

the client magnet

MODULE FOUR WORKBOOK

My 20 Minute Makeover/Assessment

Specific, tangible outcome my client wants that I can deliver in 20 minutes	
How I'll establish myself as the expert and agree the purpose of the call	
Questions I'll need answered to deliver the outcome	
Questions I'll need answered to convert to a discovery call	
Name for my call	
E-scheduler link	
How I'll invite them to the discovery call	

Leading Discovery Calls

How I'll establish myself as the expert and agree the purpose of the call	
Questions to establish desires and current situation (desire gap)	
Questions to establish challenges that are preventing results	
Questions to establish commitment and urgency	
Specific cues I'm listening for	

How I'll reflect and match	
Expectations I want to set for working together	
The key benefits of my programme (remember to share based on the prospective clients priorities)	
How I'll help them talk themselves into it	
How I'll check in on/raise commitment	
How I'll make my offer	
Fast Action Bonus??	

Dealing with objections

My ideas for dealing with objections

NOTES AND QUESTIONS TO ASK

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