

STEP INTO THE SPOTLIGHT

GET KNOWN, ATTRACT CLIENTS *Academy*

**Warm Up video Script for
Conversion Calls**

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Agreements for This Program

The Step Into The Spotlight personal coaching/ home study program is an intensive training. It's expected that you, the participant, will:

- Be committed to achieving the results and goals that you have set yourself on registering for this training
- Participate to the fullest of your abilities
- Respond to feedback actively and with a desire to improve
- Attend all the training/coaching calls and be on time
- Respect the copyright of the materials you will be provided with
- Act on the information you learn
- Take responsibility for checking the accuracy of all content as it applies to your personal situation
- Pay for the training in full or monthly installments to the full value of the training and the materials provided. To honour your obligations regarding payment and participation.
- To use the systems with integrity and the intent of making a difference for your clients and the world
- To take all reasonable steps towards building your public profile to attract more clients and more sales by implementing what you learn in this program

Results will vary depending on your effort, your willingness to apply the Step Into The Spotlight systems, and your ability to learn the systems.

All reasonable efforts have been made to make the content accurate and useful. No responsibility is taken for mistakes in content though all reasonable efforts will be made to correct mistakes that may be discovered.

Warm Up video Script for Conversion Calls

Purpose of the warm up video is to:

- Set your expectations of the reason for the call
- Set boundaries and create your leadership (i.e length of time)
- Lower resistance on the call
- Have your client organized and ready to become a client easily and quickly on the call
- Allow your prospect to cancel if it's clear their expectations were different.

The Warm Up video should be sent in your booking confirmation email. It should be NO LONGER THAN 5 MINUTES.

Appointment Scheduled	
for %first% %last%	
What	%type% (%calendar%)
When	%time% (%duration%)
Where	%location%
Thank you, your appointment has been successfully scheduled	
Be sure to watch my message for you HERE before we meet.	
On your scheduled time, please join me at this link: https://zoom.us/j/580813806	

Step 1

Introduce yourself and clarify why the conversation has been booked. (It's to have a conversation about becoming your client)

Step 2

Set out the details of the call they'll be having (i.e. length of time they can expect) and use this opportunity to differ yourself from others (length of time)

Step 3

State clearly you'll be looking for a way for you to work and move forward together with them as your client. It's a sales call. No doubt about it.

Step 4

Position trust and that the call is where they need to open up.

Step 5

Set them up with what they need to have ready to sign up with you on the call.

Step 6

Pre-ask for their business.

Step 7

Add your back out in case you don't want them to be your client.

Step 8

Confirm their attendance

Step 9

Allow them to back out now.

Step 10

End on a high note with future pacing the benefit to them of their attendance.

Warm up Video Script Example

Step 1

Introduce yourself and clarify why the conversation has been booked.
(It's to have a conversation about becoming your client)

Hello, I'm Vanessa. Thank you so much for booking your conversation with me about your coaching business and how we may be able to work together.

You've either booked because you were responding to one of my programs and you want information about those, or you're a coach looking at working with me one-to-one, so this is what will happen on the call.

Step 2

Let them know the details of the conversation – the length of time, how you work and what makes this conversation with you special. This is your opportunity to also point out your difference to others. Note that I pointed out that I don't do 15 flash discovery calls, the industry standard that are nothing but quick sales calls. That mine are longer as I'm really here to really listen to their needs and where they need help most, not just sell them something quickly without listening to their wants as an individual.

Here's the information you need so that you're prepared and we make the most of our time together.

You've booked a conversation with me to talk about how with my help you can grow your coaching business, get known and create more clients. I do allow an hour for them. That doesn't mean we will take that whole hour, but it's good to not rush things. I'm not one for the 15 minute discovery call. That's not my gig at all. I'm here to really listen to you and what's going on for your coaching business. To actually truthfully see what it is you REALLY need or where you need help with most.

Step 3

Introduce that you will be showing them the best way to move forward with you. That you will be making them an offer to become your client. This then deletes any awkwardness for you that this call is about sales. For the prospect also, they have been forewarned that you will be offering a way of signing up with you on the call. That way they can't act wounded when you do. It creates the expectation that they are there to become your client if they proceed.

Then I'll be able to show you what might be the next best way forward for you.

Occasionally that may not be with me but for the most part, I will be able to help most coaches to actually increase their presence, get more known and of course attract more clients. That's what it's all about to me. It's about radiance and influence, and that's what I hope to be able to ignite in you so that you can create your abundant and thriving coaching business.

As I said, there's plenty of time on our call. We don't need to rush. So don't feel that you've got just a 15 minute time slot. I don't need to rush off. I'm here to listen to you throughout the whole time.

Step 4

Position that the call is a trustworthy place where they can reveal all with you. This is warming them up to let down their guard, open up to you and have trust in you and the process.

So we'll have a talk about your coaching business, completely private just between me and you. It's not going anywhere. So tell me exactly where you're at with it, your hopes and your dreams then of course we'll work out what might be the best choice for you for moving forward with your coaching business. From what I hear from you, I'll then be able to suggest what might be the best way of moving forward with me for your coaching business and to help us with that decision we'll rely on things that we've talked about during our conversation, such as your budget, your goals and even how much time you've got to put into your coaching business. Some of my programs are very intensive while some are at a lesser pace. So we'll take into account what suits you best.

You obviously are also get going to get time to ask me plenty of questions as well, to help your decision making process, around what's most important for you with us teaming up to grow your coaching business.

Step 5

Prepare them to sign up with you on the call. Set what they need to be prepared for – that you take payment/deposit on the call. No surprises. No awkwardness for you as they've been pre-warned. Every person that has come on the call, because they've watched this video, ask me to take their payment now before I even ask for it!! They've been prepped to hand it over should they say Yes.

If you decide that you want to go ahead, be ready to do so. I do take the payment or the deposit on the call. If you need a payment plan. Of course, I'm good with that. We'll be able to discuss those options as well.

Another thing that I will show you on the call is the coaching agreement so that you can run over that, make sure everything's okay with you before you commit to the program or the service or the course, that's going to help you progress further with your coaching business.

Be prepared to have all that ready to go so we can get that organized for you as well, straight away.

We will also book you in immediately to what you've chosen. So if you are working one-on-one with me, we will book in your first few sessions with me so that you can pop them into your diary or your planner so that you are ready to rock and roll straight away.

If you will be joining one of my programs, my group programs, like for example, the all intensive step into the spotlight program, I will ask you to schedule all those dates in your diary so that they don't get booked out by anything else. Your getting the most out of your investment in your coaching business is my top priority.

Step 6

Pre-ask for their business compounding the reason for the call with you.

I want to see you thrive as a coach and change maker. I want your coaching business to have you get known, bring in the clients and bring in the financial abundance you desire. And of course, more importantly, change and transform the lives you are meant to and get your message out in the way that you want to. That's why if I think I can help you do that, I'll ask you to work with me.

Step 7

Add your back out if you discover you don't want to work with them, or feel you can't possibly help them.

If for any reason you don't go ahead, or if we discuss and we think, okay, this is probably not the right step for you at this moment, then that's perfectly fine.

That may be your decision. That may be my decision. It may be a mutual decision. Anyways, I'm absolutely happy with that.

If that occurs, I'll be grateful for having spent some time with you hearing all about your coaching business and what you would like to achieve and I'll likely give you a little takeaway that you can take off and action, or maybe one of my handouts or PDFs that I feel is probably going to best serve you at this moment. Either way, the conversation will be of benefit to us both and I'm looking forward to meeting you.

Step 8 CONFIRM

I will see you at the appointment, make sure you have put it into your diary and that you are on time for our video call. You'll find the zoom link in the email. Be sure that your video works and we can see you, and that you've got sound as well.

Step 9

Give them their back out now if they realize they cut off more than they can chew i.e. they thought they could get some free coaching or pick your brain, or they have realized they are not ready for this.

Should you need to cancel at all or reschedule, the confirmation email you received should have given you an option to cancel or reschedule.

Step 10

End off on a high note of how much you're looking forward to this, with some future pacing of the benefit to them of making the call. *This step increases further your show up rate, which should be high to begin with due to your filtering questions.*

I'm looking forward to seeing you!

I'm Vanessa Talbot, and my brilliance is with getting coaches known, because if nobody knows who you are and what you can do for them, they cannot possibly purchase or buy from you.

I will have you create your Radiance & Influence, so that you're magnetic to clients, opportunities and everything else that an amazing solid growing coaching business can do for you.

I will see you soon. Looking forward to it. Bye.