

Connect to Context

Hey what's up?

Can you hear me ok?

(FRAME FOR BOOKED CALL)

So I saw you booked into my calendar to look at some possible outside help with WHAT YOU DO, this call is pretty basic, I just want to look at your situation a little bit to make sure we can help, some people I can't do much for ya know...but if I feel I could, I can explain how it looks and possible next steps at the end, does that help you?

(FRAME POST FREE SESSIONS)

So I want to transition for a minute, you had this free session(s) with me, and I basically want to see if continuing to work with you would help you or not, as I can't help some people. If you're open to it, I am happy to ask you a few questions, and if I feel like doing more coaching would help you, we can discuss possible steps after that, sound fair?

Situation (facts)

[These are the logistical facts you need to build emotions off of]

Before jumping into stuff around PROBLEM YOU SOLVE, what do you do for work?

And I should probably ask, you have a family or is it just you?

When did PROBLEM first start?

What are you doing to work on this right now?

What have been the results/progress in the last 3 months?

[Ask around the facts you need to know. Stay quick cadence, and stoic.

Be sure to ask *"What you do now to SOLVE PROBLEM"*]

Connect to Problem

Do you...like the results you get now (concerning the way they solve problem now)

(if yes)

Why do you like it?

(if no)

Why don't you like it?

What don't you like?

(two-truth question)

Sounds like things are going fairly well for ya, I guess what would you change about PROBLEM if you could?

(Probe questions)

Tell me more?

Explain?

What do you mean?

Why is that important to you?

Can you elaborate?

How is this affecting you...personally?

Is that having an impact on you?

Just so I understand the rationale behind getting some possible help with me, besides (PROBLEM ABOVE), what's the main reason you are wanting to look at coaching as opposed to (DOING WHAT THEY ALREADY DO)

Connect to Solution

Besides reaching out to me obviously, are you looking at any other help to SOLVE PROBLEM right now?

(if not)

Has anything prevented you?

(if yes)

Have you pursued any of those?

Why?

Why not?

To make sure I could help, in your mind, what is the ideal criteria you're looking for from me to get OUTCOME?

(lead them on if they are clueless)

- 1. Well, would having a process to follow, that uncovered the origin of PROBLEM so you could fix it at it's core, and not band-aid the symptoms help you?*
- 2. Ok, what about having a safe space to process the real emotions and beliefs around this, so you could find new perspectives that brought the breakthrough you want?*

Assuming I came in and got you these things, what is the ideal outcome for you?

(Probing)

What could you do with RESULT you maybe can't do now?

*What would it mean to have RESULT?
Would that do anything for you personally?
Tell me more?
Why that?*

(point of this is take tangible outcomes like no more fighting, no more binge eating, no more drinking, into things and circumstances and have them give emotion words of what it's like to experience those circumstances)

Connect to Consequences

And you can be honest, but in your mind, could you get to ABOVE OUTCOME using the strategy you have in place now?

*(if they say, I think so)
What makes you so confident?
Is that the ideal way you want to achieve it?*

Why not?

Have you considered if there might be any possible ramifications in the future if you don't make a change and keep doing what you're doing now?

Willing to settle for that?

So maybe time for a change?

Can I ask why make that change now though...couldn't you wait on this?

Transition

Thanks for sharing, based on what you've told me I believe I can help, because...(recap their problem, how they try to solve it, and how it's not producing result they say they want)

I'd be happy to explain how I help clients like you get OUTCOME, could I explain how that would look?

Present

I do a 10 session 1-1 coaching program where we meet once a week for 10 weeks where I'd help you...[tangible outcome that gives intangible feelings]

My normal session rate is \$100/session, but instead of this being \$1000, I'd do a 20% discount for you today, so it would be \$800 for the whole coaching program...here is what we do in these coaching sessions together...

You know how you said having a specific process to get GOAL would help you, we solve that using what I call my NAME METHOD in the coaching sessions.

[share a story/analogy on how your method works]

Any questions on that piece?

Second, you know how you said having a safe place to process, get new perspectives and breakthroughs would help, well that's why we meet 1-1 in a very intentional way.

The feelings you have now around PROBLEM are due to the MEANING you've assigned to your circumstances. I would help you assign new meaning, which will give you entirely new beliefs and feelings around the circumstances, which then eventually altar those circumstances.

Does this make sense?

Commit

If you were to do these coaching sessions with me, do you feel like this could be the solution for you?

Why?

Well, I do not have much left to go over here, normally this is just where I help clients sort out the payment part, and I can schedule your first call, what would you like to do from here?