

Here is the EXACT script that we follow with EVERY SINGLE lead that opts in to our system:

## PHONE CALL IF THEY ANSWER

“Hey, this is [your name] from [your school]. I’m just a calling in response to the request you made about a free week of a karate classes at our school. Is now a good time to talk?”

Once they say yes, we say, “Great, so were you inquiring for yourself or a child?”

[wait for an answer]

Then say, “Ok perfect, so tell me about (yourself or your child, depending on the answer above.) What makes you think Martial arts would be a good fit for (you/him/her)?”

### \*\*\*NOTES\*\*\*

*It just becomes very conversational after that.*

*Just ask a lot of questions.*

*Don’t spend time telling them about everything you do.*

*You want to communicate by asking them questions to find out more about them and their family. They will sell themselves on coming in if you let them.*

***The whole point of this call is just to get them on the schedule and in the door for their private lesson.***

*So before you end the call you want to say something like below.*

### \*\*\*\*MORE SCRIPT\*\*\*\*

“Well, it sounds like [you or your son/daughter] will really be a good fit here at [your school]. We have these times available (give 2 or 3 times). When would you like to come in for your free private lesson?”

# LEAVE A MESSAGE IF THEY DON'T ANSWER ON THE 1ST CALL

Here is the EXACT message we leave for EVERY SINGLE lead who opts in to our system:

\*\*\*\*\*SAMPLE\*\*\*\*\*

Hi, This is [your name] from [your school]. I sent you an email and a text. I'm not sure if you received them, but I also wanted to leave you a voicemail about the inquiry that you made for a free week of karate lessons. If you can call me at [YOUR\_NUMBER] I have a question for you, and if you can call me back today before [time you close] I can still honor the Free Private Lesson for you too. My phone number is [YOUR-PHONE-NUMBER]. Thanks.

\*\*\*\*\*END SAMPLE\*\*\*\*\*

**The only purpose of this message is to get them to call you back today.**

Saying "I have a question for you," is almost irresistible to most people. They will call just to find out what the question is. Of course you're going to ask them lots of questions on the call, but if they say "What's your question," you can reply, "Oh, I have a few actually," and then just launch into your normal call script.

## LEAVE “COUNTDOWN” MESSAGES EVERY DAY FOR 4 DAYS IN A ROW IF THEY DON’T ANSWER ON THE 2ND-5TH CALL

Keep in mind the vouchers expire 7 days from the day they receive them so you can use that to create urgency. Here is the EXACT message we leave for EVERY SINGLE lead:

\*\*\*\*\*SAMPLE\*\*\*\*\*

Hi, this is [your name] from [your school]. I am just following up on the inquiry that you made for a free week of karate lessons at [your school]. I just want to remind you that the voucher you received expires in [# of days left] days so give me a call back today so that we can get you scheduled for the Free Week of Karate lessons. My phone number is [YOUR-PHONE-NUMBER]. Thanks.

\*\*\*\*\*END SAMPLE\*\*\*\*\*

**The purpose of this message is to get the procrastinators to call you back today.**

Saying “The certificate expires,” will get the procrastinators to call you.

## LEAVE “LAST CHANCE/TAKE AWAY” MESSAGES THE LAST 2 DAYS

Here is the EXACT message we leave for EVERY SINGLE lead who opts in to our system:

\*\*\*\*\*SAMPLE\*\*\*\*\*

This is [your name] from [your school]. I left you a couple messages already. I'm not sure if you received them, but I just wanted to make sure that you don't miss out on the free week of karate lessons that you requested. We've had a lot of interest so if you don't want the voucher that will be just fine, we can just give your voucher to the next person, but I don't want to do that until I talk to you. Your voucher expires in a day or two so if you can call me at [YOUR\_NUMBER] so that we can either get you on the schedule for the free week or just let us know if we can give it to the next person that would be great. Thanks.

\*\*\*\*\*END SAMPLE\*\*\*\*\*

**The only purpose of this message is to get them to call you back.**

Saying things like, “I don't want you to miss out” and “we'll give your voucher to the next person” creates an emotion in the people who are genuinely interested and it creates urgency so that they will not procrastinate calling you back.