



## OUTLINE OF AN ENROLLMENT CONVERSATION SCRIPT

### CALL 1

#### 1. Brief Talk – Establish Connection and Bond

#### 2. Set intentions.

⇒ *I'm so excited to connect with you today. I like to start these conversations by having both of us set intentions. And I'll go first. My intention is that first and foremost, that we're able to connect deeply, that we get to know each other. From there, my intention is that I hold the space so that together we can look at what it is you want for yourself and your business (INSERT YOUR OWN WORK HERE, for instance...'what it is you want for yourself and your health, or your relationships, etc, depending on the work you do and the area it supports your clients). From there, for us to really honestly take a look at what's been standing in your way of achieving what you want for your business. And once we do that, then we'll have a great snapshot of where you are right now and where you want to be in the future. Once we're clear on where you are right now and where you want to be in the future then we can talk about what it will take to get you from point A to point B and how I can help you get there.*

⇒ *And your intention?* [they answer]

- Use Reflection and Creating Awareness Coaching Skills to reflect back what they've said.
- Soul-centered marketing formula is present right in activation:
  - Gap and vision: where you are right now and where you want to be in the future
  - Bridge: what's required to get there
  - Call to action: how I can help to do that

#### 3. Connect in on Your Prospects Strengths, Passions, and Celebrations

- Create a space for your prospect to share what's going really well for her right now, what she is proud of, and what is important for her
- This is an opportunity for further bonding, for Creating Awareness, and for Acknowledging & Celebrating in order to build more trust and create confidence, and to help prospect see their strengths & resources.

- Activate your Deep Listening Skills to hear below the surface on client priorities here.
- ⇒ (Example from Business Coaching) *What do you love most about your business? What is the incredible impact that you make on your clients? What are you passionate about?*
- ⇒ (Example from Health Coaching) *What IS going well with your health and well-being right now? In what ways do you know your body is strong and able to heal itself?*

#### 4. Connect Your Prospect to Her Inner and Outer Obstacles

- Take notes – important to get clear sense of their needs; capture their phrasing (great for reflection and mirroring) and you'll use this later in call 2.
- Take time here – do NOT rush. It's not 1 question, 1 answer and done. Take time to ask, reflect back, ask deeper question and reflect back again.
- Remember that your tone of voice is very important here. Be intimate, be connected, slow down. This helps establish trust and deeper connection.
- Activate the 3 Levels of Obstacle here: Surface, Emotion and Impact
- Remember to normalize their obstacles so that they feel the stretch of the obstacles but don't feel badly about themselves or hopeless
- ⇒ **Start with:**

*What's not working for you right now? (and put it in the context of how you help them)*

- Massage therapist: *Tell me what's not feeling good in your body right now? What brought you today? Where are things not going well when it comes to your body and well being?*
- Real estate broker: *What's been frustrating you so far in your search for a new home? What are some of your fears when it comes to you selling your home?*
- ⇒ Reflect back what they've said.... *Am I getting that right?* If needed: *Can you give me an example of that?* And then reflect it back again and ask: *Am I getting that right?*
- ⇒ *When you're experiencing [recap what they just described], how is this affecting the rest of your life?* [they answer]
- ⇒ *How does it feel to experience that?*
- ⇒ *What I'm seeing here is that [this problem] is affecting these other areas like this [recap]. Am I getting that right?* [they answer]
- ⇒ *Is there any other feeling this gives you?* [they answer]
- ⇒ Good – what I'm hearing is that you're really DONE with [some key pieces they've shared with you] and with the feelings of [what they described earlier]

- You are pinpointing what has emotional resonance for them. You're helping them clarify what they're experiencing, in a new way, most likely beyond what they've been able to do on their own. This demonstrates the need for your offering.

## 5. Activate your prospect's vision.

- You want to find out what they want, how it will feel AND the deeper WHY they want this (e.g., they'll feel more confident, they'll perform better at work, they can feel better about themselves, they have more energy).
- Remember to give permission for the prospect to Vision – often times we aren't given permission
- Validate their desires
- Ask specific questions – Use Your Expertise

Sample questions (adapt to your business and your Ideal Client)

- ⇒ *What do you want for yourself? What do you see for yourself over the next 6 months or year?*
- ⇒ *If you could have an Ideal Day, what would that day look like?*
- You can personalize this question. Example: For a dating coach: *If you could go out on an Ideal Date, what would that look like? What would your Ideal Partner be like?*

[they answer]

You reflect back, going through their vision piece-by-piece, speaking with meaning. It is very powerful to hear your vision reflected back by someone else. It validates what they want. They are being vulnerable to share something so close to them. By you treating it like it matters it builds trust, connection, and helps them go deeper.

- ⇒ Then ask: *How would that feel if you had [what they said]? What would be different in your life if you had [that result]?*

You might point out the difference between what they described in their vision vs. their gap: e.g., *I hear you want to feel energized and active, and that's so different from what you described earlier about feeling stuck.*

## 6. Bridge

- This is the point in the conversation where you paint a picture and share the journey you would walk together with your prospect if she were to work with you, to support her in moving from her current situation to where she would like to be in the future

- Activate your “Making Connections” Skills here: integrate everything your prospect has shared with your expertise
- Be HONEST about what is possible, and the time frame
- Be HONEST about what your prospect will need to commit to in order to achieve her desired results
- Name content planks as well as format planks to create the bridge

⇒ I can really resonate so much with what you’re describing.

[Share your personal story that relates to their story. Or if it’s not appropriate in your field to share your personal story, share a client success story (with confidentiality of course) that mirrors their gap/vision. “This reminds me of such-and-such. When we started working together she was here, then she ended up there.”]

⇒ *That’s exactly how I help people. And I feel very confident that I can help you too.*

⇒ *If we were to work together, here are the first 3 things I really see us working on:*

1. first Pillar and how it relates to their gap/vision
2. second Pillar and how it relates to their gap/vision
3. third Pillar and how it relates to their gap/vision

*Ex. I really hear that you are so DONE with feeling lost in your career, jumping from job to job and not getting any happier. A part of the process I take clients through is for them to get to know their innate gifts, talents and strengths, things they love to do regardless of their job responsibilities. When we connect to these things I’ll then help you find places to express them in your life right now, which will bring a sense of greater fulfillment right away. So right away we’d begin exploring and identifying these innate gifts of yours. And this doesn’t mean you’ll be staying at your current position where you’re unhappy, another part of my process – identifying opportunities you’re excited about – will be the next step. But it’s very hard, and I think you’ll agree, to get excited about new job opportunities, when you’re feeling disconnected from your own gifts and strengths.*

⇒ *We’ve been talking about so much together. What’s resonating for you from what I just shared? [reflect back and create more awareness]*

## 5. Call to Action!

⇒ The magic question: *Would you be interested in learning more about how we can work together?*

If they are your Ideal Client, 9/10 times they'll say Yes! Now you have permission to share more information.

⇒ Tell them you'll send them information on your program. *Is it OK if I give you some homework?*

Homework needs to reinforce gap and vision and bridge.

Schedule follow-up call for 2-3 days later, so you connect while they're still activated and this is fresh.

**CALL 2.** This is where they will join your program. It's much shorter.

1. Set intentions.

2. Ask about the homework. This reactivates gap and vision; you get insight on whether your program is resonating.

*What was doing the homework like? What wisdom came forward for you?*

3. *What was it like to read through the program info? What really resonated for you?*

4. *So how would you like to move forward?*

What may come up on this call is resistance: money, time or timing. The better you activate gap, vision and bridge, the less likely resistance is to come up.

Do not freak out by resistance. Your prospect has fears when they step into something bigger. They may have a money concern AND work with you, so don't back off just because they have fear. You will help them walk through it and see what's possible for them.

5. When they say Yes, affirm their decision. Congratulate them! Get them registered; receive deposit; schedule for the first session.