

PRE-AMBLE

Hi [name], thanks for agreeing to speak with me.

As I mentioned in my email, I'm thinking of trying something new and I'd love to get your feedback on it.

Here's what I've got in mind... could I explain it all to you for a few moments, and then ask you a few quick questions about how it sounds to you?

[Get approval]

DESCRIPTION OF YOUR FOUNDATION OFFER CONCEPT

You know how [client type e.g. large scale widget manufacturers] typically experience [list two or three of the biggest pains your Dream Client has].

As a result they [list two or three consequences that happen as a result of the problem going unfixed].

Well, imagine instead [reverse the pains, and consequences].

I've designed a program/service called [name of your Foundation Offer].

In it, my clients achieve [Foundation Offer outcome].

There are [number of] stages...

The first stage of the program/service is called [insert name of stage]

In it, we [explain briefly what happens in this stage].

You're done with [insert name of stage] when [explain how they know they're finished with this stage].

And when you're done, you get [explain what they get at the end of the stage].

The second stage of the program/service is called [insert name of stage].

In it, we [explain briefly what happens in this stage].

You're done with [insert name of stage] when [explain how they know they're finished with this stage].

And when you're done, you get [explain what they get at the end of the stage].

The third stage of the program/service is called [insert name of stage].

In it, we [explain briefly what happens in this stage].

You're done with [insert name of stage] when [explain how they know they're finished with this stage].

And when you're done, you get [explain what they get at the end of the stage].

[DELETE IF THERE IS NO STAGE FOUR] The fourth stage of the program/service is called [insert name of stage]

In it, we [explain briefly what happens in this stage]

You're done with [insert name of stage] when [explain how they know they're finished with this stage].

And when you're done, you get [explain what they get at the end of the stage].

[DELETE IF THERE IS NO STAGE FIVE] The fifth stage of the program/service is called [insert name of stage]

In it, we [explain briefly what happens in this stage]

You're done with [insert name of stage] when [explain how they know they're finished with this stage].

And when you're done, you get [explain what they get at the end of the stage - which should be the ultimate outcome of your Foundation Offer].

OK, so that's what I've got in mind...

[THE SEVEN QUESTIONS]

Now, I'd like to ask you seven quick questions about what I just described.

1. Does the problem resonate with you?
2. Would you invest to solve the problem or get the outcome I described?
3. Do the steps make sense? Can you see yourself going through this process?
4. Assuming the investment made sense, would you join a program/service like this?
5. How much would you invest?
6. Would you pay [XXXX] [Price higher than what you want to price it at to get an idea of their reaction]?
7. Would you like me to contact you when the program/service launches?

IF THE ANSWER TO QUESTION 7 IS 'YES', SAY:

Well, I'm actually about to screen for early candidates - would you like to talk about that tomorrow?

IF THEY SAY 'HOW DO I JOIN?' OR 'SIGN ME UP?' SAY:

Well, I promised not to try to sell you anything on this call and I want to honour that, so let's set up another call to discuss it properly – how about [state a time within the next 48 hours]?