

- PHONE FUNNEL III: Pre-Qualify
- 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

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### PHONE FUNNEL III: Pre-Qualify

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## PRE-QUALIFY

*Qualify your PCPs*



Now that you have created TASTY Content and given your PCPs an INVITATION to speak with you, you need to make sure they are QUALIFIED for your program.

In this step, you will PRE-QUALIFY your prospects before getting on the PHONE CALL with them. That way, you don't waste their time, and they don't waste yours.

#### FIRST:

Determine what characteristics are important for your prospect to have to make them a good fit for your program.

Create a **QUESTIONNAIRE** in **Typeform**, similar to this sample questionnaire.

#### NEXT:

**When someone schedules a call with you, send them the "Please read before your call" email.** That way, you set their expectations for the call and they're ready to reserve their spot in your program.

**Subject:** Please read before your call w/ Danielle Leslie

Hi {FirstName},  
 This is Cynthia from the Danielle Leslie team. Please read the following prior to your call with her.  
 Danielle is looking forward to speaking with you! Thanks for completing the questionnaire, she'll review it prior to your call.  
 A few important things to be aware of:

- You have exactly 20 minutes for your call. Please be ready to hear from Danielle at your scheduled time.** She'll call you promptly. The focus of the call is to determine whether your stage in your brand & business is a good match for Danielle's 1:1 Coaching. This is not a coaching call. :) The goal is to gather enough information to make an informed decision about whether the 1:1 coaching is a good match for your goals.
- Please be all ears and distraction-free.** Your time is valuable, and it's important to us that you get the most out of your call. If you can be somewhere quiet and in front of a computer so you can take any notes, that's recommended.
- Be ready to reserve your spot.** Danielle has 2 remaining spots for coaching in November. If you're a good match for coaching, she'll invite you to put down your 1st payment during your call. If you miss that opportunity, then you may miss out on working with her.

Please reply to let me know you received this email. Don't hesitate to reach out with any questions prior to the call!

Warm regards,  
Cynthia

Note: If you don't have an assistant, then you can still send this email from a pretend "assistant." :)

#### Quiz

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Did you create a QUESTIONNAIRE?

Yes!

No

Check

#### Discussion

Post a comment



Erika Carrillo

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Post Comment

0 comments