



SCRIPT FOR OFFERING STRATEGY SESSIONS  
**'SPUR OF THE MOMENT'**



**6-FIGURE BIZ**  
**ACADEMY**  
FOR NUTRITION PROFESSIONALS



At a networking event, dinner party, training seminar, of any number of other locations, you may find yourself talking to a potential ideal client.

This is a wonderful opportunity to offer a Strategy Session.

Here's how:

First, we'll assume that you have shared all about who you are and what you do using your "Unique Marketing Message" (that we developed during our "Niche Intensive"). This is your compelling statement about the clients you serve, what they struggle with, and the specific and measurable results your clients achieve from working with you.

And we'll assume that the person you're talking to has been interested, asked follow-up questions, and somehow revealed that they are in need of some help.

So you might say:

*"You know, from time to time in my practice I have the ability to offer something I call my "Such-and-Such Breakthrough Session." Now this is typically valued at (price), but I'd truly love to gift you one of these sessions where we will \_\_\_(result)\_\_\_, \_\_\_(result)\_\_\_, \_\_\_(result)\_\_\_ if it resonates with you. Is that something you'd like to do?"*

## NOTES:

- We're making it clear that this isn't something that's always offered – it's a very special opportunity for the person to step into.
- We're giving it a value / price, which makes it feel different than just a "complimentary session."
- If you're coming from a heartfelt desire to be of service, people can pick that up, and will be honored to be asked.