

Three Ways to Ask for Money



Step 6B. Three Ways to Ask for Money

CHOICE 1 (Offer with check-in before investment)

OFFER without investment price, then

“So how does that sound? Does this sound like what you are trying to accomplish here?”

“Do you have any questions about what I have shared with you so far?”

“I am sure your biggest question right now is how much is it going to cost, but before we talk about the investment, I just want to make sure I have addressed any of your questions and concerns about what we have already discussed.”

When no more questions,

SUMMARIZE OFFER with INVESTMENT PRICE

And then wait for them to answer.

CHOICE 2 (Offer with no check-in before investment)

OFFER without investment price. Speak slowly and clearly. Be exact. Focus 80-90% on the outcomes, and only 10-20% on HOW you'll get there.

(Short pause)

“The investment to get you moving towards your _____ (Insert their major goal) is _____ dollars.

The deposit to get started today is _____. Which form of payment would you like to use?”

(Or “I take paypal and credit cards. Which would work best for you?)

(Long pause. Wait for them to answer.)

Jennifer Diepstraten's

THREE WAYS TO ASK FOR MONEY



CHOICE 3 (Fast action scholarship)

*OFFER **without** investment price. Speak slowly and clearly. Be exact. Focus 80-90% on the outcomes, and only 10-20% on HOW you'll get there.*

(Short pause)

"The investment to get you moving towards your _____ (Insert their major goal) is _____ dollars. (Short pause 2-3 seconds)

"You'll be happy to know we have a fast action scholarship available as well. We offer this scholarship to people who make a decision on this call because we find that our clients who are fast action takers get the best results (*or whatever is true for you*). The scholarship is XXX dollars. So the investment today is only YYYYYYYY dollars."

STOP TALKING.

(Long pause. Wait for them to answer.)