

## SCRIPT TO COLD MARKET PHONE PROSPECTS

Hello (Name)! This is YOUR NAME from CITY AND STATE.

I'm getting back with you because you were on one of my websites the other day and expressed an interest in working from home and generating income right away. Do you recall that?

So I wanted to give you a quick call and see if you found what you were looking for or if you're still keeping your options open?

Great! I realize you weren't expecting my call just now (NAME), and I have a number of people to get back to... so I'd like to make this first call pretty quick. I have just a few questions to ask to determine if what you're looking for and what we're looking for are a match, OK?

Great! So, can you tell me a little about yourself. What are you doing currently for work?

Really, that's awesome. We have a person in our *company* who used to be a (**name whatever the occupation of the prospect**) and now makes hundreds of thousands of dollars a year and travels all around the world with all expenses paid.

So, what do you like and not like about it? Can you see yourself doing it for the next 10 years?

Have you ever tried or are you currently trying a home business?

**(If they DO NOT give a negative response, move to the next question, otherwise, ask),**

why do you think it didn't work out?

Just throwing it out there (Name), would you be open to a side project that doesn't interfere with what you're currently doing?

Just curious, why would you be open to making some extra money right now? Has there been anything in this economy or in life that has made a recent change in you to make you open? I'm just curious.

How does that feel?'

**If they answer, I want to make a lot of money.**

Why? What are you going to do with it?

Have you ever felt you were made for more than money. . . you were meant for greatness by helping others?

We just talked about (***List the pain they just gave***).

- So, let me ask you this:
  - Based on your experiences, what if you had a magic wand handed to you and you could conjure up the perfect opportunity that fits with your routine, that fits with

your time, that fits to help you accomplish all the goals that you desire, what would that perfect opportunity and all those desires and goals [**feel, look, sound**] like to you?

- (*Write down all desires they name*).

So let me get this straight (NAME), in light of all that (**list the pain once again**),

- What it [**feels like, looks like, sounds like**] to me is you want to create something which will allow you to (**list all their desires**):
  - spend more time with kids,
  - fire your crappy boss,
  - have more money for your child to go to a private school,
  - take your wife on a vacation,
  - have a home business where you can get personal training to be successful, and
  - have a side project making you an income and not interfere with what you're currently doing.
- Am I [**sensing, seeing, hearing**] this correctly?

So, if I personally can get you to the point of (**finding, visualizing, resonating**) yourself with...

- [*list how to solve the pain*]
  - spending more time with your kids,
  - firing your boss and walking away with no worries of money,
  - having all the income that you need and want for your child to go to that that private school
  - taking your wife on a luxurious vacation without worrying about the amount it cost,
  - having a personal one-on-one training with you, making you highly successful with a home business,
  - having a side project making you lots of money with no worries to what you'd like to do with your time,
- basically and personally, just helping you with meeting all your desires,
- you'd be open to it, right?

Based on what you said, I think this is a good fit for you BECAUSE you're looking...

- To help and empower your family and friends,
- To have the freedom to be with your kids and family,
- To never have a boss again,
- To get out of debt,
- To make that money and get paid weekly rather than monthly,
- To get month after month a lifestyle bonus check equal to your pay,
- To participate in profit sharing
- To participate in the millionaire's club bonuses,

- To take your kids, family and friends on that vacation to Disney World and have all the expenses paid for in the most luxurious hotel of your choice,
- To have a brand new car paid for,
- To have the mortgage of your **new** home or the rent for your new exquisite apartment paid for,
- To help you lose those 30-40 lbs. of weight that you mentioned,
- To give you the energy that you have felt drained of in the past years since your disability or retirement,
- To get personal training by the most successful people in the world in addition to myself personally training you,
- To be part of a community of successful people who will be personally guiding you step by step to fulfilling all your dreams and desires,
- To have supplied to you day in and day out with the kind of people who are going to help you grow your business and income beyond your imagination,
- To have the advantage of being at the beginning of something big.
- To help solve people's problems with solutions that are workable and generate a following that makes you money rather than push products.

And my company has all those things for you.

When I first saw that, I thought it priceless for my family, myself, and my friends. Just curious, what kind of value do you see in something like that?

As I originally said, I don't have a lot of time and so, I'm going to send you some information with a 10-minute video that are going to show you how my company and myself personally are going to help you resolve rather quickly all those problems that you just told me, and put them in the past so that you can live a bright future of all your desires and goals as you were meant to be. Does that sound good?

Great (NAME)! When will you carve out time to see this information, because after you see this, I'm going to call you back? Will it be this afternoon or tomorrow morning?

I have these two times available \_\_\_\_\_ and \_\_\_\_\_. Which works best for you?

Ok, (NAME) I have your email as: (*verify email*). And is this a cell phone I'm talking to? Just in case take down my name and number too, it's (YOUR PHONE NUMBER) and my name is (YOUR NAME).

Based on what you've shared with me, I'm sure you'll want to put high priority on this, right? (*Then set an appointed time to call them back*).

Great! I look forward to reconnecting with you on (*date*) at (*time*).

Thank you (NAME)! Bye for now!