

# Perfect Book-A-Call Video Script

## Instructions:

1. Set up a way for potential customers to download a free resource directly related to the high-ticket offers you are selling. Usually, it comes in a form of PDF and/or video (e.g. a checklist, 3 ways to do \_\_\_\_)
2. This is a proven video script that you can use on the confirmation page after the potential customers opted-in for the free resource.
3. Many influencers and business owners have used this script to exponentially increase the number of booked calls in order to convert potential customers into actual customers.
4. Customize the following script and make it applicable to your business by replacing the wordings highlighted in gold.

Hey, *[Name]* here from *[Company Name]*.

Thanks for downloading *[Name of resource]*.

It should be in your inbox in the next five minutes.

In the meantime, you're probably here because you're looking to *[Primary reason why prospect buy]*, like some of our clients.

Or, it might mean *[secondary reason why prospect buy]*, or even *[third reason why prospect buy]*.

If you're looking to do this *on your own*, then feel free to check out the resource I sent.

But if you want to move even faster, I'd love to invite you *to schedule a session with myself or one of my team's specialists*.

During this call, we're going to *dive even deeper around the [Name of resource]* that I created to help you get results even faster.

First, we'll look at *[Product's area of focus #1]* to see what's possible *over the next 90 days and the next 12 months*.

The second thing we'll do is *[Product's area of focus #2]* to see *what's working and what's not*.

The third thing is we'll identify *the number one thing holding you back* from *[Product's area of focus #3]* the way you want.

And fourth, we'll *[Product's area of focus #4]* *fast*.

Now, you will walk away *feeling clear, confident, excited* about bringing *[Primary reason why prospect buy]* to the next level.

So I want to invite you to take a moment, fill out the application, *tell us a bit more about your situation*, and find a time that works with one of our specialists to create your plan.

*This call is free*, because we'd love to help, and we know that a percentage of people are going to want to *work with us directly* to implement the plan that we created. If that's not you, that's totally fine. *You will walk away with a real plan that you can implement on your own*.

*Super excited that you downloaded that resource.*

*I'm excited to meet you and see if [Name of resource] can help you to [Primary reason why prospect buy].*

*Excited that you're here and I look forward to talking soon. Have an amazing day.*