

THE “ULTIMATE STRATEGY SESSION” BLUEPRINT FOR MAXIMUM SUCCESS

Mindsets & Roles:

- **Confident Communicator.** You demonstrate absolute certainty and confidence in all your communications, and marketing materials.
- **The Solution.** You possess the skills to solve their biggest problems, challenges, and frustrations. You make their lives better, and you always leave people better off than when you found them.
- **Paradigm Shifter.** You create the space for others to grow with your guidance and presence.
- **The Warrior.** You have the ability to coach your clients through their objections, and mental blocks, and you help them DESTROY their excuses and obstacles so they can get the results they've always wanted.
- **The PROTECTOR.** You CARE for your clients, and are deeply invested in their success no matter what. You protect them from failure and mistakes at all cost.
- **The Motivator.** You are excited for their life to change, and you always remind your clients WHY they are doing this in the first place. What are they trying to achieve, and what are they trying to avoid?
- **The SHAPER OF DESTINY.** You have the power to give your clients the 'greatest gift' in this world. You can help them achieve their goals, and become the best version of themselves. You change the lives of everyone you meet.

STEP 1: Pre Frame

- “I’m calling because you submitted an application. We get 100s a day, Read your story and I like it, that’s why I’m giving you a call back.Do you remember submitting an application on our website? Is this a good time to talk?”
- “The reason why we have such a high success rate with the people we work with is because we take the time to really get to know them, so we have the ability to truly help them. So the way this works is that I’m going to ask you some questions about your background and experience, so I can come up with a ‘success plan’ for you. At the end, we can decide if this is going to be a good fit for both you and I. Does that sound fair?”
- “Did you watch all the videos? Even the ones on the thank you page?”
- “What is it about the video that made you want to apply? What did you like about it?”

STEP 2: Wide Rapport (Gather the Facts)

- “I’m curious about you, what’s your background, what’s your story?”
- “Are the people in your life, your friends and family, supportive of your goal?”
- “How many hours do you currently work right now?”
- “How long have you been trying to succeed with this?”
- “Why now? What’s the biggest thing driving you to make this happen now more than ever?”

STEP 3: Deep Rapport (Discovering the Dream & Nightmare and Getting Financial Data)

- “What is your goal? How much money do you want to make per month in the next 90 days? Then ultimately how much do you want to be making?”
- (Repeat back what they said)... “Once you’re making that, how would that change your life, what would that do for you?”

- “Those are really good goals... Right now, what’s stopping you from achieving your goals? What’s your biggest obstacles, frustrations, and challenges?”
- “Thank you for sharing that. So, if you solved that problem once and for all, you think you’d finally succeed?”
- “Our first goal would be to replace your income. Then the next goal would be to replace the income of your household. Right now, what would it take to replace your income? Because that would be our first goal.”

STEP 4: Core Rapport (Building Appreciation, Commonalities, Elevation and Vulnerabilities)

NOTE: Find something to compliment them about. So if they have spent 5 years with little success, you compliment them on their persistence, and not giving up.

- **RESPECT AND APPRECIATE** - “You know what, I deeply respect and appreciate about you? It’s the fact that you are very persistent, and you never gave up no matter how hard it got. Also the fact that you just took action. You watched my videos, went through the entire process, and filled out the form. Most people just let opportunities pass them by, but you took action. Where did you learn that from? Were you always like that?”
- **BUILD COMMONALITIES, RELATE, AND SHARE YOUR STORY** - “Thanks for sharing that. I can completely relate. Here’s my story...(tell them what you have in common, and open up. Build a connection.)”
- **ELEVATE** - “Most of my most successful clients have one thing in common. They never gave up, and they always had the DRIVE to succeed no matter what. All they needed was guidance. Someone who’s been there, done that, to show them what to do. So I’m excited for your success”

STEP 5: Educate (Help them By Actually Helping Them. Give them New Models of Success, Mistakes Most People Make, What You Should Do, and Why)

- Big reasons why people fail: no mentor and guidance, no technical skills, no time

- Lottery mentality mindset vs. Business mindset (to make 10k/month, invest 10k, 5k/month, 5k)
- Formula for success - Mindset, Skills, Mentor, and get the work Done For You.

STEP 6: Pre Presentation Framing

- If we could get you to achieve XXX (insert income goals) income in 90 days so you can experience (insert actual goals they have)..., is that something you want to do?
- What would be your budget for that?
- Are you in front of computer, will send you an email with right now with a link to a video I want you to watch. Call me back after you finish watching the video.

STEP 7: Advanced Closing

Phase 1: Eliciting Values

- “Did you get to watch the video? What did you think?”
- “If money wasn’t an issue, which one of the packages appealed to you the most?” (wait for the answer, then say)... “What is it about that package that caught your eye?”
- *Repeat back to them what they like, and ask them if they would succeed if they had that. So if they say they liked the program because of the 1-on-1 nature you say= “So if you had 1-on-1 help from someone successful, do you think you’d finally succeed, and why?”

Phase 2: Qualifying and Challenging (Micro Commitments)

- Have you ever had a mentor or coach before?
- How are you with following directions? If someone gives you a step-by-step plan, can you follow it?
- How many hours can you realistically put towards your internet business on a daily basis?
- How are you with someone holding you accountable?

- Procrastination is the number 1 reason why most people fail. How do you overcome procrastination?

Phase 3: Assuming the Sale & Setting Conditions

- “Which one of the packages did you want to do?”
- “We have 2 conditions with everyone we work with. First, once you start seeing results from this program, are you okay with doing a testimonial for us? Second, once you start seeing results that you’re happy with, will you be open to upgrading to our higher packages?”
- “If those 2 conditions are met, then we can work together.”

Phase 4: Future Pacing, and Closing the Deal

- “Here’s how it works. After you sign up, my team starts working on your stuff within 1-2 hours. The goal is for us to have something up and running, getting you results within 7 days. In order to hit the goal you want, stuff needs to get done pretty quickly. Are you okay with us moving fast?”
- So one of the things we will do today, is start setting up your multiple streams of income. How often do you want to get paid for your commissions? Weekly, bi-weekly, or monthly?
- Do you want to get paid by check, direct deposit, or by PayPal?
- What’s your best email address?
- What’s your best mailing address?
- What name should the payment be written out to?
- Awesome. I’m sending this out to my team now, so we can get you something setup today. So, you want to do visa or MasterCard for your payment?

BOOM!