Decisive & Committed:
Action Takers, ready to Reach their goals, Go all in
- 2- Coachable:
They will listen, they will execute, they are going to empty their cup
- 3- Resourceful
They know it's going to take time, money, energy - Find a way around obstacles - Life is always in the way. Resilient, ready to push through fears

"Tell me why."

Assess fitness level

- 3min AMRAP
-> 10 Air Squats
-> 10 Push Ups
-> 10 Sit Ups

Or just ask if they could do it.

Other Qualifying Questions

For instance: Health Assessment (based on a standard Physical Activity Readiness Questionnaire)

1. On a scale of 1-10 how much effort can you put into the program
2. Do you have time to commit? (3x/week)
3. On a scale of 1-10 how much do you want to make new friends?
4. On a scale of 1-10 how much do you care about the results you want?
5. Are you ready to invest into whole foods?
6. ...

Are there anything that would prevent you from fully committing to the nutrition, lifestyle & exercising program?

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**O = Outline the Steps
(5min)**

Recap (use their words):

All right... Let me make sure I have all this straight... You are struggling with {describe problem} and you want to get to {outcome} so that you can {reason why}... and the reason you're reaching out to me right now is that you realize that you need a proven system and experts like us, and you realize that if we don't get this fixed now, in {deadline}, you're looking at {consequences}. Did I get it right or did I miss anything?

Confidence statement:

If that's what it is then I am 100% certain I can help you because:

- Problem we can solve
- Awesome dreams
- Mindset
- Fitness level
- etc

3-5 Steps to explain the game plan by targeting their dreams -> SELL THE SIZZLE, SELL THE DESTINATION

And then when everything is said and done, once we go through those 3-5 steps, then I am 100% certain we can help you {DREAM}.

So what questions do you have for me?

Exhaust the questions until they ask "what's the price?"

**U = Unveil the Price
(Chunk Up/Chunk Down):
show them the no-brainer
(5min)**

CHUNK UP

So what we're really talking about here NAME is getting you from... {HELL} to... {HEAVEN}.

And this program won't just help you for the next 6/8/12 weeks... This program will help you for the next year, 2 years, 5 years, 10, 20, 30 years etc... you will have the tools, strategies and mindset to keep the results for life. This program will completely change the

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trajectory of your life forever. This is a life changing program.

CHUNK DOWN

What's great though NAME is that the investment of the program is less than your monthly spend on junk food, time on medical visits etc. In fact I did the math, you're spending \$X,XXX a month on this. The investment for my program is a lil' tiny fraction of what you are ALREADY spending on your unhealthy coping mechanisms.

It's not a new expense, you're just going to redirect/reallocate where you're spending your money. But for your dreams rather than staying stuck in your current situation. You are going to spend LESS for your dreams than for your {HELL}/{challenging current situation}. So it's like the ultimate no brainer NAME.

Unveil the price:

(example)

- 1. Regular Investment (\$1,600)
- 2. Fast Action discount split pay: \$400 discount - \$1,200: \$600 and \$600
- 3. Fast Action Paid In Full: another \$200 discount - \$1,000

Which option would work best for you NAME so that I can help you DREAMS?

T = Tackle Objections (15min)

- Round 1 - Acknowledge and Isolate
- Round 2 - Feel, Felt, Found
- Round 3 - That's exactly why
- Round 4 - Come to Jesus / Epiphany
- Round 5 - I'm confused