# Anti-Sale Proof Check

Growth mindset	Better results since last raise
Consistent weekly flow of new leads	Comfortable at current prices
80-100% conversion rate	Turn away unfit prospects
Churn rate below 10% each month	Sorry, not frustrated, for non-clients
Price increase over 6 months ago	Referrals at least every 60 days
Self invest over 20% over income	Collect testimonials monthly
Self invest over 6 hours a week	More money would bring more impact
New skill used on over 70% of clients	Guarantee that secures clients



#### **Anti-Sale Script**

I have something special to announce ... I'm finally increasing my heavily undervalued prices by [X]%. I know what you're thinking ... Damn, I should have got in sooner! The good news is that I am doing so to continue learning from the very best in the industry, and eventually grow a world-class team to create a deeper experience with even more support (how exciting). The better news is that you still have [X DAYS] to get in before the prices increase. [PROGRAM NAME] has grown a lot since starting [DURATION] ago.




#### **Anti-Sale Script**

Here's an insight into what some of [BRAND NAME FOR YOUR CLIENTS] have been achieving:

[LIST YOUR PERSONAL RESULTS FROM THE IMPACT CALCULATOR]

I'm sure you would agree ...

These results are pretty life-changing. It's why I am excited to create an even more impact by bringing this to a whole-new level.

If you are curious to see what's possible for you within [PROGRAM], simply comment "MORE" or drop me a message so we can arrange a non-obligatory chat to find out IF & HOW I can help you




# Cadence Counter



# The Hotties

Hot List	Quick DM	Voice Message	Like & Comment	Follow Up	Magic Bullet
#1					
#2					
#3					
#4					
#5					
#6					
#7					
#8					
#9					
#10					



## Quick DM

Hey [NAME],

Let me know when you're next online, I have a quick question for ya.




### Voice Message

Hey [NAME],

I know we recently spoke about helping you [ACHIEVE GOAL] in [PROGRAM]. I just wanted to reach out and let you know that we will be raising our prices in [TIME].

But because we've chatted already, I'd be more than happy to honour the offer I made you, which means you'll save [\$XXX].

Is this something you'd be interested in?




# Follow up

Hey [NAME],

Just checking if you have had chance to listen to the previous voice message. I would kick myself if you missed this.




## **Magic Bullet**

I was speaking with a client [TIME] that also wants to [SIMILAR GOAL]. They said that [MAGIC BULLET] helped them [OVERCOME OBJECTION].

So I immediately thought of you and how much this would help ... I'm more than happy to share this with you if you want?


