

The First Phone Call

The purpose of this call is to establish contact and begin the process of building RAPPORT (Know, Like and Trust).

The guidelines for leaving a voicemail message and having the first live conversation on the following pages are to help the new person who may not know what to say. They do not cover every situation, such as someone who is in a hurry to get off the phone.

You will become more and more flexible the more You do this, so jump in and get started. Your personal coach will do this with You, guide You and nurture You until You are comfortable with doing it alone - and someday coaching others.

The easiest way to do these calls is to allow Your natural curiosity to guide You. Ask the person a question, and dig deeper with genuine curiosity and interest.

The person You are calling requested Your e-book for a reason. What reason? ...Find out.

Ask them if they were able to down-load it okay.

Encourage them to read it. (IT has all the answers, not YOU.)

Allow them to do most of the talking while You LISTEN.

Keep the call under 10 minutes, so they will be receptive when You call again.

Ask if it would be okay if You called them back again.

Voicemail Message “Script”

Hi [First Name] this is [Your Full Name] with Mentoring For Free.

I’m just giving you a quick courtesy call.

You were at my website and requested our FREE e-Book “Success In 10 Steps” by Michael Dlouhy, and I was just calling to be sure you were able to download it OK.

Most people who read “Success In 10 Steps” save YEARS of Failure and Frustration when creating an income from home.

And [Name], I look forward to speaking with you to find out how my team and I can assist You further.

You can call me anytime at [YOUR NUMBER].

Again, that’s [YOUR NUMBER].

[NAME], I look forward to visiting with You.

Have a good day/evening!

Live Conversation Notes

Hello, this is [YOUR NAME] with Mentoring For Free.

May I please speak with [FIRST NAME]?

This is just a quick courtesy call.

You were at my website and requested our free e-book
“Success in 10 Steps” by Michael Dlouhy,
and I just want to make sure You were able to
download it okay?

[NAME], most people who read it save YEARS of
failure and frustration creating an income from home.

You might ask what they thought of the book?

You might ask how long they’ve been trying to
create an income from home?

You might ask what they do for a living?

(The point is to have them do most of the talking,
while You LISTEN. Your only agenda is to
encourage them to read the book.)

You might ask if it would be easier for them to
listen to MP3's of the book?

(If so, give them MLMHope.com and tell them the
book MP3's are at the bottom of the page.)

[NAME], would it be okay if I called You back on _____?

[NAME], I enjoyed visiting with You!

Have a good day/evening!