The Conversation Store

The Manual

Our History

During the summer of 2013, our founder Joshua Bardsley was about to head off to College to study a major in Law.

At almost exactly the same time, Josh's father purchased a franchise with the coaching company, ActionCOACH.

Whilst studying in early 2014, it became obvious that there was change occurring in the market with prior marketing channels becoming less and less powerful than before. An obsession was blooming in the down time at College, an obsession with commerce, investment and how the world worked. This coincided perfectly with Josh's fathers need for support managing new channels to market that are now the norm. This is where the cold outreach journey began - helping his dad.

Very quickly, it became obvious that for the coaching market, channels like email, Linkedin, phone and other social media sites could be very powerful, however, they were diminishing in effect month after month as user bases grew and sales messages were becoming a daily annoyance for most.

Josh decided that the only way to use these platforms was as a transition platform or for content reach, a way to turn a cold data point into a human interaction and decided to transition all marketing messaging to push people from one platform into an actual conversation.

Key Statistics

- 12M+ reached
- 1 Book
- 100,000 + Conversations
- Over $75M in LTV Generated
- 141 Series Hosts

At this point, their coaching firm was not performing well and had 1-2 clients. Upon transitioning work from hunting leads to instead farming conversations, things exploded and the second six months led to winning the Rookie of the Year award for best results in the global franchise.

Brad Sugars, the Founder, took notice and within six months, Josh was consulting (whilst still studying law) for various offices across the world and within 18 months was working across 45 offices.

11 years, 100,000 physical conversations, $75M in revenue and work across 42 industries later, Avalanche launched The Conversation Store to bring predictable relationship flow to B2B services worldwide.

Our mission now? We want to create premium lead magnets that require monetary or time investment and push focus on our clients to spend their time investing building relationships, not finding them.

Our Mission

Our mission with The Conversation Store is to grow a base of premium lead magnets that leverage time or money for our clients to purchase new relationships predictably and profitably. We want our clients to not only sell a lot but get better in all aspects of their sales process.

In order to get better, you have to do the work, which is why a large portion of our lead magnets are low cost semi-managed operations. We do the boring stuff, you build the relationships. By getting and managing relationships, you find out where your processes can be improved, and where in your sales pipeline people need more *oomf*. The only possible way to do this is by repetition, *a lot* of repetition.

We would only support further by taking marketing control if you have clear experience in warming up, closing and maintaining high-ticket (minimum $10,000 PA in revenue per ticket) products/services and have the data to show you can do it.

Once you have the skill and the process to warm up cold prospects via premium lead magnets, your ability to grow is practically unlimited. With the data we provide, adding $1M, $10M or even $100M is just simple compounding of numbers.

The numbers to your right show this in more detail. This is OBVIOUSLY just one way to market, but the amazing thing is that it is always available, any time, any day. You are in control. If you want to grow, you can. As you grow and get better, your trust in the market grows, referrals grow and the numbers get easier, but for the sake of simplicity check out the blue box.

Number Compound

Assuming 6% cold engagement, 8% close rate and $15K ticket.

- $1M: 13,888 outreach into 833 Conversations
- $10M: 138,888 outreach into 8333 Conversations
- $100M: 138,888,888 outreach into 83,333 Conversations

P.s You might need some help post $1m (buy employees)

The above might scare you. It shouldn't. It should excite you. The better you get, the easier those numbers become. Making this a little more manageable for your brain, our $1M plan on the $15K ticket is:

53 outreach per day
3.5 conversations per day

Doesn't sound as bad, right? That's the power of consistency. Yes, you need to invest time in selling and nurturing, but we are here to talk marketing and you want marketing TIME to be as high value as possible.

A good lead magnet generates 6% conversation rate. This is 5x the average of messages on LinkedIn. Imagine your poor competitors and how far ahead you will be after just a month or two.

Our mission is to make sure that you are able to use the platforms that you can have unlimited control over, working better than your competitors.

Let’s talk marketing

There was a bit of jargon in previous pages

Cold Outreach	**Warm Outreach**
Organic Content	**Paid Content**

There are only four ways a business can truly market themselves.

#1 Cold Outreach: Outbound communication to people who do not know who you are.

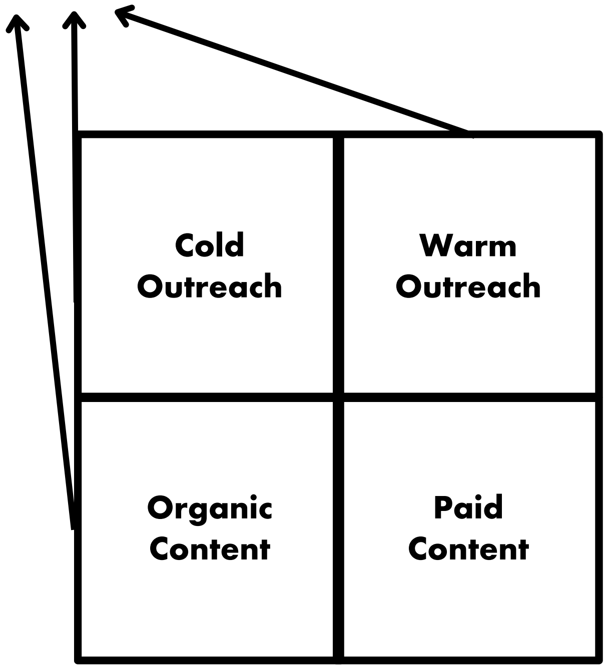
#2 Warm Outreach: Outbound communication to people who know who you are.

#3 Organic Content: Content shared with people who know who you are/are in your online communities.

#4 Paid Content: Content shared via paid platforms to people who do not know you.

Your marketing goal is not to sell, but to raise a hand to a need identified in your messaging, i.e. ‘Yes thats me’ or ‘I want that’. Once a hand is raised, your sales sequence can begin and it’s your job to create as much know like and trust as possible. Marketing & sales are two different things; your marketing should be focused on developing as many conversations with qualified prospects as you can and the sales side is for when you can bring a solution to an identified gap or problem.

TIME INVESTMENT



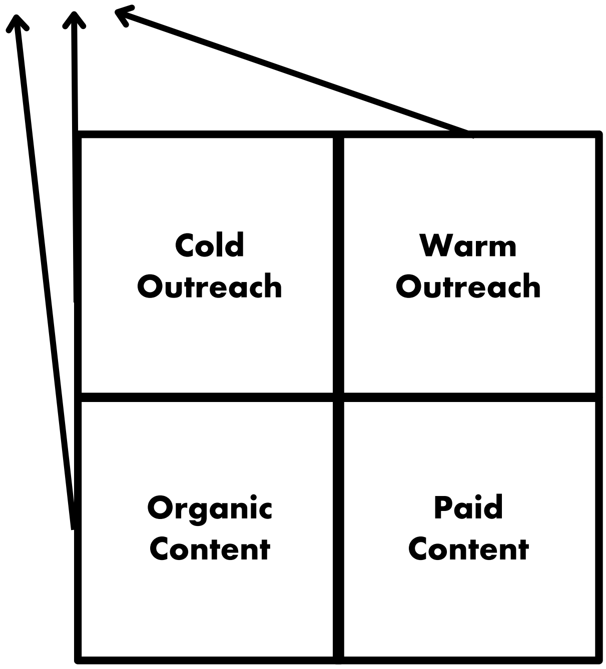
We all have 24 hours in a day. So how do some people generate so much more out of that time than others? Leverage. The more leverage we have, the more we get for our time. Sounds simple, right? This is why in marketing when we use the absolutely necessary tools of cold outreach and warm outreach, we leverage our time in the most effective way possible.

The average business owner should be investing 10-15 hours a week into marketing. If you have the cashflow to have a team, then they should be spending 100% of their time in marketing, with you managing the bits that you are absolutely the best at. How do we find what is the most leveraged use of our time? By doing the work. Then, you figure out if you are the best closer, trust builder or retainer, for example.

Having conversations with your target audience, finding their problems and learning is in our opinion one of the absolute best uses of time for any business owner. You can guess their problems, but wouldn't you rather know?

The highly qualified inbound leads come with time and through massive value from your product or service being utterly exceptional, because it has a solution to every problem you have learned from hundreds if not thousands of conversations.

Know, Like & Trust



Our marketing philosophy is that your marketing should be 90% focused on conversations with target audience prospects in order to develop know, like and trust as fast as possible with as many prospects as possible. They may not all be ready to buy, but if they know you, and you continue to provide value to them, when they are ready or encounter a problem they now know they can come to you to help solve.

Volume negates luck, so we advocate for using every spare minute you have finding or sitting conversations. You will make sales quickly if you have high volume conversations and you will also learn incredible amounts about how you can enhance your offer if you listen well.

Cold and warm outreach platforms offer direct, 24/7 access to prospects. This should be extremely exciting for you. With the right offer, you can begin having conversations and further understanding your market today. If you already have experience, during these conversations you will be able to pick out challenges that you have a solution for, offering these at this point and furthering the prospect down the funnel. Alternatively, if you hear of a problem, you can take this and build a solution into your product/service so the next time this comes up, you can mention it.

We would rather make an offer to someone where we either hear a problem from them directly and we offer a solution, or alternatively make an offer on a wider scale that we absolutely know the bulk of people are facing.

Let's build a lead magnet.

In order to make the most of the four ways to market, an offer needs to be built that will get the prospect to raise their hand and say, 'thats me'. This offer should be wide enough to catch as many of your target audience as possible. At The Conversation Store, we can be highly accurate to who we make an offer too, unlike with organic or paid media, where this carries a lot more hope and risk for your funds, so we want to make the best offer possible to buy a conversation.

We use the Ferrari above to make this clear. Let's say you are a business coach and on LinkedIn, you sent 100 messages to your target audience with, 'hey, I can help you grow your company, can we have a conversation?', you are literally one of hundreds of messages that the prospect will receive from your competitors. Due to this fact, they have zero know, like and trust. Your expected conversion is 1/100 to a conversation, or less.

If instead, you went to the same 100 in target prospects and offered them a free Ferrari, you would receive a 100% response, generate a lot of conversations and probably some clients the same day. Now, a $150,000 acquisition cost won't work but hopefully this point becomes clear: *There is no problem with the platform, there is only a problem with your offer.*

In order to maximise the effect of all platforms, you need a stronger offer - as strong as you can make it without making purchasing clients unprofitable. Over time, as you get stronger and can scale, the Customer Acquisition Cost (CAC) should come down.

The Founding Lead Magnet

Now you have had a bit of theory!

Our interview series product is not only a lead magnet, but also a highly productive content machine. The reason we love this so much is that you can take care of almost all of the marketing quadrant within one strategy.

You can either design or join a series that provides educational, trust building content that fits within the message or expertise you are looking to build for your brand. The interview series that we are going to develop with you should provide an asset to the prospect who is coming on and make their story stand out too. All of this is developed during your strategy build out session.

The series is run by inviting guests to come on the new show to talk about their story in regards to the topic of the series. This could be local, industry focused or anything else.

Part of the art is the asset we generate for the prospect. Getting this bit right is key. Why this works so well is because you raise a hand when you solve an imminent need. We are going to market with a couple of solutions to needs that we know everyone has.

#1 EGO

#2 Exposure

The assets you are about to build

- Conversations
- Content
- Reach
- Community
- MONEY

By going to market focused on these needs, we can ensure that a large portion of people who see it will engage. It isn't quite a Ferrari, but it is still very strong.

Throughout the rest of this document, you will learn how the series will work, what you need to do and how you can have results very quickly.

I hope that you enjoy and I look forward to speaking with you on our strategy or coaching sessions very soon.

Josh Bardsley

Welcome to The Manual

Over 8000 episodes during the last three years and nearly a decade of cold and warm outreach programmes later, The Conversation Store has put together this lead magnet for you to deploy.

The interview is an offer from a Raise Your Hand Marketing perspective. The platform you choose to distribute your offer is up to you. Subject to your package level with us, we will teach or provide outbound marketing to generate new guests. We will distribute the offer for you via LinkedIn, Instagram, emails and phone. Our clients are often using the offer as part of their telemarketing efforts, networking, cold calling and more. We typically see 4-5x the engagement with this offer over traditional cold offers.

A single Linkedin account with this lead magnet can expect anywhere from 6-20 interviews per month being scheduled , depending on your time or budget investment. Usually there will be more prospects than scheduled interviews, offering a great database build out too! Our clients often say that after six months of consistent work with Avalanche, they have relationships to build for the next few years.

We have always said that two new conversations per working day is an important baseline for your marketing efforts. With this lead magnet, you can get close to this within a few months.

Your target is:

- Interview to Further Action Meeting (Strategy Session or your next step) - 58% +
- Use warm contacts to drive ROI FAST.

Conversion rate will be dependant on where you are as a business. The more skill and experience you have identifying problems, nurturing trust and providing solutions to imminent challenges, the faster you will convert.

If you are early in the game, your job is to use the series as a tool to generate massive pitch and offer experience, fast. Learn from each one.

If you are experienced, you should be able to turn 60% of interviews completed into a strategy / problem solving session. From here, its over to you.

On top of this, our clients see upwards of 60+ pieces of content every three months (subject to submission) to use for their permanent and social content posts, creating a low cost content strategy for your business that is locally driven.

This manual will provide you with the key steps you need to take.

1.1. What is the Strategy?

A successful Raise Your Hand marketing strategy looks at a need that everyone in your market faces and seeks to supply a solution to that need. By doing this, you can ensure that all business owners in your target market, if contacted at the correct time, will be interested in the offer you are making. The series model seeks to solve two wide market needs: ego & exposure. By providing a solution to these immediate needs, you can ensure that a larger number of hands will be raised than typical coaching-related offers. The reason that we do this is because our data shows that when a host has a conversation, there is a very high probability that the questions the host asks will trigger a potential relationship. In return for providing a solution to ego and exposure, the prospect feels obliged to have a conversation with the host.

Our clients typically had very successful track records at conversation and beyond, however, getting the conversation was the most unpredictable bit. Whilst it is more work in the beginning because you are giving your time in order to help a prospect with their ego and exposure, will lead to a high level of conversations due to this law of reciprocity.

Coach marketing has always been to educate first and hope that someone's immediate education needs matches what it is you are putting out into the market. Because it is very difficult to predict the problems each individual is facing at this exact time without speaking to them, this results in a low, 2-3% conversation rate at best. This is an example of *'educate first, then raise hands'*, which means the coach spends most of their marketing time on finding prospects rather than nurturing them. The series approach seeks to switch this and raise hands first with a high volume conversation strategy, meaning finding prospects to speak to is much easier. The work load switches from finding to nurturing, which is where our clients often feel like they are working a lot more when initially using the series strategy. We ask that you become aware of this switch before you begin so, when the workload of nurturing increases, you are consciously aware that your workload of finding prospects is almost zero. Every time you follow up, touch base, have a conversation or help one of the prospects you interact with, you are developing future lifetime customers.

1.2. Interviews

The interview is a 30/45 minute conversation between the prospect and yourself on their story, business and aspirations for the future. The questions you will ask are focused on creating great content for both the prospect and yourself but also to give you as the host some insight into what challenges the prospect may have faced and where they want to go in the future.

The interview is a simple Zoom or Video conversation conducted online and the questions have been tested to give you the maximum result.

With the interview being roughly 30-minutes in length, this gives the 45/60 minute booking slot some good available space for you to get to know the guest and build some initial trust.

The three major assets of this campaign are:

Content: This is a phenomenal tool to create localised content where it is a back-and-forth with someone in your community, which is far more engaging for your audience.

Exposure: If you tag the prospect, they will more likely share the content on their social media, opening a wide range of exposure opportunities for you.

Conversation: This method will give you long face time with the prospect where you'll have the opportunity to ask questions that will give you the information that you need to further the conversation.

In Raise Your Hand marketing, there is a common example used to explain the problem with most marketing strategies used by businesses worldwide. The example is that most marketing strategies seek to ask for marriage on the first date. In business terms, this means that you are asking for something from your prospects which, in reality, is not likely to be given unless you have built a relationship with them first. Your further action meetings booked post-interview call are a second date and should be highly focused on the prospect at this stage. The interview is not the time to begin talking about your services or product. In fact, this should be rarely mentioned if at all. Your only goal from the interview is to have someone showcase a problem and offer a 20-minute strategy session where you can help them solve the problem. If no issue can be derived. or you feel like their problem is something that you cannot support, we ask that you use your network and seek a solution for their problem!

1.3. What The Conversation Store will do

The Conversation Store seeks to book the maximum number of calls with the lowest amount of individual outreach possible through multi-stage follow-up processes. This is done by utilising multiple platforms and follow ups with a view on maximising the potential of your limited territory. This will either be done for you or provided to you as part of your marketing plan.
It is your commitment that you will deliver on said marketing plan if you are part of The Conversation Store Challenge.

Our foundation tool is LinkedIn Sales Navigator. Our team will use your account to initially build lists of prospects in your territory and position the interview with them, following Raise Your Hand copy methodology, giving the prospect control, seeking permission and having them self identify themselves as interested in the series. We typically see a double figure percentage of hands raised with this platform which caters for a large portion of the initial bookings you see in your campaign.

Whilst LinkedIn is a powerful tool, we also will use other platforms like Instagram, Whatsapp, phone calls and email to create consistent follow-up opportunities with what we call 'live prospects'. Your 'live prospects' are those people who have raised their hand yet have not booked into your calendar for their interview. This helps us add further touch points and maximise booking potential.

As your campaign progresses, email, phone, Whatsapp and other social media platforms become initial communication tools. These tools help us create longevity to the campaign and will allow us, based on average conversion rates, to consistently book calls for many months, if not years to come.

If you are a full service client, your Campaign Manager will take care of all communication up to the point of booking and our aim is that your entire focus will be on the interview and the follow-up of your prospects. Once the interview is complete, you will upload your interview to our ticket system and receive the edited videos back ready for posting within 5-7 working days.

1.4. Reasons why you won't be successful

a. You don't follow the system
b. You still don't follow the system
c. You forget 'a' and 'b'

The system we have built has been tested with over 200 coaches/businesses in 10 countries and 6 languages. The clients that have followed the system and focused on the further action meeting as their goal of the interview, have gone on to dramatically improve the amount of relationships, clients and revenue for their businesses. We want you to have the same result and at current, those clients who have followed our processes and are at 6 months and beyond, are signing clients on average every 5-6 weeks. This level of consistent selling has been created by patience and following the process whilst maintaining the increased workload you have to put into your now very large relationship pool. If you do this, mathematics and averages say that this campaign will be highly profitable for you in both the short and long term.

Another major reason for slowed success is the lack of engagement to education at the beginning of the process, meaning that you do not thoroughly understand why and what you are interviewing the prospect for. If you look at the interview as a sales opportunity, you will close yourself off. The interview is NOT a sales opportunity, it is a relationship opportunity.

We also ask that your communication and follow-ups with prospects are done very quickly and your communication with your campaign manager is exceptional. This helps us make quick decisions and act pro-actively for your campaign.

Important Note: Your audience is different to every other audience. Whilst there will be similarities, the way that prospects communicate can differ from town-to-town, culture-to-culture or language-to-language. It may take a little bit of time for our team to get an understanding of the optimal way your community communicates but we will get there.

1.5. LinkedIn 'Best Practices'

Profiles:

Please make sure that your profile has a professional and clear headshot of yourself. Please do not include statements like 'world's best business coach' or stars in your profile description. Your description should be a reflection of your experience, expertise and nothing more. The more intense it is, the more sales focused it comes across and the more guards will be up for your prospects.

Remember, no one wants to marry you yet but they will be open to a conversation, especially if you are solving their ego and exposure needs. With this in mind, please don't make it harder for yourself by increasing the probability that their guard will be up.

Please do not scream 'coaching' jargon in your profile. Check out the 'I help X do Y' course!

Expertise:

Please detail your previous career expertise in as much detail as you can. If you have owned businesses prior, this is highly important to include, as well as previous experience in hiring, sales, finance, raising capital, business sales and anything that the large portion of your prospects will be facing at any one time. If you have not owned a business prior, you most likely have been in senior leadership roles where the above challenges were faced, so please again detail these in the most practical and relatable way possible.

Activity:

Please make a habit of being active on LinkedIn. You will have a lot of posts to make with the content we provide but engaging with others and overall being a valuable member of the community will make your life a lot easier when it comes to building on know, like and trust.

When a Call is Booked

When a call is booked via The Conversation Store, you will receive a call booking notification from the team. This is where the system kicks in and the next steps are vitally important.

2.1. How a call is booked

Nearly all calls booked will be via a calendar software that you provide, meaning your calendar needs to have spaces available for these bookings at all times. The rule of thumb that we ask is that you have double the amount of space than your weekly KPI of calls. So, if we are seeking to book 4 calls per week, we require 8 slots to be available. If they aren't used, then obviously you can use this time for something else.

The Conversation Store will book the prospect in for them, meaning the prospect has no use of your calendar link. This means it is important to generate a confirmation of receipt by the prospect. The Conversation Store will seek to get this from the platform we are using but if this is not received, then confirming the invite will be an important step for you to take.

The calls booked should be 45/60 minute slots, branded as '[Series Name] Interview' to give you enough time to explain the interview, record the interview and present your questions at the end which will lead to a further action meeting.

2.2. Your next steps & important communication from you to the prospect

As discussed above, once the call is booked, this is where the initial parts of the system for you kick in. These are:

2.2.1. Confirmation Email

Our confirmation email seeks to make sure that the prospect is aware of the structure of the interview before the interview begins. It goes through the questions, includes a lot of positive language.

There is an example below. You can edit the template to your own writing style if you wish to and make sure to include the correct details before sending it.

The below includes WAY too many questions for the one email but just has lots of examples for you to choose from.

Hi Renee,

I have successfully confirmed your 30-minute Zoom interview with me on Tuesday, 15th of December 2024 at 11:00 AM. The link will be on the invite, but I will paste it here as well just in case: (Please insert link to the interview here)

Is there a good time over the next week I could give you a quick preparation call? I like to make sure we get to know each other prior to the interview, it helps with the flow of the questions.

Below are a few of the questions that we will go through on the call:

- What do you do?
- Tell me about your business and how this journey started?
- Who is the first person that comes to mind when you think about success?
- What was your path to running your own business or becoming a CEO?
- What is your biggest learning since you've been a CEO?
- Talk to us about the daily routine of a highly productive CEO?
- What are your aspirations for your company in the next 5 years?
- What have your biggest learnings been as an employer since you began in business?
- Can you talk to us about some of the hardest moments in building your business?
- What impact will A.I have on your industry?
- Any offers to include in the post/video?
- Book recommendation?

- What were the biggest mistakes you made and what did you learn from them?
- Where do you think that most businesses fail when it comes to growth?
- What do you see as the biggest challenge for your industry and how are you going to overcome it?
- If you could do it over again, what would you do next?
- We see a lot of companies acquiring business, taking on debt and or partners to fuel growth. What is this like in your industry and do you have an opinion?
- What impact do you think the 2024 economic calendar is going to have on the region or your industry?
- Is your business price driven or value driven? & what makes you stand out from competitors?
- If we gave you $100M to positively change and build a company that dominated your industry, what would you do with it?
- What impact will A.I have on your industry?

If you have any questions whatsoever, you know where we are.

My phone number is:

I look forward to creating some amazing content with you soon.

2.2.2. Calendar Confirmations

Getting a calendar confirmation from your prospect is very important to the show up rate of calls. We recommend that once a call is booked you send the confirmation email and call the prospect to touch base with them and ask them if they have any further questions in order to prepare for the interview. This is likely to be the first human interaction you have with them so be positive and make sure to confirm they have the invite and that they will be attending. It is much easier to follow-up with someone once they have agreed to something and you have spoken to them.

2.2.3. 24-Hour Call

We recommend that you call the prospect 24-hours before the interview to again touch base and confirm what will happen at the start of the interview. The areas to touch on in this call would be:

- What to expect when they show up
- Confirmation of questions so they can prepare
- Confirmation that it doesn't all need to be good and that great content often includes challenges and showcases of overcoming struggle.

2.2.4. No Show Procedure

Step 1: If a no show occurs with a booked call, the first step is for you to contact them via email and the phone to seek a reschedule.

Step 2: If you cannot get in contact with the prospect, then please communicate with your Campaign Manager who will take over the follow up and rebook process.

Structuring Your Interview

3.1. Interview Questions

In the confirmation you will see a list of questions that fit well with the interview structure but below are more questions you could add to either lengthen the interview or replace certain questions.

- What do you do?
- Tell me about your business.
- Who is the first person that comes to mind when you think about success?
- What was your path to running your own business or becoming a CEO?
- What is your biggest learning since you've been a CEO?
- Talk to us about the daily routine of a highly productive CEO?
- What are your aspirations for your company in the next 5 years?
- What have your biggest learnings been as an employer since you began in business?
- Can you talk to us about some of the hardest moments in building your business?
- What impact will A.I have on your industry?
- Any offers to include in the post/video?
- Book recommendation?
- What were the biggest mistakes you made and what did you learn from them?
- Where do you think that most businesses fail when it comes to growth?
- What do you see as the biggest challenge for your industry and how are you going to overcome it?
- If you could do it over again, what would you do next?
- We see a lot of companies acquiring business, taking on debt and or partners to fuel growth. What is this like in your industry and do you have an opinion?
- What impact do you think the 2024 economic calendar is going to have on the region or your industry?
- Is your business price driven or value driven? & what makes you stand out from competitors?
- If we gave you $100M to positively change and build a company that dominated your industry, what would you do with it?
- What impact will A.I have on your industry?

Any offers to include in the post/video?

3.2. Interview Opening/Closing Script

Opening script: We have put together some examples of ideas that have already been used by other clients and have been successful. It's important to let the prospect know in advance how the interview is going to unroll before you actually start. However, they are a guideline, please do not read directly from this script. Before starting any interview make sure you are recording, and for this, see our "Interview Filming" document for more information on how to properly film your interviews:

"Hello _____, This is ___________ from 'X'. Thank you for agreeing to do this, we are looking forward to hearing more about your story.

"The way it works is I'm going to ask 6-7 questions, we record your answers, edit them, and share them with our community."

It's a form of promotion for "XYZ" company

But everyone really benefits by learning how different businesses are handling today's economy"

Closing script: You shouldn't end the interview with too much pressure on the prospect. Simply ask them if they want the complimentary session with you to discuss a problem mentioned but do not push them. If the answer is "no", follow-up will be done with another source of positive magnet. Again, these are guidelines, please do not read directly from this script.

"Well, ____ that wraps up the interview. Nice Job!

"You'll get a copy of the videos and Youtube video when it comes out in a few weeks, you're welcome to share it and post it wherever you like"

Lastly, you mentioned 'issue' in your questions, would it be a terrible idea to have 20 minutes on this? I have seen this many times so I am sure we can find some immediate solutions for you to implement" You can ask one question or get some advice through one specific challenge you face."

An alternative method is: 'You mentioned 'issue' in your answers. Would it be a terrible idea to have a focused 20 minutes on this next week? Something I do with most interviewees as a thank you is offer a slot where we can tackle an immediate problem and get it resolved.'

Note: If during the interview, a pain point was revealed, I often add: "For example, you could ask about ____________ (target market, hiring, etc.). Would you like to take advantage of that?"

Schedule strategy sessions for one to two weeks out while they are still on the call

3.3 How to turn any answer into a 20-minute STRAT booking

When booking a call, make sure to use the question *"Would it be a terrible idea to schedule 20-30 minutes with one of our team?"*. It is marketing psychology, because, in fact, it suggests quite the opposite, that it's not a terrible idea to book a call. It's vital to use this exact question as it's been tested and measured.

Would it be a terrible idea to schedule 20-30 minutes with one of our team? You can ask one question or get coached through one specific challenge you are faced with.

It's safe to say that a few pain points of the prospect would have already been identified at this point. With them in mind, you could adapt the question above to become more personal, for example, if the prospect has mentioned financial struggle, you could write:

"Would it be a terrible idea to schedule 20-30 minutes with one of our team? I know you mentioned that finances were a trouble, we could have a look at that."

"For example, you could ask about ____________ (target market, hiring, etc.). Would you like to take advantage of that?"

It's important to understand the context, however. Before I dive into the Q&A at the beginning of the interview, the last thing I say during my introduction script is:
"We are an [X] firm so at the end of our conversation you'll have an opportunity to schedule some complementary time with one of our team, and I'll explain those details later."

If they do not want the call, we will use the pain points to reveal information for us to use for the follow up, giving a wide opportunity for next steps. This is often where you can invite them to an event, offer them a book or referral into a strategic alliance that you have who can help them.

Example:

Let's say time was an issue that was raised to your question, *'what has been one of the biggest challenges faced during your journey so far'*. At the end of the interview, you could say: 'Earlier you mentioned time as being one of the biggest challenges you have faced. Time is obviously one of the most important assets in any business owner's life, therefore it is imperative it is used properly. Would it be a terrible idea to have a 20 minute strategy session on this? We have access to tools and case studies from all over the world that could help you improve this immediately.'

3.4. Confirmations for STRAT or Further action meeting:

The confirmation email is very important. Edit the template below to your own writing style if you wish to and make sure to include the correct details before sending it:

Hey [Name],

I have successfully confirmed a 20-minute Business Sales/Marketing Pivot Strategy with Coach [NAME]. He/She will call you at 281-745-8413 on Thursday at 9:00 AM. (or include the link to the video call)

[Host Name]

We have further courses and checklists available on this via our course pages on

www.theconversationstore.com/courses

Judging the Prospect's Appetite

Each prospect will be facing different issues than one another. Therefore it is important to treat each one as an individual case. Most will throw off enough of a challenge to make the 'would it be a terrible idea' question very powerful. Some however will say no and this is ok, it is a great opportunity to focus on what else they could need. They always have a need and you should never let someone go cold at this stage. So, offer value and eventually your further conversation will happen.

4.1. Needing Further Touches

If a prospect is not yet ready for a STRAT conversation, we need to put them into the re-touch pile and focus on what is next in the relationship-building appetite for them. Please do not burn prospects in order to hit targets, they will come with repeat value. Your further touches could be a cold call to see how they are doing, an email with some resources, a book or other solution orientated value to the issues raised during the interview. You should always seek to provide value, even if that value at this stage is not a STRAT session.

4.2. One to Many

If you judge that the prospect may not be ready for a STRAT conversation, you should use an event invitation as a win-win for them. Explain your event as learning and some of the challenges you discussed but also as a way for them to meet many other people and network to generate new business. We see a large portion of interviewees attending events and eventually going on to become members and clients, so use people who do not want the STRAT session as perfect event attendees and make these your first call list for any future events. Over 6 months this 'first call' list will probably have 50-60 people in it and if you have provided enough consistent value will make your event marketing far easier to do.

4.3. 1-2-1 Strategy Expectations

For one to one business discussions, the expectations should be that the normal process you have in place. It may be that a prospect needs multiple STRAT sessions in order to book a one-to-one business discussion and you may need more follow-ups than a normal inbound lead.
In a number of cases, we see clients signing up with a host 4-5 months post their interview through thorough follow-up process. Go into the interview with expectations that you are there to help and if they need your additional services, you will make sure to help them

Understand why you are the one for them.
Your one-to-one business discussion meetings can be run in the same format and is the main priority of the strategy session post interview. You should be able to convert 50% of the strategy sessions into clients.

4.4. 1-2-1 Strategy (Expectations)

If membership is your focus, we highly recommend using the freemium model and using the interview to invite attendees to their first membership meeting for free. This is often done alongside a STRAT session, which cements the relationship. You can either do this with the STRAT session or straight from the interview but it is a sure fire way to consistently get seven or eight new attendees to your membership/group meetings per month.
The trick here is to not sell membership at this stage, as pricing will frighten the prospect off. Let them enjoy the education and build the value through your meeting.

4.5. Target Conversion Rate - Must Do's

Your target conversion rate from interview to STRAT is 58%. If you ask the *'would it be a terrible idea'* question and present yourself well, with the call being booked whilst on the interview, you will achieve this number. If not, we can look into why. To repeat, the must dos are:

- Be the expert, ask questions that relate to their problem
- Book the follow-up call whilst on the interview and not after
- Touch base with them on the subject with some further value in between your interview and the scheduled call
- Ask the correct *'would it be a terrible idea'* question

Interview Recording

5.1. How to Film & Record Interviews

A really important part of the interview process is to make sure to record it so we can create content from the video. Before you do this, here are some basic set up that we recommend every coach has to begin with:

Minimum recording kit required:
HD 1080p built in or external webcam
Clean background
(White/blue/office space)

Recommended recording equipment:
USB microphone (Blue Yeti or Desktop RODE Mic)
Desktop ring light

It is very easy to record the call on Zoom, Google Meets or Teams (PC version). However, it's slightly more complicated to record the interview when using your phone, so we disencourage you from doing the interviews on your phone and opt to use the apps on your laptop/desktop instead. Always remember to have your video settings set to High Definition!

When initiating the call, we recommend having a conversation as you normally would with the prospect and be very clear when you'll start the interview. Let them know that from that point onwards the interview and you'll start recording the call.

At the end we do not want the prospect's conversation about strategy sessions involved on the recording, so you need to make sure to stop the recording before you have the next step of your conversation, eg. "Okay, that's going to be the end of the interview!"

It's very important that you tell the prospect that this is being done, because in the past we have seen people think that the end of the interview is the end of the call and they just leave. After the interview is finished, please send the link to our Ticksy page with the interview information. Please check out our *Submitting a Ticket* section in the Welcome Package for more information!

5.2. Social Media Posting

Social media posting is a highly important piece of the interview system. If you post all of the content we give to you, you will be posting every other day on Instagram/LinkedIn!

Make sure you tag in your prospects' businesses and the name of the business in the post, this will give you an almost 90% certainty that the video will be shared, offering you a large 'earned' reach opportunity.

Posting your videos online and making sure to be active on the content is very key. A way to improve engagement would be to include things like:

> 'Fantastic interview today with 'X Business' and their owner 'Y', we talked about team, employment in Location and what advice you would give to your 18 year old self. Comment below the advice you would give yourself and we will see how it all compares'

You need to make sure that you ask the viewer to do something, even if this is simply to like the post. Alternatively you could ask them to DM you or comment. This improves engagement and allows you to take advantage of the algorithms.

Social Media Service:

We now offer a full end to end social media planning and scheduling service to go alongside your campaign! Please email one of the team to get your content schedule ready.

Reporting

Please keep your Campaign Dashboard (interview sheet tab) updated. This is highly important for our team because we'll need the updated information to complete our reporting of your conversion rates. Your Campaign Manager will not be able to make decisions to improve your success without this.

The following are key areas we need you to always keep up to date:

- Checkboxes
- STRAT dates
- Further Action dates
- Outcome column (If a client was signed, NFA or any other further action that happened from the interview)

Please make sure you remember the following:

1. *Book the next meeting on the interview call:* Whatever the next step is, make sure this is scheduled on the call and do not leave it to an email follow-up. If you leave to mention the next meeting in an email it will most likely not happen.
2. *Confirmations:* Make sure you get calendar invitations and even better, phone confirmation with the prospect that they will be attending the meeting.

THANK YOU

Thank you for following the manual above. Please remember to check out our courses and education page at www.theconversationstore.com for further content on the running of your campaigns.