

# Potential Client Call Script

**Make sure to save a new copy for each conversation so you don't lose the prompts in the text fields.**

**Note:**

For potential client calls, I specifically only schedule 30 minutes.

This has worked well for me, since I think that people don't feel like it's too big of a commitment, and 30 minutes is enough to see if you like each other enough to work together, and if it's a project you'll want to do. I always schedule an hour long kick-off call to *really* discuss everything once they've decided to hire me.

---

## Introduction

Hey **[NAME]**

How are you today?

Can you hear me alright on this connection? Great! If at any point it's hard for you to hear, let me know and I'll take care of it.

Well, thanks so much for taking the time to talk with me about your project!

So, like you said in your email, you're looking to **[NAME MAIN ASPECTS OF PROJECT]**.

I'm excited to hear more about it, and see how I can help!

To start off, I have a couple questions I'd like to ask to help me understand a bit more. Does that sound okay to you?

Great! I'm going to take notes while you talk, so if you hear either silence or tapping, it's just me typing away.

---

## Questions

**Be sure you are taking detailed notes on the call!**

**Note:**

Since I'm doing copywriting, these are generally the main things I need to know to get enough info to offer suggestions on their project. You may need different questions based on the projects you're doing, but all your questions should be aimed toward gaining more insight on the main aspects of the project.

- What are your three main goals for this project?
- Your Question #1 (if different):
  - Your Notes:

- Your Suggestions to solve the problem:

- Is there anything you feel is not working right now that you'd really like to change?
- Your Question #2 (if different):
  - Your Notes:

- Your Suggestions to solve the problem:

- What are the demographics of your target audience?
- Your Question #3 (if different):
  - Your Notes:

- Your Suggestions to solve the problem:

- Do you have specific feedback from your customers that you'd like to discuss. Feedback from surveys you've sent out, emails you've received, or anything else?
- Your Question #4 (if different):
  - Your Notes:

- Your Suggestions to solve the problem:

---

## Your Top Suggestions

**Note:** Based on the solutions you wrote down in the notes above, give your top 3 - 5 suggestions for their project. What will help them reach their main goals?

Great, thanks for clarifying everything, this was really helpful.

So, based on what we've discussed these are a few things I think we can do solve your problem/ complete this project/ etc.

### [WALK THEM THROUGH THE SUGGESTIONS YOU WROTE ABOVE]

1. The first thing we can do is **[TELL THEM YOUR SUGGESTION]** .  
This will solve your **[NAME ISSUE]** because it will  
**[EXPLAIN SOLUTION]** .
2. Another thing we can do is **[TELL THEM YOUR SUGGESTION]** .  
This will solve your **[NAME ISSUE]** because it will  
**[EXPLAIN SOLUTION]**. .
3. We can also **[TELL THEM YOUR SUGGESTION]** .  
This will solve your **[NAME ISSUE]** because it will  
**[EXPLAIN SOLUTION]** .

---

## Wrap-up and Next Steps

Alright, unless you've got any other questions for me, we can move on to next steps. Sound good?

So, based on what we discussed I'll put together a proposal and send that over so you have it by tomorrow morning. I always offer a few packages that you can pick and choose from.

After that, I'm happy to answer any other questions you might have.

And just to be sure, this email address **[SAY THEIR EMAIL ADDRESS]** is the right one to send it to?

Great! Thanks again for taking time to talk with me. Please let me know if you think of any other questions, and I'll be in touch. Bye!