



Conscious Conversation Blueprint

1. Rapport, Set-up Call, Credibility

- a. Remind them of time
- b. Remind them of your Session Promise:
 1. *They will leave the Session with a crystal clear vision of exactly what they want.*
 2. *You will help them discover ALL the hidden blocks keeping them from getting what they want.*
 3. *They will have a clear Best Next Step plan to accomplishing their goals/vision!*
- c. Let them know it is important that you both stay focused and on track.
- d. Ask “If we start to get off track, do I have your permission to interrupt you and bring us back on the path”?
- e. If there is a natural resonance and a good fit, you will make an offer.
- f. What motivated them to be on this call with you today?
- g. Offer a couple relevant credibility points

2. Vision, Desires, Goals

- a. Dig for the feelings & emotions in their answers. Do NOT move on until you get their true FEELINGS about what they say they want.
- b. Gauge how “HOT” their vision is to them. On a scale of 1-10 how excited and “lit up” are they about their vision/goals?

3. Challenges, Blocks, and Limitations

- a. Dig for the feelings & emotions in their answers. Do NOT move on until you get to the true PAIN

4. Cost/Pain of the Challenges. Exploring the GAP

- a. Ask specific questions about the “cost” of having these blocks, not changing and not achieving their vision/goals.

5. The Turnaround: the NEW vision

- a. What could they DO, WHO would they BE, what could they HAVE if they conquered these obstacles?

6. Your Solution/Program

1. Edify & Affirm
 2. Want to hear Solution?
 3. Commitment to YES/NO
 4. Present First Solution
 5. Gain Agreement
 6. REPEAT
 7. They Enroll Themselves/100% YES
 8. Layer Value & Make Offer
 9. Hold a Strong Space
7. **The Offer** (pricing example)
- a. Regular price \$5,000
 - b. Decisive Action Discounted price \$2,997 = \$999 first payment, \$999, \$999
 - c. Decisive Action Full-Pay price \$2,497
8. **Conversion:** Dancing with Objections
- a. All objections are just FEAR in disguise
 - b. MAYBE is just a YES waiting to be acknowledged/affirmed