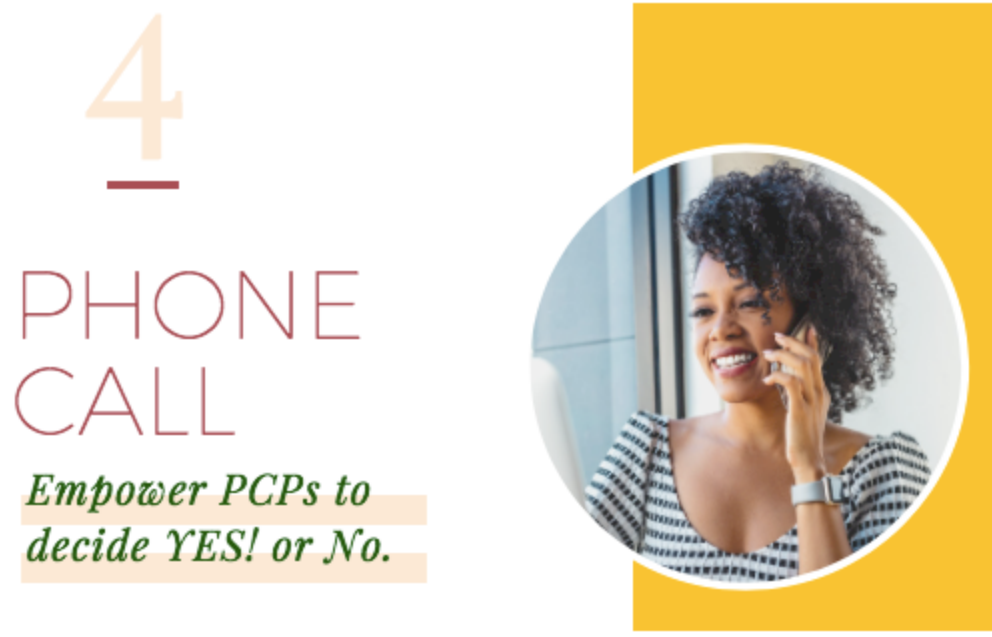


- PHONE FUNNEL IV: Phone Call
- "OPTIONAL" The PRE-SELL FORMULA: How to work with Affiliates & pre-sell your course (40:01)
- "OPTIONAL" EMAIL LAUNCH: What emails to send & when
- "BONUS" Teachable: 3 months free!**
- Claim your 3 months free of Teachable (when you're ready)!
- "BONUS" TASTY WEBINARS**
- WEBINAR SLIDES TEMPLATE: \$130,000 in 2 months
- WEBINAR EMAILS: What to send & when
- WEBINAR OUTLINE: Overview of the Content (7:21)
- WEBINAR CONTENT (Part 1): 3 Lies & 3 Truths (7:23)
- WEBINAR CONTENT (Part 2): The Offer (10:36)
- WEBINAR CONTENT (Part 3)

PHONE FUNNEL IV: Phone Call



It's time to make magic happen!

Let's get you ready for your phone calls with prospects. The goal of each phone call is to:

- Expose your prospect's pain point** (If you had your prospects submit a questionnaire before getting on the phone with you, you'll have the elaborate on the questionnaire responses they submitted. Ask questions to have them elaborate on their pain point and why they need to solve it NOW. *See below for the phone call script to guide your conversation.*)
- Position yourself as someone equipped to solve their pain point** (Once you confirm that they're a good match for your program, you'll ask their permission to share more details about your program. This is where your MVC CANVAS comes in handy. You'll share the major MILESTONES your program will help them achieve.)
- Invite them to join your program** (Ask your prospect if they're ready to [create & launch their course in 60 days] and if they want the help of someone who has [helped clients do \$70k launches]. When they say yes, say that you're going to walk them through how to reserve their spot in your program. Next, tell them how to submit their payment/deposit. *If you don't have your payment method set up yet, revisit the "PHONE FUNNEL: What to prepare!" lesson.*)

Don't worry—even if you're "not a salesy person" or "suck at selling over the phone," you WILL be successful. I'm providing you with a sample PHONE SCRIPT that you can use to rehearse. This will help guide your phone conversations and help you feel prepared.

[>>>VIEW THE PHONE CALL SCRIPT HERE<<](#)

Overall, you want to empower your prospect to decide "Hell Yes!" or "Hell No!" while still on the phone. That way, if they have questions or objections, you can respond live on the phone and help them come to an informed decision.

NEXT STEPS:

- Ask a friend, family member, or #CourseFromScratch member to do a couple practice phone calls with you so you're comfortable with the flow of the conversation.

REMEMBER: Even with practice, you may never feel "ready" to do your phone calls. Don't let that stop you! When you feel fear and self-doubt creeping in, that's a good sign! Growth and sales are on the other side of that! Just PUSH THROUGH!

#RECEIPTS:

- Share how your #PhoneFunnel went in our FB group. Did you have success on your phone calls? How do you feel?

Quiz

1 / 1

Did you hold a PRACTICE PHONE CONVERSATION with someone?

Yes!

No (If not, find someone to do a practice conversation with!)

Check

Discussion

Post a comment



Erika Carrillo

Leave a comment...



Post Comment

0 comments