

FIND MORE CUSTOMERS:

**THREE
CLIENT-GETTING
SCRIPTS**

**WRITTEN AND READY FOR
YOU TO USE**



FIND MORE CUSTOMERS:
3 CLIENT-GETTING SCRIPTS

If you need help finding more customers or clients, especially during tough times, then these three client-getting scripts have been written for you!

SCRIPT ONE

FOR *UNCONVERTED LEADS*

An unconverted lead includes anyone you have had contact with in the last two (maybe three) years that has not yet bought.

Find these leads in your CRM system or however you store your prospect data. Then send them an email saying something simple like this...

“Hi Jane,

I hope you and your family are well at this crazy time.
I'm just tidying up a few loose ends and I wanted to know, are you still looking to <insert what you do/problem you solve/outcome or result>

e.g. connect with likeminded women in business, renovate your kitchen, improve your health and fitness, get support with your administrative tasks?

Thanks in advance.

Rachael”

Other script variations include:

Are you still:

- **looking at / to / for...** a virtual assistant
- **thinking about...** trading in your car
- **wanting to...** take a winter vacation
- **concerned about...** your child's grades at school
- **interested in...** renovating your kitchen
- **considering...** a tutor for your child

Use language that fits in with your business offering and matches your style.

Then email it out to all those unconverted leads. You could do a broadcast email to your prospect list or even send each email manually to a select few. Whichever way you choose, keep it simple so you'll actually DO IT!

SCRIPT TWO

FOR *PAST CUSTOMERS*

Those who once bought from you or were once buying from you.

It's 10x easier to sell something to someone who has already bought from you compared to trying to find new customers from scratch. So, make the first move and reach out. Some are going to need you now more than ever.

Again, find these leads in your CRM system or wherever you store your past-client data. Then send them a super simple email with these three little words...**How Are You?** Let's see them in action...

Option 1:

“Hi Jane,

How are you? It's been a while since we last spoke. How are you and your family during this crazy time?

I look forward to hearing back from you.

Rachael”

Option 2:

“Hi Jane,

How are you and your family doing during this crazy time?

It's been a while since we last spoke so I'm reaching out to see if there is anything I can help you with?

I look forward to hearing back from you.

Rachael”

Other Script Variations Include:

- How's it going in your new role?
- How's your family?
- Is there anything I can help you with?

- A Travel Agent could ask: "Can I support you in any travel cancellations or rearrangements?"
- A VA could ask: "Can I support you in getting your year-end accounts in order?" or "in transitioning to digital?"

Reconnect Via Video

Share how/what you are currently doing/thinking/feeling. How you are supporting your clients, what's available – any new benefits – here's what we are now doing type content.

Option 3 (with video)

“Hi Jane,

How are you and your family doing during this crazy time?

It's been a while since we last spoke so I'm reaching out to see if there is anything I can help you with?

If you'd like to reconnect, here's a quick video of me sharing how you can do it.

I look forward to hearing back from you.

Rachael”

Whatever script you decide, use it as an opportunity to grow your business.

SCRIPT THREE

FOR CURRENT CLIENTS

This group is often the best way to grow your business. Ask yourself what else could you offer them. Are there any other or additional products or services you could share with them? Ask them: “what else can we do to help and support you at this time?”

Connect in via video. Video is so powerful. Use it to share how you are supporting your clients, what’s available – any new benefits – what you are now doing etc.

Then send them an email saying something simple like this...

Option 1:

“Hi Jane,

How are you and your family doing during this crazy time?

As one of my most valued clients, I’m reaching out to see what else can I do to help and support you at this time?

I look forward to hearing back from you.

Rachael”

Option 2 (with video):

“Hi Jane,

How are you and your family doing during this crazy time?

As one of my most valued clients, I’m reaching out to see what else can I do to help and support you?

There is a lot evolving right now so here’s a quick video message from me sharing where we are currently at and how we can further support you.

I look forward to hearing back from you.

Rachael”

Summary

There you have it three simple, yet powerful ways to find more clients even during difficult times.

I love these client-getting scripts as they:

- Cost nothing
- Take a small amount of time to prepare
- Require no technology
- Could make you tens of thousands of £/\$

Now it's over to you...