

## Keys

- Blue is the tips
- green is you
- red is them

***1st call key points: the first call is to show up as the doctor, act like a busy person & get to know them***

***2nd call key points:***

## Start of call- Zoom issue

"Test Test, Can you hear me?"

"Yes I can hear you"

"Oh okay awesome, yeah I just got out of another meeting and was dealing with some Zoom issues, glad it decided to work this time around"

## Build Rapport- Get to know them

just remember to be positive, and be busy.

Again this is just to lower their guard, you're sharing a bit about yourself

## Framing The Expert-

"Alright man, so I've had a look at your socials, website, and some of your products and have an idea of what's going on but obviously it's your business so I would love to hear from you what you're working towards with this"

## Finding the main roadblock in their mind.

This is where you start asking questions about specifics about their funnel.

"Okay, so what's the biggest barrier you've run into when trying to <achieve x>?"

When they answer you're going to relate to them.

So let's say they talk about finding the right leads for their high-ticket service.

Well, first you need to ask them what they've tried.

"What have you tried doing in the past to find these people?"

"Who is your typical best client if you had to describe them by character traits as a group?" (how much they earn, gender, where they came from, etc)

You then want to ask a deeper question

"Oh cool, so where are they Facebook ads or Google ads?"

Depending on what business this is you may be able to go straight to step 5 and pitch a new solution.

Let's say if it's a local business that targets people in a specific area like a dog groomer and they ran facebook ads but not google ads you first want to ask them a pain question.

"Okay so you tried facebook ads, how did those do for you? How many new clients did you bring in? Did they turn a profit?"

Usually the answer will be "No I didnt turn a profit and the leads where shit" because thats why they're on the call with you :)

From this point you can move to step 5.

But if we're still with the highticket scenario you could

"So what did that ad funnel look like?"

Was it just ads to a book a call page?

Did you have any barrier to entry?

Had they bought from you before?

Do you think the audience knew they had a problem when they got on your page which pitched them a solution?"

This is going to help you establish a super expert frame.

Usually in the scenario their gonna say they didnt have any barrier to entry and it was just ads to booking page (no wonder the funnel didnt work lmao) - now you just explain why it didnt work.

Drop some marketing savvy man talk about awareness levels, lowering barrier of entry - establishing them as an authority - building up a list of buying leads etc.

## **Step 5. Casually Pitch a small solution/s**

"Oh man yeah so the reason the Xp didn't work like you wanted them to is because with facebook ads you're dealing with like cold random people who don't even know they need your service - google ads are way different because they're based on what people are actively searching up and if you can find a way to pop up with the right search terms you're going to capture people in your area actively looking for a dog groomer"

You are creating a pitch based off what they told you

Then follow this up with a question like

"Have you run google ads in the past?"

Sometimes if you're dealing with more complex businesses you're going to have to dig deeper, ask more questions, ask about their products, the value ladder etc. Normal things a business needs -

You're trying to identify touch points you can make at the end of the call to get them super interested in getting on the next call

You're essentially teasing the mechanism like a motherfucker in this stage while also giving them value.