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# The Advertising Agency High-Ticket Script



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# Advertising Agency Script!

## Part #1: The Beginning

Hey is that \_\_\_\_\_?

Fantastic \_\_\_\_\_, you are the very person I am looking for (intrigue).

My name is \_\_\_\_\_ here from \_\_\_\_\_ ~~and I'm~~ calling for our \$100k clarity call.  
How're you doing today?

## Part #2: Set The Frame

Well \_\_\_\_\_, we've only got 60 minutes, so here's how this call's going to go. I'm going to ask you some questions to find out if and how we can help. If you're a good fit, I'll explain how I can help you and then you can ask me any questions you like. Then, if it looks good, we can get started. Sound fair?

## Part #3: Understand situation

So tell me...

- About your business, what do you do?
- And how did you get started in all of this?
- So how's business going at the moment?
- How are you pricing that?
- Who is your ideal customer?
- Why do people buy your product or service?
- What's the big promise?
- What is the sales process from stranger to client with you?
- What is your average client worth?
- So, let me make sure we're on the same page... You're (active listen), is that right?.

## Part #4: Find the pain (Make it bigger)

So tell me \_\_\_\_\_, what made you decide to invest the time to start growing your Business?

- Active Listen
- Ask more questions to find the actual pain
- We can't move forward until we find pain
- WHAT and WHY 3x layers deep.

## **Part #5: Figure out what they want**

Fantastic. Now I'm going to ask a question, and it might seem a bit strange, but we really need to understand your situation, and your goals, so we can figure out how we can help. Alright?

Ok cool. So \_\_\_\_\_, if we were having this conversation in 12 months time, and you were looking back over the last 12 months, what would need to have happened for you to be happy with your results in business and what that has provided for you in your life?

- Specify their answer with WHAT questions
- Why do they want their answer? (What then why)
- Confirm entire picture

## **Part #6: Releasing control**

Ok \_\_\_\_\_, you're currently making \$XX per month and you want to get to \$XX per month. Tell me, what's stopping you from achieving that on your own?

- Shut up.
  - Unable to get there on their own
  - Need the leads
  - They want a proven system from someone who has done it before and is excellent at it
- If they think they can get there on their own then you probably don't need our help. End call.
  - If you don't think you need help, how do you think we can help you?

## **Part #6: Link the problem with the nightmare scenario and create Urgency. (Also enlighten) Make problem BIG.**

So, right now \_\_\_\_\_ you (current problem in detail). And if this isn't solved, if you don't figure out a way to (resolve the core problem), you're not going to (hit goal). But more than that, you're gonna wake up in 6 months time, still facing the same issues, the same stress and the same frustrations.

So tell me... How much longer are you prepared to put up with (problem) and not (achieving goal)?

- If he's not saying "I'm sick of it", then they are not ready to move forward!

So this is something you're ready to resolve ASAP?

## **Part #7: Re-Affirm**

Ok fantastic, so you really (repeat back).

Awesome \_\_\_\_\_, well then this will be one of the most enlightening conversations you're going to have all year! Are you ready to learn how you can (get result they want)?

## **Part #8: Process Introduction**

We've worked with 100's of companies to help them generate better and higher quality leads. I mean, right now we are generating clients doing \$X leads in the exact same target market as you.

So the process that I'm going to take you through RIGHT NOW is going to be the EXACT same process we take all our clients through. The same process many businesses have used to add MILLIONS to their business, and give them the ability to scale. And it will allow US to create the insights and clarity that you NEED, to be able to construct irresistible marketing campaigns and generate customers. Are you ready?

### **Part #8.1: Target**

Awesome! So for our businesses, generating new clients and customers is really just a 3 step process.

Figuring out who the target market is, creating an irresistible offer and message, and placing it in front of them. It really is that simple!

Fantastic, so the first step in the process is all about understanding your target customer. And the better we understand them, their pains and frustrations, their wants and aspirations... The better our marketing will be. Right?

So what I find, is that most people have an ideal customer they love dealing with. So for you, who do you think that would be? What type of work, and what type of customers?

**(do targeting exercise: Problem and Goals)**

- **What are their frustrations?**
- **What keeps them awake at night?**
- **What are their goals?**

## **Part #8.2: Message and Offer**

Sweet!

So the next step is developing a strong marketing message.

We need to use that info to develop a message that these type of customers will actually respond too.

So basically this goes. If you are this person, going through this problem, take this action, and get this result.

(Do it)

- **If you are X person**
- **Going through X problem**
- **Take THIS action**
- **And get THIS result**

Now how much more powerfully do you think they would respond to that message than any other one out there?

Ok fantastic. So if we could get X more of these guys coming through, asking for your help, that would pretty much (solve problem) and (get you to goal), right?

### **Part #8.3: Bring it back and Dollarize**

So if you look at how we got on THIS phone call, and how you opted in for OUR marketing message, what we're doing right now is EXACTLY what I would like you to be doing for yourself. I want to see you with an extra (X) leads coming in each week.

Can you see how that is so much more emotionally powerful, and how much more confidence you're going to have when closing the sale with your prospect?

So tell me, what is the average amount you charge per customer?

Ok awesome, and let's imagine we spent \$150 and got 10 leads, of people who know who you are, looking for your help, how many of those 10 do you think you could get to become customers?

Nice, and if each client is worth \$X, even if you only got 20% to become clients, that would be 2x\$X!

So, can you see how much more money you're going to be able to make following that process?

### **Part #9: Bridge The Gap**

So right now you're (current situation) and what you want to do is (goal). So if you had a system where you could consistently generate clients, clients who are prepared to spend money with you, and have more financial freedom and control in your life, and get (goal), what would that mean to you? How would that change your life?

Are you interested in learning more about what we have to offer that can help you get (what they want)?

AWESOME!

### **Part #10: Pitch The Product**

So \_\_\_\_\_ is specifically designed for business who aren't generating enough super high quality leads, don't have seamless sales systems in place and could be generating many more dollars from each client.

It's for businesses who are sick of having to trial and error. They want to get the exact systems from people who've been there and done that.

It allows you to take advantage of our X years expertise and the MILLIONS of dollars ourselves and our clients have spent to test these strategies.

And really it comes down to this. Right now you're (got problem), and you want to (opposite of problem) so you can (get to goal). And as you've said you're sick and tired of trying to solve all of this on your own. So this is your opportunity to simply get the exact systems from those who've been there and done that.

Does that make sense?

## **Part #11: Explain The Product**

So here's how it works:

- We'll help you:
  - Build incredible irresistible offers and funnels that when your target market sees your ads, they immediately respond and become a lead.
  - Put together powerful Facebook, Instagram or Google ads just like we and our clients use to achieve the same success we have achieved. We'll explain exactly which metrics to watch and how to set them up for success.
  - Understand lead generation costs and which advertising type to run based on your lead generation strategy.
  - Develop a seamless sales system that makes closing leads, and up-selling them your higher end products and services incredibly simple.
  - And of course, we'll be looking at helping you generate enough leads to scale from there.
- We have spent over \$X on Facebook advertising over the last \_\_\_\_\_ years and we know what works and what doesn't. At the same time, we help our Clients spend approximately \_\_\_\_\_ same amount each year on advertising their products.

And from what you've been saying, I think this is EXACTLY the right move towards reaching (their goal). Is that right?

## **Part #12: Explain The Features**

So do you want to know exactly what we offer to get you to your goals?

- Level 1 Features
- Level 2 Features
- Level 3 Features

So tell me, how much would it be worth to you to have a proven system and support network that's guaranteed to bring you more leads than you can handle?

## **Part #13: Hook them and take it away**

Now... Let me just wrap this up, and then you can ask me any questions you want and we can get this moving forward.

1. With this deal, we will be fully subscribed very shortly.
2. Because our marketing is so on point, I'm having over 20 conversations like this every single week. But we can't work with everyone.
3. The investment for the \_\_\_\_\_ product that best suits you is \_\_\_\_\_/week over 3 months.
4. So the next step moving forward is to take down your details and process the first weeks investment.
5. You'll then get an agreement sent out to your email.
6. As soon as you get this back to us, I will work with you to develop your first advertising campaign.

But first, I know that this will absolutely transform your business. But why do you think we should we take you on as a client?

Answer questions

## **Part #14: State your offer**

Fantastic Man! Considering you're 10/10 serious about (achieving goal), I have something pretty special to offer you.

Obviously, the best people to have in that community, and likewise the people who get the greatest results, are those who're able to be decisive and take action. So we reward that.

This means, if you take action, and get started right now you'll get our Action Taker Price.

This is where you'll get to join \_\_\_\_\_ at a special action takers investment level of only \$\_\_\_\_/week. This saves you \$2.5K! Over the agreement period.

Does that sound fair enough?

## **Part #15: Handle Objections**

## **Part #16: Close The Deal**

Awesome, so let's get you started then. Can I just confirm your email address is XYZ.

(Get their details).

What's going to happen now is we'll process your first week, and you'll get an agreement sent to XYZ email.

I'll now go through the finer points of the agreement.

Excellent, so you have now joined. Welcome to \_\_\_\_\_. This is going to change your business and your life.

So let's organise your first appointment with your dedicated account manager to get your first advertising campaign up and running.

Fantastic! So I can book you in for your appointment with \_\_\_\_\_ on xx day at xx time.

\*If they so no or ask for times etc you can give them 2 options for alternate days. Ask "do you require a morning, afternoon or evening appointment? Then give them the next time available.

WANT THIS WORKING IN YOUR BUSINESS?

Book the 20-minute call.

[calendly.com/jamiesonnexconsulting/30min](https://calendly.com/jamiesonnexconsulting/30min)

