

PHONE INTERVIEW SCRIPT

Hey, is **CLIENT FIRST NAME** there please?

Hey John, this is **YOUR NAME**, the **CEO of COMPANY NAME**. Is now still a good time to talk? I know we had set some time aside but I just want to make sure it's still a good time for you?

Ok, awesome! Cool, well listen I just wanted to say thank you so much for taking the time to get on the phone with me like this, it' super helpful.

You said some things when you answered those questions on my website that I've been really intrigued about.

And the reason why I'd love to know a little bit more about your situation is because I really want to make sure that with the stuff that we are working on...that we address your particular situation. So would it be ok if I ask you a few question maybe to go a little bit deeper, beyond what we've covered in the survey?

(optional banter to relax interviewee) Remind me again, where in the world are you, what part of the world are you in? **EXAMPLE BANTER (this will just require you to be personable):** *Oh, you are in the North East? Oh you are in Vermont? I grew up like next door, I grew up in New Hampshire. So what's it like right now in Vermont? Oh cool. I'm in Texas now, so it's like a totally different place. But I can totally relate..I totally remember what it was like this time of the year in Vermont. I remember having a snow storm one year, it was April 1st I was probably 16 or 17 year old...*

I'd really like to understand where you are coming from and I'd like to make sure I address your situation. Would it be cool if we talk a little bit more about your situation? Ok, awesome.

Lastly before we dive right in, would you mind if I recorded the call? *(make sure you absolutely ask this question before recording)*. So I can listen to it afterwards in case I miss something with the notes that I'm taking? By the way, the recording is just for my internal purposes.. just so that I can listen to it afterwards. Would you be cool with that?

Ok, great. So **CLIENT FIRST NAME**, when you filled out the survey, you mentioned something that really intrigued me. I want to read back what you mentioned in that survey. You said, **(read what they said)** I found it really intriguing, can you tell me a little bit more about what you meant when you said that?

SHUT UP AND LET THEM TALK

So in the survey you also said this, **(read what they said)** and I found that really fascinating. Can you tell me a little bit more what you meant when you said that? **(Keep doing that, ask them to elaborate)**

SHUT UP AND LET THEM TALK

Can you tell me a little bit more what's frustrating about this, why that's a challenge for you? **(Keep going deeper to see what's the challenge behind the challenge until you feel you cannot ask that question again)**.

SHUT UP AND LET THEM TALK

Why is solving that important to you?

SHUT UP AND LET THEM TALK

Right now, we are considering building a service that teaches X,Y,Z (*must be a real service or possible service you could offer*). This new service sounds like it may come close or actually solve your challenge.

But before I go into any details about it... what if you could wave the magic wand and the service would cover exactly what you need help with, or what you'd like to see covered what would you like to see included?

SHUT UP AND LET THEM TALK

So is there anything else that you were hoping we would talk about that we didn't talk about? Is there anything else that I should have asked you that I didn't cover in this interview?

SHUT UP AND LET THEM TALK

Awesome, thank you so much, this time has been super valuable, I appreciate your time. (*if you offered any discount earlier to gain the phone interview make sure you deliver the discount to their account or give them the coupon code.*)

So right now we are putting the finishing touches on that service that I mentioned and we are taking into account your feedback and the feedback from the people that I'm speaking with over the phone.

We are probably 2 months away from releasing the service but as soon as the service is ready what's gonna happen is I'll shoot you an email with the special link to get access to the service.

And if there is anything you can think of between now and then please be sure to send it my way, that we didn't cover I'd absolutely love that otherwise we'll be in touch once the program is available and I'd like to say thanks so much again, have a great day and take care.