

Virtual Coach

Scripts For Getting Clients

Notes For Using These Scripts

- Make sure to use your own words and ideas in addition to these.
- Use what resonates with you and makes sense to you.
- Modify them, go out and use them, and make them your own.
- In order to really make these work you'll not only need to make them your own but you will need to practice using them.

Inner Scripts

- Everyone at all levels deals with an inner critic regardless of income, successes, or experiences.
- The most important scripts you have are your inner scripts which will help you with that inner critic.
- You can say things to yourself such as, “My client is going to succeed. They are going to appreciate my support. My client is going to feel good when they work with me. People in my network are going to be glad to hear from me. Others are going to get a lot of value by talking to me. More people are going to reach their goals because I was in their life.”

Inner Scripts

- "My client is going to get more success in their life. They're going to have more value. They're going to break through their blocks. They're really going to appreciate the support. This is going to be the key that helps them get the results that they need."
- In your mind, you always want to hold onto "I believe in you" and it can be said in several ways, "I believe in you. I believe you can do this. I know you can do this."
- For example, "I believe in your relationship. I believe in you losing weight. I believe in your business. I believe in your dream. I believe you can succeed. I believe you can get to the next level."

Specific Scripts

- You can be more specific with the script by saying to your client things like, “I know that you can get to the gym in the morning. I know that you can overcome your fear. I know that you can regulate yourself and go on this date.”
- Another very important one that helps with cognitive dissonance, “You're exactly where you're supposed to be.” This helps them to realize, “Okay, I'm going to be okay. I can do this.”
- Cognitive dissonance is when you have an idea of where you want to be such as making 100k a year, but your reality is very different and you're only making 50k a year. The expectation is different from reality.

Beginning Of Session Presence Script

- "Feel your hands and your feet. Notice what you can smell and taste and touch and see," just mindfulness. "Come into your body right now. Take some breaths. Notice your breathing."
- You can get more sophisticated, "Imagine your next level self. Who are you becoming? Now become aware of your sensation of touch, (pause) hearing, (pause) sight, (pause) taste and smell."
- It also helps to add in a physical movement element, "Stretch for the ceiling, one hand at a time. Now twist and look behind you without moving your hips. Bend and reach your toes. Smack all your muscles awake without hurting yourself, just enough to smack em awake."

Client Outreach Scripts

- A more forward approach is to say, "I'm a coach now. Call me if you want coaching." Send that to everyone in your address book.
- A less forward and simple approach, "Hey, I was thinking about you. It's been a long time since we connected. How are you? What are you working on?" And after they respond, ""Well, that's great to hear. I'm working on a couple of things myself. Let's talk sometime. Let's talk sometime for a few minutes. I'd love to know more about what you're doing."

Mindset For Client Outreach

- It's very important to have the mindset, "I'm not expecting everything to work. I'm not expecting to hear back from every person."
- If you reach out to 100 people fewer than 100 will respond. They may have changed their email, passed away, be super busy, or a million other reasons.
- It's important to go into this with minimal expectations so that you aren't communicating from a place of disappointment. The glass is half full approach.

Questions For After Catching Up

- "What's next for you," and then listen. Everyone has something that is next for them.
- Ask questions about the near future like, "Where are you going in the next three to five years?"
- Ask big picture questions, ""What's the bigger vision? What are you trying to do in the world?"
- Make sure to ask questions about what they want to move away from as well, "What's your biggest fear or frustration right now? What are you worried about? Are you facing any big challenges right now?"

Client Outreach Follow Up Script

- For example, if they want to get another job, they don't want to hear back from you saying, "Hey, do you want some career coaching?" They want to hear back from you saying, "Jenny, I heard you yesterday when you said that you're looking for a new job. I want to help you get that job. Let's do a call and I'll help you get that job."
- Or you could end with, "Let's do a call and I'll help you make a plan to get that new job." Or "Let's do a call and I'll help you make the resume to get that new job."

Client Outreach Follow Up Script

- "Hey, Malcolm, I heard you yesterday when you said that you're lonely and you need to find a relationship. Let's do a call, and I'll help you make a plan to find a great romantic partner." And that's it.
- It's not, "I want to coach you." It's not, "You should hire me." It's their need. It's, "Let's do a call," or, "Let's do a strategy session, and I'll help you make a plan to find that romantic partner."

Qualifying Questions

- Bill Brooks, a top level sales trainer, said, “High-paid sales people are better at two things: They're better at qualifying buyers and they're better at building trust.”
- "On a scale of 1 to 10, how motivated are you to get that next job? James, we're here to make a plan to help you find a romantic partner. How motivated are you to be in a relationship right now?"
- "Are you open to coaching?" or you can observe if they're open to coaching during the call.

Qualifying Questions

- "Are you willing to invest yourself," or, "How willing are you to invest in yourself in finding a new romantic partner?"
- On a scale of 1 to 10, how willing are you to invest yourself in finding a new romantic partner?"
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Questions To Ask On The Call

- Achieve - “What do you want to achieve?”
- Avoid - “What do you want to avoid?”
- Act - “What’s your next step?”
- “Will you do this?”
- Then hold them accountable for what they agreed to do.

After Achieve, Avoid, Act

- After you ask about Achieve, Avoid, Act they might say something like, "This was great. I would love to do this more often. This was an amazing session. Maybe we can talk about working with you."
- Then you can just say to them, "If you've gotten value, I also offer coaching sessions, if you really enjoyed this. Would you like to hear about my packages?"

Script For Closing First Call

- If the person contacted you for coaching, if it's more expected that this is a coaching session, or you've gifted them a free session then use this line from Bill Brooks, "Based on what you told me, the next step is." And then offer them what we call a branded results package.
- "Based on what you told me, the next step is for you to enroll in my Lose 20 Pounds in 90 Days package. Based on what you told me, the next step is for you to enroll in my Find Your Soulmate package. Based on what you told me, your next step is to enroll in my Launch Your Business package."

Script For Closing First Call

- “Over the next 90 days, we'll create a meal plan, exercise plan. We'll meet every week, and you'll lose the 20 pounds. Over the next six months, we're going to build your online dating profile. We're going to help you with your wardrobe. We're going to get you going on dates, and we're going to help you find a relationship.”
- "Based on what you told me, the next step is for you to sign up for my Lose 20 Pounds in 90 Days package. We'll meet weekly. We'll create a meal plan, exercise plan. Over the next 90 days, you'll lose 20 pounds. It's 997 a month for three months. I have times available on Tuesdays right now in the afternoon, or we could do Thursday mornings. Which one works better for you?"

What To Say If They Are A No

- If they say, "Well, I don't know if I'm ready," you could say, "Okay, well would you like to do three sessions instead?"
- Explore alternative options with them like fewer sessions, extending payments out, or monthly payments.
- It's natural for them to have objections and sometimes you can work through them with simple solutions.

Triune Brain Mental Model

- Paul MacLean noticed that our brains have areas that are in common with other animals and he noticed that we have an ancient part of our brain we call the reptilian brain. Physical brain that deals with survival and sex and so forth.
- We have a mammalian brain. It deals with bonding and relationships and emotions.
- Then we have the neocortex, the human brain. It deals with more abstract thought, concepts, language, and symbols.

Triune Brain Mental Model

- People tend to be one of these three types, primarily, and it's useful to tap into which type you're dealing with.
- If you're reaching out to or you're doing a call with someone from your network who's more of a physical, practical, pragmatic type, and you know this because they're maybe into exercise, or sports, or building things, or whatever it is, you talk to them one way.
- If they're more of an emotional, social, feelings, relationship kind of person, you talk to them one way.
- And if they're more of a mental, conceptual, kind of geek person, you talk to them a different way.

Triune Brain Mental Model

- If you're talking to more of a physical, do things, pragmatic person, when you talk to them, you ask questions like, "What have you been doing?"
- If you're talking to more of a social, emotional person, you ask them, "How have you been feeling?"
- If you're talking to a more mental, conceptual person, you say, "Hey, what have you been thinking?"
- Try to enter into their world a little bit and just notice these things. Because the more you can get into their world, their values, what's going on for them, the more success that you can have.