



**LEAD
MAXIMIZER**
TURNING LEADS INTO APPOINTMENTS

POOF THEY'RE THERE! HOW TO WAKE UP TO A CALENDAR FULL OF STRATEGY CALLS

By Tom Jackobs
Business Lead Maximizer

ABOUT THIS GUIDE

Dear friend,

Thanks for downloading this free guide on how to convert the leads into Appointments basically... getting a FULL CALENDAR OF CALLS!

Having owned my own businesses for over 25 years, I've realized the biggest struggle wasn't enrolling clients, it was getting them to schedule a consultation.

Perhaps you are struggling with this as well... or the thought of making another phone call makes you want to poke your eyes out.

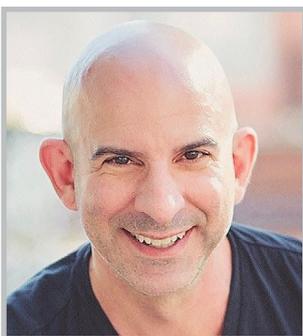
On one occasion of receiving a lead I **DISTINCTIVELY** remember saying to myself, "I really don't want to call this guy." But, good thing I did because he became a client for 5 years and worth about \$30,000 in revenue!

Weeding through your leads may seem like a low value task especially when you can't reach them or they just seem like a waste of time. This guide lays out the process so you can make it easier on yourself. Then if it makes sense to outsource the task I hope you consider hiring my team.... We have a ton of experience and can definitely help you grow your business.

In fact, in our first month of calling we made over 2000 phone calls and quickly realized that it took on average 10 times to connect with a lead... and these are leads WHO REQUESTED A CALL. Bananas right!?

But it's the reality of our busy world. Dig and enjoy this guide book.

All The Best,



TOM JACKOBS

The Impact Pilot

P.S. If you'd like us to learn more about how we can do this for you, simply request an Impact Call with me at www.BusinessLeadMaximizer.com/schedule-a-call

THE PROBLEM

We've been lied to by digital marketers!

Not intentionally of course, and they mean well... they really do. HOWEVER, automation is not the savior we all thought it was.

Yes you NEED it, but there is more to it than just the automated emails and text messages.



We all crave human connection.

Why? Because people are busy and they are running on their own "autopilot". What I mean by that is when you go through the day and at the end of the day you're like, I was busy, but I don't really remember what I did... that's autopilot.

Your customers see your ad on Facebook or Instagram and they click on it because it resonates with them. They may even fill out the form to get the cool little widget you offered. They probably won't read it and they certainly won't implement what you teach. Then they go on with their day, 20 minutes later they're going through their email inbox and see your widget, they scratch their head wondering how you got their email address... Ohhhh yes now they remember.

Then tomorrow you send another email, and next week, etc.

They still haven't consumed what you gave them, and they still have the problem they were trying to solve by downloading your widget... or they were "just looking".

 *Ring Ring. Did you get a phone call from one of my team members?*

You see, when someone either purchases your LBO (low barrier offer) or downloads one of your free widgets, why not CALL and schedule a call with them. Call it a free coaching call, a discovery call, a strategy call, whatever, but it's another way to connect with your audience and fill up your calendar.

In my opinion it is best to call people after they have made a small financial investment. Then schedule a free coaching call and give value. At the end of the call give them the upsell offer.

Only about half of the people who get into your funnel will probably finish it with a call request. Like I said, people get busy and they may have started down the funnel to a strategy call but got interrupted. Most people won't remember to get back to that funnel. UNLESS prompted to do so... automation can help but it's too easy to ignore. A well-timed phone call will definitely get their attention.

The same is true for webinars. Not everyone will remember to show up for the webinar let alone stay to the end to hear your offer. Yet they may still be interested.

Sure you could send a reminder email, and maybe 15% will open it.

A phone call confirmation will definitely get them to show up... then after the webinar you need to follow up with those who didn't take the offer.

And since you WOWed them on the webinar, they'll book the call.

YES it's more effort.

YES it's time consuming.

YES it seems tedious..

However the reward is well worth the effort.



Voice confirmed webinar registrants are FOUR TIMES more likely to show up for the webinar than those who just received a voicemail, email or text.

How To Systemize a Call Strategy Which Converts

Great!, so now you know you need to make phone calls. But you can't just make phone calls...

There needs to be a strategy behind it. Nothing off the cuff, hap hazard or willy nilly!

The strategy is really quite simple.

YOU MUST STRIKE WHILE THE IRON IS HOT!

Which means a phone call to a new lead within 20 minutes (during normal calling times of course).

And if they don't answer, you leave a message, text and schedule a call the next day.

I've implemented a 30 day 13 touch call sequence which has been proving to be quite successful.



It takes an average of 10 Attempts to get a prospect to respond.

You've probably heard the saying "**The Fortune is in the Follow Up**" and that is absolutely true. How many times have you received a phone call from someone, it went to voicemail and you meant to call them back but you never got around to it.

Lots of people are the same way.

You must followup.

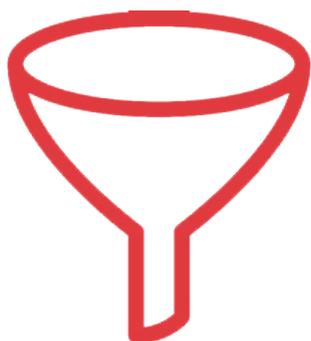
It's not difficult, it just takes time and persistence, and a strategy.

I've given you the **starter strategy** in the next section along with scripting which converts, dive in and let me know when you implement it.

Basic Scripting that converts

- These are warm calls
- Assume they know you
- Warm up the caller

I quadrupled my fitness business in one year by simply focusing on the entire sales process. The more conversions at the TOP of the funnel means exponential growth down the funnel.



I didn't just stop at one phone call and hope they'd return my call. I called several times and sent a text. Until they either booked the appointment or told me to go away.

Then I trained my staff how to do it and held them accountable to making sure we responded to any lead which came in online or on the phone.

And now I do it for my clients and it's so great to see the growth they are experiencing for followup. But more importantly the amount of time they are being saved by not having to do it themselves!

Scripting the entire process is the first step. Here are two scripts for text messages and voicemails which get a response 90% of the time.



TEXT MESSAGE

Hi John, when can we schedule your appointment?

The key to the first text message is to leave an "open loop" in the receiver's mind. Imagine if you received the above message? You'd think, what appointment, who is this... then you'll REPLY.



VOICE MESSAGE

Oh hey John, I was hoping to reach you... could you give me a call back about the appointment YOU wanted to schedule.

Again, the key here is to leave an "open loop" in their mind so they have to find out who is calling and leaving this message.

YOUR TWO DAY ROADMAP

Here is the first two day call back sequence so you can get started right away. Ideally you will want to implement a full 30 day process, if you're interested in learning more about that, just schedule a call with me. www.BusinessLeadMaximizer.com/schedule-a-call



DAY 1 - PHONE, TEXT, PHONE

People won't recognize your phone number, so we implement a Phone, Text, Phone approach on the first day. On the first phone attempt if they don't answer, just hangup. Then text the following:

"Hi {FIRST NAME}, when can we schedule your appointment?"

If they don't respond within 5 minutes, call again and leave this message. *"Oh hey, {first name}, I was hoping to get ahold of you since you asked me to call you about setting up an appointment. You can call or text me back at this number. Speak soon!"*

And if they don't respond to either of those, then put a note on your calendar to call them tomorrow.



DAY 2 - PHONE AND TEXT

They already have your phone number in their phone so no need to do the three step process. Just 2 steps today - Phone and Text. Call and if they don't answer leave a voicemail.

"Oh hi {First Name}, {Your Name} here, let me know when we can schedule that appointment you requested. Looking forward to helping you!"

Follow up with this text. *"Hi {first name}, text me back with a time you're available. Will only take a few minutes to setup your appointment."*

Again, if they don't respond to either of those. Then schedule another call for the next day. You want to hit them up three days in a row and then give them a rest. You should also try different times of the day to see if you can catch them.

Remember they REQUESTED a phone call from you! It's your duty and obligation to return their phone call.

GOT QUESTIONS?

I truly hope this guide was helpful for you and that it has shed some light on how to implement a process to get more appointments booked.

If you want to chat with me about the process or how I can help you implement it, schedule an Impact Call here: www.BusinessLeadMaximizer.com/schedule-a-call

I look forward to hearing from you.

If this guide was helpful, feel free to pass it on to a friend who could use it.

CONNECT WITH ME ON SOCIAL MEDIA:

 **Instagram:** [@tomjackobsofficial](https://www.instagram.com/tomjackobsofficial)

 **Facebook:** facebook.com/jackobseffect

 **LinkedIn:** linkedin.com/in/trainertom/

I have a bunch of videos on YouTube and continue to add more content every week

 **YouTube:** tomjackobs.com/youtube