

Play Blueprint: Schedule a Free Consult

Why Run It: To capture leads

Who It's For: Businesses who offer consultative services or packages

 Implementation time: 25-30min

Play Snapshot

As a coach or consultant, or any business that offers consultative services, few plays are as powerful as scheduling a free consultation. This play gives your business the opportunity to win over a lead while also building an ongoing relationship. Capturing a lead and driving them to a value filled consult is one of the most popular lead capture plays, that lends itself towards nurturing and converting a lead after the promised consult occurs. For this play, we will want to stay focused on driving leads to sign up for a consult with you or one of your team members. It's challenging to capture leads as a consultant. A consult is oftentimes the best way to scope if a new lead is a good fit as a potential buyer or client. Making yourself available, whether it be face to face, on the phone, or a video call, helps the lead overcome any uneasiness they may feel as they explore your products and services. By using a free consultation as a lead magnet you get many benefits:

1. **Are they the right fit?** By meeting with someone, you can decide if what you offer is what they are looking for.
2. **Show your stuff.** This gives you the opportunity to show why you are the option for them. Making yourself available is a great way to build trust. Trust leads to buying decisions.
3. **Be valuable.** Your conversation should be valuable, why are they coming to you? Give them a taste of how you can make their life better, with you in it. It shouldn't be about the sale the entire time, if you show value, they will buy.

The cornerstone of this play is having a planned approach to your consultation. It should be set up to not only serve and qualify your leads. But also sell to them and close the deal if they are ready. Your consultation should be 15-30min depending on

your service. Best of all you will use the power of automation to make this a set it and let it run automation that will keep filling your funnel, which can help you follow-up appropriately based on the outcomes of your consultation.

Pro Tip: Be creative with your call to action in your advertising and broadcast(s) of your free consultation. People are more likely to want to take advantage of your offer with a compelling CTA.

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