

PERSONALIZED CLOSING CALL SCRIPT

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ASK HOW THEY ARE DOING FOR 1-2 MINUTES.

Super curious... What was it that made you decide to invest the time to be on this call today with me in order to gain control of your fitness?

Thanks for hopping on with me today. I also want to say I appreciate you knocking out those questions in a timely manner. It shows me your hunger for this and that you're committed, and that you respect my time. So... I want to respect your time on this call and ask that we just jump right into this so that I can make this a really valuable conversation for you. Sound fair enough?

Very cool! So here's the deal, what I'm going to do briefly here is ask you some questions to find out if or how my coaching can help you based on what you need. So I'd like to ask you that if you come to the realization that if you don't feel like there's a fit with your goals and how I can help you, are you comfortable just letting me know that? Great, and are you ok if I don't find a fit, me letting you know that I don't think this is the right program for you and pointing you in the right direction?

Awesome, I have a process to bring you through that will help us get super clear on where you're at right now and where you want to go which will help us put a plan together that IF you put the work in, will help you achieve the result you're looking for in the program.. but this only really

works if you're willing to play full out and be open about what the challenges you're having so we can breakthrough them together, sound fair enough?

Ok. So the next section I'm going to go through with you I'm going to have you take some notes, so if you don't have something to write some notes down with yet, go ahead and do that right now ... and we're going to get into some deeper stuff about what it ACTUALLY takes to get in the best shape of your life. Let me know when you're ready.

So I call these my three pillars. The first pillar we're going to focus on is the Strategy. When I say strategy, I'm really talking about training and nutrition. What is the type of training you're going to be doing that is going to not only bring your results, but be efficient, respectful of your time, and actually fun for you? This is the question we'll answer. On the nutrition side of things, what are the foods you're going to be eating and in what quantities so you see results, but that you truly enjoy, so it doesn't feel like a diet. Because if it feels like a diet, it won't be sustainable, and if it's not sustainable, it's pointless for you to follow it. Do you follow me so far?

Awesome. So Mindset is my second pillar. It's REALLY important for us to communicate on a regular basis about how you're actually feeling about your training and nutrition - your strategy. If your energy levels are out of whack, if you're not enjoying what you're doing, if you're hitting a plateau in motivation... these are things that can prevent you from getting the results you desire, even if on paper, your strategy is perfect. Does this make sense?

Cool. My last pillar is Accountability [NAME]. Now this is fairly self-explanatory, but Accountability is so important because as humans, when we know we're not going it alone, and that another person is with us and has our best interest in mind, we dedicate at a higher level. We hold ourselves to a higher standard. So... Accountability, to me, is making sure (1) you feel supported and (2) I feel I have all of the information I need to assess whether you're making progress according to our plans. Communication is crucial here. Does this resonate with you?

Cool. So... Based on those three areas, which feels like the biggest challenge to you and why?

Thanks for sharing this, [NAME]. Are there any other challenges are holding you back right now?

What does your life look like a year from now if you don't address this?
[AGITATE THE PAIN]

[SAY THE BELOW WITH ENERGY!]

Ok. I want you to go ahead and humor me for a second and close your eyes right now... Go ahead. Actually do it. And... I want you to image yourself 12 months from now... looking into the bathroom mirror... naked [PAUSE]. But this time, you LOVE what you see. And you're like... DAMN

I'm hot! So the question I have, [NAME], is... What's different about your body for you to actually have that reaction?

Well... What if told you, [NAME], that the goals that you specifically have are achievable in the next 3 to 4 months? That is doesn't have to take a year? [LONG PAUSE] ... and I have to be careful about how I say this because A LOT of people have tried A LOT of different things that didn't work for them ... and it sounds too good to be true at first ... But the truth is, [NAME], what it comes down to is that if you're applying the principles of what ACTUALLY WORKS... If you're getting in the gym not MORE than you need to, not LESS than you need to, but the RIGHT amount... Same thing with nutrition... It all falls into play VERY quickly. Follow me so far?

Awesome. Now, I'm curious... What else changes in your life when you have those results? Like, do you think... All that is different is the fact you look better naked? Or... are you going to show up with more confidence in your day-to-day activities... at your job, in your relationships... You tell me. What's different about your life, [NAME]?

So, is this goal just for yourself? Or are there other people in your life that you're hoping to inspire?

Awesome... So, I have a few more questions I'm going to ask you just to make sure it's going to be a good fit, then you can ask me anything you'd like to know. Then after that, we can go over the investment. Cool?

First question I have is... Are you able to commit to 7 hours per week to put towards the training and exercise of this program?

Cool, timing of opportunities don't wait around and making decisions is very important. Do you see ANYTHING that would hold you back from making a decision to work with me today?

If we were able to eliminate the obstacles holding you back and help you reach your goals, what would that be worth to you?

Ok. My main concern with taking on new clients is that they are coachable. You MUST be willing to implement what I teach you. Do you feel like you are that kind of person?

How come?

Ok. So...If I could help you create to [INSERT DREAM GOAL] ...You'd be successful?

Well let me tell you this, [NAME]...based on everything you just said to me... This program is definitely a PERFECT fit for you. So, plain and simple... I have a couple different options for you, and I don't necessarily think the first option is what you need, but I'll make it available to you incase you feel you need the additional support. I'm going to go into a little more detail on those two options now, cool?

So this is the first option...

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You're going to have 1-on-1 access to me through an app.

I'll set up a completely custom training program for you that will be a perfect marriage between your workout preferences AND doing the exercises needed to get you towards your goals. Same thing with nutrition.

We check-in with each other once a week, in addition to you being able to message me whenever you'd like throughout the week.

Sound fair enough?

Awesome... So in addition to this, you'll have 1-on-1 phone access to me virtually anyday of the week.

The total for this 16-week program is \$2.

Again, this is my 'white glove' service... but again, the truth is... I don't think that's going to be what you actually need. Honestly, this is a level of service that suits my older clients best ... individuals in their 40s and 50s who haven't been in the gym in years and don't understand what a calorie is. They need the additional in-depth support calls.

My next level of service, which I feel like is a better fit for you, is ONLY \$1. You're still going to get ALL of the support I just highlighted, just minus the

1-on-1 calls. You still get your custom training plan and nutrition plan, texting access whenever throughout the week, our 1-on-1 check-in process, private coaching group, etc). What that means to YOU is [highlight their pain being solved]

And really [NAME] ... if you only get HALF the results of the other people in this program, the only problem you'll have is that we didn't get you started 6 months sooner. Sound fair enough?

.... So with your permission, my suggestion is that we knock out that \$100 deposit.

Sound good?

OBJECTION: "Have to think about it."

RESPONSE: Oh! I hear ya. Well let me just ask you, [NAME], does the idea make sense? Do you like it?

"Ya!"

Awesome...Well I didn't want to waste any of your time, but I'll let you know incase you're curious, we also do a weekly group call and you'll have access to the private Facebook group. Sound cool?

So what that means to you, [NAME], is that we're going to help you [ACHIEVE GOAL] so you can [PERFORM BETTER], which are things that are important to you.

And the reality is, if you get only HALF the results of the other people in this program, the only problem you'll have is that we didn't get you started 6 month sooner. Sound fair enough?

OBJECTION: "Must speak to significant other."

RESPONSE: Ok, awesome. Let's get her/him on the phone.

I understand. I totally respect your desire there. I will say, though, that if your wife is that involved in the decision making of what goes on in your household, then she's probably going to be a key person in your life when it comes to either supporting your goals or not supporting your goals...So, before I would be comfortable with moving forward, at this point, it would make more sense for me to have a conversation with the three of us together. Do you see where I'm coming from here?

And, [NAME], I want to be clear that it's not necessarily about whether or not you join...It sounds like you really want to join... it's more about me only wanting to work with clients I know are going to get amazing results... And if there's a wild card of not knowing if your wife is going to be supportive of what we're doing here or not, then it's just not something I'm comfortable moving forward with, without talking to her first. Is that fair?

OTHER QUESTIONS

1. What would you need to know about my program to throw down your credit card and get started today?